



Down to Earth Dog Lady

BRAND GUIDELINES

The Badge



All brand colors and black are acceptable for the one-color badge. Do not use other random colors.



Don't mix other colors in the two-color badge.

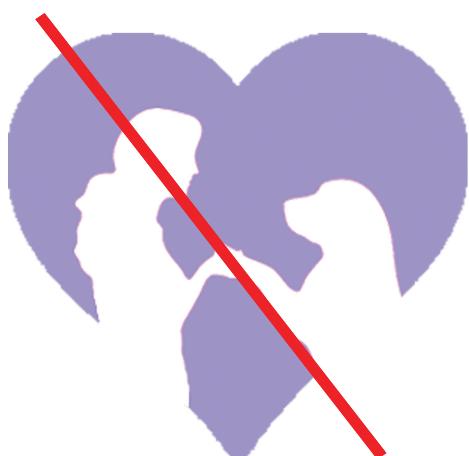


Use only high-contrast backgrounds for the logo.

The Heart



Use green, dark gray, light gray, white, or black for the heart.



Do not use random colors.

The Outline Heart



Use green, dark gray, light gray, white, or black for the outline heart.



Do not use random colors.

The Lockup - Centered



Down to Earth
Dog Lady



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Dog Lady



Down to Earth
Dog Lady

The Lockup - Left Justified



Down to Earth
Dog Lady



Down to Earth
Dog Lady



Down to Earth
Dog Lady

Colors



CMYK
60, 0, 34, 29

HEX
#48b476



CMYK
0, 0, 0, 80

HEX
#333333



CMYK
0, 0, 0, 60

HEX
#666666

Typography

ARCHER MEDIUM

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z ! ? . ,

ARCHER SEMIBOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z ! ? . ,

ARCHER BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z ! ? . ,