



POW WOW INC.

BRAND STYLE GUIDE & WEB DESIGN SYSTEM

WE GIVE YOUR DOG A POW WOW

Contact

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Credit

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BCIT TWD Intake22
For Educational Purposes Only

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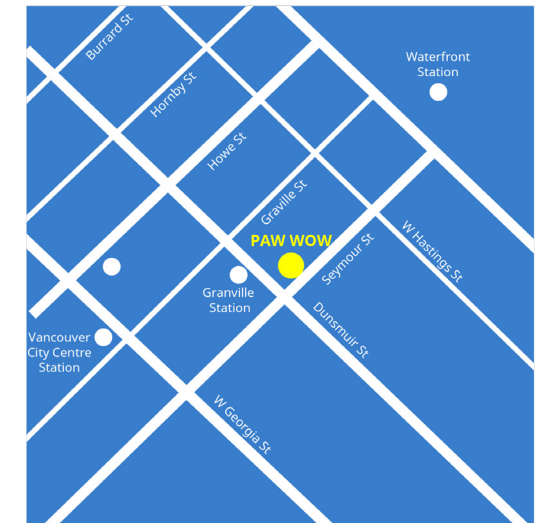
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THE COMPANY INTRODUCTION

ABOUT

PAW WOW was established in 2013 by Grace Cho and Hannah Kim. Initially, they just wanted to feed their loved dogs with the quality of food so they made dog food on their own. They shared the story on Instagram and got a lot of feedbacks that their friends want to buy for their pets. That is how they started their business with homemade dog treats in their small suite located in East Vancouver. Right after gaining a huge fandom throughout the local dog owners, they expanded into an online website since 2015. The company offers ranging from a variety of dog foods to trendy outfits online.

FLAGSHIP STORE



555 Seymour St, Vancouver, BC

BRADN COLORS



WE SEE THE WORLD FROM A DOG'S PERSPECTIVE

This is why our brand colors are blue, yellow and gray!

Dogs are not completely color blind since they have a dichromatic color perception. They have only two (yellow and blue). This does not mean that dogs can't see green or red objects! It only means that they can't distinguish green, yellow or red objects based on their color. However, they can still distinguish a red ball from a green one if there is a difference in the perceived brightness of the two.

Article credit: <https://dog-vision.com/>

LOGO IDENTITY

Logo must be either svg or png.
Two primary colors are used: #397ECC #FFDF3E

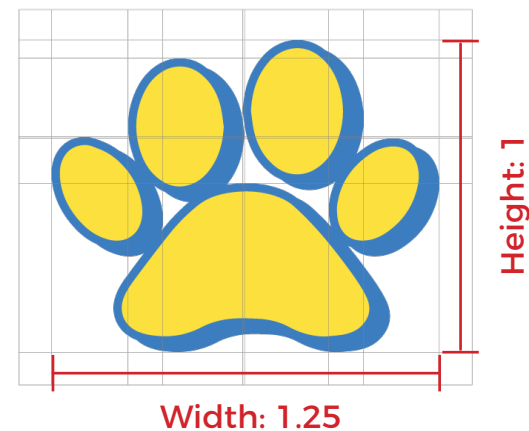
This logo is mainly for print & product package.



Logo for Website:
Desktop + Tablet: 250px X 170px
Mobile (max-width: 600px) : 150px X 100px



Paw logo is used for favicon & button.



COLORS

BLUE



#397ECC

RGB: 57, 126, 204

HSV: 212, 72, 80

CMYK: 72, 38, 0, 20



100%



80%



60%



40%



20%

YELLOW



#FFDF3E

RGB: 255, 223, 62

HSV: 50, 76, 100

CMYK: 0, 13, 76, 0



100%



80%



60%



40%



20%

LIGHT YELLOW



#FFF780

RGB: 255, 247, 128

HSV: 56, 50, 100

CMYK: 0, 3, 50, 0



100%



80%



60%



40%



20%

DARK GRAY



#666767

RGB: 102, 103, 103

HSV: 180, 1, 40

CMYK: 1, 0, 0, 60



100%



80%



60%



40%



20%

Montserrat

EXTRA 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
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

