

PAWFULL

**BRAND GUIDE**

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Only the very best for your dog!

# LOGO

The logo for Pawfull puppy foods is displayed in a forest green color. It features the word "PAWFULL" in a bold, rounded, sans-serif font. The letter "A" is replaced by a stylized paw print icon.The logo for Pawfull puppy foods is displayed in black. It features the word "PAWFULL" in a bold, rounded, sans-serif font. The letter "A" is replaced by a stylized paw print icon.

The Logo for Pawfull puppy foods, is simply created by the brand name. As well as a paw print, replacing the A in Pawfull.

This gives the customers a clear idea of what the brand is called and what it's about. The logo is kept simple and not too detailed, giving it a clean look.

This logo should be used on the brands productus as shown later in point of sale, as well as on advertisments for the brand and possible name tags to mark employees.

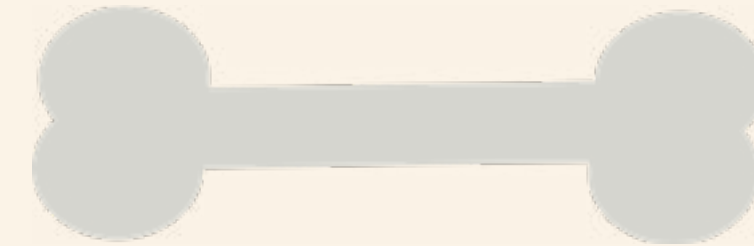
The logo comes in it's original forest green, as well as a black and white version.

# Graphic Elements

These graphic elements are used repeatedly throughout the brand. As seen in the Logo itself is the paw print, as well as the infographic and packaging carrying the bone.

These elements communicate to the target audience that this is a brand focusing on dog food/treats.

They are simple and easy in design and can easily be used on other elements if needed.



# Colour Palettes



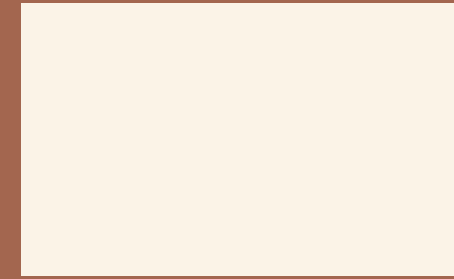
Rust  
RGB 163,102,79  
CYMK: 27,60,64,22  
Hex: a3664f



