

Brand Guidelines

Introduction



Welcome to the DogWatch Inc. Brand Guidelines document. This document provides a simple, yet robust set of Brand Guidelines that can be easily understood and communicated while leaving room for creative expression.

The following pages will guide you through some of the basic identity elements (such as logo, typeface & color) and will provide some general rules for applying these elements across a variety of media types.

While we prefer a standardized brand identity there may be situations that require a customized solution. For advise on applying the brand identity outside of the guidelines, please contact us.

Brand Identity

Our Logo



Left Justified



Centered

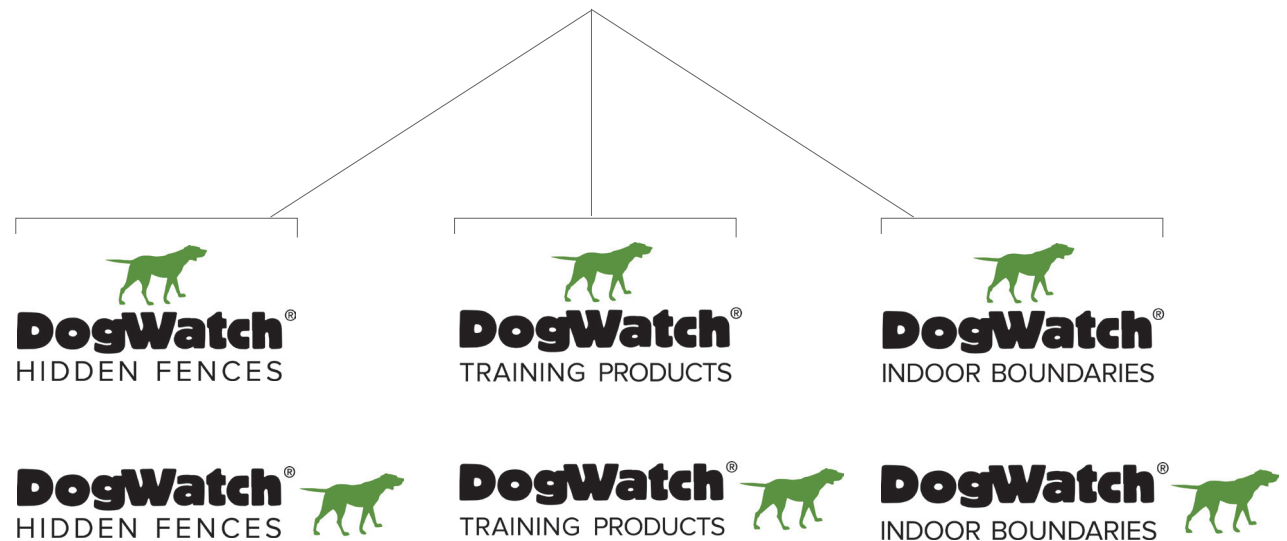
01 Print & Digital Logo

These logo lockups are to be used in all printed publications, advertising, billboards, posters, fliers, product packaging and other printed collateral.

All logos are available in Black & Green or the Negative version (White).

All logos are available in the following file formats:

- Vector File (.ai & .psd)
- Jpeg
- PDF
- PNG
- EPS



Brand Identity - Print Dealership Logo Guide

Please use the Guidelines below when creating your dealership logo. We recognize there may be situations that require a customized solution. For advise on applying the logo outside of the guidelines please contact us.

02 Justified

For all print material, the dealership logo should apply the following guidelines.



02 Centered

For all print material, the dealership logo should apply the following guidelines.



* Both logos are available in negative version (White).

Brand Identity

Our Logo

01 ✓



Space around the logo.
Always leave some space for the logo to breathe. Use white or neutral background.

02 ✓



Solid.
Use negative logo over a color or photo. When possible, place the DogWatch logo on a white, black or green background.

03 Application

Do's and don'ts. How to apply the DogWatch Logo.

*This guide should be applied to all logo versions. (centered & justified)

04 ✗



Clarity.
Do not sit the logo on images that are too bright or cluttered. Choose the photo that works for the logo, do not adjust the logo to work for an image.

