Bites FOR DOGS

BRAND MANUAL

Contents

Introduction

This brand guidelines manual aims to show how the brand should be presented in public and how people should come into contact with it. It contains practical instructions to ensure the brand always remains recognisable, whichever communication channel is used.

ABOUT BITES FOR DOGS

Bites for dogs was created to provide a premium quality product made with 100% natural and organic ingredients. The recipes are designed and tested by veterinarians and pet-nutritionists to offer all the necessary nutrients for adult dogs. The aim is to make healthy food that dogs will love.

Logo

This is the full Bites for Dogs logo. The letter O represents a dog's nose. The logotype will always be black, but the background colour can change.

LOGO VARIATIONS

CORRECT USE

There should be a clear space of the size of a letter D around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

The logo should be legible at any size. Minimum width 3cm.

3 cm

INCORRECT USE

It should not be stretched or compressed.

Colour Palette

The brand's main colours are bright pink and light greyish blue, which gives a nice contrast. Black is used for the logo, to ensure legibility when placed over both pink or blue. White is used for icons and accents. The text is black with a few exceptions where it is set to white for contrast.

The secondary colours are to be used as packaging variations. The brand has four different recipes or flavours, and each of them get their own colour. Yellow, green and blue versions were added to the original pink bag.
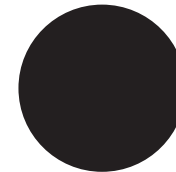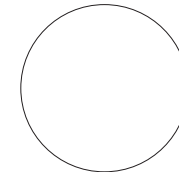
PRIMARY COLOURS
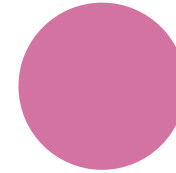
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CMYK: 14, 63, 11, 0
RGB: 216, 122, 164
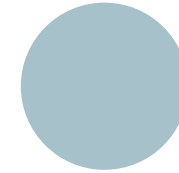
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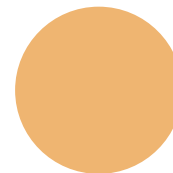CMYK: 35, 13, 16, 0
RGB: 177, 200, 209

HEX: #1d1d1b
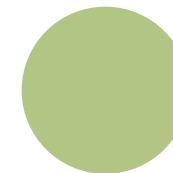CMYK: 0, 0, 0, 100
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HEX: #ffffff
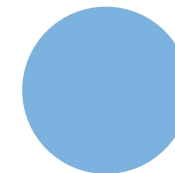CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

SECONDARY COLOURS

HEX: #efbc71
CMYK: 6, 30, 62, 0
RGB: 239, 188, 113

HEX: #c1cc87
CMYK: 31, 9, 57, 0
RGB: 193, 204, 135

HEX: #8bb8e3
CMYK: 49, 18, 0, 0
RGB: 139, 184, 227

Typography

A combination of *Playlist Script* and **Arial** typefaces are used for the logo. The script font is intended to give a playful and more casual look to the brand. The chosen font for body copy and headings is the modern san-serif typeface Brandon Grotesque.

Playlist Script
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Brandon Grotesque
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Infographics

Infographics and graphic elements help to present information in a visually striking way.

Daily Feeding Guide

	SMALL	MEDIUM	LARGE	X LARGE
Dog Weight	3-10 kg	10-20 kg	20-40 kg	40 kg +
Daily amount	75-185 gr	185-310 gr	310-525 gr	525 gr +

PROTEIN 35%
Helps support healthy organs and lean muscle mass

FAT 20%
Supports a healthy brain development

CARBS 40%
Healthy source of energy and fiber

VITAMINS + MINERALS 5%
For immunity support

WATER
Make sure your dog always has fresh, clean water available

Brochure

PRINTED

DIGITAL MOCK-UP

Packaging

PRINTED

DIGITAL MOCK-UP

Point of Sale

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