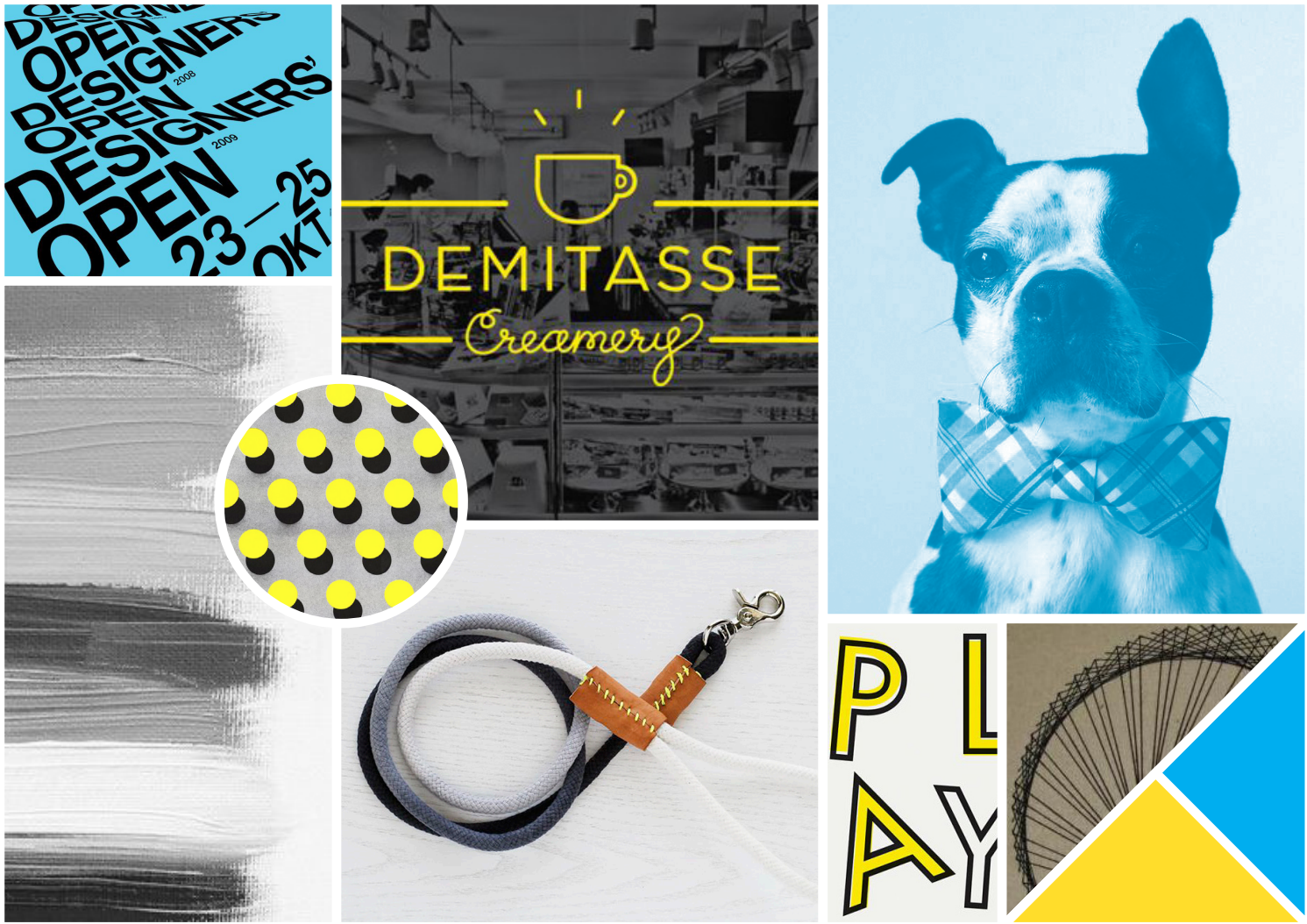


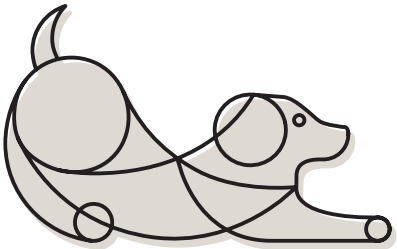
PLAYBOW
Brand Identity
No. 1

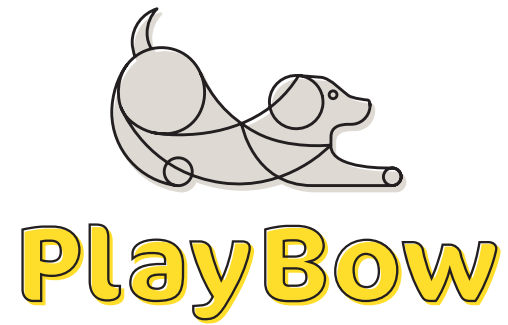
August 31, 2015

PLAYBOW

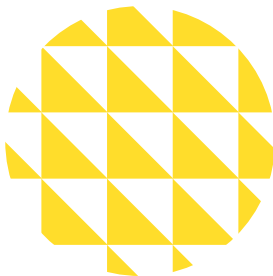
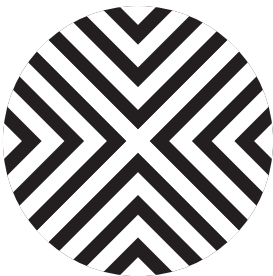
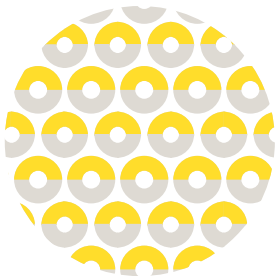
- + Inspiration
- + Logo lockups
- + Pattern library
- + Color palette
- + Typography
- + Applications



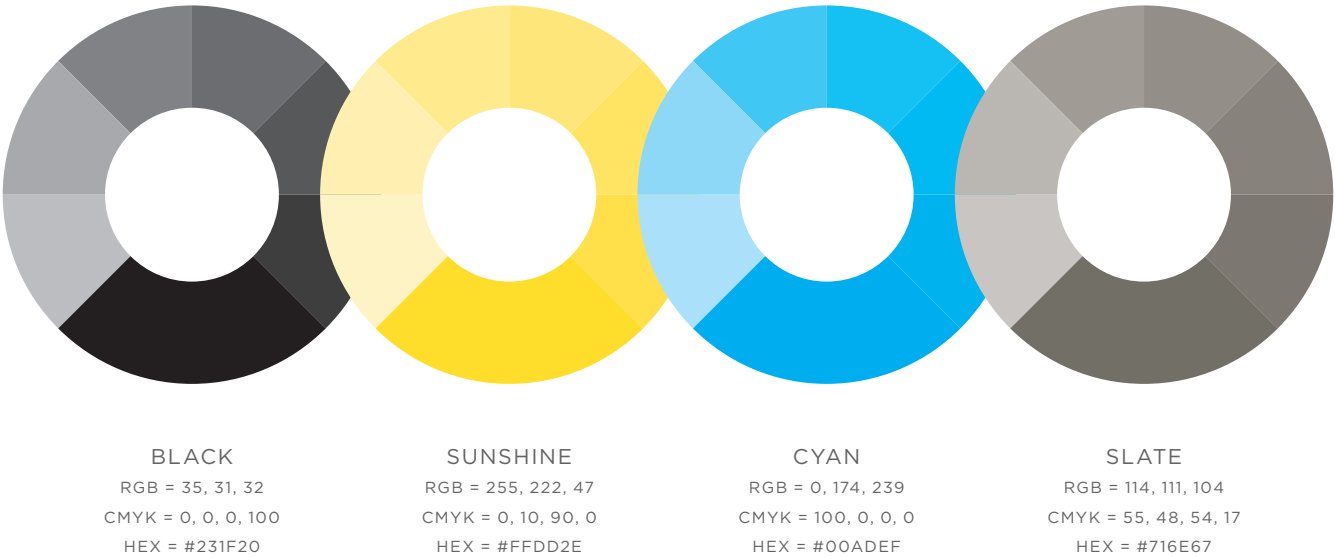








COLOR PALETTE



COCON (TITLES/HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec id mauris diam. Duis molestie sagittis tincidunt.

Hello San Francisco!

ENGRAVERS GOTHIC (SUBHEADS + CALLOUTS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
DONEC ID MAURIS DIAM. DUIS MOLESTIE SAGITTIS TINCIDUNT.

**YOUR BEST FRIEND
DESERVES A SPA DAY**

FRANKLIN GOTHIC (BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

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Nullam varius justo sed quam ultricies, nec interdum eros vehicula. Sed sit amet sem non neque consequat suscipit vitae id justo. Nunc in mi dolor. Aliquam fringilla nisi eget faucibus luctus. In auctor iaculis

VOLTAGE (CALLOUTS)

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abcdefghijklmnopqrstuvwxyz

123456789

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Donec id mauris diam. Duis molestie sagittis tincidunt.

We heart dogs!

WAGS & WOOFs

Let them play while you're away!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis feugiat id libero eu dapibus In quis scelerisque ipsum. Nam purus felis, consequat a bibendum nec, convallis quis arcu.

Nullam varius justo sed quam ultricies, nec interdum eros vehicula. Sed sit amet sem non neque consequat suscipit vitae id justo. Nunc in mi dolor.

Did you know?

29%

of dog owners have posted videos of their pet online.

42%

of pet dogs have visited a groomer in the past year.

95%

of dog lovers consider their pets part of the family.



APPLICATIONS



THANK YOU.