DR.PAWS

all about we care

Visual Identity Manual

Brand Identity Guidelines

2024

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Chapter 1

Brand Logo 01

Primary Logo 1.1
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Primary Logo

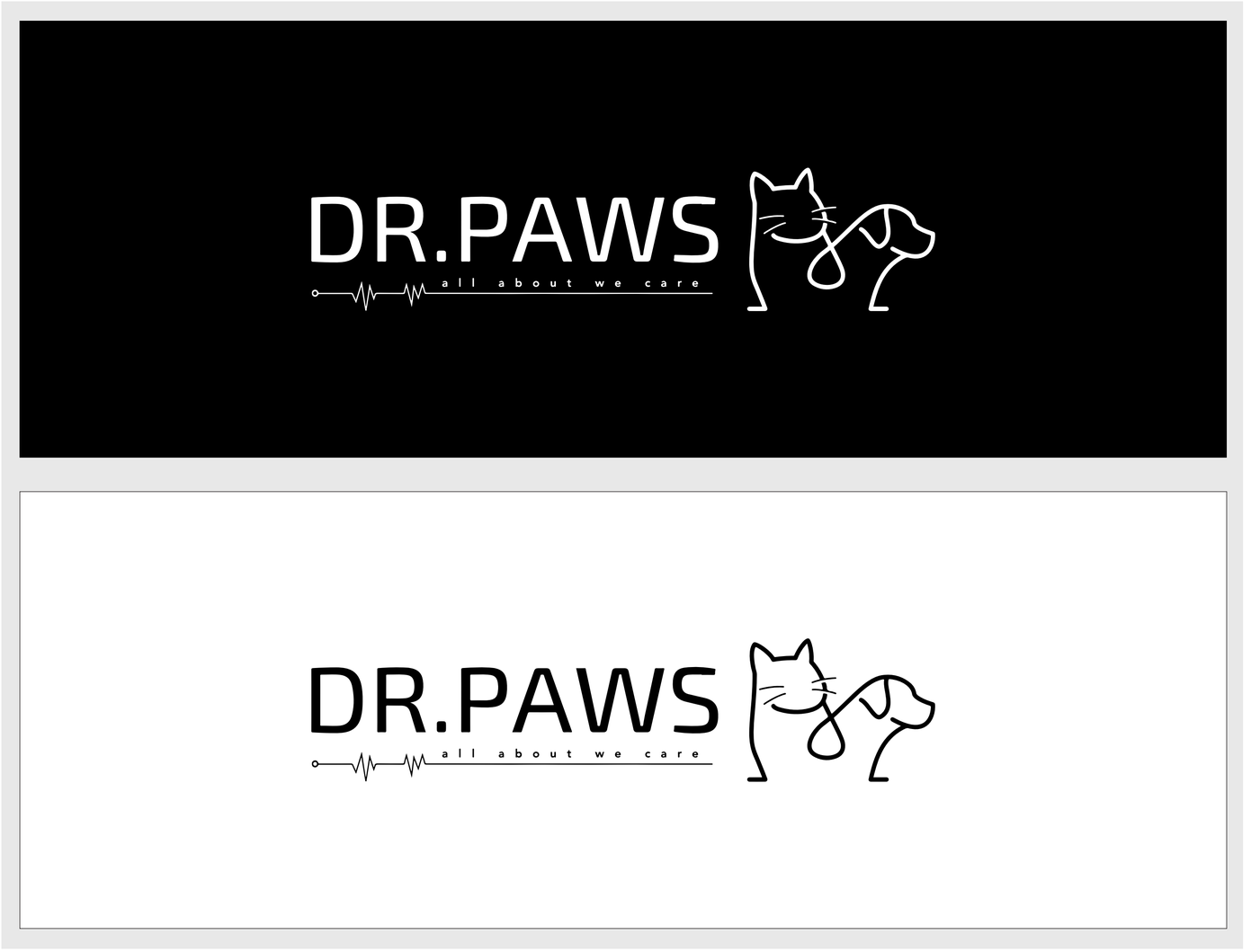
The main logo that represents the brand

Color Versions

Ensure there is sufficient contrast between the logo and the background to maintain readability and visibility

