



Petica

Brand Guidelines





Introduction

Welcome

This set of branding guidelines is designed to ensure a consistent look and tone across all communications. Petica strives to be a consistent, committed, and dependable pet suggestor for all your needs.



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Introduction

About

Petica is a pet suggestion website with the goal of finding your ideal pet. Many animals are stuck in shelters and other temporary living situations, and much of this is due to the fact that people jump into owning an animal before they fully understand the responsibility required to take care of one. Petica is trying to teach and show people what animal will fit with their lifestyle the best. Jump right in click on the pet suggestor button and get started with your future companion today!



introduction

Mission & vision

Mission

Our Mission is to be a digital substitution for a pet shop that people can trust so that they can make an educated choice about the type of pet that they want.

Vision

Our Vision is “To give added value by educating and guiding.”

Our Logo

Our Logo



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo no graphic elements should encroach the border around the logomark.

Logo variation



Dark logo on light background



Light logo on dark background

Our logo

The logo is the face of Petica, the primary visual expression that is used to identify the product meaning that we need to be careful to use it correctly and to do so consistently.

here is how the logo should be used on different backgrounds.



Dont's for Petica logo

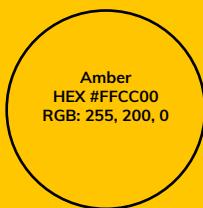
1. Do not distort horizontally
2. Do not distort vertically
3. Do not add a drop shadow
4. Do not outline
5. Do not change the logo colors
6. Do not change typeface



Our logo

Color

Primary colors



Amber
HEX #FFCC00
RGB: 255, 200, 0



Black
HEX #0000
RGB 0, 0, 0



Grey, Mine Shaft
HEX #212121
RGB 33, 33, 33



White
HEX #FFFFFF
RGB 255, 255, 255

Typography

Typograhpy

PRIMARY FONT

The the primary font is Noto Sans. This typface should be used for headings and call to actions.

SECONDARY FONT

The secondary font is Muli and should be used for sub-headings and body text.

NOTO SANS 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
0 1 2 3 4 5 6 7 8 9 ! ?**

NOTO SANS 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
0 1 2 3 4 5 6 7 8 9 ! ?**

MULI 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
0 1 2 3 4 5 6 7 8 9 ! ?**

MULI REGULAR

**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
0 1 2 3 4 5 6 7 8 9 ! ?**

Mockups

Mockups



Mockups

Mockups

