



STYLEGUIDE  
www.dogisgood.com 2012

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# BRAND INTRODUCTION

Dog is Good® is all about one thing: *celebrating the relationship between humans and dogs.*

The Dog is Good® brand uses humor, sentiment, real-life observation and sophisticated design to create artwork and products that dog lovers immediately relate to. The success of the Dog is Good® brand lies not in the application of the art, but in the emotional response it inevitably evokes from all who encounter it. From sweet and sentimental to undeniably adorable, solemn and serious to knee-slapping hilarious, Dog is Good® captures what it's *really* like to share life with Dog.

## GUIDING PRINCIPLES

Easy to do business with

Creative

Innovative

Reliable

Highly ethical

Responsive

Punctual

Customer-focused

Socially responsible



## MISSION STATEMENT

Deliver Dogvergnügen\*.

Dogvergnügen (pronounced dawg' feh-gnu-gen) is defined as "The unique joy you feel in the presence of Dog" and it is the inspiration for all Dog is Good® products.

## TAG LINE

inspired by Dog.™

**LOGOS** The Dog is Good® logo dog is named “Bolo”. His non breed-specific features represent the “Good” in every dog and his canted halo represents the lovable bit of “Bad” in every dog. The primary Dog is Good® logo is the Bolo Signature. The original two-color or “Round” three-color version. Please note that everywhere the Bolo icon appears, the appropriate trademark designation (™ or ®) must also appear. Refer to licensing contract for category designations.



Bolo Signature - Round  
*{primary full-color logo}*



Bolo Signature  
*{primary one to two color logo}*



**Dog is Good®**

Original Bolo - Outline  
*{ideal on light background}*



Original Bolo - Solid  
*{ideal on dark background}*

Every where the Bolo icon appears, the appropriate trademark designation must also appear.

**X NO**



**DO NOT** allow Bolo's eyes and nose to be lighter than his face.

**X NO**



**DO NOT** allow Bolo's ears/halo to blend into the background

**X NO**



**DO NOT** use colors that have similar values

SPECIAL CARE needs to be given to these rules + the accuracy of Bolo's likeness when using embroidery, rhinestone or other embellishment.

# FONTS & WORD MARKS

The words “Dog is Good®” must appear on/in all Dog is Good® products, packaging and marketing collateral. Various fonts and artwork featuring the words Dog is Good® may be used, but everywhere “Dog is Good” appears, the “registered” ® symbol must also appear. *Please refer to licensing contract for category exceptions when TM must be used instead of ®.*

## Dog is Good®

GILL SANS LIGHT

GILL SANS REGULAR

**GILL SANS BOLD**

GILL SANS BOLD (OUTLINED)

dog is good®  
inspired by Dog.

Love Letter TW

“Everywhere “Dog is Good” appears, the appropriate trademark designation must also appear.”

**DO NOT** capitalize the “i”  
along with the “D” and the “G”

**Dog Is Good®**  
X NO

**Dog is Good®**  
YES!

**DO NOT** capitalize the “D”  
and not the “G” and vice versa

**Dog is good®**  
X NO

**Dog is Good®**  
YES!

**DO NOT** allow the ® to be  
the same size as “Dog is

**Dog is Good®**  
X NO

**Dog is Good®**  
YES!

SPECIAL CARE  
needs to be given to  
these rules + the  
accuracy of fonts  
when using embroi-  
dery, rhinestone or  
other embellishment.

## COLORS

Brand-wide colors are variable depending on usage, but below are a few brand-standard Pantones.

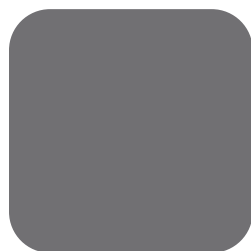
Please refer to individual collections of art for suggested color stories.