Monochrome Versions

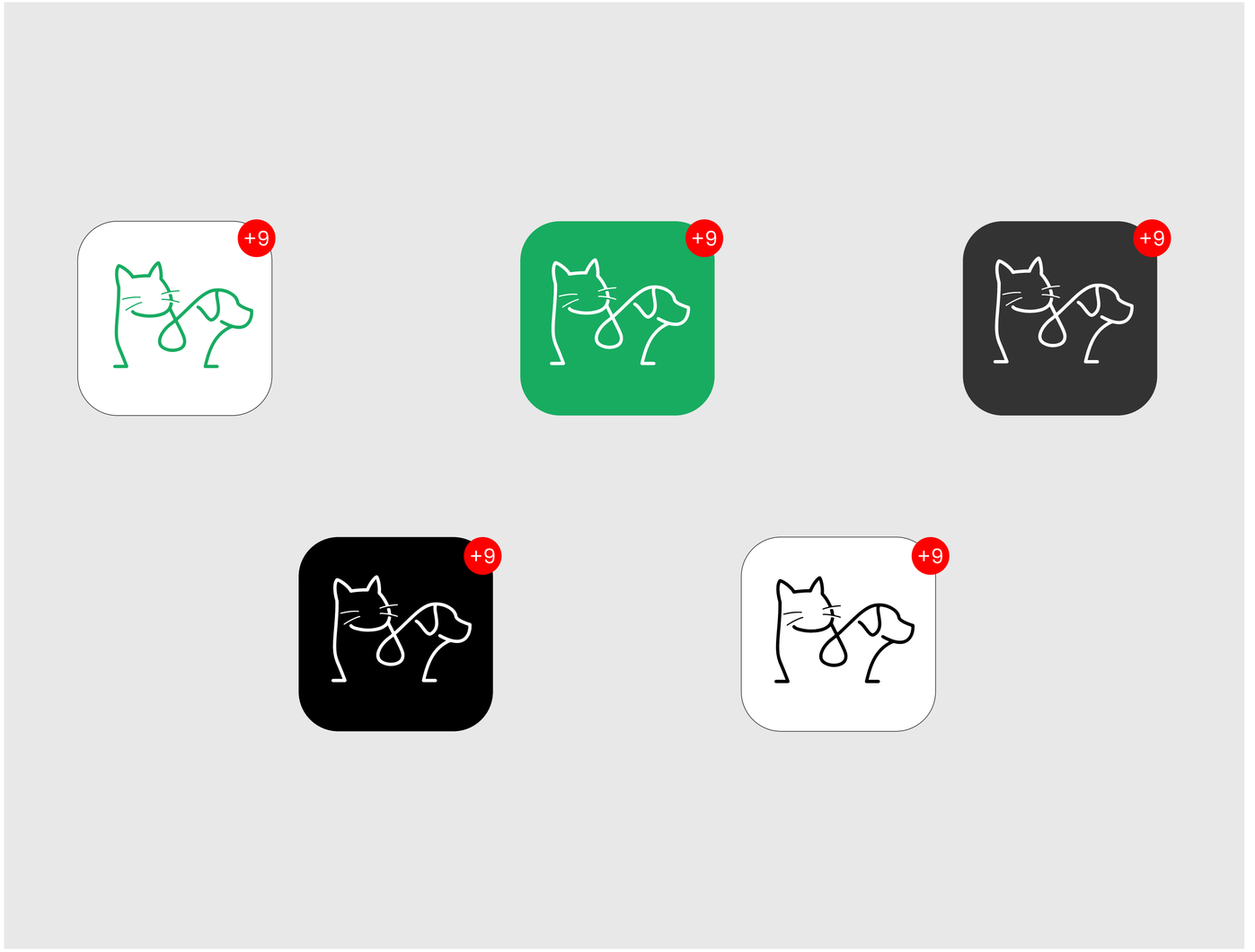
The monochrome version of our logo is an essential part of elite vetet's visual identity. It is designed for use in situations where color printing is not possible or practical, and it ensures our logo remains recognizable and impactful in any context.



App icons

Light Backgrounds: Use the primary logo or the black version of the logo

Dark Backgrounds: Use the white version of the logo.



Chapter 2

Logo USage 02

Exclusion Zone 2.1

Co-Branding 2.2

Exclusion Zone

Maintain a clear space around the logo equivalent to the height of the capital "T" in "Thumbnail". No other elements should encroach upon this area to ensure the logo stands out.

Logo Variation

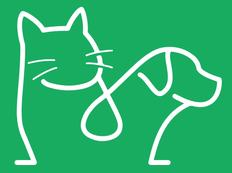
Co-Brading

Side-by-Side Placement: This is a common approach where the logos are placed next to each other, either horizontally or vertically.

Chapter 3

Color Palette 03

Brand Colors - Primary 3.1



Brand Colors

The primary colors are the main colors used in all branded materials. These colors should be dominant in your designs.

Pigmen Green

R=24 G=172 B=97
HEX 18 ac 61
RGB 24 172 97
CMYK 80 4 85 0
LAB 62 -51 27
GrayScale 53

Charcoal

R=38 G=70 B=83
HEX 26 46 53
RGB 38 70 83
CMYK 86 62 50 36
LAB 28 -10 -12
GrayScale 76

Saffron

R=233 G=196 B=106
HEX e9 c4 6a
RGB 233 196 106
CMYK 9 22 69 0
LAB 81 5 49
GrayScale 23

Sandy Brown

R=244 G=162 B=97
HEX f4 a2 61
RGB 244 162 97
CMYK 2 42 68 0
LAB 74 26 46
GrayScale 30

Chapter 4

Typography 04

Primary Typeface 4.1

Secondary Typeface 4.2

Hierarchy 4.3

Primary Typeface

PRIMARY FONT

RUBIK

thin Light Book **Regular**

Abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%$%<>?

