Official Natural Pet Innovations **full color logo** with Tagline **»**
Official Natural Pet Innovations PMS colors: **PMS 5545c Seafoam Blue, 576c Green** and **5773c Putty**
Official Natural Pet Innovations Fonts: Google's **Montserrat** and **Raleway**

**NATURAL☀PET**
**INNOVATIONS**
— ★ ★ USA ★ ★ —
TURNKEY PRIVATE LABEL PARTNER

**NATURAL PET INNOVATIONS BRAND IDENTITY & USAGE GUIDE**

## The Natural Pet Innovations' Brand Identity

Brand identity is so incredibly important, so we've provided you this one-sheet to help navigate implementation and the reinforcement of a consistent image for Natural Pet Innovations. These guidelines should be strictly followed to ensure maximum recognition. Always use a supplied version of the logo, and never alter the colors or logo itself in any application. Whenever possible, try to use the full-color version of your logo as production allows. By following these basic rules, you will continue to develop and strengthen the Natural Pet Innovations brand.

## The Natural Pet Innovations' Font

The official Natural Pet Innovations corporate font is a combination of two Google fonts: **Montserrat** and **Raleway.** There is some flexibility in how you apply these fonts and their variations, but it would be best to get into a habit of using one typeface, **Raleway Regular** for body copy. **Montserrat Bold** works well for headers, while **Raleway Bold Italics** is great for call-outs and captions.

Be sure to use these fonts for all branded digital applications (web, email blasts, etc.) as well, as they both are universally platform-friendly and live text (vs. graphics) will help with your seo. This sheet employs the above suggested combinations throughout. Also, an example of this hierarchy is demonstrated at right.

This limited font usage in all customer-facing collateral is another basic strategy in breeding a strong, familiar brand identity.

## QUICK DO'S & DON'TS

*Rules of thumb to consider when applying the logos:*

· When production allows, always try to use the full color version of the logo

· Never alter or substitute the designated PMS colors / color palette

· Never change the color breaks of the logo as it appears above

· When placing the logo always leave at least 1/2" of "white space" (margin) around all four sides of the mark.

**Natural Pet Innovations Font Applications**

## We Can Help

*Teamwork is the key to success.*

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*Montserrat Bold for headlines*

*Raleway Bold Italics for captions, sub-heads, or call-outs*

*Raleway Regular for all body copy text*

## The Natural Pet Innovations' Color Palette

Natural Pet Innovations' primary colors are **PMS 5545c Seafoam Blue, PMS 576c Green** and **PMS 5773c Putty.** A 20% tint of the 5773 Putty works well as an accent color for large fields/ backgrounds.

A limited color palette of accent colors is provided here as well, and all are displayed as in RGB- and Hex-builds. It is imperative that all marketing and collateral materials adhere to this limited palette to ensure a cohesive look and feel across the enterprise.

| Color | RGB | HEX |
|---|---|---|
| **PMS 5545c** | **RGB 78/102/101** | **HEX 4e6665** |
| **PMS 576c** | **RGB 110/133/65** | **HEX 6e8541** |
| **PMS 5773c** | **RGB 153/146/132** | **HEX 999284** |
| **20% PMS 5773c** | **RGB 201/200/195** | **HEX c9c8c3** |
| **PMS 716c** | **RGB 46/46/46** | **HEX 2e2e2e** |
| **PMS 575c** | **RGB 89/103/62** | **HEX 59673e** |
| **PMS 660c** | **RGB 75/110/151** | **HEX 4b6e97** |
| **PMS 457c** | **RGB 193/171/71** | **HEX c1ab47** |
| **PMS 711c** | **RGB 205/81/64** | **HEX cd5140** |