Pantone Cool Gray 2c



Pantone Cool Gray 6c



Pantone Cool Gray 11c

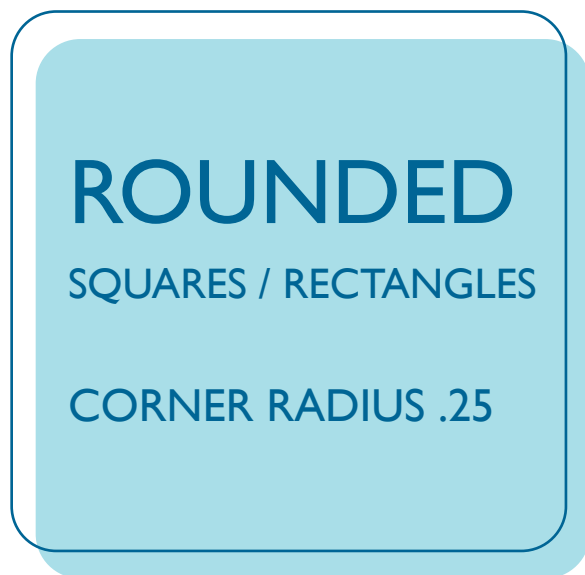


Pantone 635c



Pantone 7469c

## ADDITIONAL GRAPHIC ELEMENTS



# PHOTOGRAPHY

Dog is Good® takes the photography aspect of the brand very seriously and has high expectations for images of Dog is Good® products. Whenever possible, dogs should be featured along with Dog is Good® products - whether or not the item is a pet product. Dogs in Dog is Good® product and lifestyle photography should be happy, healthy and as often as possible, accompanied by a human. There should be obvious connection between dog and human and images should evoke an emotional response appropriate to the product.

For more photography samples, visit our web site: [www.dogisgood.com](http://www.dogisgood.com)



**BOLO LOCO** Bolo Loco category is defined by the use of the Bolo Logo as a part of more dynamic, colorful artwork, appealing to an edgier demographic. This artwork is more about the art itself, and the fashionable product it appears on, and less about dogs. Please refer to 03 LOGO + LOGO RESTRICTIONS for additional design/color restrictions for Bolo.

**COLOR STORY** The Bolo Loco palette should be very linked to current, fashionable “in” colors. This palette will vary seasonally. Similarly, the base of this color story is timeless black, white and gray/ silver.

SAMPLE: SPRING



Pantone: 380c

SAMPLE: SUMMER



Pantone: 7409c



Pantone: 1485c



Pantone: 184c

SAMPLE: FALL



Pantone: 5215c



Pantone: 511c

SAMPLE: WINTER



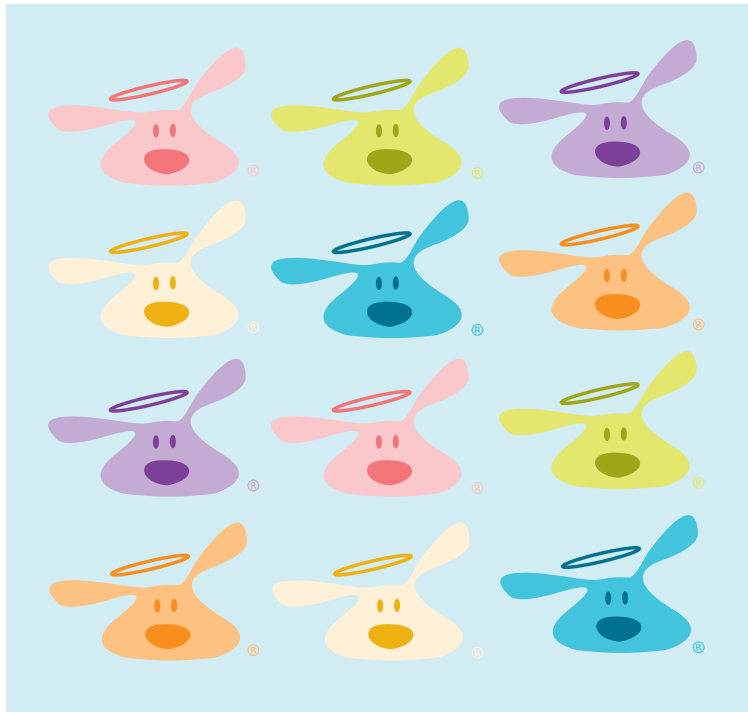
Pantone: 635c



Pantone: 311c

**MESSAGING** Bolo Loco category tag line is “*Life is Crazy, Dog is Good*”. The designs/applications of Bolo Loco artwork should portray this message, aimed particularly at young, trendy, fashion-savvy women.





Bolo Mod

Bolo Loco Primary  
*{one color}*



Bolo Loco- blue



Bolo Loco- orange



Bolo Loco- pink

**B.A.D. BOLO** B.A.D. Bolo category is defined by the use of Bolo as a character. In this artwork, Bolo will appear with his whole body in a variety of positions, situations and themes. Please refer to 03 LOGO + LOGO RESTRICTIONS for additional design/color restrictions for Bolo.

