

A man and a woman are sitting on a wooden bench outdoors. The woman, on the left, is wearing a brown scarf and a black jacket, holding a grey mug. The man, on the right, is wearing a black jacket and holding a grey mug. A pug dog is sitting between them, looking towards the camera. The background is a wooden wall.

the Pet Club™

Healthier & Happier Together™

Purpose

WHAT IS A BRAND STANDARDS GUIDE?

Our brand is our DNA. It's what makes us uniquely us – uniquely The Pet Club, and no one else. **It represents our commitment to pets and their people.** For all the hard work we've put into this brand, we need to represent it clearly and proudly.

This document provides guidelines and standards for the proper use of our brand mark and is meant for anyone at The Pet Club, even our external partners, to use. By adhering to these brand standards, we ensure that we're presenting ourselves as one company speaking in one clear voice.

Logo

the
Pet ClubTM

Our company logo is a valuable asset. It's a symbol of the distinctive personality of our company and our people. Our company logo is a unique, specially crafted, custom design that must be reproduced with great care. Never separate, alter, redraw or reposition the elements of our logo in any way.

Logo



CLEAR AREA



X is equal to the height of the letter "u".

To enhance the legibility and impact of our logo, be sure to keep it a reasonable distance from text, graphic devices or images on the page. To provide reasonable distance, always allow a minimum space on all sides of the logo (defined as the distance "**X**" in the graphics shown) equal to the height of the letter "**u**" in the word "Club".

Logo

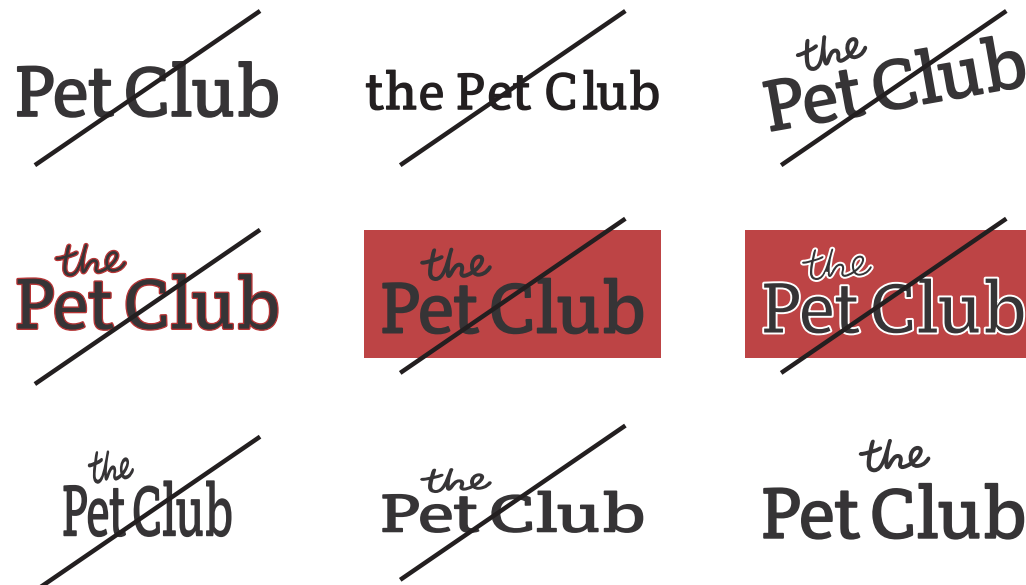
CORRECT

the
Pet Club™

PROPER USE

- The logo should always appear as it does in the graphic (shown: left).
- The vector version should be used whenever possible.

INCORRECT



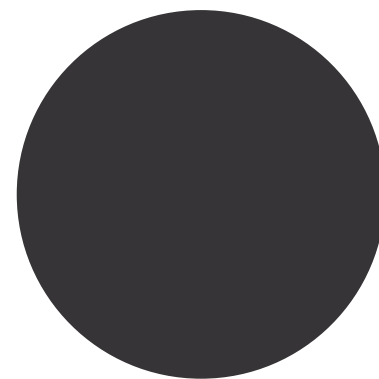
IMPROPER USE

- Never separate, alter, redraw or reposition the elements of our logo in any way.
- Never re-typeset our logo using the same, similar or any other font. Our logo has been carefully custom crafted.
- Do not rotate, skew or use in 3-D form.
- Do not alter or change the colors. The standard version of our logo uses two colors:
Slate (logotype) and Cherry (tag line).
See page 6 for color information.
- Do not screen, use tints, add textures or gradients.
- Do not use in outline form or enclose the logo.
- Do not use the standard version of our logo on dark colored backgrounds. In these instances, use our reversed Bone color logo is acceptable.

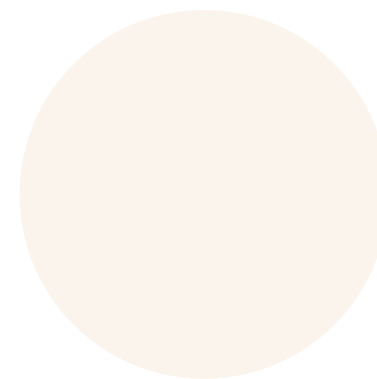
Color

PRIMARY

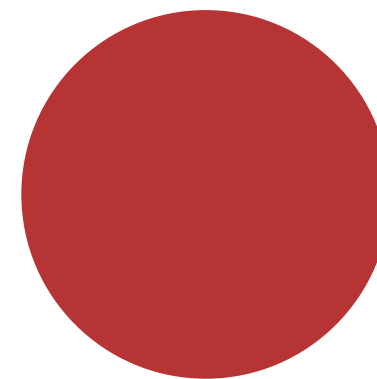
Our primary color palette consists of Slate, Bone, Cherry and Apple. These are the colors that help define our brand visually. Primary colors should be considered for every medium.