Forest Green  
RGB 92,106,96  
CYMK: 62,41,54,31  
Hex: 5c6a60



Black  
RGB 00,00,00  
CYMK: 00,00,00,00  
Hex: 000000

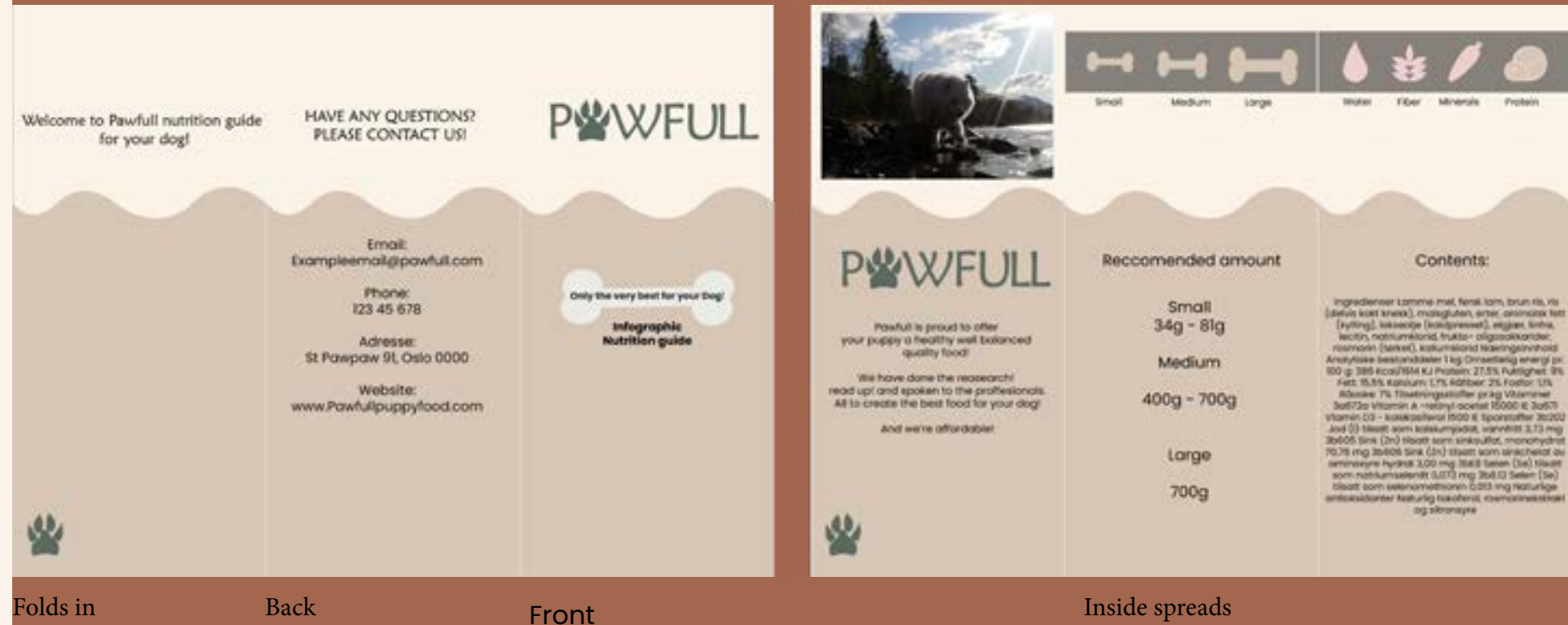


Ivory  
RGB 251,243,231  
CYMK: 2,5,11,0  
Hex: fbf3e7



Sand  
RGB 216,199,183  
CYMK: 17,21,28,2  
Hex: d8c7b7

# Brochure



Folds in                      Back                      Front                      Inside spreads

# Typeface

MAIANDRA GD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

POPPINS REGULAR

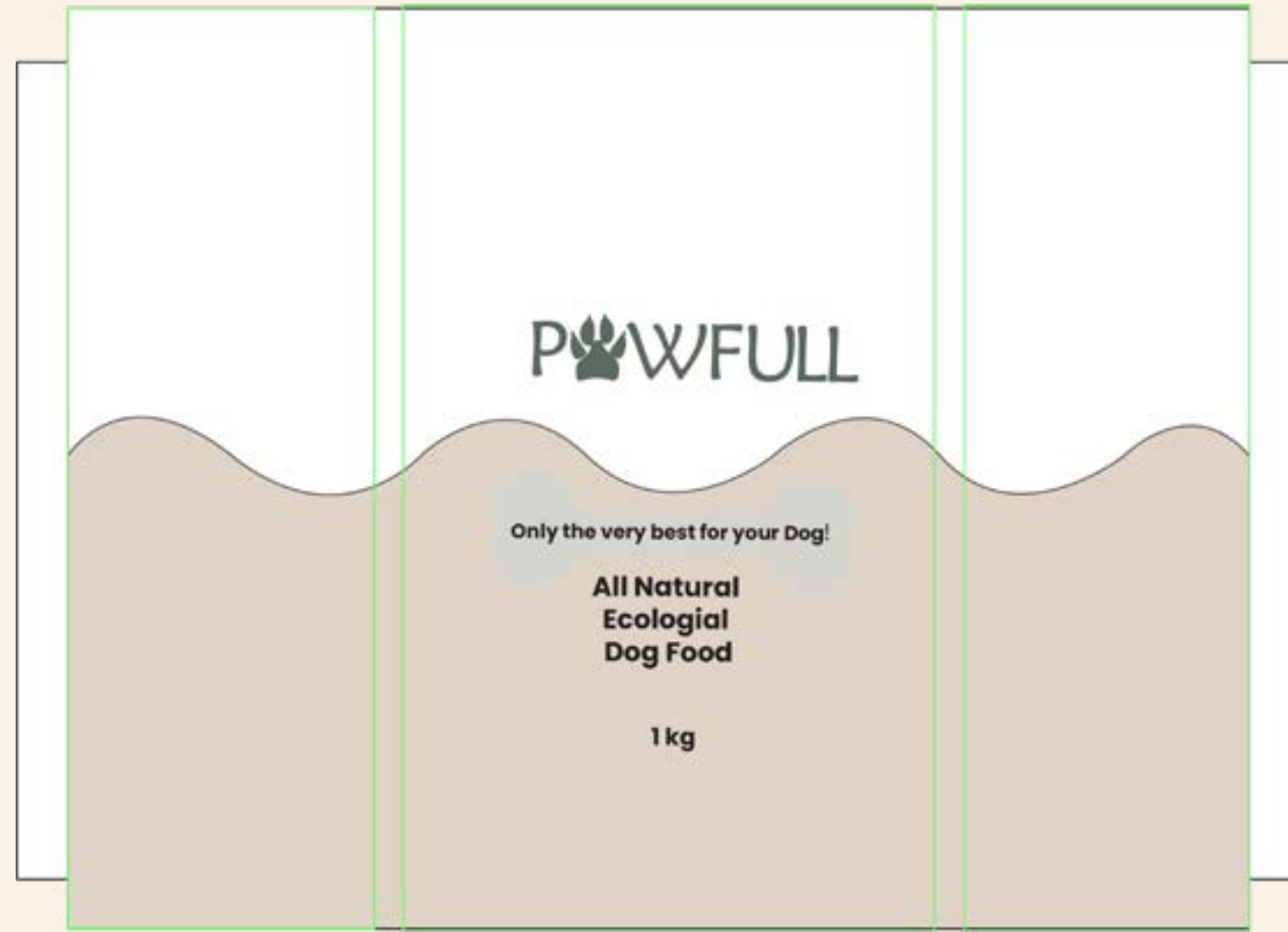
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

