

PETPOOJA

POSS

BRAND GUIDELINES



LOGO ON LIGHT BACKGROUND



LOGO ON BLACK BACKGROUND

CLEAR SPACE



X = 10% of the lockup width. Approval pending.

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

POSS

Retype the logo



Use approved artwork

BRAND COLOURS



Storefront Red

#CB2338

RGB 203 / 35 / 56



Black

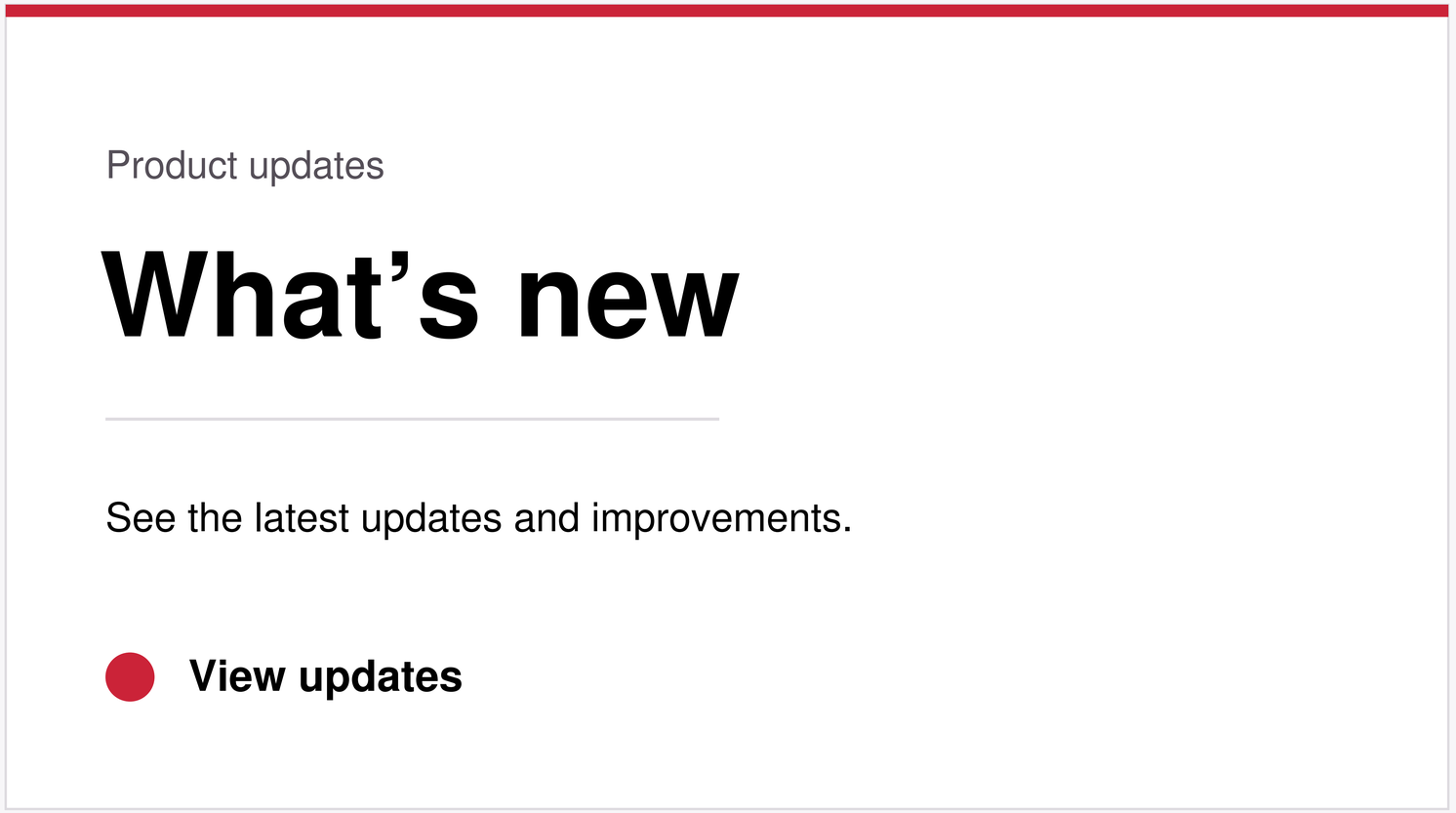
#000000

RGB 0 / 0 / 0

White

#FFFFFF

RGB 255 / 255 / 255



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



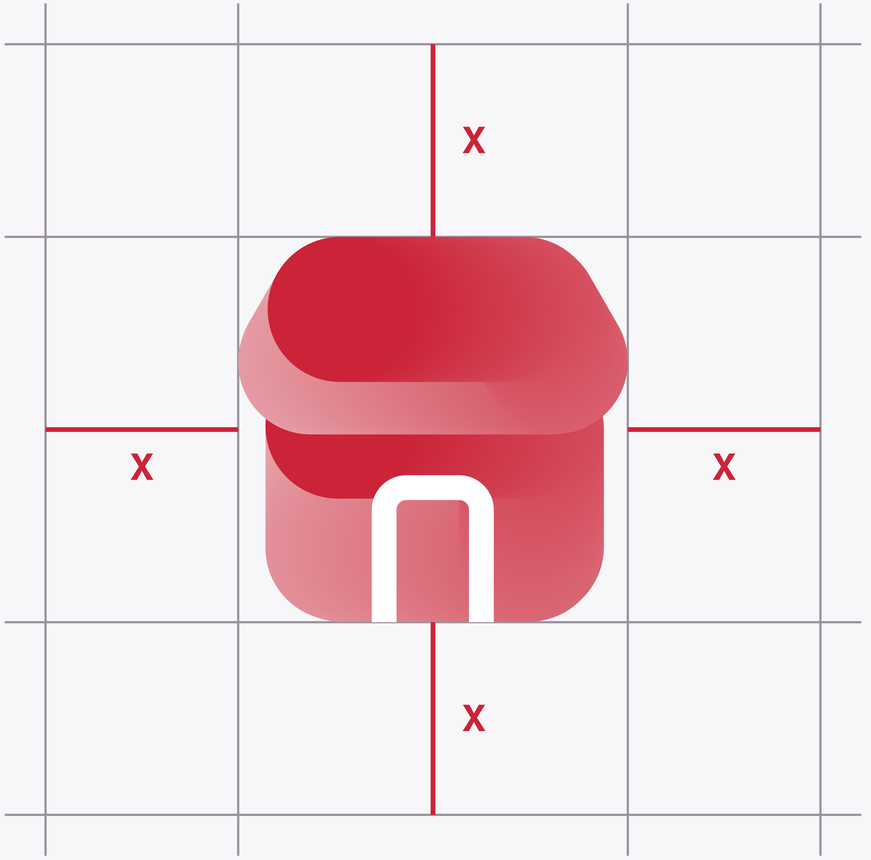
Light background



Dark background

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

ICON CLEAR SPACE



Match X to the icon exclusion-zone diagram in the POSS guideline.

