



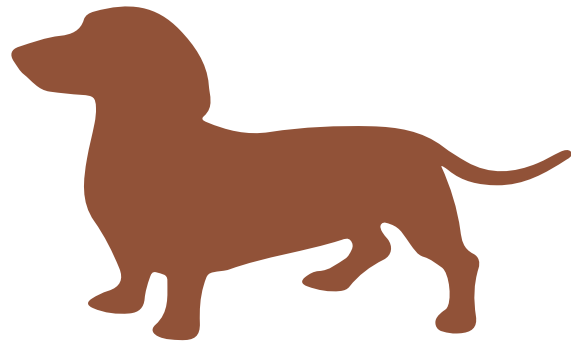
Group Project 1 Style Guide

Mood Board



1. Logo

On White Background



Barkley's K9 Training

The Barkley's K9 Training logo is an important corporate asset. It is a unique visual symbol that represents our company, in routine communications, advertising and other marketing. The Barkley's K9 Training logo also stands for the competencies and values associated with our name.

With so much riding on our logo, it's important to reproduce it in a consistent way wherever it appears, using the electronic artwork provided.

Meatball

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!"#\$%&*+,-./:;?@**

Headers

Raleway SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!"#\$%&*+,-./:;?@

Sub-Headers

Raleway Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!"#\$%&*+,-./:;?@

Body Copy

Desktop

Headline H1

Font-family: Raleway-Font-size 50pX – Font-weight: bold – Line-height 59px

Headline H2

Font-family: Raleway-Font-size 28pX – Font-weight: bold – Line-height 44px

Headline H3

Font-family: Raleway-Font-size 20pX – Font-weight: bold – Line-height 30px

Headline H4

Font-family: Raleway-Font-size 16pX – Font-weight: bold – Line-height 20px

Headline H5

Font-family: Raleway-Font-size 14pX – Font-weight: bold – Line-height 22px

Headline H6

Font-family: Raleway-Font-size 12pX – Font-weight: bold – Line-height 14px

This is what a text link looks like

Mobile

Headline H1

Font-family: Raleway-Font-size 24pX – Font-weight: bold – Line-height 29px

Headline H2

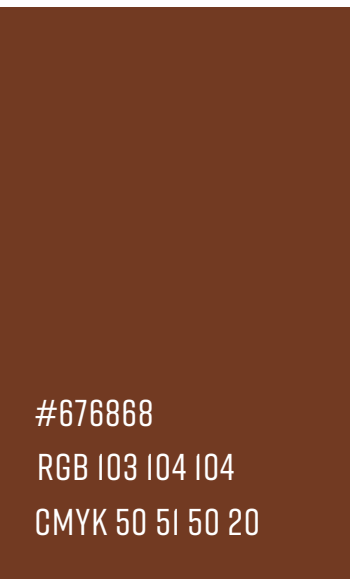
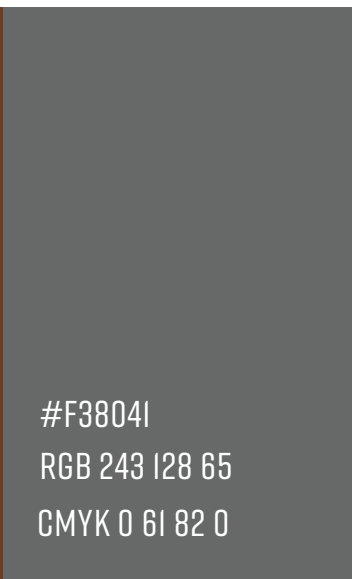
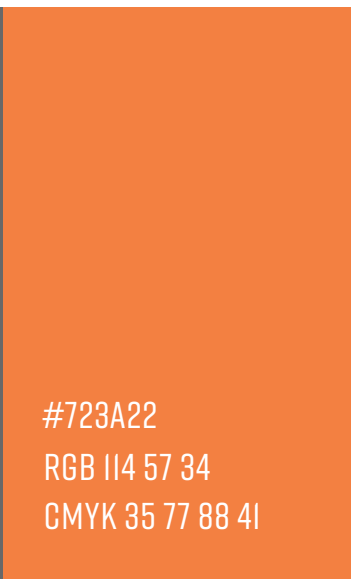
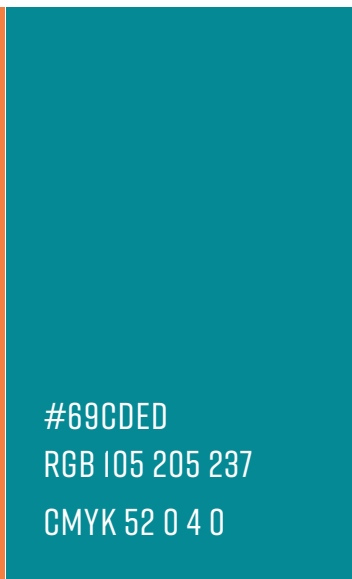


Font-family: Raleway-Font-size 16pX – Font-weight: bold – Line-height 31px

This is what a text link looks like

2.3 System

Color palette

The Barkley's Kg Training color palette includes six colors to be used as background or support colors. Where possible use these colors in the Barkley's Kg Training corporate or marketing materials.

