



My Dog Rocks Brand Guidelines

June 11 2010 Revision 1

Table of Contents

1.	My Dog Rocks Logo	2
2.	Logo and Wordmark with Tagline	3
3.	Logo and Wordmark without Tagline	4
4.	Clearing Zone	5
5.	Minimum Sizes	6
6.	ABDGN Logo Dont's	7
7.	Fonts	8
8.	Colours	9

My Dog Rocks logo

The My Dog Rocks logo was designed to capture the professional and fun spirit of owner Diane Holmes.



- The stacking of the words in the logo gives individual attention and emphasis to each element of the business name.
- The different sizing of the letters and words also adds to the importance and emphasis of each word.
- The word ROCKS builds in size to give a verbal audio attachment to the audience when they see the logo.
- The 'dog tongue' hanging off the letter C represents a happy dog while evoking emotion in the brand.
- The colour palette of powdered lime green and charcoal grey represent the organic and outdoor elements.



Logo and Web Stamp

The My Dog Rocks brand style has two versions - The logo on it's own and with the web stamp.

The logo without the web stamp is to be used as the primary logo when accompanied by the web address on anything the network creates, recognizes or supports.

Suggested Uses: Letterhead, postcards, documents, reports, print banners, T-shirt front, trade show materials etc.

The web stamp logo should be used whenever the logo is used strictly on it's own.

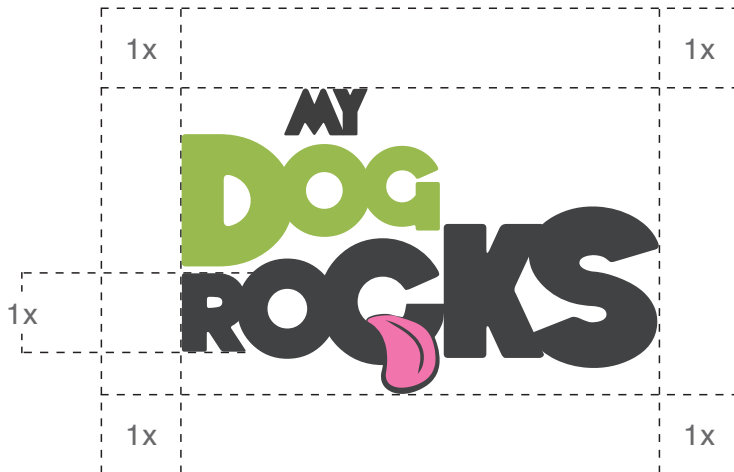
Suggested Uses: Car treatment, sponsor or endorsement placement

Only use the provided files for Colour, Greyscale and Black & White versions of the logo and web stamp.

Clearing Zone

The logo is best displayed when surrounded by a minimum clearing zone. This ensures no other elements such as type or graphic elements interfere with its integrity. This minimum clearing must always surround each use of the logo.

The height of the letter 'R' represents the 1x clearing space that should accompany the logo.







My Dog Rocks Logo



My Dog Rocks Logo Web Address

Minimum Sizes

Minimum size standards for print and onscreen formats ensure the My Dog Rocks logo is legible at all times. The minimum size for each logo is based on the width value and must be used proportionality without altering the logo height.

Print	Onscreen
 1 inch	 96 pixels
 1 inch	 96 pixels

My Dog Rocks Logo Dont's

The consistent application of the My Dog Rocks logo helps to reinforce and build the brand. Any deviation from these standards will weaken the My Dog Rocks brand.



1. **Do not** change the scale or position of the logo elements.



2. **Do not** apply a border around the logo.



4. **Do not** reproduce the logo in colours other than those provided in the logo files and brand guidelines.



5. **Do not** stretch the logo.



6. **Do not** place the logo on the side or an angle.



8. **Do not** reduce the opacity more than 40%.

Fonts

Helvetica is the font that should be applied to all printed communications.

Futura is applied to all copy including headings, subheadings, body copy and legal text.

Both Helvetica and Futura are available for use in MS Office

Helvetica should be used for all web applications.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colours

Strong use of the My Dog Rocks brand colours will establish recognition and strengthen the brand. The My Dog Rocks Powdered Lime Green and Cool Grey should be prominent in all marketing communications. There are 4 vibrant and bold complimentary colours that support the visual feel of the brand. Tints of these accent colours may also be used as base colours in creative design. Additional colours may be used as long as they do not overpower or compete with the brand colours.

Core colours

Pantone Goe coated	RBG	CMYK	HEX	Tint values	
Pantone 127-2-3 C	R162 G203 B98	C36 M2 Y74 K1	#a2cb62	100%	40%
Pantone 161-1-5 C	R74 G72 B69	C71 M66 Y64 K22	#4a4845	100%	40%
Pantone 27-1-2 C	R238 G120 B172	C3 M62 Y4 K0	#ee78ac	100%	40%

Alternate colours

Pantone Goe coated	RBG	CMYK	HEX	Tint values	
Pantone 89-1-4 C	R17 G142 B189	C80 M26 Y4 K2	#118ebd	100%	40%
Pantone 150-2-7 C	R52 G43 B27	C53 M60 Y82 K64	#342b1b	100%	40%
Pantone 24-1-6 C	R237 G39 B75	C0 M89 Y70 K0	#ed274b	100%	40%
Pantone 56-2-7 C	R46 G41 B48	C76 M78 Y60 K49	#2e2930	100%	40%

The Pantone colours shown on this page have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone Colour Standards. The CMYK colours have been selected to create the closest match to the ABDGN logo colours. Please consult current Pantone publications for accurate colour prior to use. PantoneR is the property of Pantone Inc.