**COLOR STORY** B.A.D. Bolo color story varies greatly but most includes bright, bold and primary colors.



**MESSAGING** B.A.D. stands for “Be Awesome Daily” and through the many character variations, all B.A.D. Bolo artwork should subtly promote a positive message that Bolo (and you) can do anything. These themes are primarily aimed at children and the positive message and varied themes/costumes/situations Bolo finds himself in are very inclusive - spanning all nations, cultures, occupations, sports and religions.



Rugby Bolo



Birthday Bolo



Headphones Bolo



Artist Bolo



Nerdy Bolo



Illuminated Bolo



Santa Bolo



Elf Bolo



Reindeer Bolo



Hanukkah Bolo





Dragon Bolo



Wrangler Bolo



Mummy Bolo



Bumble Bolo



Prisoner Bolo



Devil Bolo



Punkin' Patch Bolo



Pirate Bolo

## INSPIRED BY DOG

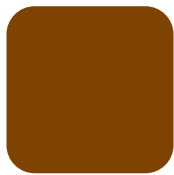
The “inspired by Dog” category is defined by a combination of hyper-real dog silhouettes, a bold, vibrant color palette and inspiring advice about life from Dog. The range of applications possible with this grouping of dogs, props and messages is endless. Everywhere the dog silhouette appears, the “dog is good” signature word mark must also appear.

## COLOR STORY

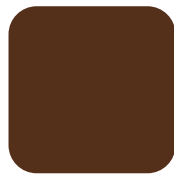
The inspired by Dog palette includes a variety of bright colors plus tonal variations.



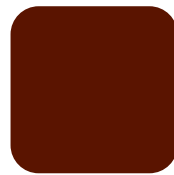
Pantone: black 4c



Pantone: 168c



Pantone: 476c



Pantone: 4695c



Pantone: 1807c



Pantone: 143c



Pantone: 1205c



Pantone: 7495c



Pantone: 7469c



Pantone: 5493c



Pantone: 635c



Pantone: 558c



Pantone: 7545c



Pantone: 262c



Pantone: 257c



Cool Gray 11c

## MESSAGING

In this category, all the messages are positive, inspirational, and where possible have a double “dog” meaning. *Example: Keep your eye on the ball (dog jumping for ball) Always leave your mark (dog considering marking a fire hydrant).* These messages should be short, witty and should always be an instruction (advice) beginning with an action “do...keep... be... chase...take...” Additionally, as often as possible a well known colloquialism or saying should be incorporated/modified to illustrate a very “dog-like” behavior: “Good things come to those who wait” (wait of course, is also a command for “stay”) “If it’s worth doing, it’s worth overdoing” (dog with three balls in its mouth) etc.

if it's worth doing... it's worth overdoing.

**be persistent.** dig deep.

stand for something. **pursue happiness.**

keep your eye on the ball.

recognize opportunity.

good things come to those who wait.

take time to unwind. chase your dreams.

always leave your mark.

celebrate the little things.

make time for play.

**think big.**

what happens at the dog park... stays at the dog park.

**Aim High.** make things happen.

timing is everything.









Make Things Happen



Aim High



Good Things Come



Eye on the Ball



Opportunity



Dog Park



Play



Worth Doing



Unwind



Think Big



Be Persistent



Leave Your Mark

## BABY BOLO

The Baby Bolo category is defined by the use of a young “puppy” Bolo character. In this artwork, Bolo will appear with his whole body in a variety of positions, situations and themes, all of which are appropriate for baby/ puppy products. Please refer to 03 LOGO + LOGO RESTRICTIONS for additional design/color restrictions for Bolo.

## COLOR STORY

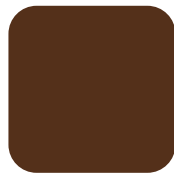
Baby Bolo palette is soft, sweet and pastel with a few darker tones for contrast.



Pantone: 7493c



Pantone: 1205c



Pantone: 476c



Pantone: 702c



Pantone: 699c



Pantone: 2575c



Pantone: 545c



Pantone: 7545c

## MESSAGING

This category should be infused with the wonder and sweetness associated with babies/ puppies. Themes should consist of innocence, discovery, dress-up, eating, sleeping, pooping as well as future-gazing {what will this baby/puppy become}. An exceptional “cute factor” is at play in the Baby Bolo line and all elements, colors and fabrics/materials should enhance this.