					
#676868	#F38041	#723A22	#69CDED	#AAE5E1	#F4F9D2
RGB 103 104 104	RGB 243 128 65	RGB 114 57 34	RGB 105 205 237	RGB 170 229 225	RGB 244 249 210
CMYK 50 51 50 20	CMYK 0 61 82 0	CMYK 35 77 88 41	CMYK 52 0 4 0	CMYK 31 0 14 0	CMYK 4 0 21 0

Normal State

Hover State

Normal State

Hover State

Normal State →

Normal State →

Normal State

Hover State

Normal State ⇒

Normal State →

Logo

Home

Services

Testimonials

About

Contact

Hero Image (Video)



ABOUT BARKLEY'S K9 TRAINING

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Button

Image

Image

SERVICES

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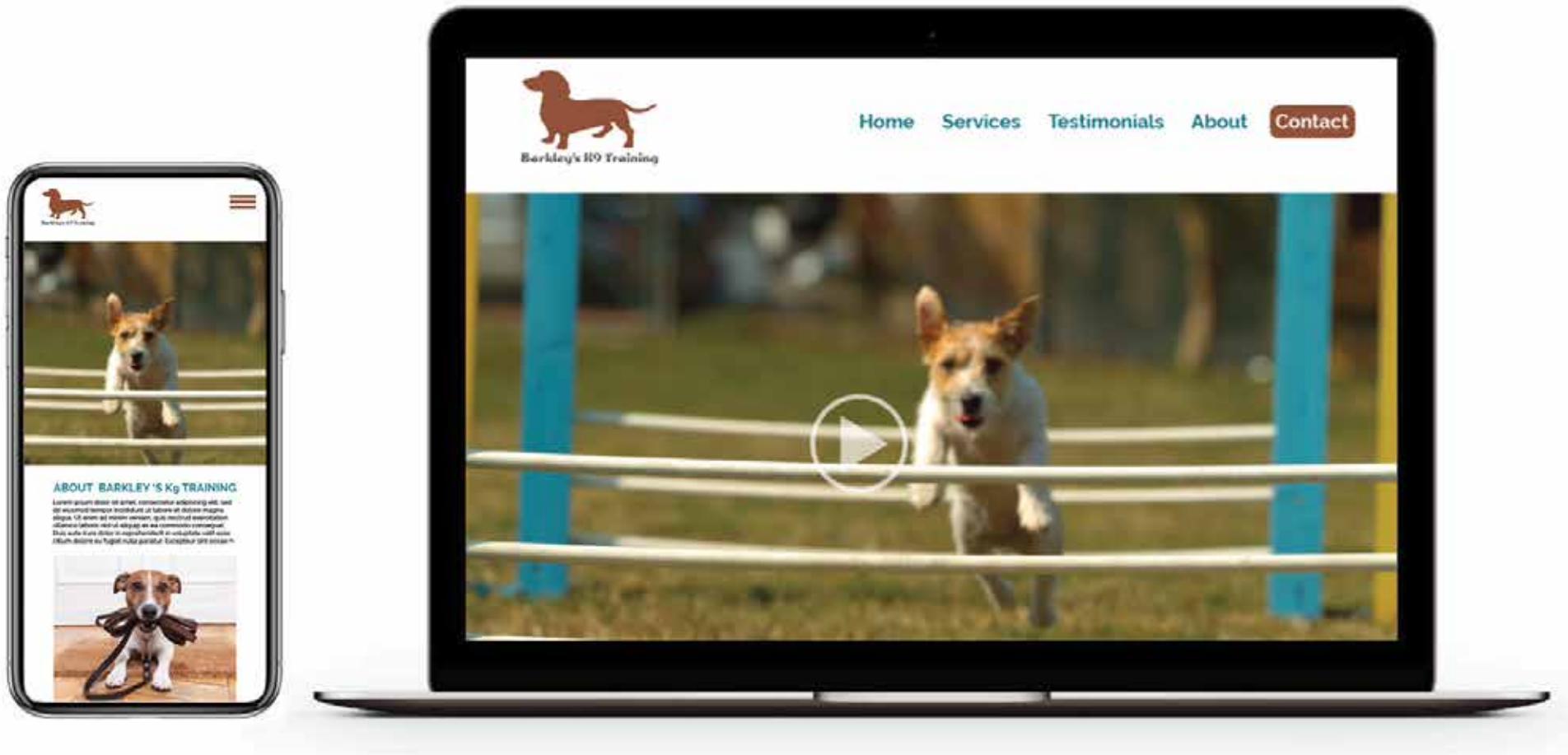
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Button

