OH! DOG
FOR GOOD DOGS

BRAND GUIDELINES

WELCOME!

This guide serves as your companion, aiding in the exploration of the various facets of the OH!DOG logo. It has been meticulously crafted to ensure uniformity across all our products. Please utilize this guide as a valuable resource and refrain from modifying the existing logos or altering their intended design. This approach preserves the brand's identity and facilitates a cohesive representation across our entire product portfolio.

INTRODUCTION
Statement, Mission & Brand Identity

At OH! DOG, we are dedicated to the well-being and beauty of your furry companions. Our mission is to provide the highest quality dog skin and hair care products to ensure your dogs' good health and keep their coats shining. With a passion for pups and a commitment to natural, safe, and effective solutions, we strive to enhance the lives of both dogs and their owners. Trust us to pamper your pets with love, care, and products that make tails wag and coats glisten. Because when dogs look and feel their best, the bond between pet and owner grows stronger.

TABLE OF CONTENTS

1. Logo Elements
2. Logo Configurations
3. Logo Clear Space
4. Logo Color Variations
5. Logo Typefaces
6. Secondary Typefaces
7. Identity Colors

LOGO ELEMENTS

The OH!DOG logo stands as the embodiment of our brand identity. Meticulously crafted, it symbolizes the trust our clients place in us for the well-being of their dogs. This logo seeks to evoke feelings of joy and trust among both our clients and their canine companions. Its simplicity is a strategic choice, ensuring easy recognition reinforcing a positive association with our brand.

OH! DOG Logo

Logo Type

EST   OH! DOG   202
FOR GOOD DOGS

Logo Icon

LOGO CONFIGURATIONS

The logo is available in four distinct sizes, each tailored to a specific range, designed to guarantee optimal readability. This approach ensures that the logo maintains its visual integrity across various applications and platforms.

Main Logo	Secondary Logo	Tertiary Logo	Detail Logo

Use this as the main logo. When possible, it is recommended to use this if the space allows it. Use it in the front of products.

Use this logo when the Main Logo becomes to crowded or too small.
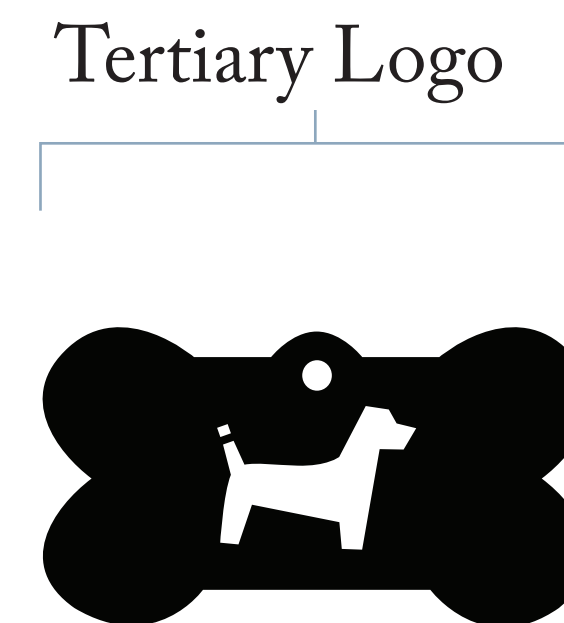
Use for small spaces where readability is lost in the logo type, or when the main logo has already been used.

Use this for small details on products. Small space, patterns, background, etc.

LOGO CLEAR SPACE

The clear space surrounding the logo is meticulously defined by doubling the size of the point within the exclamation mark. This deliberate measure ensures a visually balanced and appropriately proportioned spacing, maintaining clarity and impact for the logo across diverse applications.

