

Auckland Cavy Care

Brand Guidelines



// BRAND EXPERIENCE

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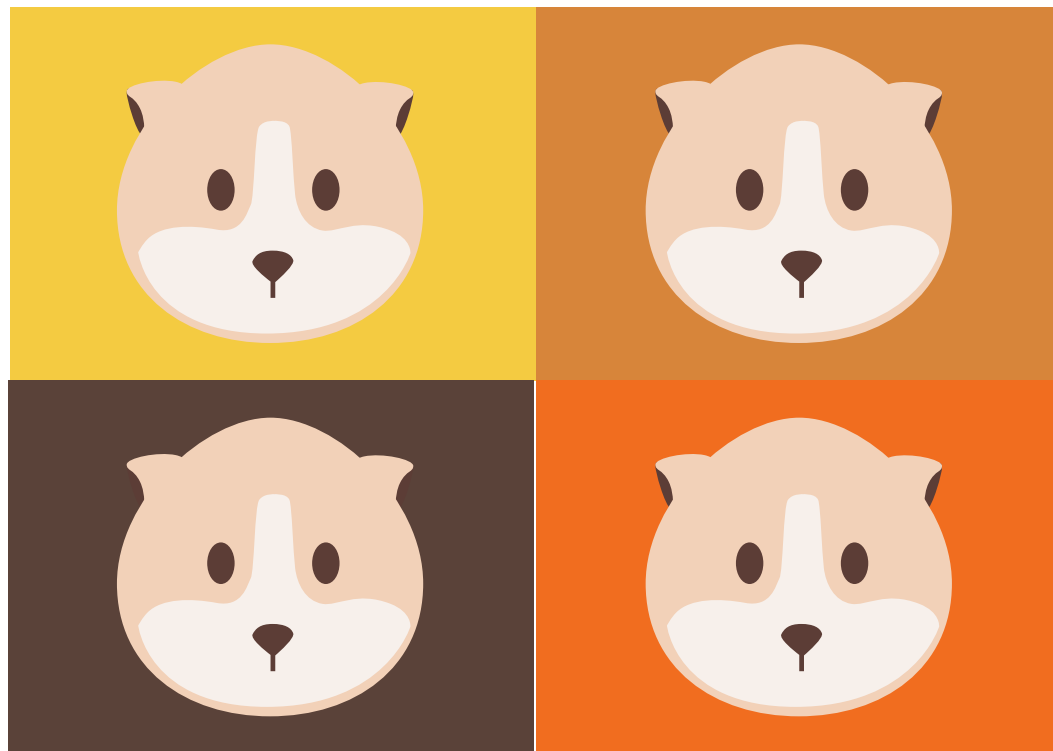
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// LOGO

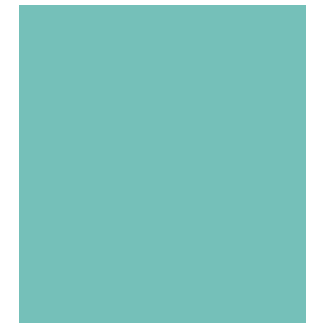
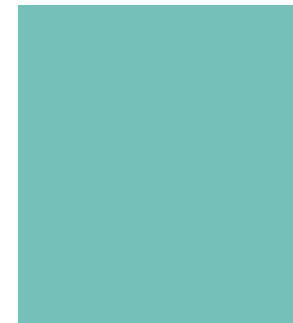
The logo is clean and straightforward featuring a flat, simplified guinea pig. The sans serif typeface gives a modern and friendly vibe to the ensemble.

Overall the logo comes together in a way that incorporates the love and care for animals, which is a value held strongly by the rescue



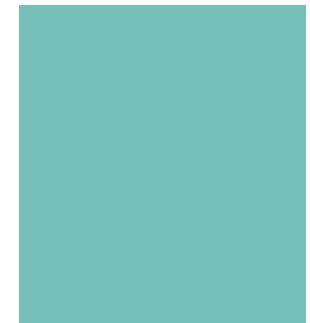
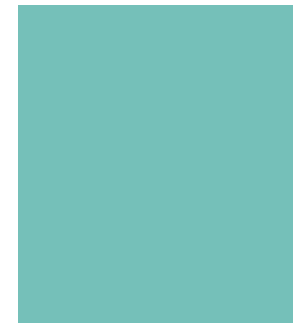
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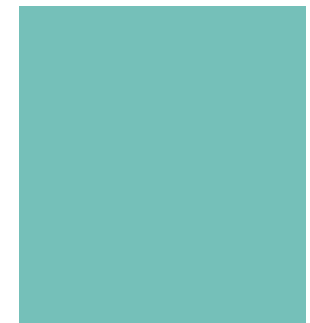
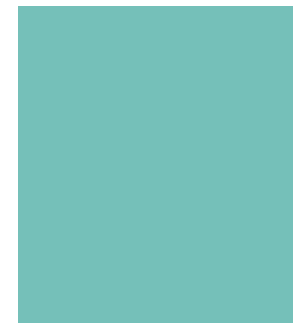
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// TYPOGRAPHY

TITLE FONT

MONTERRAT BOLD

BODY FONT

OPEN SANS REGULAR

FONT WEIGHT / SIZE GUIDE

HEADING 1 - 28PX

HEADING 2 - 24PX

HEADING 3 - 20PX

HEADING 4 - 18PX

HEADING 5 - 15PX

PARAGRAPH - 15PX

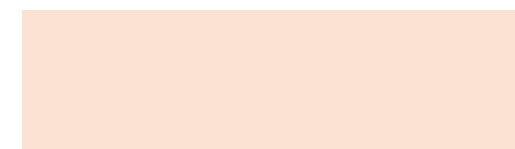
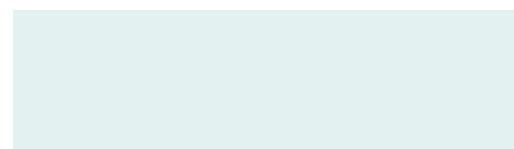
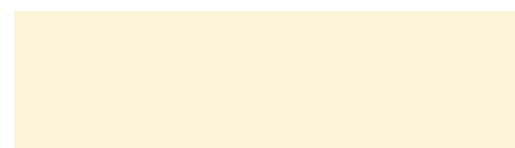
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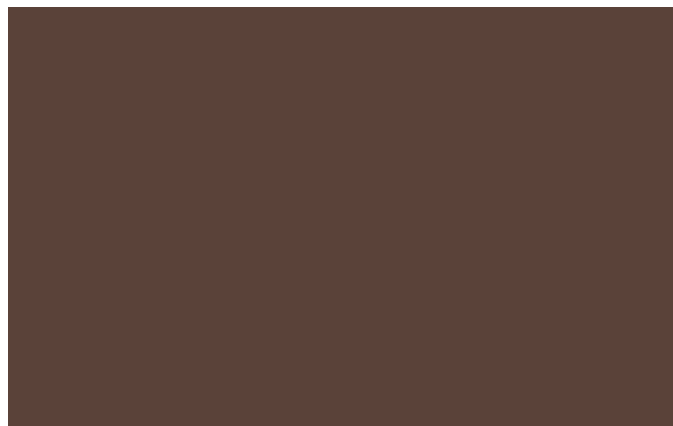
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// Colors



// ICONOGRAPHY

// PHOTOGRAPHY



// WEB ELEMENT STYLES

BUTTON STYLES

