

# 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 2



#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:



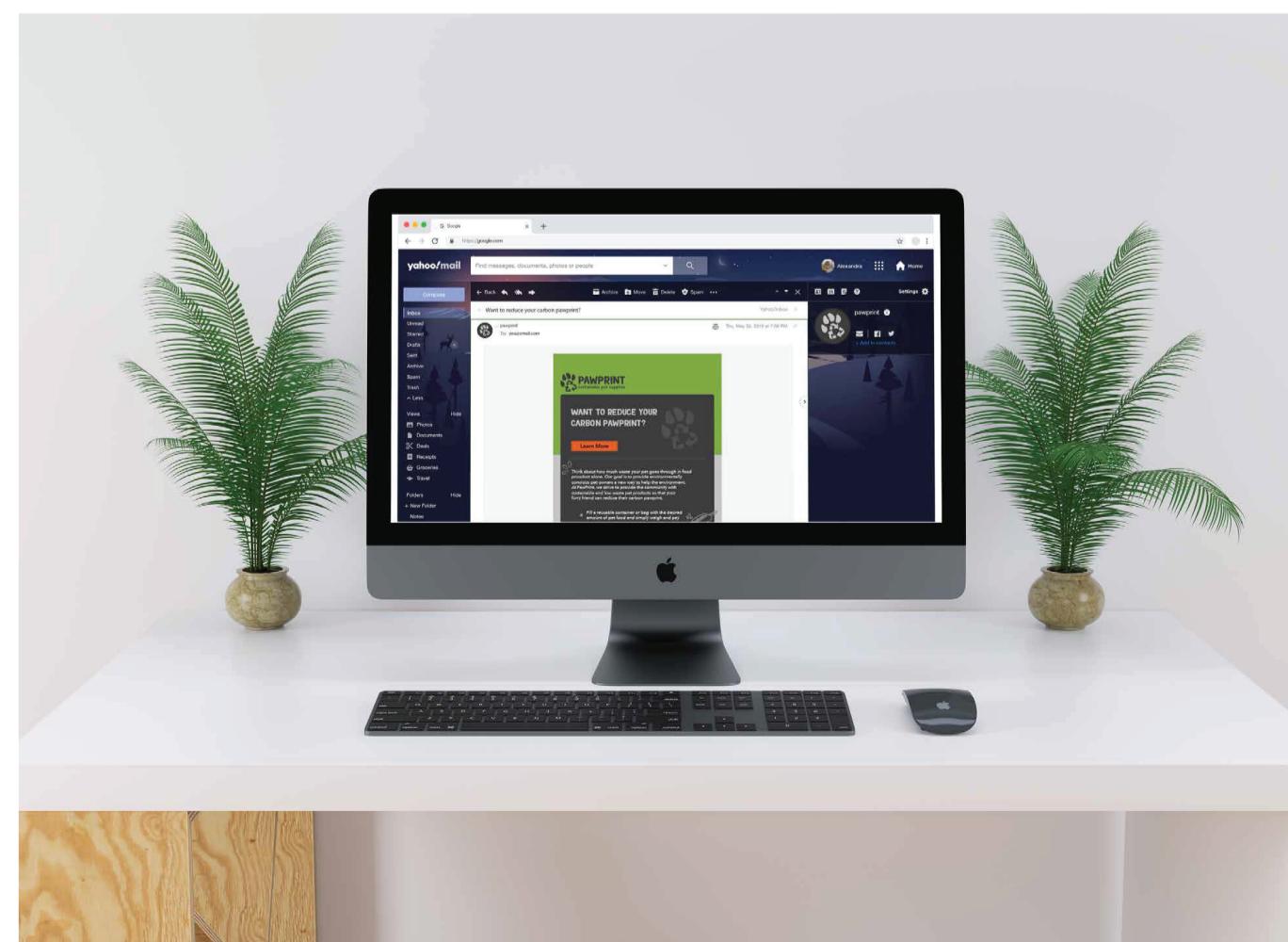
Email Design:



Clothing Application:



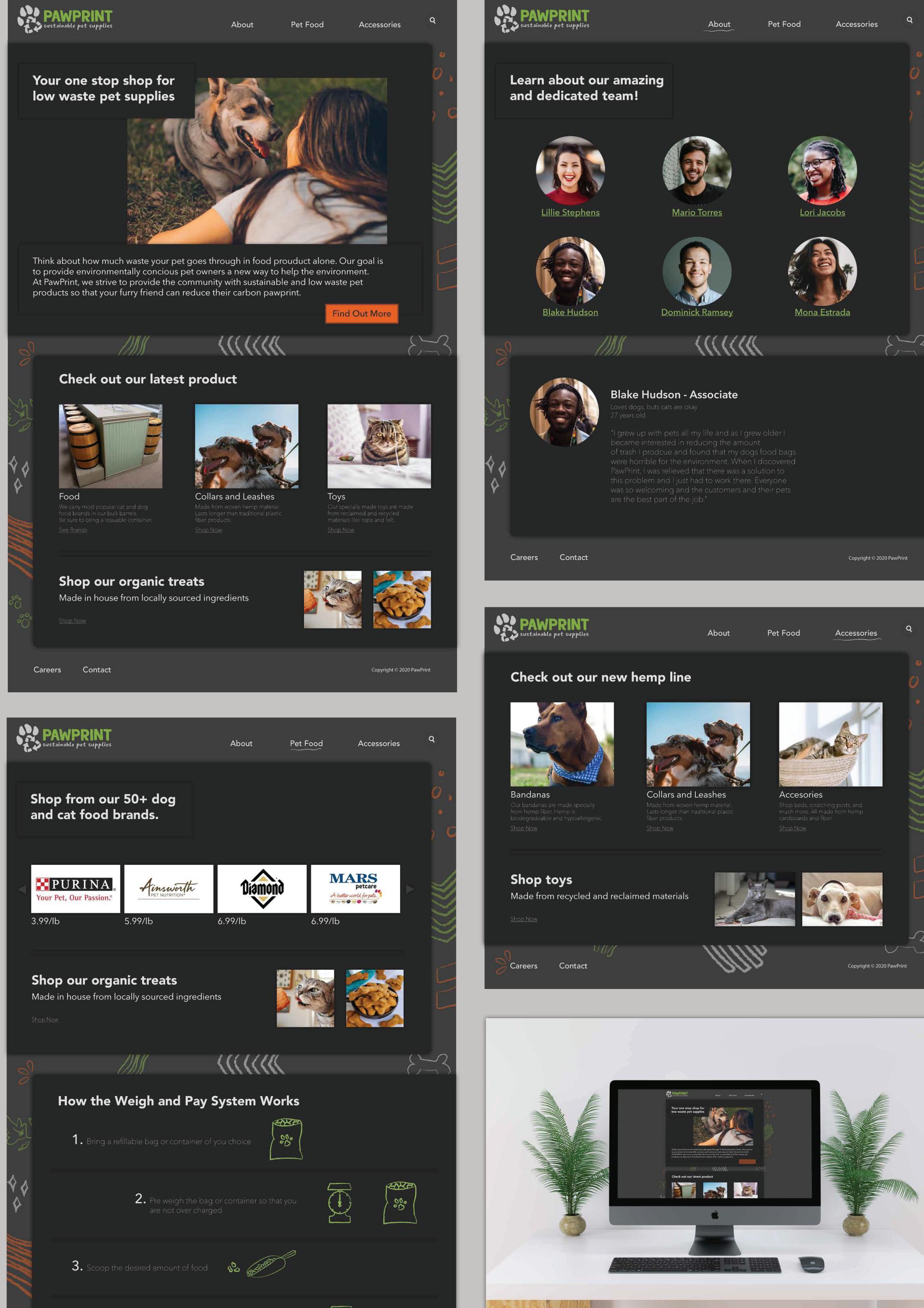
Email Mockup:



# High Fidelity Website Mockups

Favicon 

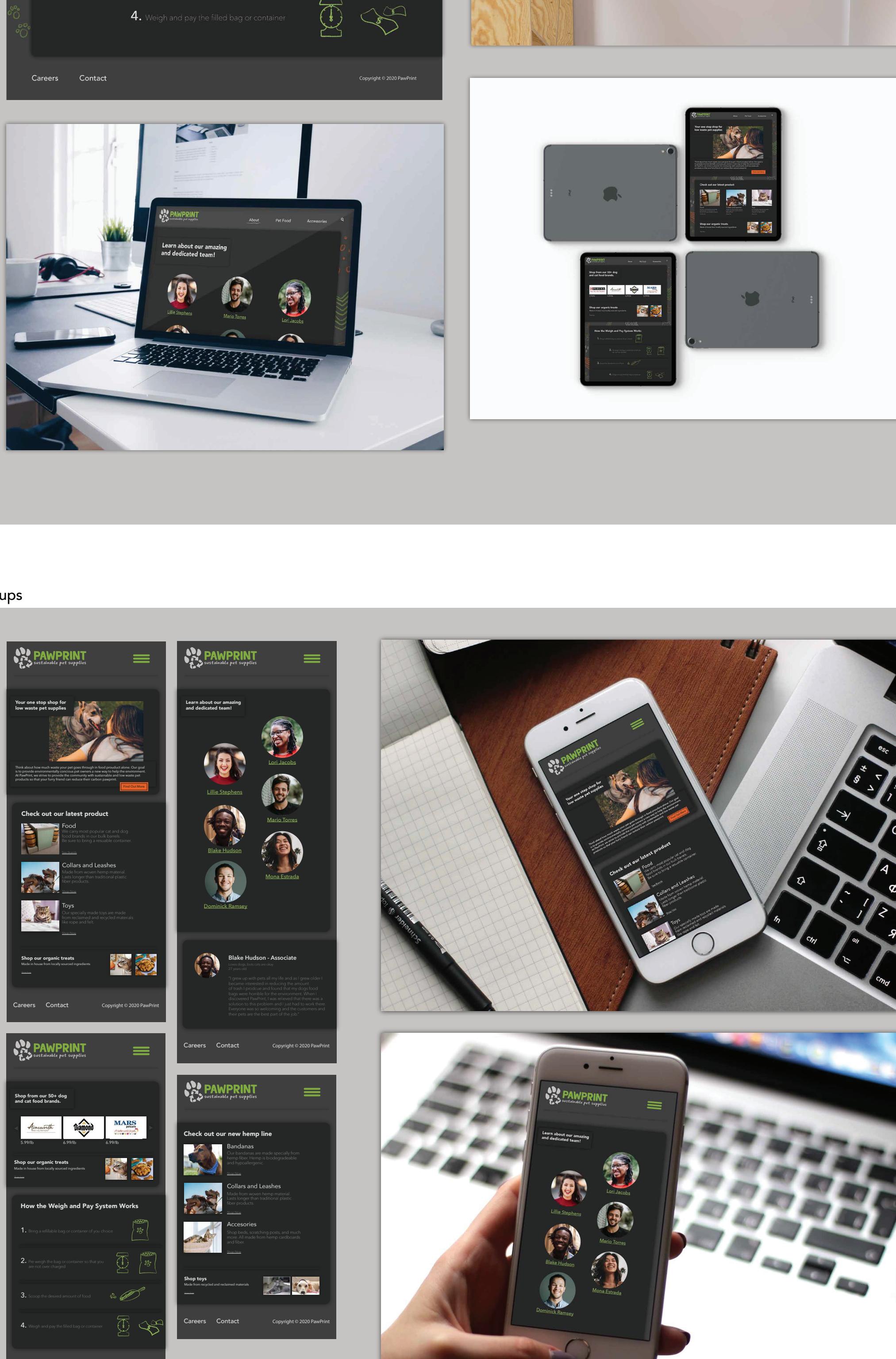
## Website Mockups



The image displays four high-fidelity website mockups for PawPrint, a sustainable pet supplies company. The top row shows desktop versions of the homepage and an 'About' page. The bottom row shows a product page for hemp products and a detailed 'How the Weigh and Pay System Works' page. Each page features a dark background with green and white text, featuring paw print icons and a navigation bar with links for About, Pet Food, Accessories, and a search function.