Logo Mark Measurements

The spatial dimensions of our logo have been derived from the precise center of the exclamation mark. By using the size of the dot within this punctuation, we have ensured consistency in measurements throughout the entire logo. This meticulous approach not only maintains visual balance but also reinforces a cohesive and standardized presentation across various applications.
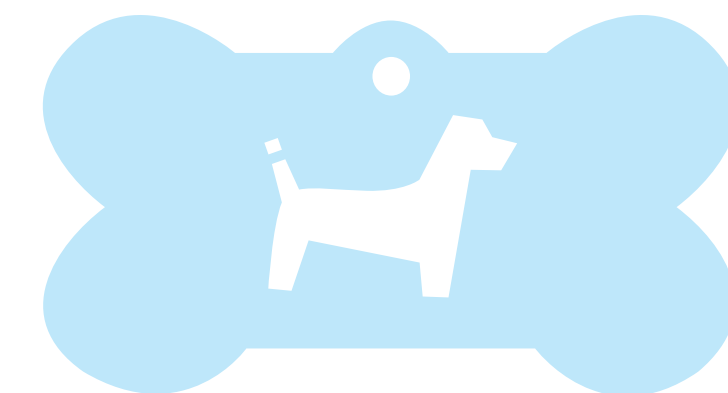
LOGO COLOR VARIATIONS

The brand's logo serves as a distinctive symbol embodying the three core divisions of the company: skincare, food and health, and toys. Each segment is delineated by a unique color, chosen to signify its respective category. The overarching design philosophy behind the brand's logo is to seamlessly encapsulate the essence of each product line while ensuring consistency across the entire range of products.
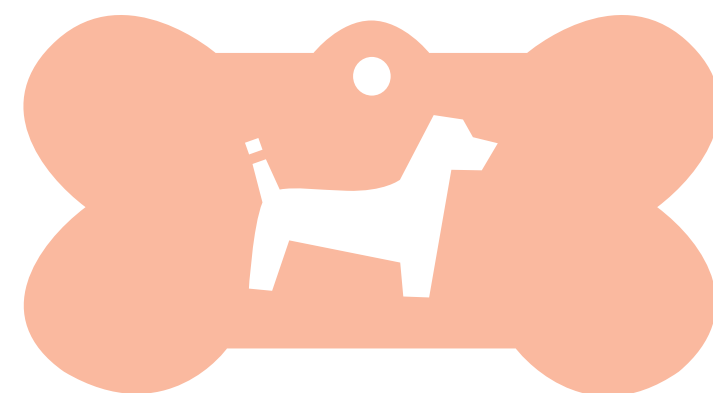
Skin Care

Food & Health

Pet Toys

IDENTITY COLORS
Color variations

Primary color
General use. No product specific.

CMYK	RGB
C 100	R 10
M 78	G 57
Y 40	B 89
K 32	

Secondary color
Skin care

CMYK	RGB
C 0	R 250
M 32	G 186
Y 33	B 161
K 0	

Secondary color
Food and Health

CMYK	RGB
C 25	R 201
M 1	G 217
Y 84	B 83
K 0	

Secondary color
Pet Toys

CMYK	RGB
C 23	R 191
M 0	G 231
Y 0	B 251
K 0	

Tertiary Color
Use in Black and White

Tertiary Color
Use in Black and White

Tertiary Color
Use in Black and White

LOGO TYPEFACES

JetLab
This typeface is for the signature of the Logo Type. Use only in the logo.

Atrament
Tagline for each of the branches withing the company for different products.

SECONDARY TYPEFACES

BEBAS NEUE
THIS SPECIFIC TYPEFACE IS DESIGNATED FOR HEADINGS WITHIN PROMOTIONAL MATERIALS. ITS USAGE IN THIS CONTEXT IS INTENDED TO ENHANCE VISUAL HIERARCHY AND MAINTAIN A CONSISTENT AND DISTINCTIVE BRAND IDENTITY.

Adelle Sans
This typeface serves as the primary font for the main body of text across all products and promotional materials within the brand. Various font variations are available to accommodate specific requirements, ensuring flexibility and coherence in communication.

THANK YOU!