SEMI 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
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

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
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

NUMBERS AND
SPECIAL CHARACTERS

0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * \ “ ‘ + = ` | () [] { } < > : ; - _

TEXT HIERARCHY & STYLE

The Header

EXTRA BOLD 48px
<html> <body> h1

Navigation Bar

SEMI BOLD 36px
<html> <header> nav

Category Title

SEMI BOLD 30px
<html> <body> h2

Category Subtitle

SEMI BOLD 24px
<html> <body> h3

Paragraph

MEDIUM 18px
<html> <body> <p>

The banner



color: #FFFFFF; background-color: #397ECC;

FOOD CONTACT



color: #FFF780; background-color: #397ECC;
nav: hover, nav: active, nav: focus: #FFFFFF;

Food



color: #397ECC;

Canned Food



color: #397ECC;

Dogs make our lives whole.



color: #666767;

FORMS

Forms can be used in account profile information, shopping cart and wish list items, etc.

Container Style

```
<html> <body> class = container;  
background-color: #666767;  
opacity: 10%;
```



Text Box Style

```
<html> <body> class = text-box;  
color: #666767;  
font-size: 18px;  
background-color: #FFFFFF;
```






Item Detail Information

```
<html> <body> class = text-item;  
font-size: 14px;
```

Account Information

Name:	Lee	EDIT
Email:	lee@paw.com	EDIT
Address:	123 Wonderland Vancouver, BC V1A A1A	EDIT
Payment:	**** * 1234 Dec 2020 VISA	EDIT

My Cart

Items in your cart (2)			
	Avocado Plush Toy Size 3" - ITEM 595221	<div>▼ 1</div>	C\$5.99
	Milk Bone Biscuits Size 2lb - ITEM 395710	<div>▼ 3</div>	C\$32.97
	Portable Kennel Size 15" - ITEM 741038	<div>▼ 1</div>	C\$49.99

ICONOGRAPHY & BUTTONS

Customized Icons

Wish List



Width: 100%

My Cart



Width: 100%

Height: 78%

Social Media Icons

Instagram



Facebook



Twitter



Width: 100%

Height: 62%

Buttons

Back To Top Button



Width: 8

Height: 9

Click Button

This style can be applied to any buttons to call action such as “check out” or links to important pages.

Button Container Style

```
<html> <body> class = btn-container;  
background-color: #FFF780;  
border-radius: 10px;
```

Text Box Style

Text Style

```
<html> <body> h3  
color: #397ECC;  
font-weight: SEMI BOLD  
font-size: 24px;
```



IMAGERY

Product Images

Product pages (Ratio 1:1): 220px * 220px

Shopping Cart > product images: 110px * 110px

Recommendation: jpg, png / high / 60 quality / 72ppi

Don't: Less than 72ppi will appear fuzzy.

Side Banners

Recommendation: png, svg / high / 60 quality / 72ppi

Example of images: Home Page



The image shows a collection of promotional graphics for a pet-related website. On the left is a vertical sidebar with four items: a yellow banner for 'MEET OUR PROUD LOCALLY MADE PREMIUM RAW FOOD', a green banner for 'Meet Haru the Frenchie' with a pink cat silhouette, a purple banner for 'CHECK OUT THE F/W TREND', and an orange banner for 'What is New feat. Royal Family'. To the right is a large blue and green banner for 'Summer 2019 Editor's Pick'. Below this is a section titled 'Get Ready for Summer Vacation' featuring five products: 'Ombre Pet Sunglasses' (\$10.99), 'Swim Life Jacket' (\$59.99 ~), 'Dog Icecream' (\$15.99), 'Squeazy Water Bottle' (\$10.99), and 'Cool Mat' (\$30.00 ~). Each product has a star rating. To the right of the product grid, a red bracket indicates 'Width: 1' and 'Height: 1' for the banners, with a vertical label 'Banner saved as svg'.

