

DOUG'S
DINNER



• BRAND MANUAL •

The Product



DOUG'S DINNER is a dog-food product in the mid-range price point that strives to give of an impression of exclusivity, and being a gourmet choice for your dog, as well as being highly nutritious.

The Sachets

DOUG'S DINNER comes in cardboard boxes that each contain

5 sachets.



The Display



DOUG'S DINNER is typically presented within store on a permanent display mad out of laminate chipboard, held together by a aluminium brace.

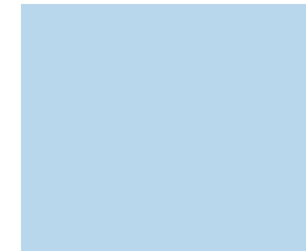
The colour pallet

The light pastel range colours of the **DOUG'S DINNER**-line, contrasts nicely with the dark heavy blue of the logo and the type used on all the products.

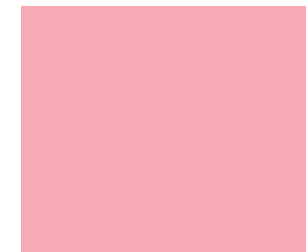
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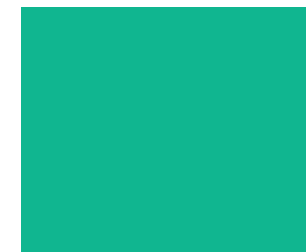
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The Typography

For all it's copy and other headings excluding the logo. **DOUG'S DINNER** utilises the rounded and friendly font family Quicksand, in all it iterations.

Quicksand

Quicksand

Quicksand

Quicksand

The Logo

The **LOGO** was constructed based on the fonts Ruddy & Berlin Sans FB Demi, and reflects **DOUG'S DINNER's** values as being delicate, sharp and at the same time friendly.

RUDDY

Berlin Sans



Promotional material

This delicate brochure is designed to tell you what DOUG'S DINNER is all about, and include educational info graphics that tells you all you need to know about your dogs dietary needs, and how DOUG'S DINNER fulfils them.



Let **DOUG**
tell you what's
for **DINNER!**



3 deliciouc flavours!

All your dogs **nutritional** needs covered in **one** meal!



3 delicious **flavours** sold in packs containing **5 sachet!**



PROTEIN

Protein is the most important source of nutrients for your dog, and Doug's Dinner has got plenty of it.



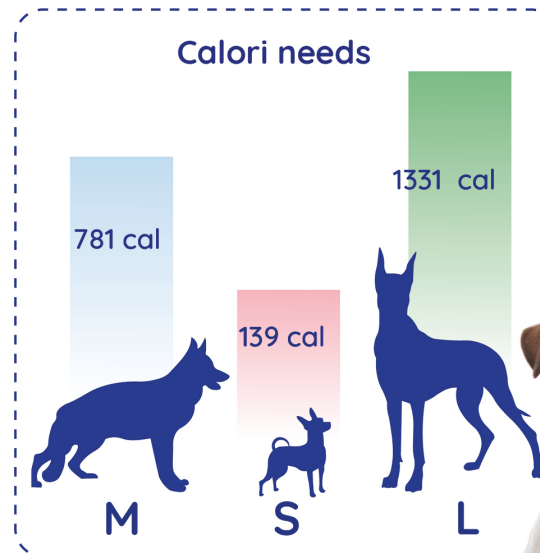
GRAIN

Fiber and carbohydrates are important for your dog's gut health and overall energy.



VEG

Vegetables are not just healthy for humans, dogs also benefit greatly from having a source of vegetables.



Large or small, you can always trust that Doug's Dinner will cover your dog's calorie needs.





CONTACT US:

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Packaging and dielines

DOUG'S DINNER's packing gives of a sense of exclusivity thru its elegant colour pallet and minimalist graphic style. In addition the Dark blue gives of a sense of stability, freedom and family values. Easy and cheap to produce, the cardboard box which holds the sachets needs only one stroke of glue, and whit it's minimal use of colours, keeps printing costs down. At the same time it adds a sens of style and value for money, containing in total 5 sachets.



Packag dieline



5x0,5kg

5 X






Why not try?



5 complete meals for your dog!



All your dogs nutritional needs covered!

-  PROTEIN ✓
-  GRAIN ✓
-  VEG ✓



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Neutrinos	Per 100g	Per portion 50g
Energy	360kcal	180kcal
Fat	2g	1g
Carbohydrates	61g	30g
Fiber	9,5g	4,7g
Protein	18g	9g
Salt	0,2g	0,1g

Packag dieline (alternative design)



5x0,5kg

5 X



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x 5

All your dogs nutritional needs covered!

-  PROTEIN ✓
-  GRAIN ✓
-  VEG ✓



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www.dougsdinner.com

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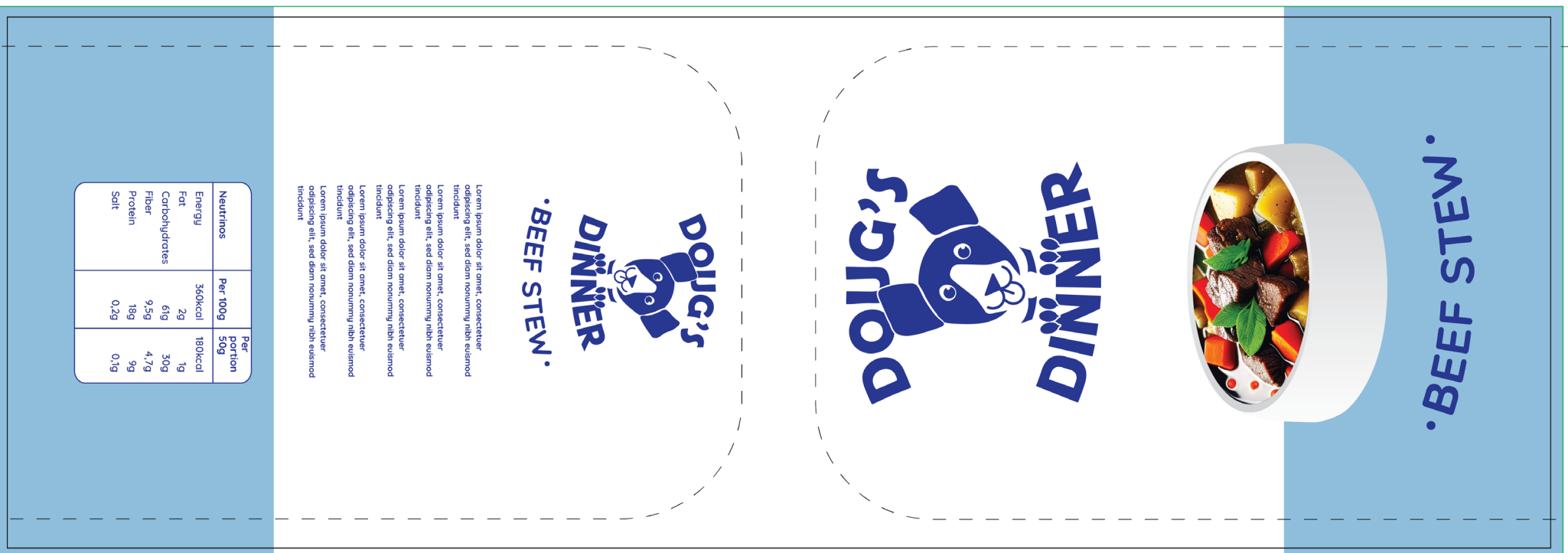
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Sachet dieline



• BEEF STEW •



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STURLA VALLDAL RUI DESIGN

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