

Guidelines

The key brand resources and fundamentals to get started with our brand. Find logos, colors and typography specs.

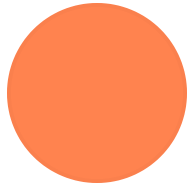
Urban Paws Logo



Original on Transparent.png

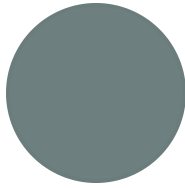
Urban Paws Colour Template

Urban Paws primary colours



Coral

#FF834F
255, 131, 79



Sirocco-3

#6E7F80
110, 127, 128



Black Haze

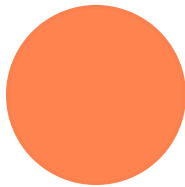
#F6F7F7
246, 247, 247

Tetradic to coral



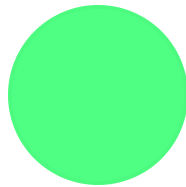
Razzle Dazzle Rose

#FF4FCB
255, 79, 203



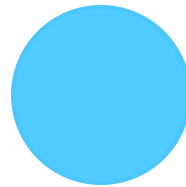
Coral

#FF834F
255, 131, 79



Screamin' Green

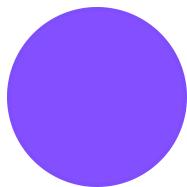
#4FFF83
79, 255, 131



Malibu

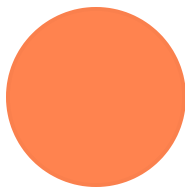
#4FCBFF
79, 203, 255

Triadic to coral



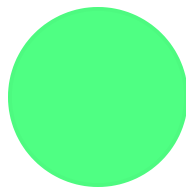
Electric Violet

#834FFF
131, 79, 255



Coral

#FF834F
255, 131, 79



Screamin' Green

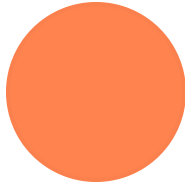
#4FFF83
79, 255, 131

Split Complementary to coral



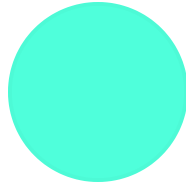
Blue Ribbon

#4F73FF
79, 115, 255



Coral

#FF834F
255, 131, 79



Aquamarine

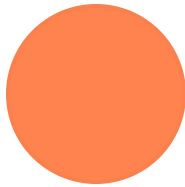
#4FFFDB
79, 255, 219

Analogous to coral



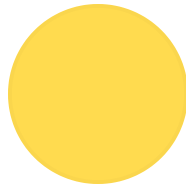
Wild Watermelon

#FF4F73
255, 79, 115



Coral

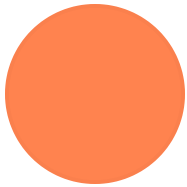
#FF834F
255, 131, 79



Mustard

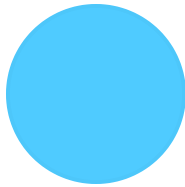
#FFDB4F
255, 219, 79

Complementary to coral



Coral

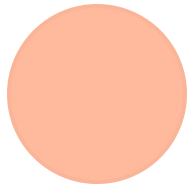
#FF834F
255, 131, 79



Malibu

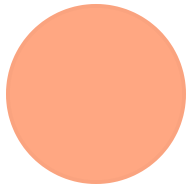
#4FCBFF
79, 203, 255

Monochromatic to coral



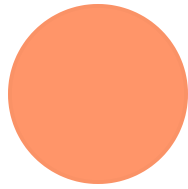
Wax Flower

#FFB99C
255, 185, 156



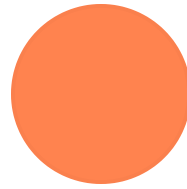
Hit Pink

#FFA782
255, 167, 130



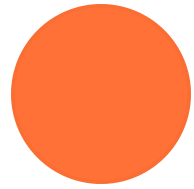
Atomic Tangerine

#FF9569
255, 149, 105



Coral

#FF834F
255, 131, 79



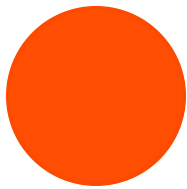
Burning Orange

#FF7136
255, 113, 54



Orange

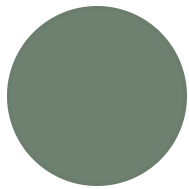
#FF5F1C
255, 95, 28



Vermilion

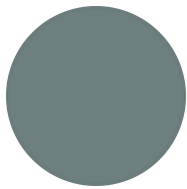
#FF4D02
255, 77, 2

Tetradic to sirocco-3



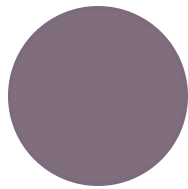
Laurel

#6E806F
110, 128, 111



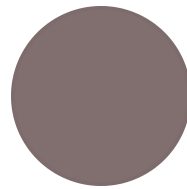
Sirocco-3

#6E7F80
110, 127, 128



Old Lavender

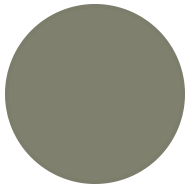
#806E7F
128, 110, 127



Hurricane

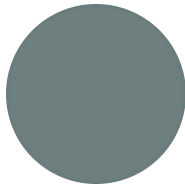
#806F6E
128, 111, 110

Triadic to sirocco -3



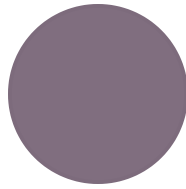
Bitter

#7F806E
127, 128, 110



Sirocco-3

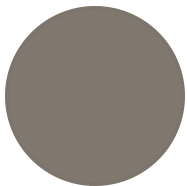
#6E7F80
110, 127, 128



Old Lavender

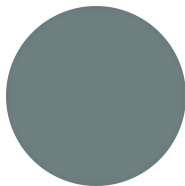
#806E7F
128, 110, 127

Split Complementary to sirocco-3



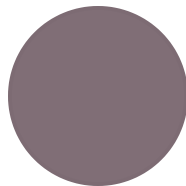
Makara

#80786E
128, 120, 110



Sirocco-3

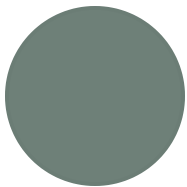
#6E7F80
110, 127, 128



Falcon

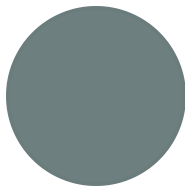
#806E76
128, 110, 118

Analogous to sirocco-3



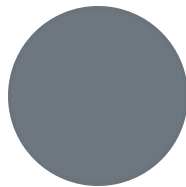
Corduroy

#6E8078
110, 128, 120



Sirocco-3

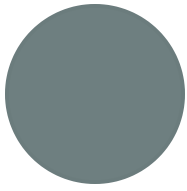
#6E7F80
110, 127, 128



Pale Sky

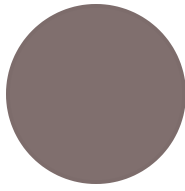
#6E7680
110, 118, 128

Complementary to Sirocco-3



Sirocco-3

#6E7F80
110, 127, 128

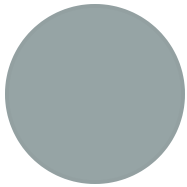


Hurricane

#806F6E
128, 111, 110

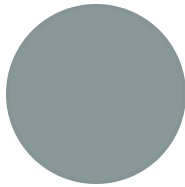
Monochromatic to sirocco-3

Monochromatic



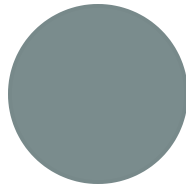
Granny Smith

#96A4A5
150, 164, 165



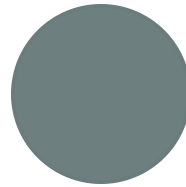
Granny Smith-1

#889899
136, 152, 153



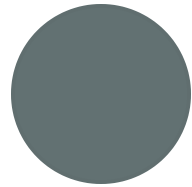
Sirocco-1

#7A8C8D
122, 140, 141



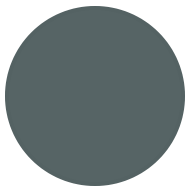
Sirocco

#6E7F80
110, 127, 128



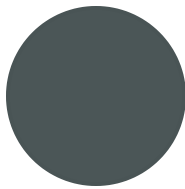
Sirocco-2

#627172
98, 113, 114



Sirocco-3

#566465
86, 100, 101



Outer Space

#4B5657
75, 86, 87

Urban Paws Typography

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight:

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: **100**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: **100**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: **200**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: 200

Style: *italic*

Aa

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abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: 300

Style: *normal*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: 300

Style: *italic*

Aa

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abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: 400

Style: *normal*

Aa

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abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: 500

Style: *normal*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Montserrat

Weight: 500

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 600

Style: normal

Aa

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abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&)*

Montserrat

Weight: 600

Style: italic

Aa

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abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 700

Style: normal

Aa

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abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 700

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 800

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 800

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 900

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Montserrat

Weight: 900

Style: italic

Usage

HTML

```
1 <link href="http://fonts.googleapis.com/css?family=Montserrat" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Montserrat", sans-serif;
```

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight:

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: **100**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: **100**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: **200**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: 200

Style: *italic*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: 300

Style: *normal*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: 300

Style: *italic*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: 400

Style: *normal*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: 500

Style: *normal*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Raleway

Weight: 500

Style: italic

Aa

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Raleway

Weight: 600

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:? !\$&*)

Raleway

Weight: 600

Style: italic

Aa

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abcdefghijklmnopqrstuvwxyz

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Raleway

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Style: normal

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Raleway

Weight: 900

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!"\$%&*)

Raleway

Weight: 900

Style: italic

Usage

HTML

```
1 <link href="http://fonts.googleapis.com/css?family=Raleway" rel="stylesheet" type="t
```

CSS

```
1 font-family: "Raleway", sans-serif;
```

Styles