POPPINS BOLD

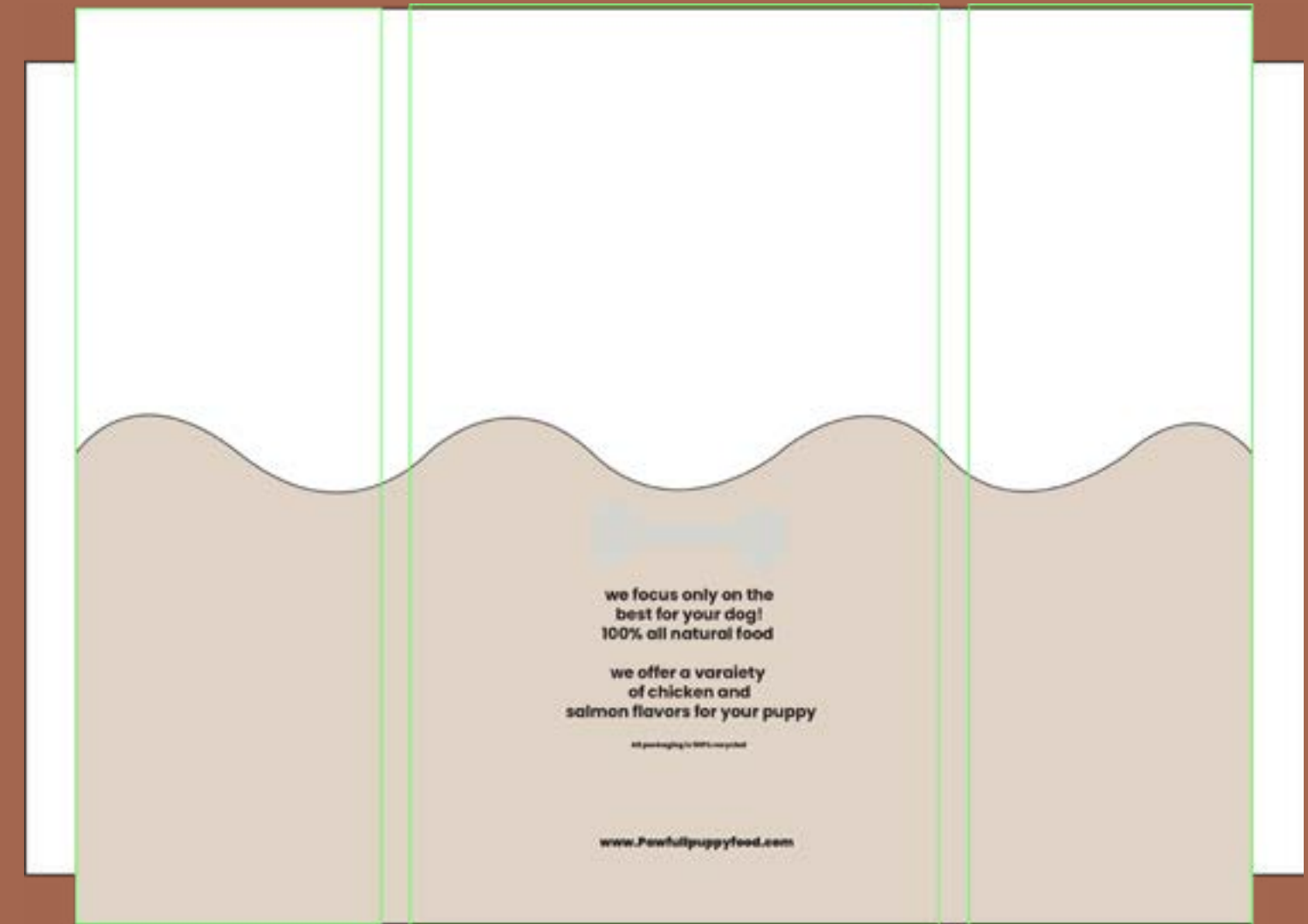
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Packaging

Front



Back



Front



Back



# Point of Sale

The overall design is simple, clean and the colours are consistent. This is a product that will attract dog owners of all kinds. The colour palette focuses on natural colours, like the forest green in the logo and the sand colour on the product itself. This is to give the image of all natural nature based food, which will attract customers wanting more nature based food for their dogs.