Social Media Icons



3. Mockups





ABOUT BARKLEY 'S K9 TRAINING

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More



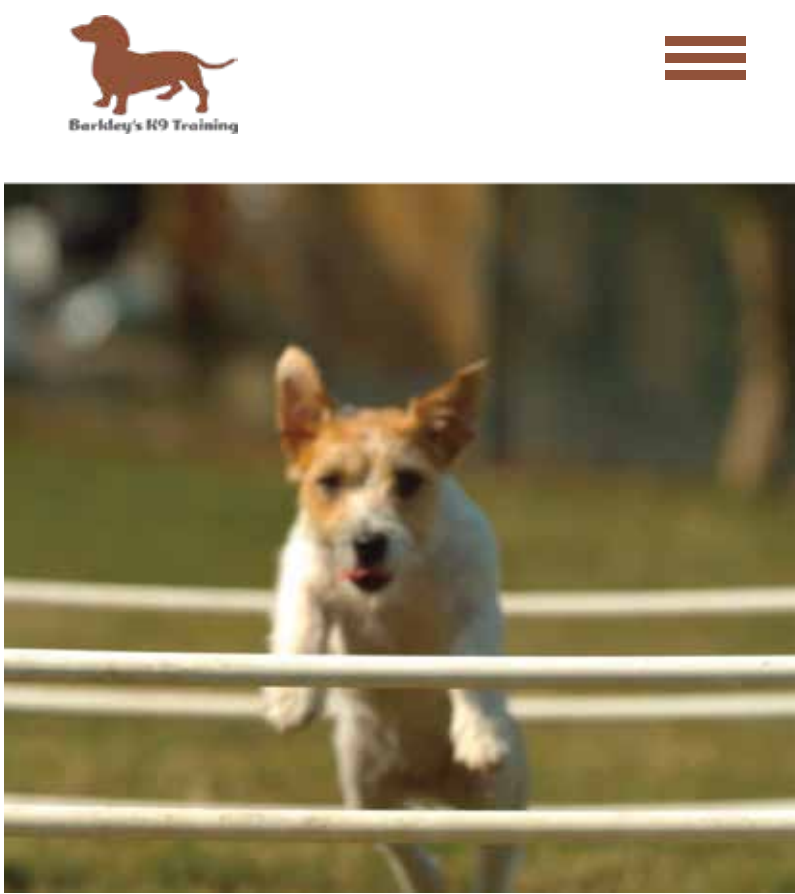
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YouTube

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DOGGIE BOOT CAMP

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contact



BASIC IN-HOME PROGRAM

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SERVICE DOG TRAINING

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TESTIMONIALS

Kate from Miami says.....

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit”



Sara from Coral Gables says..... [Contact](#)

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit”



John from Doral says.....

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit”



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CONTACT

First Name:

ex. John

Last Name:

ex. Smith

Email:

jsmith@example.com

Message:

Your Comment Goes Here

Submit

Your Feedback is important to us!

MapSatellite

Map data ©2021 Google, INEGI Terms of Use

Accepted Payment Types:

1. Venmo

2. PayPal

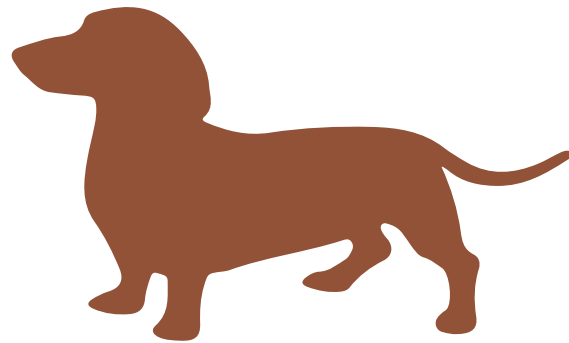
3. Cash

- Payment is due at the time of lesson

- You can pre-pay for the week or more. If a lesson needs to be cancelled (weather or otherwise), the cancelled lesson payment can be applied to the next lesson the family attends.

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THANK YOU!