



BRAND MANUAL

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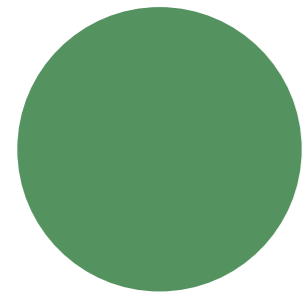
This is the logo for the company DOG TREAT which sell and developes dog food. The logo has a round shape with the businesses name and elements inside the shape. The logos elements are based on dogs and makes an impression for dog owners. The logo is simple and consist of three colors only, green, white and dark green.

The logo must always be used positively because of the color of the logo, which means that it has to be places on a white or light background.

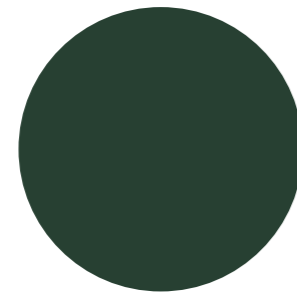


Colors

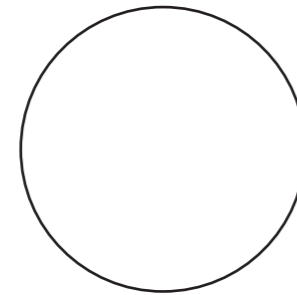
DOG TREAT's color palette should be used consistently to create a strong brand. Below are all the colors that were used on the products. The main colors are white, two shades of yellow and two shades of green.



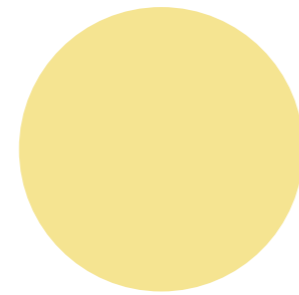
#4f8b5a



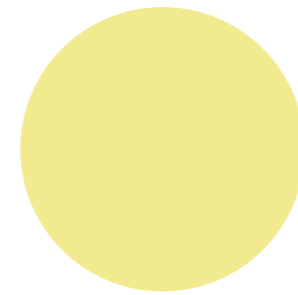
#22362c



#FFFFFF



#f3e18e



#efe88d

Typography

The typography used in the different elements are called Avenir Next Condens, Oriya Sangam MN and PT Sans Narrow. PT Sans Narrow is used for all heading and in the logo name. Oriya Sangam MN is used for all body text. Avenir Next Condens is used for sub headings.

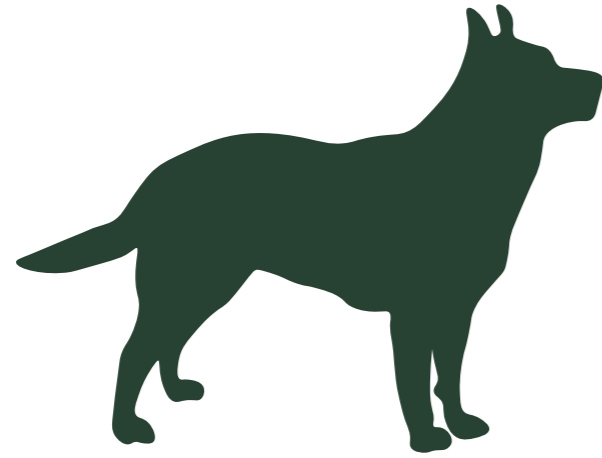
Avenir Next Condens
AaBbCc123

Oriya Sangam MN
AaBbCc123

PT Sans Narrow
AaBbCc123

Illustrations

On the package and inside the brochure there are several illustrations used for infographic purposes.



Brochure

DOG TREAT brochure consist of six pages included cover and backpage. Inside the brochure there is a page about the company and who DOG TREAT are, then some information about the food and guidance for feeding.



Package design

The package design is inspired by the style of the brochure. The same colors and illustrations has been used to make the brand consistent.



TASTY FOOD FOR ACTIVE DOGS

Active and working dogs have different nutritional needs from other dogs. Easily digestible food is important to good active dog health.



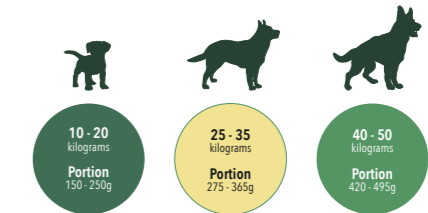
With a high energy and fat content, it is designed to provide all the calories needed to keep up the energy levels of even the most highly active dogs. In addition to the high vitamins and minerals content, the food contains a lot of flavor that makes each piece enjoyable and yummy.



50% main ingredients
25% vitamins & minerals
13% moisture
11% fatty acids

DOG TREAT dry dog food is packed with high quality and natural ingredients that will help keep your dog healthy and full of life.

RECOMMENDED DAILY PORTION



Follow the recommended daily portions for your dog to keep your best friend healthy and well fed. The portions might vary a lot according to your dogs temperament, age and physical activity level. Always be sure to check with your veterinarian if you have any questions about the nutrition or your dogs health.



Point of sale

DOG TREAT's food is displayed on a cardboard stand. The stand have the same style, colors and elements as all the other products. The cardboard is big and draws a lot of attention with colors and pictures. Addition to the stand there are "stickers" of the logo on the floor that would lead the way to the dog food.