Baby Bolo Body Study



Baby Bolo Monkey



Baby Bolo Thanksgiving



Baby Bolo Winter Wonderland



Baby Bolo PJ's



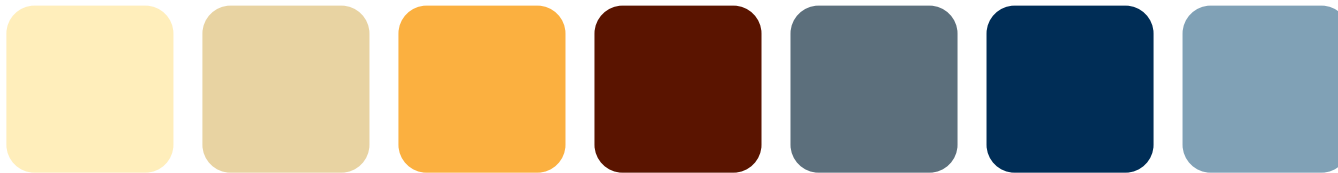
walking in a winter wonderland...

# IT'S ALL FUN AND GAMES

The “Fun and Games” category is defined by the use of the words “It’s All Fun and Games Until Someone Ends up in a Cone” accompanied by a graphic of a dog in a “cone”. Please note that everywhere the “Fun and Games” message appears, the appropriate trademark designation (™ or ®) must also appear. Refer to licensing contract for category designations.

## COLOR STORY

The Fun and Games palette is very versatile but centers primarily around neutrals



Pantone: 1205c

Pantone: 7502c

Pantone: 143c

Pantone: 4695c

Pantone: 7545c

Pantone: 702c

Pantone: 5425c

\* ADDITIONAL FUN AND GAMES DESIGNS AVAILABLE IN HORSE IS GOOD™ CATEGORIES



# I LIKE BIG MUTTS

The Big Mutts category is defined by the words “I Like Big Mutts and I cannot Lie” - often accompanied by the big mutt silhouette. Two forms of the artwork are available - one with a solid dog and solid text, the other with a solid dog plus an outlined dog, plus outlined text.

## COLOR STORY

The “Big Mutts” Category has a cheerful and springy color story



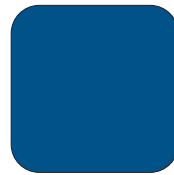
Pantone: 7493c



Pantone: 7496c



Pantone: 699c



Pantone: 2955c



Pantone: 2905c



Pantone: Cool Gray 11c



# DOG DOESN'T KNOW SIT

“Your Dog Doesn’t Know SIT” is a very simple humor driven category, consisting of one primary set of artwork. Please note that everywhere the words “Your Dog Doesn’t Know SIT” appear, the appropriate trademark designation (™ or ®) must also appear. Refer to licensing contract for category designations.

## COLOR STORY

The “SIT” category is a consists mostly of crimson + navy tones/accents



Pantone: 1807c



Pantone: 7502c



Pantone: 7500c



Pantone: 296c



Pantone: 5425c



Pantone: 432c



Pantone: 328c





**DOGVERGNÜGEN** The Dogvergnügen category is defined by the use of the round Dogvergnügen icon, the word “Dogvergnügen” and the “dictionary definition”. Please note that everywhere the Dogvergnügen word or icon appears, the appropriate trademark designation ( ™ or ® ) must also appear. *Refer to licensing contract for category designations.*

## COLOR STORY

Dogvergnügen is centered around a black and white color story, accented with vintage jewel tones



**MESSAGING** This category is driven by the made-up word “Dogvergnügen” - which Dog is Good® has created and defined as “the unique joy you feel in the presence of Dog.” The matching symbol is a simplistic illustration of the word and the corresponding definition, they may be used together or independently.

**HONORS** Dogvergnügen won a **2010 Editor's Choice Award** from *Pet Product News International*. The winning product line was featured in the Fall 2010 trade show issue of *Pet Product News International*. Dogvergnügen swept the "Boutique/ Gift- Apparel (non-pet), Novelty items and Dishes/Bowls/Mugs (non-pet) categories.





Dogvergnügen Icon

# DOGVERGNÜGEN™

Dogvergnügen Rounded

**DOGVERGNÜGEN™**

(dawg'feh-gnu-gen) *1. The unique joy you feel in the presence of Dog*

Dog is Good® get your dogvergnügen on @ [www.dogisgood.com](http://www.dogisgood.com)



Dogvergnügen Bumper Sticker



Dogvergnügen Icon - *distressed*

**dogvergnügen™**

(dawg'feh-gnu-gen) *n.*

*1. The unique joy you feel in the presence of Dog*

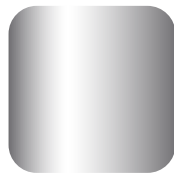
Dogvergnügen Definition

## DOG.CODEPENDENT

The Dog.Codependent category is defined by the use of the “Dog.Codependent” word mark and accompanying text concepts. Please note that everywhere the words “Dog.Codependent” appear, the appropriate trademark designation (™ or ®) must also appear. *Refer to licensing contract for category designations.*

## COLOR STORY

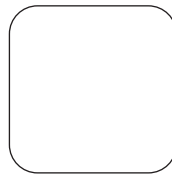
Dog.Codependent is centered around black and white with seasonal “pop” colors



Silver



Black



White



Pantone: 7472c



Pantone: 1797c

\* ADDITIONAL CODEPENDENT DESIGNS AVAILABLE IN CAT IS GOOD™ & HORSE IS GOOD™ CATEGORIES

## MESSAGING

The power of this category lies in the comparison of Dog to God, Dog as an addiction, Dog as a codependent - essentially that Dog is everything. Several text-drops enforce this message, the most impactful being: *“Where I go, Dog follows. Where I stop, Dog settles. When I’m lost, Dog finds me. When I’m joyful, Dog joins me. Who I am, Dog knows, What I need, dog becomes. Dog is Great. Dog is Good. Dog is Everything.”* Additional work marks include *“Dog.Codependent™”* *“Dog is Good. Enabling Dog Addicts Worldwide”* and *“Dog grant me the serenity to accept the things I cannot change; Courage to change the things I can; and the wisdom to know the difference.”*

## HONORS

Dog. Codependent won a **2011 Editor's Choice Award** from *Pet Product News International*. The winning product was featured in the Fall 2011 trade show issue of *Pet Product News International*. Dog.Codependent won the "Boutique/ Gift- Apparel (non-pet)" category.



# Dog. Codependent.™

WHERE I GO, DOG FOLLOWS.

WHERE I STOP, DOG SETTLES.

WHEN I AM LOST, DOG FINDS ME.

WHEN I AM JOYFUL, DOG JOINS ME.

WHO I AM, DOG KNOWS.

WHAT I NEED, DOG BECOMES.

DOG IS GREAT **DOG IS GOOD** DOG IS EVERYTHING

**Dog is Good®**

ENABLING DOG ADDICTS WORLDWIDE

DOG IS GREAT

**DOG IS GOOD**

DOG IS EVERYTHING

**Dog** grant me the serenity

to accept the things I cannot change;

courage to change the things I can;

and wisdom to know the difference.

## NEVER DRINK ALONE

The Never Drink Alone category is defined by the use of the phrase “Never Drink Alone” in conjunction with vintage, dog breed-specific, mock beer label art. Everywhere the words “Never Drink Alone” appears, the appropriate trademark designation (™ or ®) must also appear. *Refer to licensing contract for category designations.*

## COLOR STORY

The Never Drink Alone color story is very relaxed, boyish and somewhat earthy. It is centered around three shades of tan, which are consistent throughout each design.



## MESSAGING

The “Never Drink Alone” tag line is “*Conversation Not Required*”. The designs are all in the form of vintage beer labels and the primary demographic is men.



Full Moon Pale Ale



Hundhaus Hefeweizen



Pitbull Porter



Firehouse Ale



Boston Ballpark Brew



Stubbies Stout



Mutt Malt Licker



Saint Mountain Stout



O'Drools



Señor Chihuahwah



Hot Dogger Lager



Labby Lager

# NEVER SLEEP ALONE

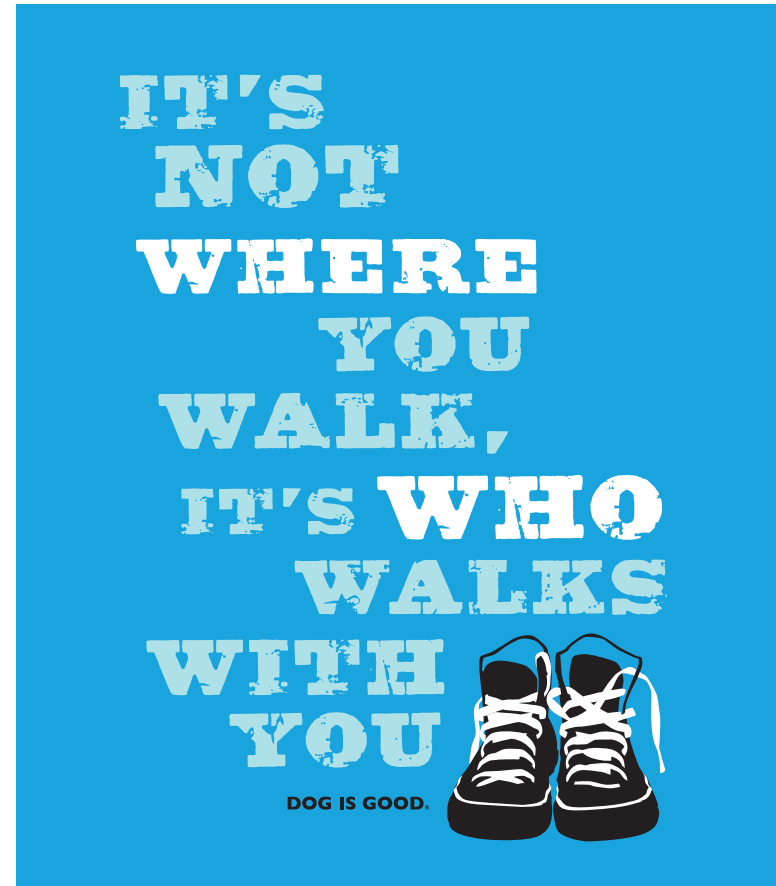
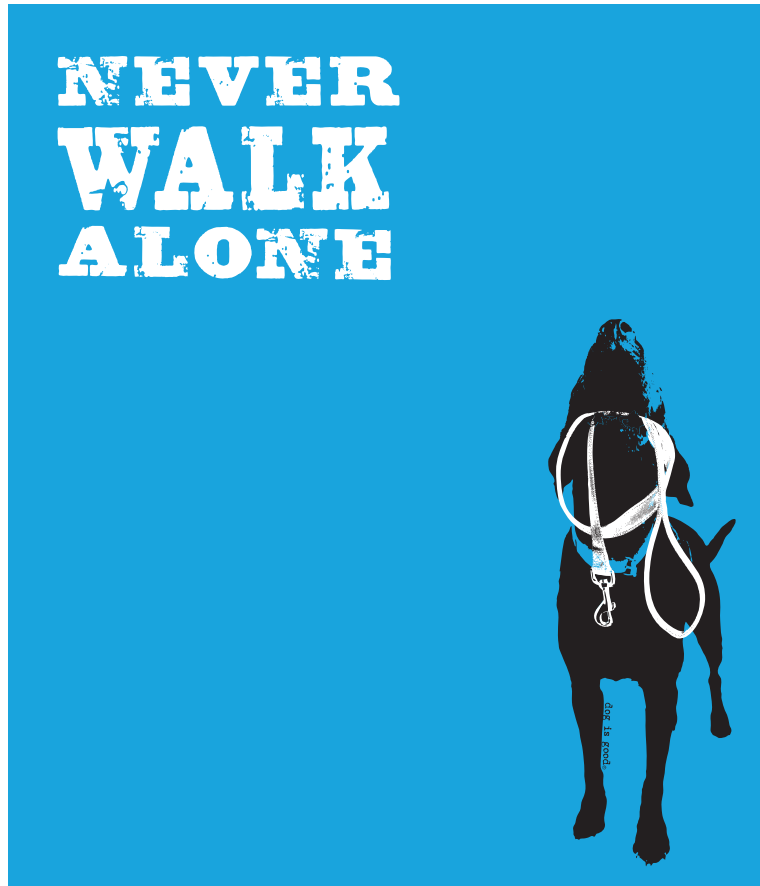
The Never Sleep Alone category is defined by the use of the phrase

“Never Sleep Alone” in conjunction with tag line “no bed too small”. Primary Never Sleep Alone artwork includes phrases relating to dog owners’ favorite things about sharing a bed with their dogs.





