



AGööF

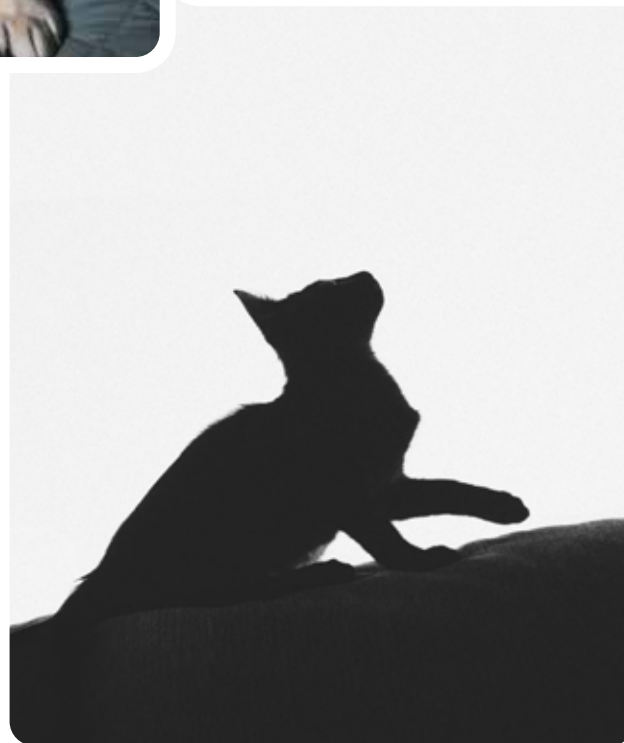
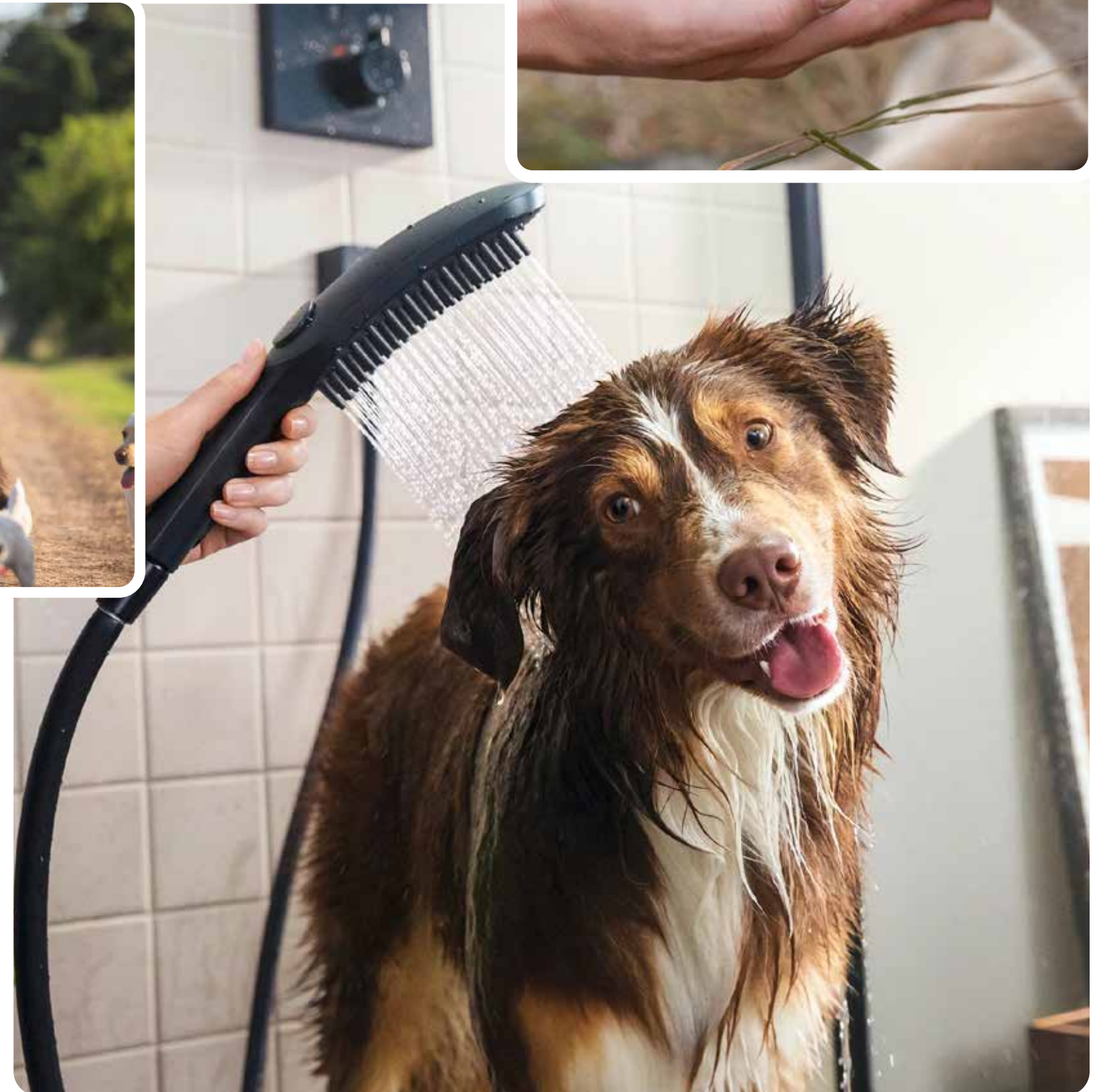
BRANDING