## Mobile Website Mockups



The image displays four mobile device screens showing the PawPrint website. From left to right, the devices are a laptop, a tablet, a smartphone, and a desktop monitor. Each screen shows a different view of the PawPrint website, including the homepage, an 'About' page featuring team profiles, a product page for hemp accessories, and a 'How the Weigh and Pay System Works' guide. The website's design remains consistent across all devices, with a dark theme and green accents.

# Online Advertising

## Social Media Assets

Social Media Avatar



Social Media Banner



Four paged Instagram ad

The image displays four separate Instagram post cards arranged in a 2x2 grid, all from the same account and timestamped at 19:30. Each post has 10.871 Likes and the caption "PawPrint Reduce your carbon pawprint by shopping..".

- Post 1:** A dark background image of a dog's silhouette. Overlaid text reads: "WANT TO REDUCE YOUR CARBON PAWPRINT". Below the image is a blue "Learn More" button.
- Post 2:** A dark background image of a scale with a bag of dog food on it. Overlaid text reads: "WEIGH AND PAY POPULAR PET FOOD BRANDS" and "BRING YOUR OWN REUSABLE CONTAINER OR BAG OR BUY ONE OF OUR HEMP BAGS". Below the image is a blue "Learn More" button.
- Post 3:** A dark background image of a scale with a bag of dog food on it. Below the image is a blue "Learn More" button.
- Post 4:** A dark background image featuring the PawPrint logo, the text "PAWPRINT sustainable pet supplies", a phone number "510-543-5555", and a website "pawprint.com". Below the image is a blue "Learn More" button.

# 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 indicated 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:

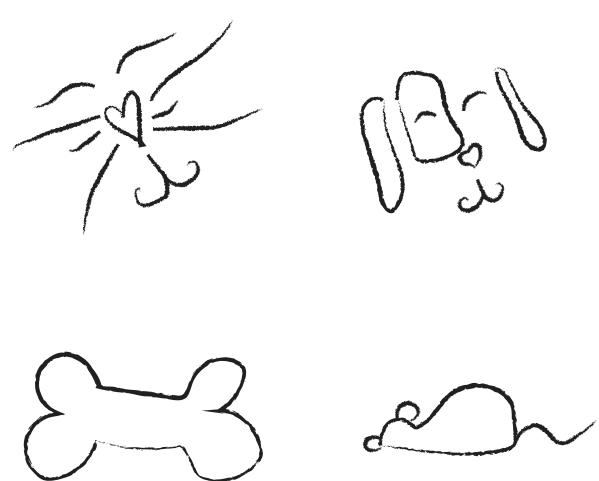
An A-frame chalk board is to be used outside of the store front. This is to attract those walking by and to show the stores hours and any other exciting or necessary information such as what is currently on sale. The sign should have a few drawings from the provided bank of decorative elements. A decorative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



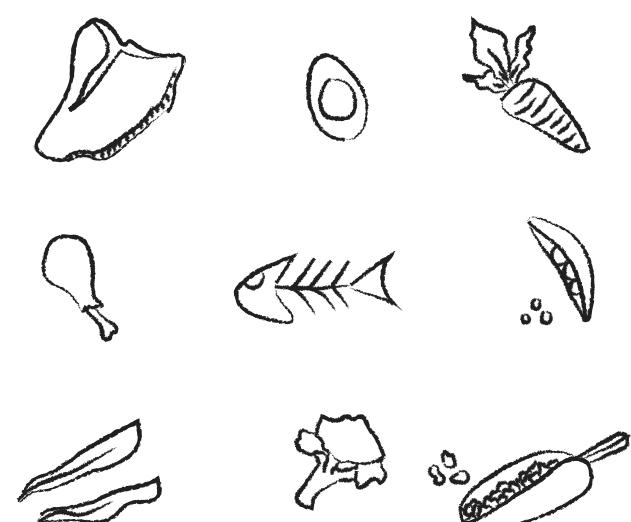
## Authorized Sinage Decorative Elements

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:

