



**Brandguidelines**

# Welcome

## Introduction

This set of branding guidelines is designed to ensure a consistent look and tone across all communications. Unxpectica Media strives to be a consistent, committed, and dependable media agency for all your needs.



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## Introduction

### About

**Petica** is a pet suggestion website with the goal of finding your ideal pet. Many animals are stuck in shelters and other temporary living situations, and much of this is due to the fact that people jump into owning an animal before they fully understand the responsibility required to take care of one. Petica is trying to teach and show people what animal will fit with their lifestyle the best. Jump right in click on the pet suggestor button and get started with your future companion today!



## Mission & vision

### Mission

Our Mission is to be a digital substitution for a pet shop that people can trust so that they can make an educated choice about the type of pet that they want.

### introduction

### Vision

Our Vision is “To give added value by educating and guiding.”



## Our Logo



### Our Logo

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo no graphic elements should encroach the border around the logomark.



## Logo variation



Dark logo on light background



Light logo on dark background

### Our logo

The logo is the face of Petica, the primary visual expression that is used to identify the product meaning that we need to be careful to use it correctly and to do so consistently.

here is how the logo should be used on different backgrounds.



## Unacceptable logo use

### Mission

1. Do not distort horizontally
2. Do not distort vertically
3. Do not add a drop shadow
4. Do not outline
5. Do not change the logo colors
6. Do not change typeface



### Our logo



## Color

### Color

#### Primary colors



Light Saturated Yellow  
HEX #FFCC00  
RGB: 255, 200, 0



Black  
HEX #0000  
RGB 0, 0, 0



Grey, Mine Shaft  
HEX #212121  
RGB 33, 33, 33



White  
HEX #FFFFFF  
RGB 255, 255, 255



# Typograhpy

## PRIMARY FONT

The the primary font is Noto Sans. This typeface should be used for headings and call to actions.

## SECONDARY FONT

The secondary font is Muli and should be used for sub-headings and body text.

### **NOTO SANS BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!?**

### **NOTO SANS SEMI BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!?**

### **MULI BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!?**

### **MULI REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!?**

## Mockups

### Mockups