**NEVER WALK ALONE** The Never Walk Alone category is defined by the use of the phrase “Never Walk Alone” in conjunction with tag line “it’s not where you walk, it’s who walks with you.”



**24/7** The “24/7” category is driven by the “Every Minute. Every Day” concept. There are multiple graphics to accompany this idea, all emphasizing the non-stop nature of being a dog lover, dog fan etc.



24/7 Oval

\* ADDITIONAL 24/7 DESIGNS AVAILABLE IN CAT IS GOOD™ & HORSE IS GOOD™ CATEGORIES



## POP ART

The “Pop Art” category is defined by Pop art style illustrations featuring primarily women + dogs, coupled with humorous exclamations. Everywhere the Pop Art appears - “©Dog is Good” should also appear.

## COLOR STORY

The Pop Art is centered around bold primary and secondary colors



Black



Pantone: 109c



Pantone: Orange 021c



Pantone: 7506c



Pantone: 1797c



Pantone: 185c



Pantone: 210c



Pantone: 267c



Pantone: 264c



Pantone: Process Blue



Pantone: 340c



Pantone: 31155c



Pantone: 376c



Pantone: 365c

## MESSAGING

In this category, most of the messages speak directly to women - centering around traditional female gender roles (being a mother, being married, being single etc.) combined with an element of dog. The humor is often based around the dog replacing humans in one role or another.

Dog Eats It



"At least the dog likes whatever I cook."

© Dog is Good

Mr.Puddingstone



We HAD to give the children away... Mr. Puddingstone was allergic.

© Dog is Good



I am NOT single... I have a DOG!

© Dog is Good

Not Single



OMG!!! I FORGOT TO HAVE CHILDREN!

© Dog is Good

OMG I Forgot

# BRAND INTRODUCTION

Cat is Good™ is all about *celebrating the relationship between humans and cats*. The Cat is Good™ brand follows in the footsteps of its parent brand, Dog is Good®, utilizing humor, sentiment, real-life observation and sophisticated design to create artwork and products that cat lovers immediately relate to.

**LOGOS** The Cat is Good™ logo cat is named “Chino”. The primary Cat is Good™ logo is the Chino Signature, the original two-color or “Round” three-color version. Please note that everywhere the Chino icon appears, the appropriate trademark designation (™ or ®) must also appear. *Refer to licensing contract for category designations.*



Chino Signature - Round  
{primary full-color logo}



Chino Signature  
{primary one to two color logo}



Original Chino - Outline  
{ideal on light background}



Original Chino- Solid  
{ideal on dark background}

cat is good.®

Cat is Good Signature  
{primary wordmark}

**24/7** The “24/7” category is driven by the “Every Minute. Every Day” concept.



24/7 Oval

\* ADDITIONAL 24/7 DESIGNS AVAILABLE IN DOG IS GOOD® & HORSE IS GOOD™ CATEGORIES

**CAT.CODEPENDENT** This category is defined by the use of the “Cat.Codependent” word mark and accompanying text concept. Please note that everywhere the words “Cat.Codependent” appear, the appropriate trademark designation (™ or ®) must also appear. *Refer to licensing contract for category designations.*

# Cat. Codependent.™

WHERE I GO, CAT FOLLOWS  
... UNDERFOOT.

WHERE I READ, CAT SETTLES.

WHEN I'M AWAY, CAT NAPS.

WHEN I'M HOME, CAT NAPS.

WHO I AM, CAT KNOWS.

WHAT I NEED, CAT KNEADS.

CAT IS GREAT

**CAT IS GOOD®**

JUST ASK 'EM

**Cat is Good®**

ENABLING CAT ADDICTS WORLDWIDE

\* ADDITIONAL CODEPENDENT DESIGNS AVAILABLE IN DOG IS GOOD® & HORSE IS GOOD™ CATEGORIES



# BRAND INTRODUCTION

Horse is Good™ is all about celebrating the relationship between humans and horses. The Horse is Good™ brand follows in the footsteps of its parent brand, Dog is Good®, utilizing humor, sentiment, real-life observation and sophisticated design to create artwork and products that horse lovers immediately relate to.