A B C D

Secondary Typeface

Poppins

Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Bb

Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Cc

Black

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Dd

Hierarchy

This headlines is set in Rubik Regular

Size: 55pt

This subheading is set in Poppins Regular

Size: 36pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Size: 18pt

Optional Use

Otional for titles of headlines

Arabic Typeface

FF Shamel Sans

أبجد هوز أبجد هوز **أبجد هوز** **أبجد هوز**

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض،
ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي

٠١٢٣٤٥٦٧٨٩!@#$٪^ **(:><?

Chapter 5

Applications 05

Social Media 5.1
Envelop 5.2
Business Card 5.3
Letterhead 5.4
Wall 5.5
Web Banner 5.6

Social Media

Stationary

Envelop

Stationary

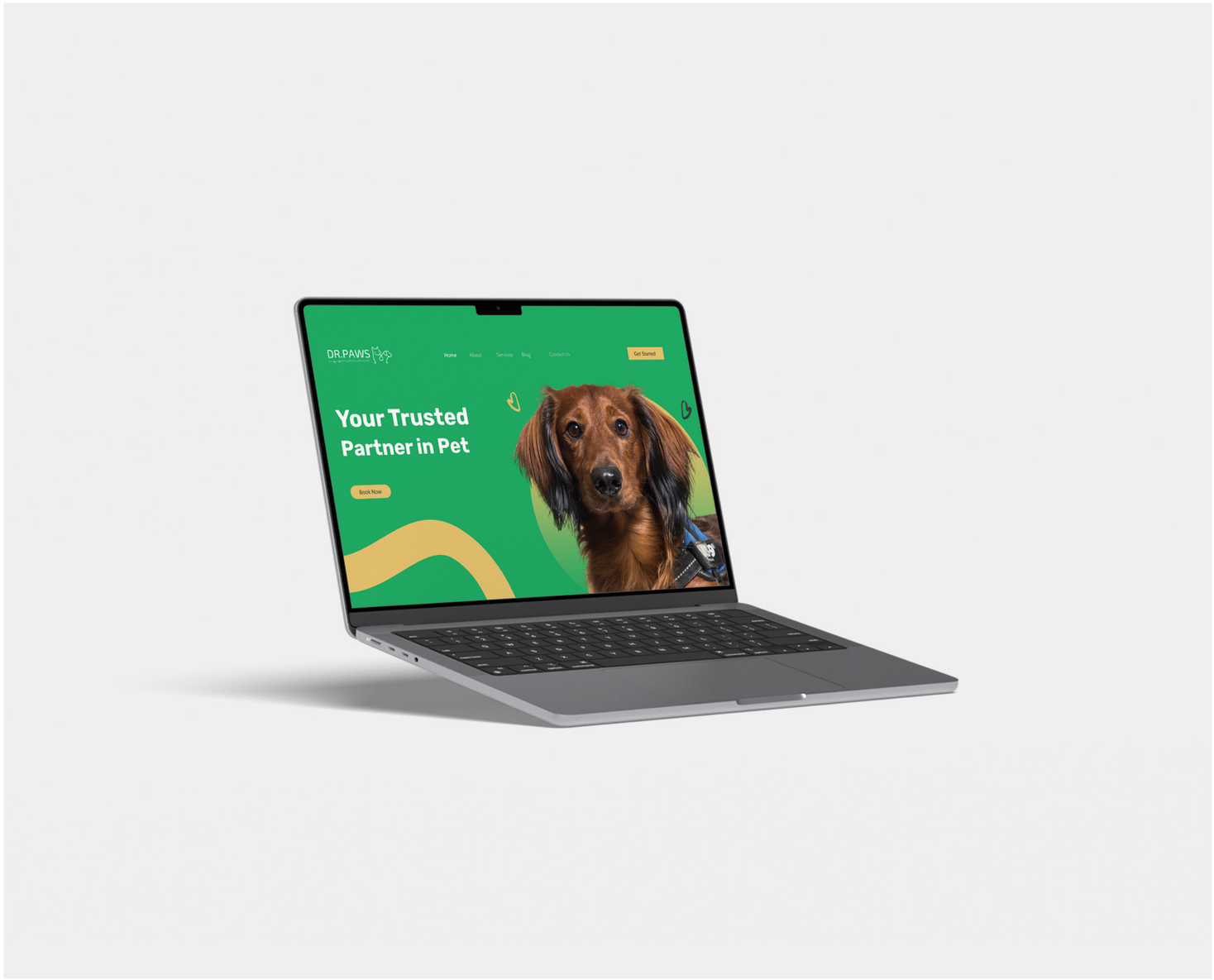
Business Card

Stationary

Letterhead

Wall

Web Banner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Partner in Pet
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Thank You!