PETPOOJA

BRAND GUIDELINES

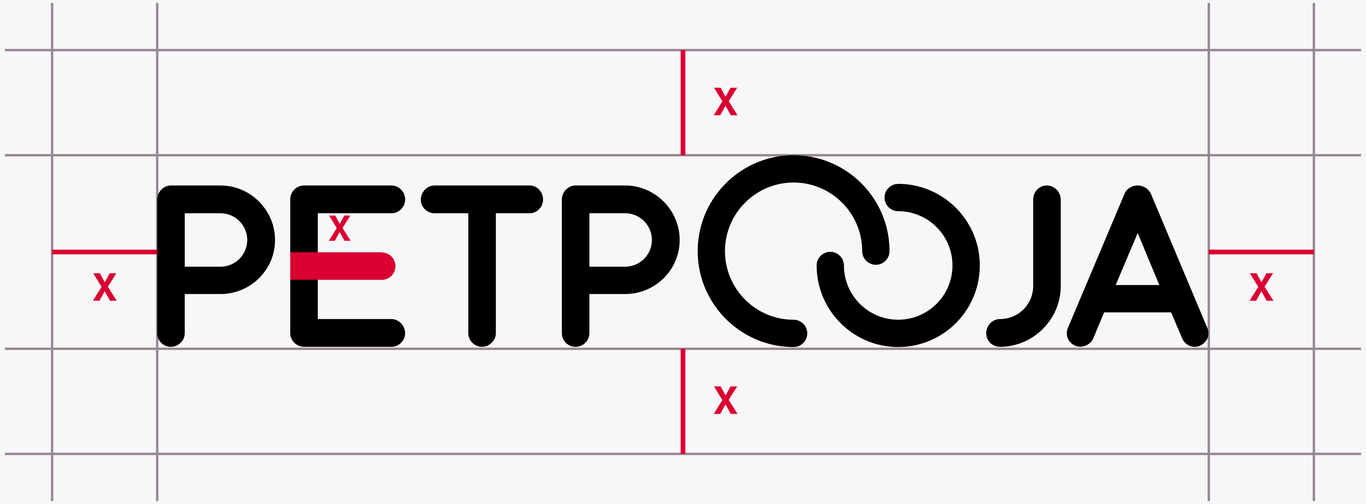


LOGO ON LIGHT BACKGROUND



LOGO ON BLACK BACKGROUND

CLEAR SPACE



X equals the length of the E’s middle bar.

MINIMUM SIZE

SCREEN



PRINT



PARTNERSHIP LOCKUPS

Full logo

SCREEN



PRINT



Align both logos around the divider and balance their visual weight.

LOGO USAGE



Alter the artwork



Repeat as decoration



Recolour the logo



Crowd the logo



Use within a sentence



Add a shadow



Use an outline



Stretch the logo



Rotate the logo



Use low contrast



Retype the logo



Use approved artwork

BRAND COLOURS



Bold artwork red

#DA0031

RGB 218 / 0 / 49



Black

#000000

RGB 0 / 0 / 0

White

#FFFFFF

RGB 255 / 255 / 255

Product updates

What’s new

See the latest updates and improvements.

View updates

White background

Keeps the content area open.

Black type

Carries headlines and copy.

Brand accent

Draws attention to the action.

TYPOGRAPHY

HEADINGS



Goodly

Extra Light / Light / Regular / Medium / Semibold / Bold

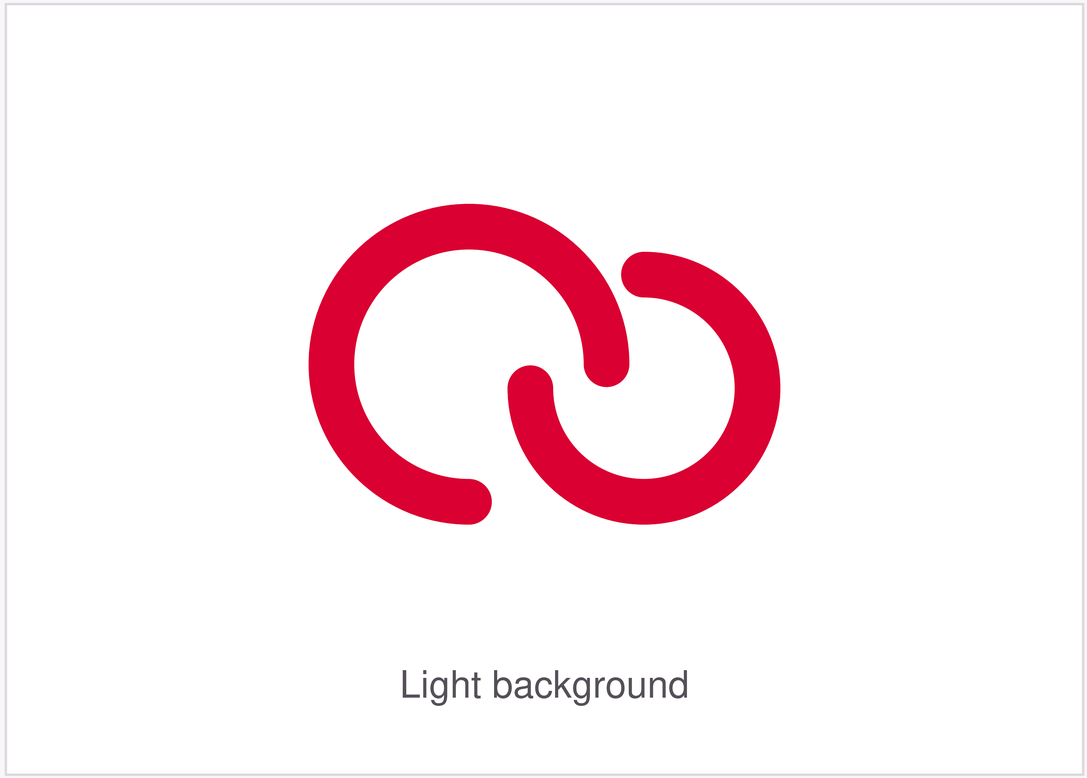
SUPPORTING COPY



Poppins

Light / Regular / Medium / Semibold / Bold / Black

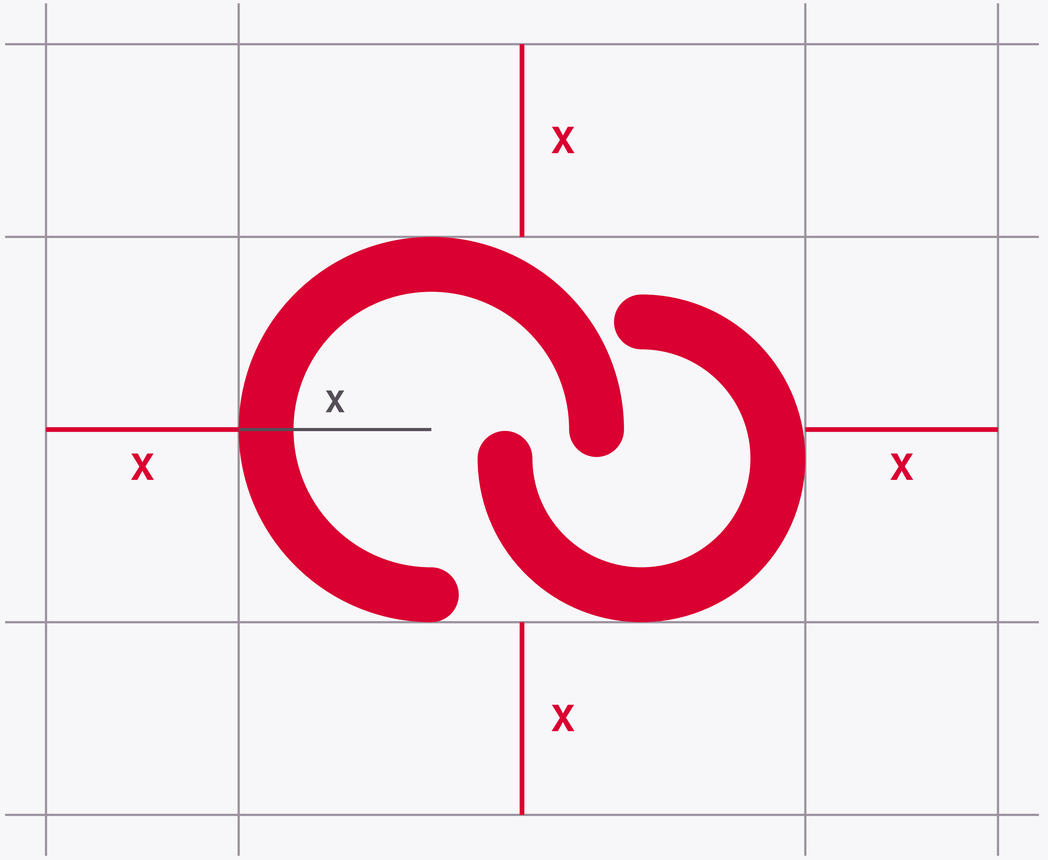
STANDALONE ICON





Use the icon when the brand is already identified or the placement is icon-sized.

ICON CLEAR SPACE



X runs from the centre of the larger loop to its outside edge.

ICON MINIMUM SIZE

SCREEN



PRINT



ICON PARTNERSHIP LOCKUPS

Standalone icon

SCREEN



Partner logo

PRINT



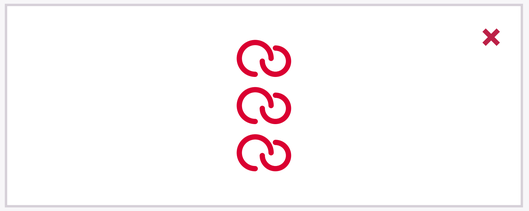
Partner logo

Use the icon lockup where the product is already identifiable.

ICON USAGE



Alter the artwork



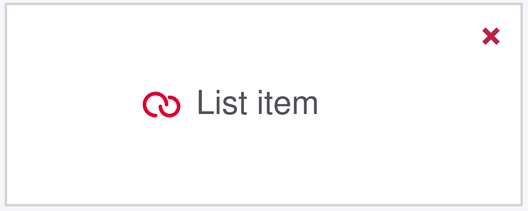
Repeat as decoration



Recolour the icon



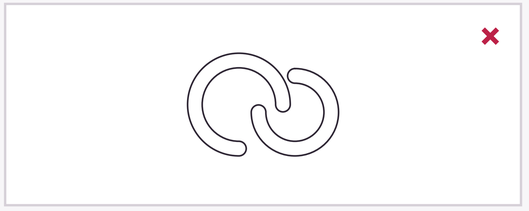
Crowd the icon



Use as a text bullet



Add a shadow



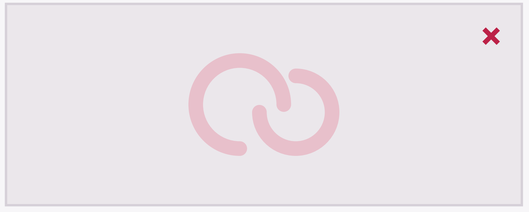
Use an outline



Stretch the icon



Rotate the icon



Use low contrast



Redraw the icon



Use approved artwork

Petpooja

Brand Resources

Use the supplied artwork for logos and icons.