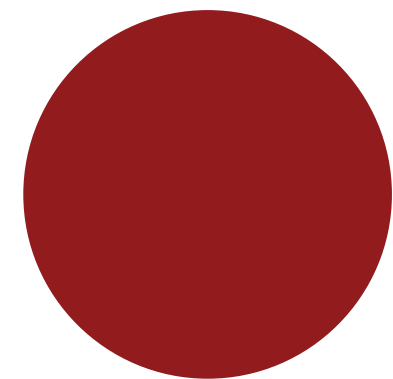
SLATE
0 / 0 / 0 / 94
51 / 51 / 51
#333333



BONE
1 / 3 / 5 / 0
250 / 243 / 237
#faf3ed



CHERRY
20 / 93 / 85 / 10
183 / 53 / 53
#b73535



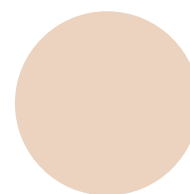
APPLE
27 / 100 / 100 / 27
146 / 25 / 23
#921917

ACCENT

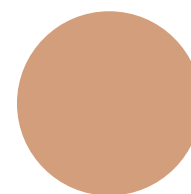
A range of accent colors have been specified to support the primary palette. Our accent color palette consists of Biscuit, Oak, Denim, Saddle and Juniper. Use accent colors in combination with our primary colors.

These colors add depth, but use them sparingly. These colors can be used to add visual interest and highlights to design.

The accent colors are not to be used as the main color palette on any design.



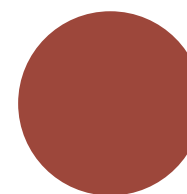
BISCUIT
7 / 16 / 23 / 0
235 / 211 / 190
#ebd3be



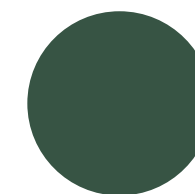
OAK
18 / 40 / 54 / 0
209 / 158 / 123
#d19e7b



DENIM
85 / 72 / 53 / 56
31 / 44 / 58
#1f2c3a



SADDLE
27 / 80 / 78 / 20
157 / 70 / 58
#9d463a



JUNIPER
76 / 46 / 71 / 38
53 / 84 / 68
#355444

Color

LOGO COLORS

Our standard Slate colored logo may be used over light colored background images or against the specified lighter colors of our approved color palette, specifically our Bone and Biscuit colors (shown right).

Our reverse color (Bone) logo may be used on a black background or against the darker colors of the approved corporate color palette.

Other approved color alternatives for the logo are 1-color black or 1-color reverse (white) for use when black and white are the only colors available. The 1-color black logo should be used on white backgrounds only. The 1-color reverse (white) logo should be used on black backgrounds only.



Typography

OVERVIEW

Type is a strong extension of our brand's personality and plays a major role in creating a consistent look for The Pet Club across all communications, advertising and promotional materials.

The Avenir Next font family has been chosen as our primary typeface and Midnight Chalker for in-store chalkboard signage. These fonts should be used whenever possible. The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc.

More information can be found on page 10.

PRINT

AVENIR NEXT

Avenir Next

Avenir Next

CHALKBOARD SIGNAGE

MIDNIGHT CHALKER

WEB / DIGITAL

Avenir Next

Avenir Next

Typography

PRIMARY FONTS

The **Avenir® Next** font family has been chosen as our primary typeface. This typeface should be used whenever possible.

Designed by Adrian Frutiger in 2017 and Akira Kobayashi in 2003 and Akira Kobayshi in 2017 and Razmadze Akaki in 2017.

Purchase and download Avenir Next at:
<https://www.fonts.com/font/linotype/avenir-next?QueryFontType=Web&src=GoogleWebFonts>



Headline Color: Cherry
CMYK 20/93/85/10 RGB: 183/53/53



Body Copy Color: Slate
CMYK: 0/0/0/94 RGB: 51/51/51

PRINT

HEADLINE, SUBHEAD & BODY COPY TYPEFACE

AVENIR NEXT, Demi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR NEXT, Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR NEXT, Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUBHEAD AND BODY COPY TYPEFACE

AVENIR NEXT, Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR NEXT, Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ALTERNATE SUBHEAD TYPEFACE

AVENIR NEXT, Demi Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

CHALKBOARD STYLE SIGNAGE

Midnight Chalker has been chosen as the font for our in-store signage and store-front a-frames. This font should be used to create all chalkboard signage.





Designed by David Kerkhoff and published by Hanoded in 2016.

Purchase and download Midnight Chalker at:
<https://www.myfonts.com/fonts/hanoded/midnight-chalker/>

CHALKBOARD STYLE FONT

MIDNIGHT CHALKER



-  Chalkboard Color: Slate
CMYK: 0/0/0/94 RGB: 51/51/51
-  Attention Color: Cherry
CMYK 20/93/85/10 RGB: 183/53/53
-  Primary Message Color: Biscuit
CMYK 7/16/23/10 RGB: 235/211/190
-  Secondary Message Color: Oak
CMYK: 18//40/54/0 RGB: 209/158/123

EXAMPLE

