POSH PETS
PHOTOGRAPHY

COLOR

POSH PETS MAIN BRAND COLORS

NOTE: Colors may look very different on screen, but trust the numbers. When in doubt, use CMYK for printing and RGB for web use.

TEAL

CMYK | PMS

PMS 7729
C 71 M 41 Y 53 K 16
To use for printed
materials only

WEB RGB

R 80 G 115 B 110
#50736E
Good for on-screen
/ web use only

TURQUOISE

CMYK | PMS

PMS 7474
C 65 M 21 Y 31 K 0
To use for printed
materials only

WEB RGB

R 93 G 163 B 171
#5DA3AB
Good for on-screen
/ web use only

SEAFOAM

CMYK | PMS

PMS 564
C 46 M 7 Y 33 K 0
To use for printed
materials only

WEB RGB

R 140 G 194 B 180
#8CC2B4
Good for on-screen
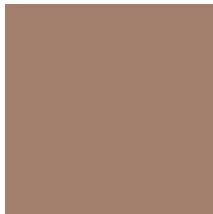/ web use only

TAN

CMYK | PMS

PMS 7501
C 7 M 15 Y 35 K 0
To use for printed
materials only

WEB RGB

R 236 G 212 B 171
#EDD5AB
Good for on-screen
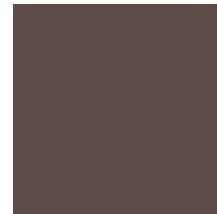/ web use only

MILK CHOCOLATE

CMYK | PMS

PMS 4635
C 35 M 49 Y 56 K 7
To use for printed
materials only

WEB RGB

R 163 G 127 B 109
#A37F6D
Good for on-screen
/ web use only

DARK CHOCOLATE

CMYK | PMS

PMS 7589
C 53 M 62 Y 60 K 36
To use for printed
materials only

WEB RGB

R 97 G 77 B 73
#624C49
Good for on-screen
/ web use only

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LOGO

POSH PETS USE OF LOGO

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STACKED LOGO

Ideal use where vertical and horizontal space allows.

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HORIZONTAL LOGO

Ideal use where vertical space is limited and horizontal space allows.

LOGO STAMP

Ideal use on social media profile pics and little elements in packaging such as stamps, stickers, seals and © watermarking.

THINGS TO AVOID

- Avoid color overlapping on any part of the logo
- Avoid stretching or squashing logo, always keep accurate proportions
- Keep logo away from clutter, always leave appropriate white space around it to keep brand clean and elegant.

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LOGO

POSH PETS APPROPRIATE WHITE SPACE FOR LOGO

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X-HEIGHT

X-Height (red box) is the minimum amount of white space you should have around your logo.

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FONTS

POSH PETS SIGNATURE FONTS

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LOGO FONTS

PLUTO MEDIUM
Used for "Posh Pets" in all caps for logo. Can be used elsewhere in brand for titles, subtitles or anything in text that warrants attention.

MrsEaves AllPetiteCaps
Used for "photography" in logo. MrsEaves is a very classy and versatile font available in many weights and styles and can be used for body text in printed form.

PLUTO and MrsEaves font suites can be purchased through MyFonts.com. We are happy to purchase it for you through our business account with MyFonts.com.
**Fonts not included in logo package

FONTS FOR WEB

PLUTO is currently available as a web font and can be purchased through www.MyFonts.com.

WE ARE ALWAYS HERE FOR YOU!

If you have any questions or need additional files provided, or need any advice in managing your brand, we are always here for you, never hesitate to call us, whatever you need. Enjoy your new brand!

Sincerely,
The **DESIGN LAB** Team