

Version 1.0

Brand Guidelines

2016

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LOGOTYPE

Construction
Logomark
Application

— 1

COLOR

Primary/Secondary Palette

— 2

TYPOGRAPHY

— 3

CHECKLIST

— 4

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.



LOGOTYPE

The umbrella brand behind a variety of pet products, Petsentials' logo is meant to represent that variety while also relating to what pet owners are looking for in a pet brand. Essentially, we want to show that we love pets as much as they do and put that passion into products that are vital for happy and healthy pets. The Petsentials logo communicates that message using a fun and quirky visual identity that extends to the individual product brands.





LOGOTYPE

CONSTRUCTION

Combining multiple animals and the shared passion for pets was challenging, but allowing ample spacing was key to making the graphic work. We were able to integrate elements of a dog, a bird, and a cat within in a heart shape into a logomark that is quirky, fun, and representative of the main brand..

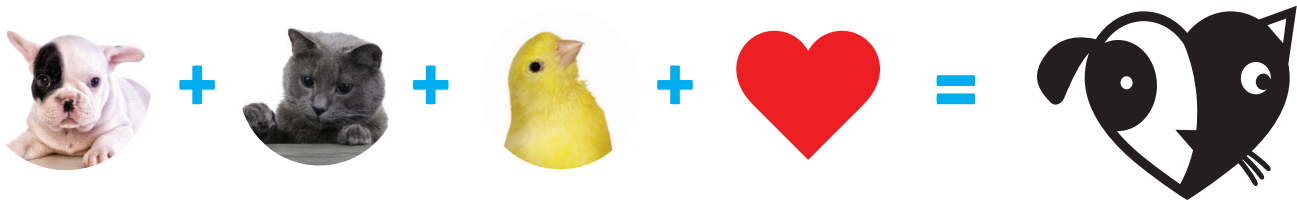




LOGOTYPE

LOGOMARK

Using the heart shape as a vessel, we integrated a pitbull-like face on the left side, and created an amalgamation of a bird (beak on the upper right) and a cat's whiskers on the right side. The result is a cute and quirky icon that encapsulates the essence of Petsentials.





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.



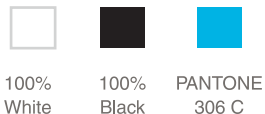


COLOR

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.



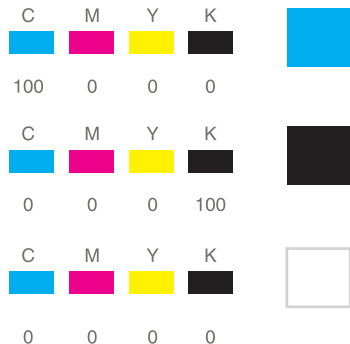
Solid Colors

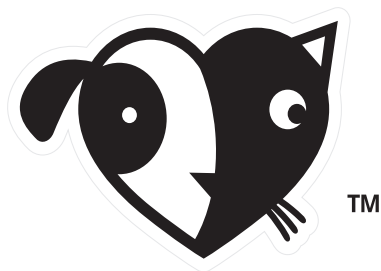


Web Colors



Process





Petsentials

Aller

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



CHECKLIST

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.