



# Brand Style Guide





# Mission Statement

At Camp Woofs and Wiggles, our mission is to provide your beloved canine companions with a safe, fun, and enriching environment, whether it's a day of play or an extended stay. Our dedicated team ensures your dog experiences love, adventure, and personalized care. We offer services beyond traditional boarding, including training, grooming, and pup parties, because every dog deserves a wag-worthy experience.





A photograph of two small dogs, possibly Yorkshire Terriers, sitting on a light-colored, textured rug. The dog in the foreground is wearing a red party hat and looking towards the camera. The dog behind it is wearing a green party hat. In the bottom left corner, there is a small, colorful birthday cake with candles and the words "HAPPY BIRTHDAY" on it. The background is a warm, orange-toned wall with a string of white and orange triangular bunting flags.

# About

Camp Woofs and Wiggles is your dog's home away from home while you are at work or on vacation. Located in Lincoln, Nebraska, Camp Woofs and Wiggles offers a variety of indoor and outdoor spaces for your dog to run, play, and adventure with their new-found friends. Our trained staff will ensure that your furry family member remains under a watchful eye and will have all of their needs met whether they are here for a day or a week. Additional services include training, bathing/grooming, and pup parties—hosted birthday parties for your pup and their friends!



# Logo Usage

Our primary logo is the full-color logo shown below. It should be used when the logo is placed on a light-colored background.



On dark-colored backgrounds, the solid white logo should be used in order to ensure legibility.



# Color Palette

These colors reflect our brand's identity and personality. Tints of these colors are also acceptable.

## SECONDARY COLORS

HEX CODE	RGB
#c49a6c	196, 154, 108

HEX CODE	RGB
#ecac58	236, 172, 88

HEX CODE	RGB
#fbd3df	251, 211, 223

## PRIMARY COLORS

HEX CODE
#8b5e3c

RGB
139, 94, 60

HEX CODE
#9Ca9b0

RGB
156, 168, 176

HEX CODE
#000000

RGB
0, 0, 0

HEX CODE
#ffffff

RGB
255, 255, 255

# Typography

Grandstander and Roboto are our two primary fonts. They are freely distributed via Google Fonts.

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## TYPE HIERARCHY EXAMPLE:

### Boarding

#### What's included:

- All the services we provide to our full-day campers
- Private “bunks” for our overnight campers with individual cameras that allow parents to check in on their pups
- A free bath and nail trim for guests staying 3 or more days

## PRIMARY FONTS

**Grandstander**

**GRANDSTANDER**

**The quick brown fox jumps over  
the lazy dog. 0123456789.**

**Roboto**

**ROBOTO**

**The quick brown fox jumps over  
the lazy dog. 0123456789.**





# Photography

We feel it's important that we offer potential clients a day-in-the-life view of what our furry friends experience while they are at our camp, whether its playing, exploring, cuddling, or napping!



## **Places to find free Creative Commons licensed images:**

- Pexels
- Unsplash
- StockSnap
- Negative Space
- New Old Stock
- Pixabay
- The British Library
- Library of Congress: Free to Use and Reuse Sets
- National Gallery of Art: Open Access Images
- Smithsonian: Open Access



# Services



## Day Camp

### What's included:

- Indoor and outdoor adventure areas
- Nap time for full-day campers
- Midday snack for full-day campers
- Free medication administration
- Individual attention from our trained camp counselors

**Full Day \$30 (1 dog)**

**Half Day \$20 (1 dog)**

**\*Add \$10 per dog, per full or half day**

## Boarding

### What's included:

- All the services we provide to our full-day campers
- Private “bunks” for our overnight campers with individual cameras that allow parents to check in on their pups
- A free bath and nail trim for guests staying 3 or more days

**Nightly Overnight Camp Rate \$40 (1 dog)**

**\*Add \$15 per dog, per day in a shared bunk (Max 3)**

*Note: All campers must be vaccinated, be spayed/neutered, and pass the free temperament assessment (free 1/2 day boarding session).*



# Contact

## Camp Woofs and Wiggles

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Instagram: [@woofsandwigglesne](https://www.instagram.com/woofsandwigglesne)

Facebook: [@woofsandwigglesne](https://www.facebook.com/woofsandwigglesne)

TikTok: [@woofsandwigglesne](https://www.tiktok.com/@woofsandwigglesne)

Web: [campwoofsandwiggles.cww](http://campwoofsandwiggles.cww)