MEET OUR PROUD LOCALLY MADE PREMIUM RAW FOOD

Meet Haru the Frenchie
Read our recent article how to groom your dog neat and nice.

CHECK OUT THE F/W TREND

What is New
feat. Royal Family

Summer 2019 Editor's Pick

Get Ready for Summer Vacation

Ombre Pet Sunglasses
\$10.99
★★★★☆

Swim Life Jacket
\$59.99 ~
★★★★☆

Dog Icecream
\$15.99
★★★★☆

Squeazy Water Bottle
\$10.99
★★★★☆

Cool Mat
\$30.00 ~
★★★★☆

Width: 1
Height: 1
Banner saved as svg

LAYOUT GRID SYSTEM

Basic Rules

Logo is positioned center always.

At every media queries, logo, nav bar, and shopping cart must contain in the header.

Desktop Layout (min-width: 900px)

Logo size:

250px X 170px

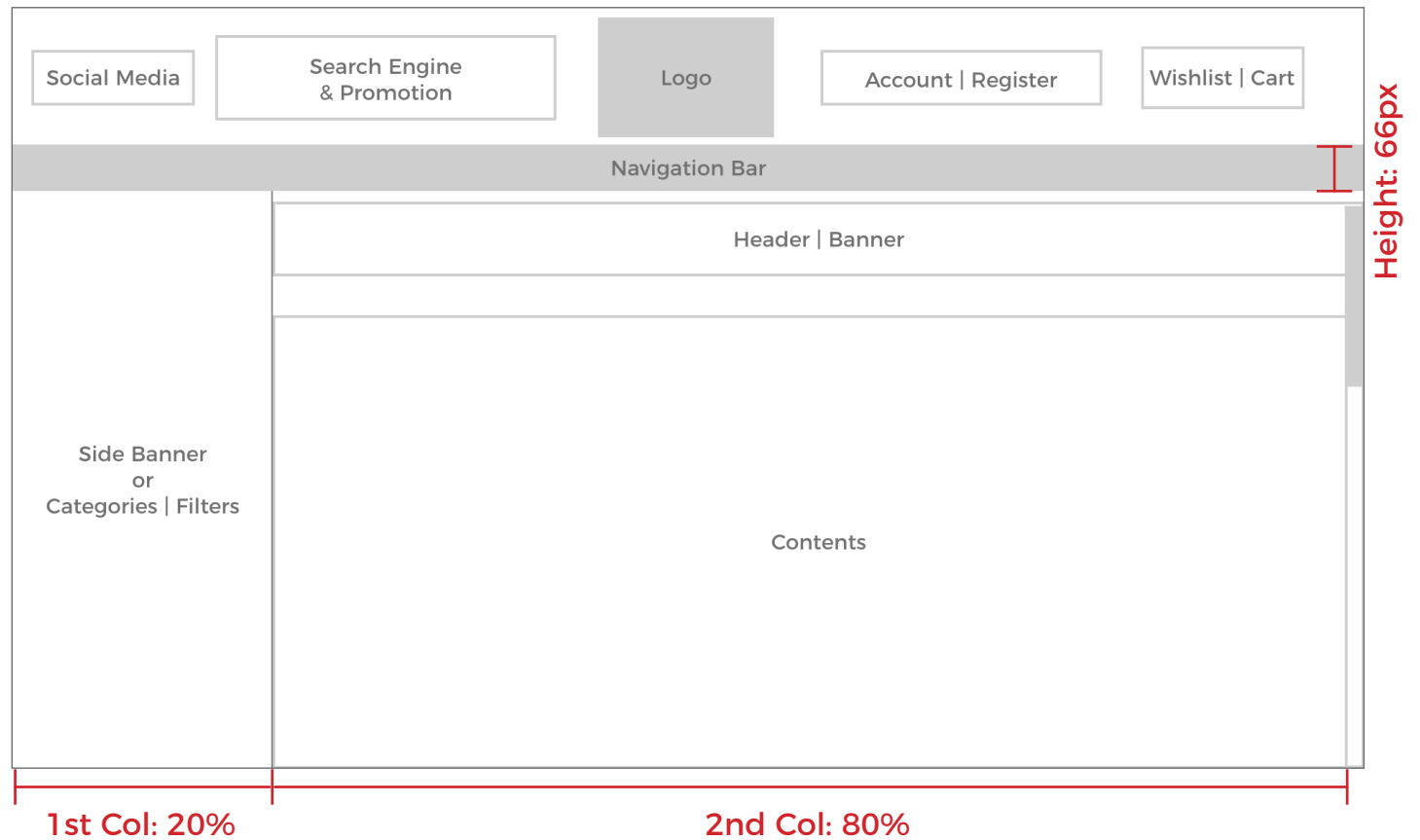
Body has two columns:

1st column:

side banner or
categories/filters

2nd column:

header/banner,
content.



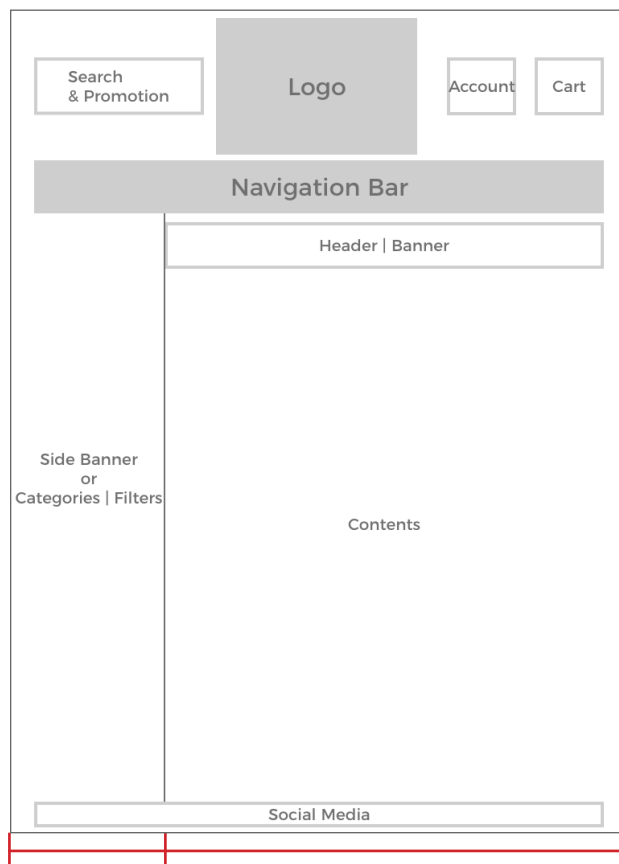
LAYOUT GRID SYSTEM

Tablet Layout (width: 600 - 900px)

Body still has two columns:

1st column: side banner or categories/filters

2nd column: header/banner,



1st Col: 25%

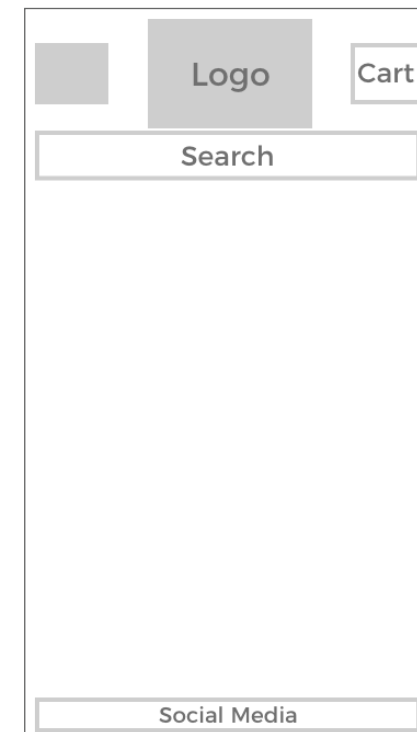
2nd Col: 75%

Mobile Layout (min-width: 600px)

Logo size:

150px X 100px

Body has only one column for ideal usability.





www.paw-wow.ca

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