05 ✗



Not Right.
Do not rotate the logo.

06 ✗



No Dress Up.
Do not embellish the logo with drop shadows, embossing, etc.

03 ✗



Red Alert!
Do not sit the logo on LOUD colors.
*Avoid: Red, Orange, Yellow, Blue & Purple.

Brand Identity

Our Logo

04 Image Application

Apply the DogWatch Logo over an image background and high-contrast area, do not overlay the logo over an image focal point.



Example 1 : Centered



Example 2 : Left Justified

Brand Identity

Our Logo

- 01 Folder: 9" x 12"
- 02 Flyers / Rack Cards: 4" x 9" (folded)
- 03 One Pager: 8.5" x 11"
- 04 Owner's Guides: 5.5" x 8.5"
- 05 Business Cards: 3.5" x 2"
- 06 Brochure: 7" x 10"

04 Sizing & Scale

Allow the Brand logo to be heard but not control the conversation. Our message has something to say too!

Applying a size and scale over the range of media will help overall brand consistency. Use these general rules when placing the DogWatch logo.

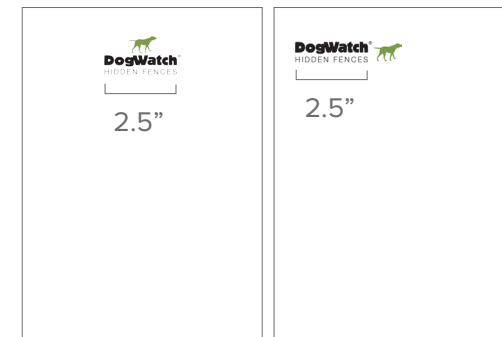
01



02



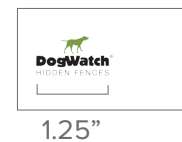
03



04



05



06



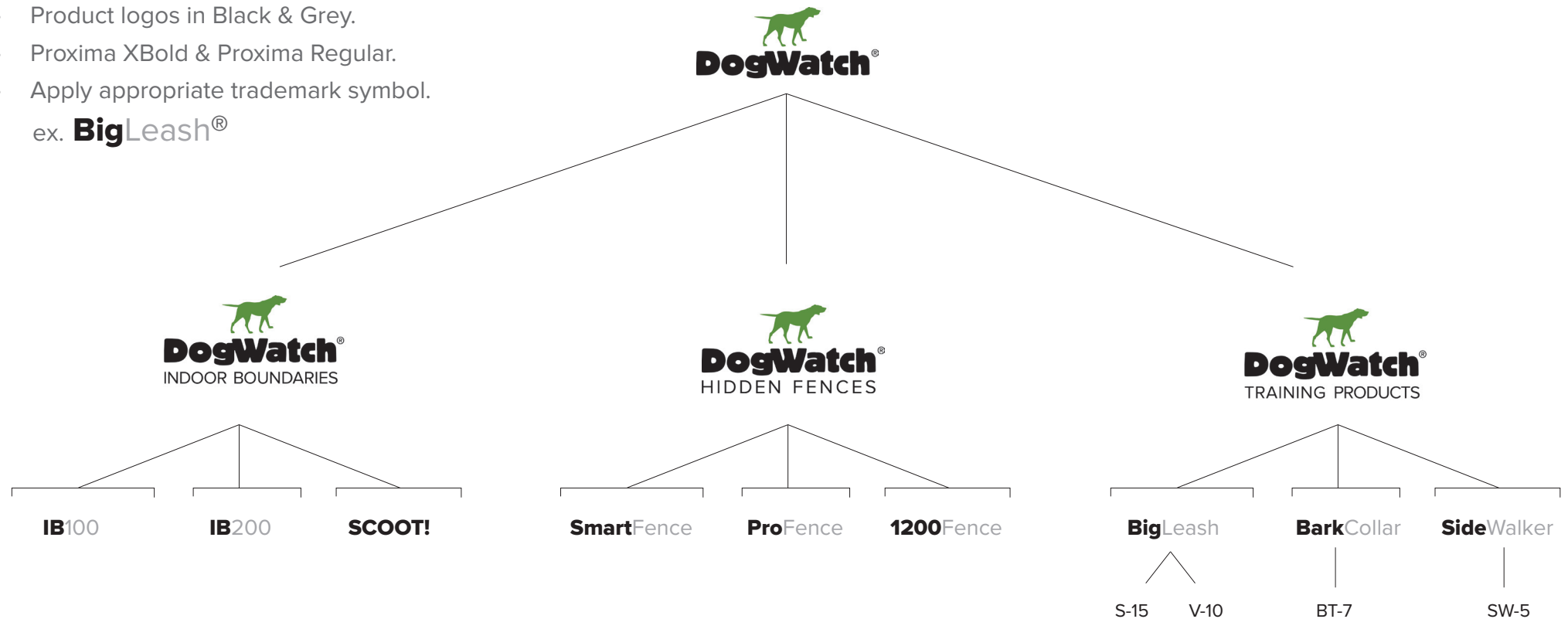
05 Hierarchy

Category logos (Black & Green or White):

- Hidden Fence
- Indoor Boundaries
- Training products

Product Logos, use convention below:

- Product logos in Black & Grey.
- Proxima XBold & Proxima Regular.
- Apply appropriate trademark symbol.
ex. **BigLeash**[®]



Brand Typography Expression

01 Print & Digital Type

Type as a brand expression. Use type to enforce or highlight our message.

Aa Aa

Proxima Nova

Proxima Nova is our basic typeface appropriate for all copy and used on all print and digital media.

Aa Aa

Lexia

Lexia is our lifestyle typeface used for both primary & secondary headlines on both print and digital media.

DogWatch Hidden Fences

Brand Typography Expression

02 Print & Digital Type

Use this Hierarchy of fonts to tell your story. Highlight your main message in the primary headline and support it using secondary and tertiary headline fonts.

* Dealer websites use a variation of these type faces. Please contact us with any questions.

DogWatch Hidden Fences

DogWatch Hidden Fences

Primary Headline

