Brand Guidelines

2016

potty
pio

WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas, and personality of this organization. It exists to increase recognition and build awareness of the organization in its target marketplace. This brand identity should be graphically represented and includes elements like the logo, color palette, and typography, and can use examples to visualize how a brand should be depicted across different visual media within its guidelines

WHY USE THESE GUIDELINES?

The corporate identity system in this document has been created to manage how this brand is represented across all visual media in various situations, and the guidelines herein explain how to correctly depict and embody the brand ethos consistently across different applications and in various markets to maintain brand authenticity.

Modern, lighthearted, and energetic, the logotype for Potty Pio represents the energetic nature of the animal it caters to. Birds are colorful, high-energy pets, and this logo embodies those characteristics. Using 'handwritten' typography and a simple vector image helps us to convey a brand that is lively, modern, all about our avian friends.
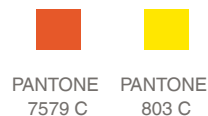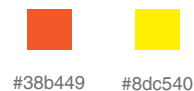
COLOR

The following corporate color palette references are included to ensure accuracy when reproducing the palette in visual communications. Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is used digitally. These are the corporate colors for the logo and text.

Solid Colors

PANTONE 7579 C

PANTONE 803 C

Web Colors

#38b449

#8dc540

Process

C	M	Y	K	
0	80	95	0	

C	M	Y	K	
0	0	100	0	

LOGOTYPE

APPLICATIONS

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

• Always leave the logo some space to breathe. Use backgrounds displayed to the right when possible.

• If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

MISUSES

Possible misuses of the logo that should be avoided.

• Do not rotate the logo.

• Do not place the logo on bright colors.

• Do not use the negative logo on backgrounds that are too light.

• Do not add embellishment like drop-shadows, embossing, etc. to the logo.
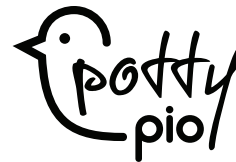
CONSTRUCTION

Grids and circular guides were used to make the logo clean and proportional, which would help us to convey a modern and energetic brand. The bird shape was guided by six circles which help to create a unique and balanced composition. While the 'pio' word mark mirrors this modernity, the 'potty' word mark is more handwritten and angular to convey the movement and energy associated with birds. The result is a logotype that is modern, energetic, and light-hearted.
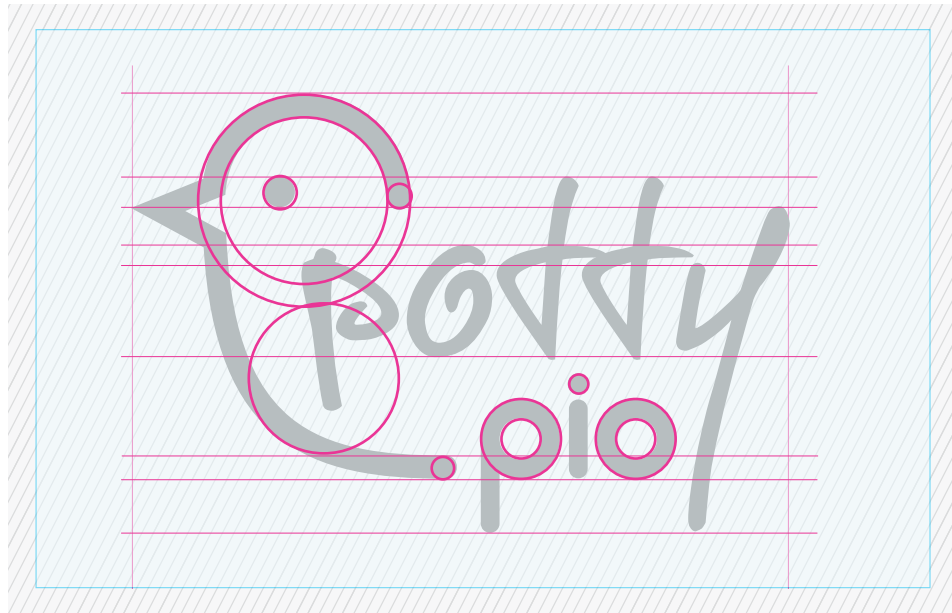
THE LOGO

Only use the logo in an appropriate version, created from original digital artwork.

BACKGROUNDS

The negative logo should not appear on light or cluttered images without being reversed out.

GRAPHICS

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower the logo.

TYPOGRAPHY

Check that the corporate typefaces have been used appropriately where applicable.

DESIGN

Be sure to provide these guidelines to third parties or collaborating partners.

TYPOGRAPHY

potty
pio

One Trick Tony
Regular

ABCDEFGHIJ KLM NOP KRS TUWXYZ
abcdefghijklmnopkrstuvwxyz
1234567890

Comforta
Bold

ABCDEFGHIJKLMNOPKRSTUVWXYZ
abcdefghijklmnopkrstuvwxyz
1234567890

Packaging

OPEN HERE

potty pio

- LAST LONGER
- SAFE & NATURAL
- DUST FREE
- CHEMICAL FREE

Environmentally Friendly

100% NATURAL	**NATURAL** SUPERIOR ODOR CONTROL	

Petssentials™
Instant-activation clumping formula.

VOLCANIC ORIGIN

NATURAL
bird litter

NET WT.
5 LBS
(2.26 kg)

OPEN HERE

potty pio

Petssentials™

Quality Guarantee: Your comments and questions are welcome. If you are not satisfied with the quality of this product, please save and scan the back of the product box and send it to info@mypetssentials.com. You may also contact us at the following
Phone number: 1800.000.0000

www.**MyPetssentials**.com

follow us @ MyPetssentials

100% NATURAL
bird litter

t vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Instant-activation clumping formula.

7 707066 602676

PREMIUM   PREMIUM   PREMIUM   PREMIUM   PREMIUM   PREMIUM   PREMIUM   PREMIUM