

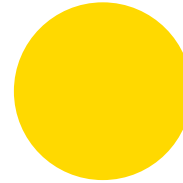


Humane & Effective Peace-Of-Mind.

Branding Quick Guide

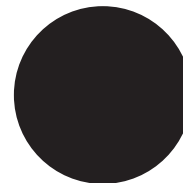
Colors

DogSafe™ relies on two primary colors with white as a typical background: Yellow and Black. The brand’s motif is meant to illicit a safety signage concept while taking advantage of the bright, attention-getting, mood-lifting effects of the yellow hue.



YELLOW

Print: PMS 108C
Screen: 254/230/0
Web: FEE600



BLACK

Print: 100%
Screen: 0/0/0
Web: 000000

Typography

The brand font for logotype and headlines is Hypatia Sans, usually Semibold. In copy and other areas, Arial family is used, with Regular being the base weight.

Logotype & Headline Font. (Hypatia Sans Semibold)

Body and copy. (Arial Regular)

Logo



The logo system for DogSafe consists of a unified “Diamond” structure which resembles a road sign, containing a happy, collared dog silhouette, or a simplified “Bar” (as seen above) for applicable situations of use. The only acceptable colors of display for the logo are the standard yellow/black combo, or a knockout to solid black, white, yellow, or a greyscale conversion of the yellow to 30% black.

Free space around the logo must be given, at a minimum equal to the height of the Bar portion (see positioning to the left), or at 50% of Bar height when the bar is displayed alone (seen above).