

IDENTITY USAGE GUIDELINES FOR BLACK DOG & COMPANY

Area of isolation



The high of lower case letter **O** showed in the image as "X", the isolation area of the whole logo showed as image above.

Color palette



CMYK: 0 41 78 0
RGB: 250 165 78
#faa54e
Pantone: 150 CP

CMYK: 89 0 45 72
RGB: 0 75 69
#004b45
Pantone: 7722 CP

We use two colors for our logo, the earthy orange and green showed above. We prefer the earthy colors to match our logo information with "warm and nature" meanings. **Orange** is prefer color and **green** is a secondary color.

We also use our logo with black & white. However, black is too heavy on white background. So the dark green is preferred as an alternative with black.

Type face

Goudy Heavyface Regular
For the logo type

ITC Garamond Std type family for letter or other type use.

Logo don'ts

1. Do not use other colors on the logo.
2. Do not put the logo on a patterned background.
3. Do not change the color breaks in the logo.
4. Do not distort the logo.
5. Do not use Goudy Heavyface Italic for the type
6. Do not put the type above or on the left side of the symbol.

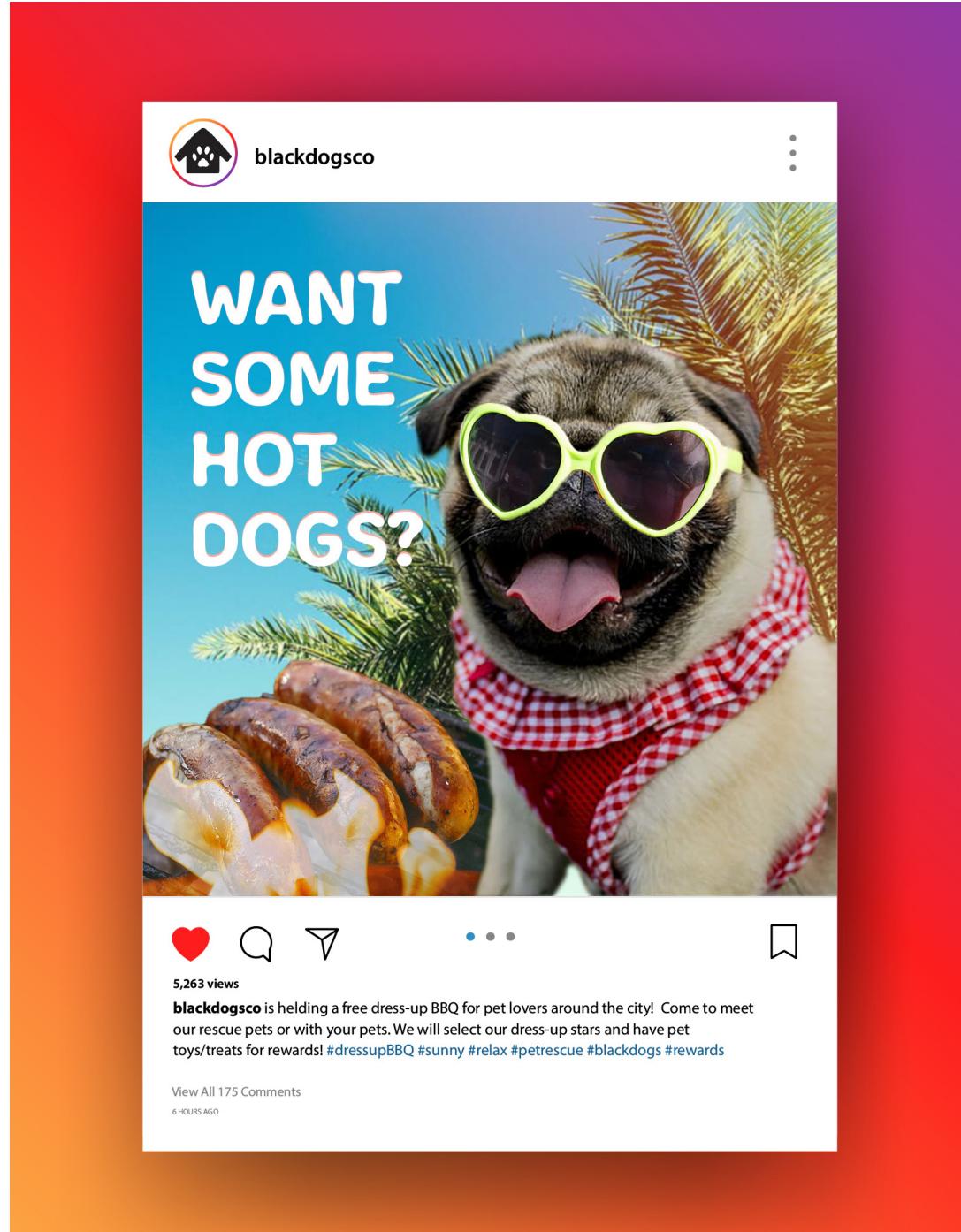


Color & logo usage

Usually, use both the type and symbol as the whole logo. But for other alternative spacing use, we put the type under the symbol as shown.