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AGÖÖF offers pet sitting services that adjust to your needs when you can't be with them.
We know you want the best and most loving care for your flurry friend and we are here to make it happen!
Meet local sitters around you who will treat your pets like family.

AGÖÖF



P
E
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Primary Palette

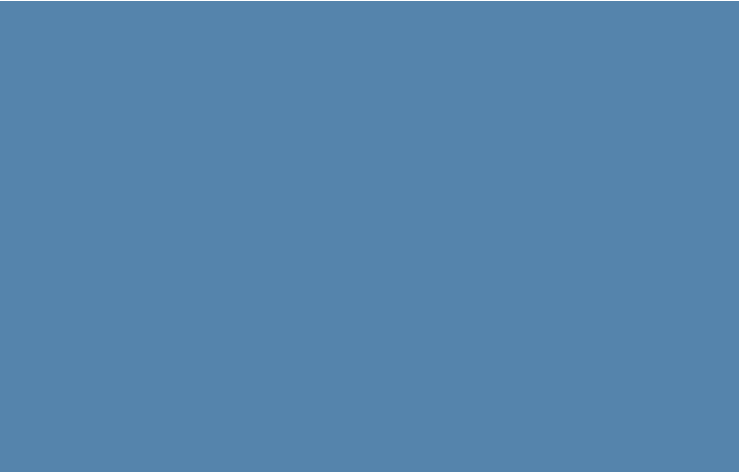


CMYK 72% 63% 58% 74%

RGB 39 - 39 - 39

#2A2A2A


Secondary Palette



CMYK 70% 39% 17% 3%

RGB 83 - 133 - 173


#5585AD



CMYK 40% 26% 73% 9%

RGB 160 - 158 - 88

#A09E58



CMYK 23% 68% 93% 14%

RGB 178 - 93 - 36

#B25D24

Aa

Aa

Tittles and Logo

YANONE KAFFEESATZ bold**A B C D E F G H I J K L M N Ñ 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 ñ o p q r s t u v w x y z****á é í ó ú - 1 2 3 4 5 6 7 8 9 0**

Texts and Subtittles

EXO semibold**A B C D E F G H I J K L M N Ñ 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 ñ o p q r s t u v w x y z****á é í ó ú - 1 2 3 4 5 6 7 8 9 0**

Texts

EXO light

A B C D E F G H I J K L M N Ñ 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 ñ o p q r s t u v w x y z

á é í ó ú - 1 2 3 4 5 6 7 8 9 0

The brand seeks to generate a visual impact according to its aesthetics, so contrasting fonts were selected. On the one hand, Yanone Kaffesatz is noticeable for its volume, taking the reader's attention. On the other, EXO semibold and EXO light have a contrast making it pleasant and easy to read.

Positive

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Negative

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Logo with background

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NO OBJECT OR WORD MAY BE PLACED INSIDE THE SECURITY AREA. I TOOK AS A REFERENCE THE SIZE OF THE LETTER "O".

The isologotype has relative measures and proportions that are determined by the criteria of composition, functionality and hierarchy.

No modifications can be made to them, such as:

- 1 - Letter expansion.
- 2 - Paths different from the established one and visible contours.
- 3 - Letter fills.
- 4 - Logo tilt at any angle.
- 5 - Use of colors.
- 6 - Disproportionate logo expansion.

1. 

2. 

3. 

4. 

5. 

6. 







Thank you

AGÖÖF

BEST PET CARE IN YOUR NEIGHBORHOOD

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