ICON MINIMUM SIZE

SCREEN



PRINT



ICON PARTNERSHIP LOCKUPS

Standalone icon

SCREEN



PRINT

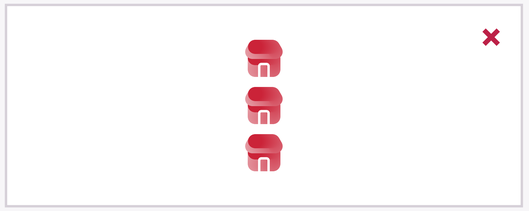


Use the icon lockup where the product is already identifiable.

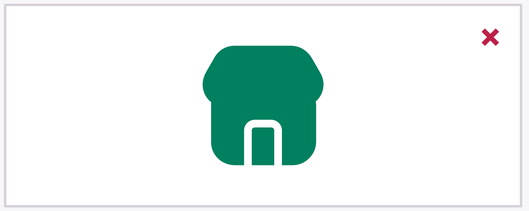
ICON USAGE



Alter the artwork



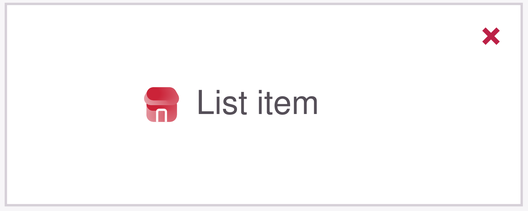
Repeat as decoration



Recolour the icon



Crowd the icon



Use as a text bullet



Add a shadow



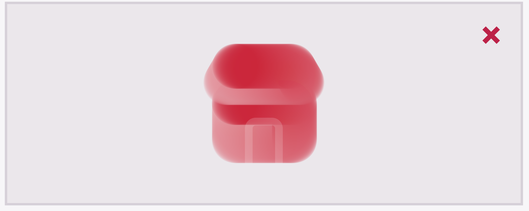
Use an outline



Stretch the icon



Rotate the icon



Use low contrast



Redraw the icon



Use approved artwork

POSS

Brand Resources

Use the supplied artwork for logos and icons.