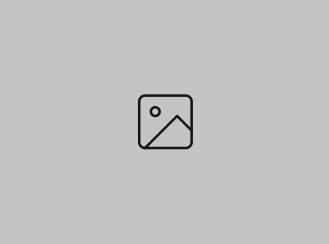


Real time marketing,
social media mockup.



Logo

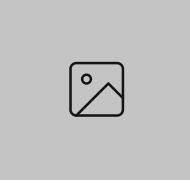
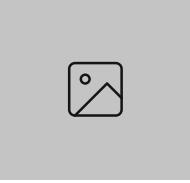
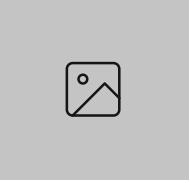
Home Events Adopt Contact



Dress Up BBQ

We're holding a free dress up BBQ for pet lovers around the city! Come to meet our rescue pets or with your pets. We will select out dress up stars and have pet toys/treats for rewards!

[Learn More](#)

Fuga ex ut volutpatibus. In rerum quos nulla recusandae tempore optio corrupti. Ea sit minus dolore et consequatur illo illum temporibus. Consequatur excepturi vel dolorum neque...

Kathryn Murphy

Fuga ex ut volutpatibus. In rerum quos nulla recusandae tempore optio corrupti. Ea sit minus dolore et consequatur illo illum temporibus. Consequatur excepturi vel dolorum neque...

Jane Cooper

Fuga ex ut volutpatibus. In rerum quos nulla recusandae tempore optio corrupti. Ea sit minus dolore et consequatur illo illum temporibus. Consequatur excepturi vel dolorum neque...

Arlene McCoy

Let's Stay in Touch!

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Black Dog & Company

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[Learn More](#)

They got a sweet home





Jenny is the sweetest girl I've ever met. She is curious about everything but has a soft nature. I love how every time I come home with a welcome hug with this lady!

— Kathryn Murphy

I'm so grateful that I brought Maui home with me. He is a guard dog for the whole family, he cares everything about us and our children! Right now he has been the best friend to my 2 years old son.

— Jane Cooper

I wanted to have a pet rabbit since I was young, but I was so busy at work and didn't have the opportunity to find one. I met Poppy from an event held by this organization and I immediately fell in love with him!

— Arlene McCoy

Let's Stay in Touch!

