

# Pawprint Brand Colors & Fonts

Fonts used on logo:

Primary Type:

**DK MAGICAL  
BRUSH REGULAR**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Secondary Type:

*East Sea  
Dokdo Regular*

*abcdefghijklmn  
opqrstuvwxyz  
123456789!@#\$%^&\*()*

Brand Colors:



#e76125  
RGB (231,97,37)  
Pantone P 40-8 U



#f3aa27  
RGB (243,170,39)  
Pantone P 20-5 U



#80ab41  
RGB (128,171,65)  
Pantone P 155-5 U



#3e3e3f  
RGB (62,62,63)  
Pantone P 179-14 U



#909295  
RGB (144,146,149)  
Pantone P 179-8 U



#c6c5c5  
RGB (198,197,197)  
Pantone P 179-4 U

## Pawprint Identity System

Primary lockup



Secondary lockups



Color Pallete

#80ab41

rgb(128,171,65)

Pantone P 155-5 U

#3e3e3f

rgb(62,62,63)

Pantone P 179-14 U

#c6c5c5

rgb(198,197,197)

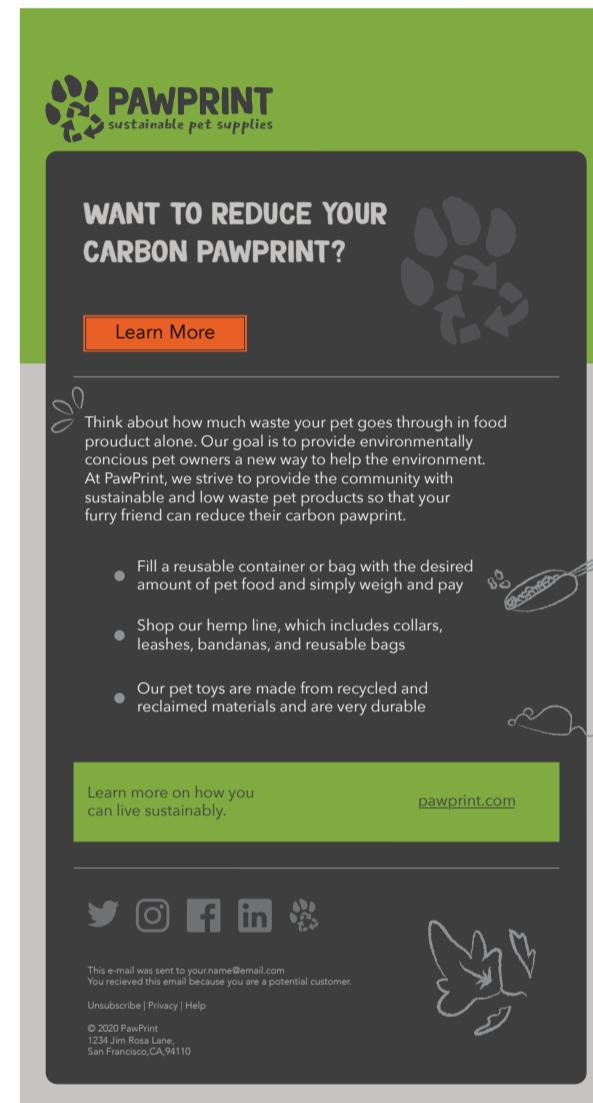
Pantone P 179-4 U

## Identity Elements

Business Card Mockup:



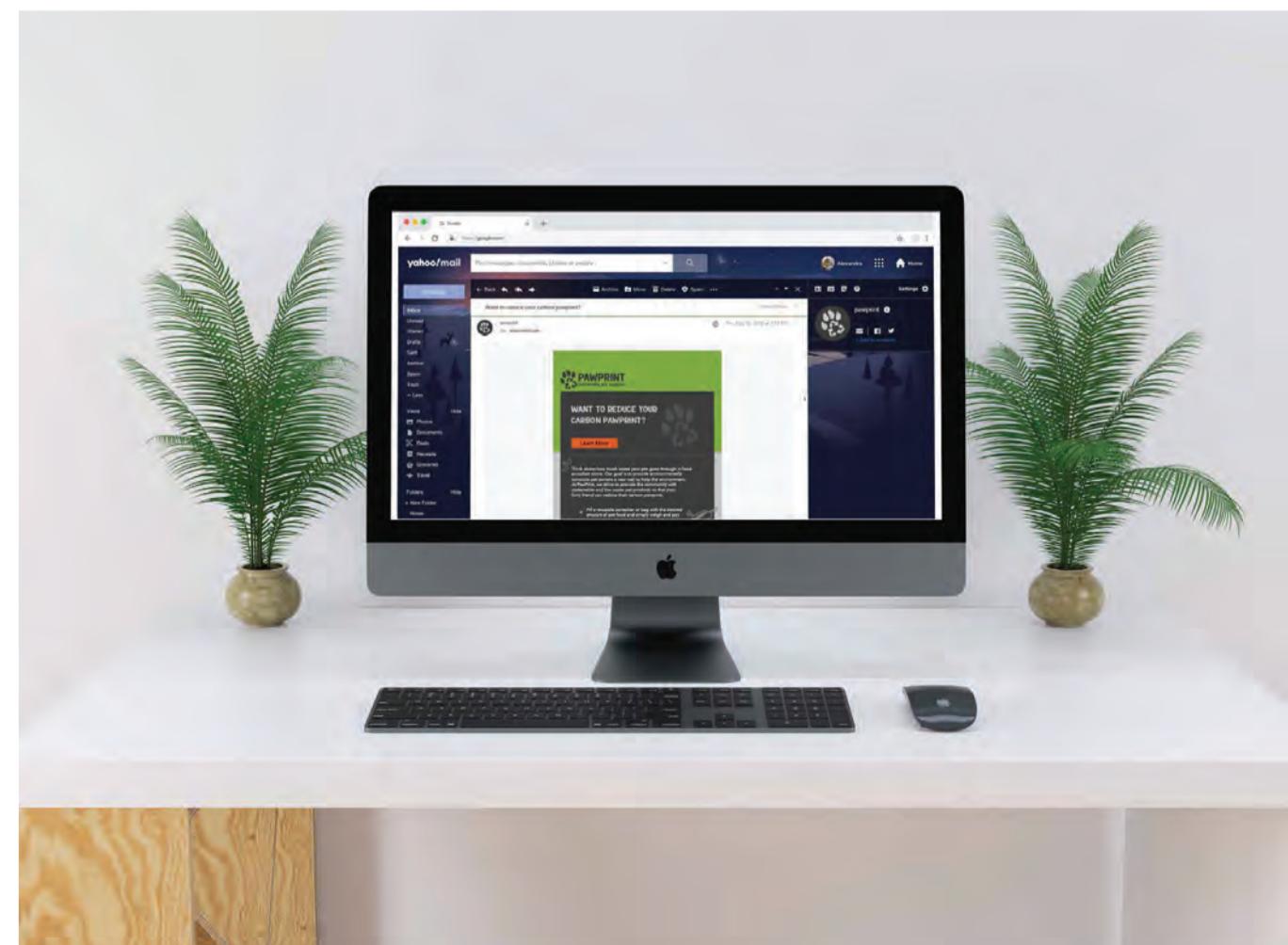
Email Design:



Clothing Application:



Email Mockup:



# High Fidelity Website Mockups

Favicon



## Website Mockups

The image displays four high-fidelity website mockups for PawPrint, a sustainable pet supplies store. The top row shows two desktop versions of the site's homepage. The left version features a banner about low-waste pet supplies, a "Find Out More" button, and sections for latest products (Food, Collars and Leashes, Toys) and organic treats. The right version highlights the team with profiles for Lillie Stephens, Mario Torres, Lori Jacobs, Blake Hudson, Dominic Ramsey, and Mona Estrada, along with a testimonial from Blake Hudson. The bottom row shows two mobile versions of the site. The left one is the homepage, and the right one is a product page for a new hemp line, featuring bandanas, collars and leashes, and accessories. All pages include navigation links for About, Pet Food, Accessories, Careers, Contact, and Copyright © 2020 PawPrint.

## Mobile Website Mockups

The image displays four high-fidelity mobile website mockups for PawPrint. The top row shows a laptop and a desktop monitor both displaying the PawPrint homepage. The bottom row shows a smartphone, a tablet, and a laptop, all displaying different pages of the site: the homepage, a team profile page, a product page for a new hemp line, and a "How the Weigh and Pay System Works" guide. The mobile devices are arranged in a staggered layout, showing how the website adapts to different screen sizes.

# Online Advertising

## Social Media Assets

Social Media Avatar



Social Media Banner



Four paged Instagram ad

The image displays four separate Instagram post cards from the account 'PawPrint'. Each card includes the Instagram interface with icons for camera, video, and story.

- Post 1:** The main image shows a large, dark silhouette of a dog's head and shoulders against a dark background. Overlaid in large, bold, yellow, textured letters is the text 'WANT TO REDUCE YOUR CARBON PAWPRINT'. Below this, a blue 'Learn More' button is visible, along with standard Instagram interaction icons (like, comment, share) and a like count of '10.871 Likes'. The caption reads: 'PawPrint Reduce your carbon pawprint by shopping..'. The bottom image shows a green chalk-style drawing of a scale with a bag of dog food on one side and a paw print on the other.
- Post 2:** The main image shows a large, dark silhouette of a dog's head and shoulders against a dark background. Overlaid in large, white, textured letters is the text 'WEIGH AND PAY POPULAR PET FOOD BRANDS'. Below this, in smaller yellow text, is 'BRING YOUR OWN REUSABLE CONTAINER OR BAG OR BUY ONE OF OUR HEMP BAGS'. A small green recycling icon is in the bottom right corner. Below the text is a blue 'Learn More' button and interaction icons. The caption reads: 'PawPrint Reduce your carbon pawprint by shopping..'. The bottom image shows a green chalk-style drawing of a scale with a bag of dog food on one side and a paw print on the other.
- Post 3:** The main image shows a large, dark silhouette of a dog's head and shoulders against a dark background. Below the dog is a green chalk-style drawing of a scale with a bag of dog food on one side and a paw print on the other. A blue 'Learn More' button is at the bottom. The caption reads: 'PawPrint Reduce your carbon pawprint by shopping..'. The bottom image shows a green chalk-style drawing of a scale with a bag of dog food on one side and a paw print on the other.
- Post 4:** The main image shows a dark background with several light-colored paw prints scattered around. In the center, the PawPrint logo (paw print with recycling arrows) is displayed next to the text 'PAWPRINT sustainable pet supplies'. Below this is a blue 'Learn More' button. At the bottom, there is contact information: '510-543-5555' and 'pawprint.com'. The bottom image shows a green chalk-style drawing of a scale with a bag of dog food on one side and a paw print on the other.