Details:

Proxima Nova
Extra Bold
Tracking: 10
Sentence Case

Use For:

- Cover pages / Hero Images
- Brand Messaging
- Page Titles
- Text over main photos

Don't Use For:

- Section Headlines
- Lifestyle messaging

Secondary Headline (1)

Details:

50% size of Primary Headline
Lexia
Light
Tracking: 0
Sentence Case

Use For:

- Interior page titles
- Section headlines (only if not used as page title already)
- Text on white or solid backgrounds

Don't Use For:

- Cover Page
- Text over photos

Tertiary Headline

Details:

30% size of Primary Headline
Proxima Nova
Regular
Tracking: 0
Sentence Case

Use For:

- Section headlines
- Headlines for body copy

Don't Use For:

- Cover Page
- Page titles
- Text over photos
- Brand or lifestyle headlines

DogWatch Hidden Fences

Brand Typography Expression

03 Print & Digital Type

Use this Hierarchy of fonts to tell your story. Highlight your main message in the primary headline and support it using secondary and tertiary headline fonts.

* Dealer websites use a variation of these type faces. Please contact us with any questions.

DOGWATCH HIDDEN FENCES

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lifestyle Headline

Details:

80% size of Primary Headline

Lexia

XBold

Tracking: 0

Sentence Case

Use For:

- Lifestyle messaging
- Text over lifestyle photo
- Print page titles
- Text over main photos

Don't Use For:

- Section Headlines / subheads
- Brand messaging

Secondary Headline (2)

Details:

30% size of Primary Headline

Proxima Nova

Bold

Tracking: 180

Uppercase

Use For:

- Product names
- Subhead under Primary headline
- Text over photo okay if legible

Don't Use For:

- Full sentences or phrases
- Text over photos on busy backgrounds
- Section headlines
- Headlines for body copy

Body Copy

Details:

Proxima Nova

Regular

Tracking: 0

Sentence Case

Use For:

- Body Text

Don't Use For:

- Headlines of any kind
- Text over photos

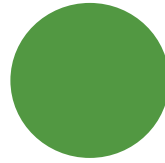
Brand Palette Color Values

01 Print & Digital Color

The Primary & Secondary color palette is for use on all print collateral as well as on the website and other digital pieces.