**LOGOS** The primary Horse is Good™ logo is the Horse is Good Signature. In some cases, the Rupert icons may also be used. Everywhere the words “horse is good” or the Rupert icon appears, the appropriate trademark designation (™ or ®) must also appear. *Refer to licensing contract for category designations.*



Rupert Signature - Oval  
*{primary full-color logo}*



Rupert Signature  
*{primary one to two color logo}*



**Horse is Good™**

Original Rupert - Outline  
*{ideal on light background}*



Original Rupert- Solid  
*{ideal on dark background}*

**horse is good®**

Horse is Good Signature  
*{primary wordmark}*

**24/7** The “24/7” category is driven by the “Every Minute. Every Day” concept.



24/7 Oval

\* ADDITIONAL 24/7 DESIGNS AVAILABLE IN DOG IS GOOD® & CAT IS GOOD™ CATEGORIES

**HORSE.CODEPENDENT** This category is defined by the use of the “Horse.Codependent” word mark and accompanying text concept. Please note that everywhere the words “Horse.Codependent” appear, the appropriate trademark designation (™ or ®) must also appear. *Refer to licensing contract for category designations.*

# Horse. Codependent.™

WHERE I DREAM OF, HORSE GOES.  
WHERE I SETTLE, HORSE WAITS.  
WHEN I AM LOST, HORSE GUIDES ME.  
WHEN I AM ANXIOUS, HORSE CALMS ME.  
WHO I AM, HORSE KNOWS.  
WHAT I NEED, HORSE BECOMES.

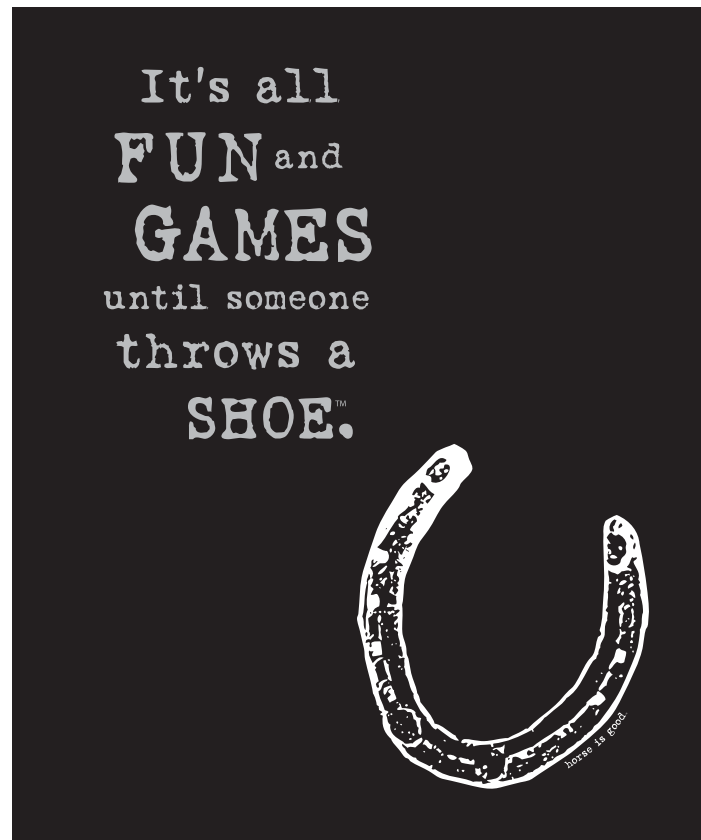
HORSE IS GREAT  
**HORSE IS GOOD®**  
HORSE IS EVERYTHING

**Horse is Good®**  
ENABLING HORSE ADDICTS WORLDWIDE

\* ADDITIONAL CODEPENDENT DESIGNS AVAILABLE IN DOG IS GOOD® & CAT IS GOOD™ CATEGORIES

## FUN AND GAMES

The “Fun and Games” category is defined by the use of the words “It’s All Fun and Games Until Someone Throws a Shoe” accompanied by a graphic of a horseshoe. Please note that everywhere the “Fun and Games” message appears, the appropriate trademark designation ( ™ or ® ) must also appear. Refer to licensing contract for category designations.



\* ADDITIONAL FUN AND GAMES DESIGNS AVAILABLE IN DOG IS GOOD® CATEGORIES