# Outdoor Advertising

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## Park Bench:

This advertisement is displayed on a park bench that is made from recycled plastic. It is located in a heavily trafficed dog park which targets the appropriate audience.



## Waste Bag Dispenser:

Waste bag dispensers are commonly found in dog park and public parks making it a perfect place to advertise and showcase sustainable product.



# Sinage System

## Writing style:

Titles should be written in cursive, but still easily readable. Secondary statements should be in print. This gives the sign visual hierarchy. The title should be in orange or green in order to grab attention. The secondary information can be in white or the color you have not used yet. Small drawings can be added to these signs to give it more visual interest. Use only the permitted decorative elements from the bank provided and use your best judgment when selecting which drawing to replicate. Refer to the images to the below as reference.

**sale! sale!**

## Sinage Examples:



## Required Signage:

The sign below is a required sign for the store. It should be placed near the counter to indicate where to check out and weigh food product. Not all signs have a designated design created.



## Labels:

Labels are used on the barrels of pet food to identify what brand the food is, what animal the food is for, and the price per pound. The name of the brand should be in cursive and should be white. The animal the food is for should be written in print and should be green for dogs and orange for cats. The price per pound is written in print and should be white. Additional decorative elements are not permitted on labels due to their small size.



## Outdoor Signage:

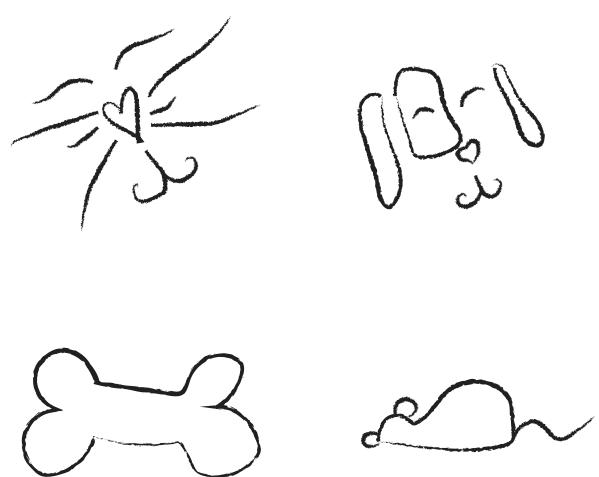
An A-frame chalk board is to be used outside of the store front. This is to attract those walking by and to show the stores hours and any other exciting or necessary information such as what is currently on sale. The sign should have a few drawings from the provided bank of decorative elements. A decorative border can be added much like the one shown below.



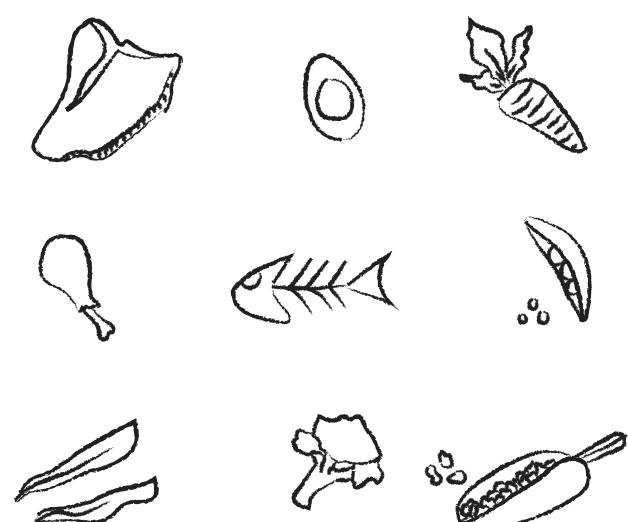
## Authorized Sinage Decorative Elements

These are examples of drawings that can be replicated on sinage in order to give them more visual interest. Only us white, green and orange chalk for these drawings but be mindful of your color choice. Do not make every drawing on one sign the same color, be sure to give the signage variation.

### Faces and toys:



### Food ingredients:



### Extra elements:

