

Canna-Pet®

Brand Standards 2015 – B1.0

To download images and text please visit: <https://canna-pet.com/canna-pet-brand-standards/>

Logos

Canna-Pet®

Colour

Canna-Pet®

Black



Reverse

Logo Usage

Logo must contain Registered Trademark as shown here.



Space around logo must be 100% of the logo size on all sides.

Taglines

Canna-Pet®

CBD supplements for Dogs & Cats

Tagline 1

Canna-Pet®

**Hemp Based Supplements
For Dogs & Cats Without the High**

Tagline 2

Canna-Pet®

Canna-Pet = Happy Pet

Tagline 3

Brand Colors

Black



C: 0 M: 0 Y: 0 K: 100



R: 55 G: 52 B: 53



Pantone: **Black**



Hex: **#373435**

Dark Blue



C: 91 M: 60 Y: 0 K: 0



R: 3 G: 109 B: 198



Pantone: **285C**



Hex: **#036DC6**

Light Blue



C: 13 M: 2 Y: 2 K: 0



R: 220 G: 236 B: 243



Pantone: **656C**



Hex: **#DCECF3**

Medium Blue



C: 100 M: 20 Y: 0 K: 0



R: 152 G: 218 B: 0



Pantone: **Process Blue C**



Hex: **#0095da**

Green



C: 46 M: 13 Y: 100 K: 0



R: 156 G: 182 B: 59



Pantone: **377C**



Hex: **#9CB63B**

Orange



C: 2 M: 67 Y: 100 K: 0



R: 241 G: 118 B: 0



Pantone: **152C**



Hex: **#F17600**

Fonts

Canna-Pet

Neon 80s

Headers

Bitter Bold

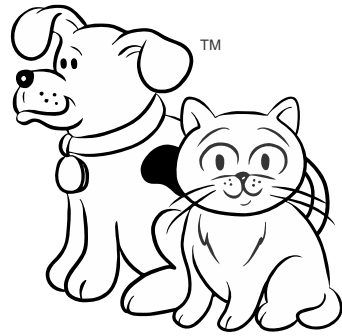
Body Copy

Bitter

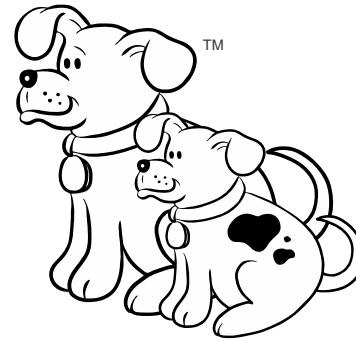
Brand Assets - Icons / Illustrations



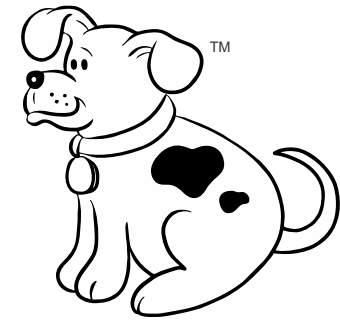
Canna-Pet Cat



Canna-Pet Dog & Cat



Canna-Pet 2 Dogs



Canna-Pet Dog

Brand Assets - Product Photography



Brand Assets - Product Photography



Brand Assets - Product Photography

Canna-Pet®



Brand Assets - Product Photography



Product Descriptions

Canna-Pet® Advanced Formula

Advanced Formula offers significantly higher cannabinoid and terpene content than previous Canna-Pet® products, delivering even more of what makes Canna-Pet® so popular with pets, owners and veterinarians alike. The Canna-Pet® family of Advanced Formula products are produced in specialized facilities utilizing extensive experience with hemp supplements, and incorporates the latest research data and proprietary processes to deliver as many of the hemp cannabinoids, terpenes and flavonoids as possible. This key feature ensures your pets benefit from a broad range of hemp phytochemicals, not just CBD. Canna-Pet® products are made exclusively from hemp, a non-psychoactive plant which represents a natural cannabinoid source for pet supplements. Canna-Pet® is NOT a pharmaceutical product with strict administration guidelines or severe side-effects. It is a dietary supplement that you can administer to your pet with confidence.

Administration:

Canna-Pet® is a fine powder in clear vegetarian capsules Administer capsules directly to your pet. Place the capsule into a pill pocket or treat, or add to daily meals. You can also take the powder out of the capsule and mix it directly into food or liquid. If your pet isn't eating, try mixing contents with a tiny bit of liquid and squirt directly into your pet's mouth. The goal is to get the entire content of each capsule to your pet – whatever works best.

Product Descriptions

Capsules: Canna-Pet® Advanced120

Canna-Pet® Advanced120 capsules contain Canna-Pet® Advanced, a broad spectrum of hemp cannabinoids, terpenes and flavonoids. The most abundant cannabinoid found in our Advanced formulation is CBD (cannabidiol). Utilizing extensive experience with hemp supplements and incorporating the latest research data, Advanced120 delivers even more of what makes our products so popular with pets, owners and veterinarians alike. Canna-Pet® Advanced120 offers significantly higher cannabinoid and terpene content than our previous capsules, and is appropriate for medium, large and giant-sized pets. Each bottle contains 30 single serving capsules.

Canna-Pet® Advanced120 recommended servings:

- Pets 20-95lbs (9-43kg): serve 1-2 capsules daily.
- Pets over 95lbs (43kg) serve 2-3 capsules daily.
- Administer two to three times per day, once every eight to twelve hours.

Capsules: Canna-Pet® Advanced60

Canna-Pet® Advanced60 capsules contain Canna-Pet® Advanced, a broad spectrum of hemp cannabinoids, terpenes and flavonoids. The most abundant cannabinoid found in our Advanced formulation is CBD (cannabidiol). Utilizing extensive experience with hemp supplements and incorporating the latest research data, Advanced60 delivers even more of what makes our products so popular with pets, owners and veterinarians alike. Canna-Pet® Advanced60 offers significantly higher cannabinoid and terpene content than our previous capsules, and is carefully formulated to be appropriate for smaller pets. Each bottle contains 30 single serving capsules.

Canna-Pet® Advanced60 recommended serving:

- For smaller pets under 20lbs (9kg), serve 1-2 capsules daily.
- Administer two times per day, once every twelve hours.

Product Descriptions

Canna-Biscuits for Dogs – Advanced Formula

Available Flavors: Maple Bacon, Turkey Dinner, PB&A (Peanut, Banana & Apple with Flax Seed)

Product Description:

Each biscuit contains Canna-Pet® Advanced, a mix of hemp cannabinoids and terpenes, including CBD. All biscuits are baked in the USA and include organic, non-GMO, quality food ingredients. We employ proprietary processes to deliver as many of the hemp cannabinoids, terpenes and flavonoids as possible. This key feature ensures your pets benefit from a broad range of hemp phytochemicals, not just CBD. Canna-Pet® products are made exclusively from hemp, a non-psychoactive plant which represents a natural cannabinoid source for pet supplements. We hold our biscuits to the same quality standards as the food you serve to your human family. Our bite-sized biscuits are perfect for any size pet, easy to administer and bring along when traveling. Each box contains 37-40 biscuits (8oz / 227g).

Canna-Biscuits Advanced recommended servings:

- Dogs under 20lbs (9kg): 1 biscuit every 12 hours.
- Dogs 21-44lbs (9.5-20kg): 2 biscuits every 12 hours.
- Dogs 45-95lbs (20-43kg): 3 biscuits, every 12 hours.
- Dogs over 95lbs (43kg): 4 biscuits every 12 hours.

Product Descriptions

Canna-Biscuits for Dogs: Advanced MaxCBD Maple Bacon

Based on our Canna-Pet® Advanced formula but with 3 times more CBD in every biscuit!

Our Advanced MaxCBD biscuits are for those who seek the most CBD content.

Same delicious taste, MaxCBD biscuits have more cannabinoids for maximum results with no psychoactive effect. This key feature ensures your pets benefit from a broad range of hemp phytochemicals, not just CBD. Canna-Pet® products are made exclusively from hemp, a non-psychoactive plant which represents a natural cannabinoid source for pet supplements. All biscuits are baked in the USA and include organic, non-GMO, quality food ingredients. We hold our biscuits to the same quality standards as the food you serve to your human family. Our bite-sized biscuits are perfect for any size pet, easy to administer and bring along when traveling. Each box contains 37-40 biscuits (8oz / 227g).

Canna-Biscuits Advanced MaxCBD recommended servings:

- Dogs under 20lbs (9kg): ½ biscuit every 12 hours
- Dogs 21-95lbs (9.5-43kg): 1 biscuit every 12 hours
- Dogs over 95lbs (43kg): 1½ biscuits every 12 hours