The Tertiary color palette is for use as accent only and in moderation.

Primary



Brand Green

Web: #55910C
RGB: 85 152 12
CMYK: 72 18 100 4

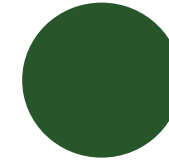
- Logo
- Text
- Buttons
- Primary backgrounds
- Graphics



Light Green

Web: #85B52E
RGB: 133 181 46
CMYK: 54 9 100 0

- Buttons
- Backgrounds
- Graphics

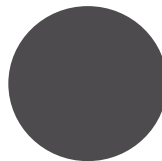


Dark Green

Web: #235608
RGB: 35 86 8
CMYK: 80 40 100 39

- Button Hover
- Graphics - shading

Secondary



Grey

Web: #4D4B4E
RGB: 77 75 78
CMYK: 66 60 55 37

- Text
- Headlines on tan bkg
- Graphics on tan bkg

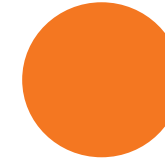


Tan

Web: #ECEBEO
RGB: 236 235 224
CMYK: 8 4 11 0

- Backgrounds Only

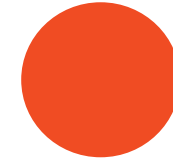
Tertiary



Orange

Web: #FF7800
RGB: 255 120 0
CMYK: 0 66 100 0

- Links
- Call to action text/
background



Alert Orange

Web: #FF4A12
RGB: 255 74 18
CMYK: 0 85 100 0

- Link Hover
- Graphics - emphasis

Brand Palette Color Values

I Primary

The core brand color is a medium green. The green color, although prominent should be used in moderation to not dilute the impact of the main brand color. Lighter & Darker variations available when contrast is required.

II Secondary

Background (Grey and Tan tones) can be used for all brand graphics.

III Tertiary

Accent colors (Red & Orange tones) are available to highlight promotions or important notices. Used primarily on digital media.



Brand Messaging

Our Voice

01 Taglines

Tag lines should be written in sentence case. Applies to all taglines.

Main Message

Brand Message

It's all about your dog.®

✓ It's all about your dog.®

✗ It's All About Your Dog.®

✗ IT'S ALL ABOUT YOUR DOG.®

Supportive Message

Brand Message

Smart products for today's pets.™

Brand Messaging

Our Voice

02 Taglines

Each tagline should be used in relation to its given product category.

Main Message

Hidden Fence

Simply the best. No getting around it.™

SmartFence

The next generation of pet fencing.

ProFence

Freedom, safety, peace of mind.

Indoor Boundaries

Not every place is a pet place.

Training Products

Bring out the best in your dog.™

BigLeash

Unleash your life.™

BarkCollar

Play more. Bark less.

SideWalker

Walking shouldn't be a drag.™

Supportive Message

Hidden Fence

Happiness is being surrounded by freedom and safety.™

SmartFence

The only connected Hidden Fence. Stay connected with your pet. Know before your dog does.™

Indoor Boundaries

Come. Sit. Stay off the chair.

Training Products

A range of solutions for every dog.

BigLeash

Enjoy the freedom. Good behavior is close at hand.™ Dogs will be dogs.

BarkCollar

Be a good neighbor. Restore the peace and quiet.

SideWalker

Walk together side by side. Release the tension.

Brand Messaging

Our Voice

Registered Trademarks

02 Trademarks

The Registered “mark” should be used after the following Trademarks of DogWatch inc.

DogWatch®

BigLeash®

FastReact®

SafeLink®

It's all about your dog.®

Hidden Fence

Training Products

Misc.
Misc.



01 Misc.

Tag lines should be written in sentence case.

* Applies to all taglines.

Credibility

Text & Disclaimer required.

Disclaimer required.



(Required Text)
The DogWatch Hidden Fence is a Consumers Digest Best Buy.

(Optional Text)
The DogWatch Hidden Fence received the only Premium Selection rating in the underground pet-containment category.



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