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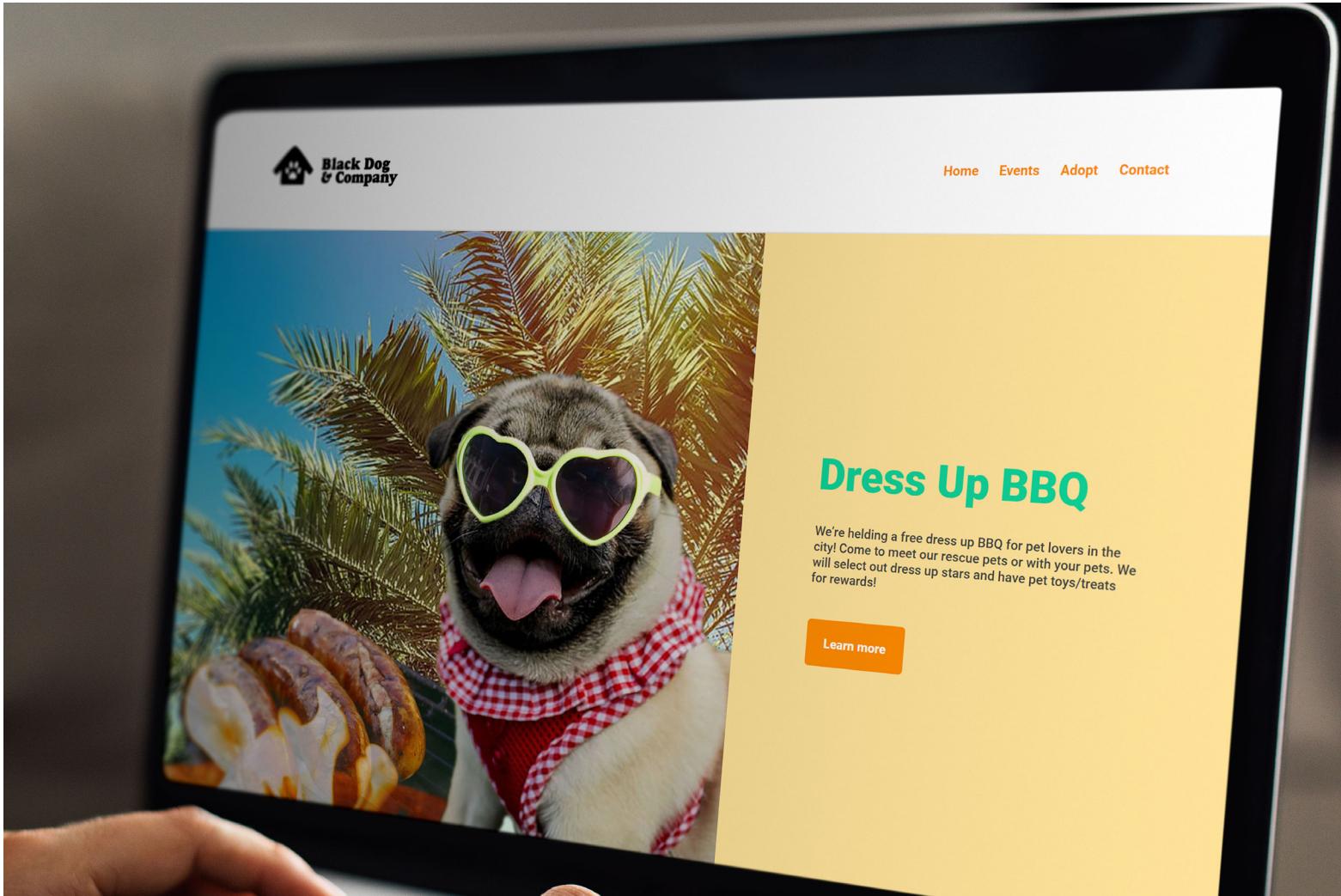
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HTML & CSS CODING



Onyx Bootstrap Site Coding

Onyx Fashion

Onyx Fashion

Onyx Fashion just released it's premier fall 2018 ready to wear fall collection. Created for the young international spy trendsetter, confident, rebellious, ready to redefine success.

[Shop](#)

Onyx Fall Dream Collection

Something short and leading about the collection below—its contents, the creator etc. Make it short and sweet, but not too short so folks don't simply skip over it entirely.

[Main call to action](#) [Secondary action](#)

Thumbnail

This is a wider card with supporting text below as a natural lead-in to additional content. This content is a little bit longer.

[Details](#)

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[Details](#)

Deconstructed Sweater. Walk those Boots. Fresh.

Donec ullamcorper nulla non metus auctor fringilla. Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur. Fusce dapibus, tellus ac cursus commodo.

600x600

model photo

Sienna

Josephina

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

[View details >](#)

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Onyx Fashion



Onyx Fashion

Onyx Fashion just released it's a premier fall 2018 ready to wear fall collection. Created for the young international spy trend-setter: confident, rebellious, ready to redefine success.

[Shop](#)

Onyx Fall Dream Collection

This next season of the collection is an evolution. A new expression of our shared principles.

[Shop the Collection](#) [Watch Now](#)



\$179.00
Plush Cotton French Terry Logo Hoodie

[Details](#)



\$269.00
Women's Thermo Long Sleeve Crop Top

[Details](#)



\$229.00
Recycled Blend Concealed Pocket Denim Jacket

[Details](#)



\$279.00
Plaid Wool Blend Brushed Linen Slim Jacket

[Details](#)



\$179.00
Women's Microsilk Tank Dress

[Details](#)



\$99.00
Women's Thermal Longsleeved Leggings

[Details](#)



Deconstructed Shirt. Walk those Boots.

Onyx Fashion is a multidisciplinary, luxury wearwear brand that creates concepts which are "revolutionary, relevant and related" to the world. It designs "less environmentally destructive" products.



Sienna

I like what's been said long enough that there is a kind of reason between the way it was originally and the way it looks now.

[View details >](#)



Uma

People are fun and can be egos. It's a lot of jewelry one doesn't take life too seriously. The glass and pearls are the best. I like the way they dress to fit most everyone.

[View details >](#)



Josephina

Capturing the light is everything. As a person and a brand, we are the light. We are the light about any location. It is my aspiration.

[View details >](#)