PET REVOLUTION

Brand Guide

Developed by ARO
CREATIVE INC

Innovative. Friendly. Loving.

Pet Revolution is a global company and brand that is changing the world through small pets.

Their branding must reflect that, with professional layouts and graphics, bright and captivating colors, and an overall tone of love and acceptance. The clean graphics retain the professional edge, while fun illustrations of small pets keep everything light and personal.

Logo

PET REVOLUTION®

PET REVOLUTION®

Small Pets + Globe + Circular Motion

Logo Spacing

Logo should have space on all sides equal to the height of the main text. In this case, that is half an inch.

Note, for the vertical logo the top should start from the top of the mouse's back. For the horizontal logo, the top should start with the mouse's nose, and the left should start with the top of the rabbit's head. The right side for both should start from the edge of the N, not the trademark symbol.
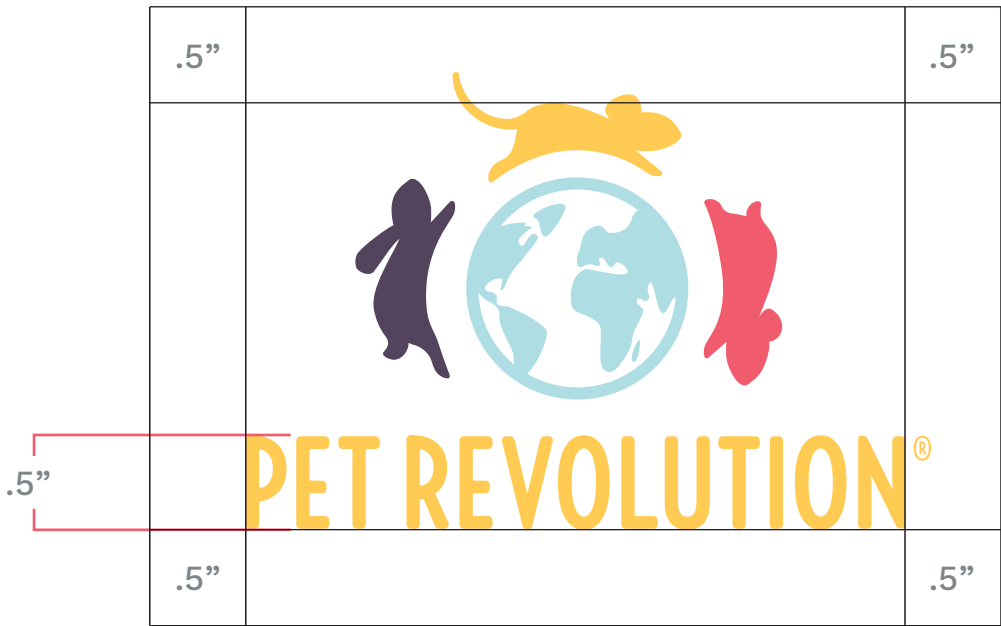
Logo Don'ts

Stretching or Squashing

Skewing

Changing Colors

Changing Layout and Proportions

Warping or Curving

Placing on unapproved colors/backgrounds

Logo Color Variations

The below are variations of the logo in different colors. The full color version at the bottom of the page and on the previous pages are the main versions. The single color versions can be created from the brand's main colors on page 10 and must be one color on white, or white on that color.

Logo Color Variations

If needed in black and white or gray-scale, the following versions may be used.

PET REVOLUTION®

PET REVOLUTION®

PET REVOLUTION®

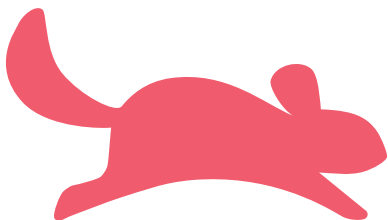PET REVOLUTION®

PET REVOLUTION®

PET REVOLUTION®

Main Colors

Mint

CMYK: 30, 0, 11, 0
RGB: 184, 222, 226
HEX: #b8dee2
Pantone: 628 U

Gold

CMYK: 0, 22, 76, 0
RGB: 247, 202, 108
HEX: #f7ca6c
Pantone: 121 U

Red

CMYK: 0, 79, 44, 0
RGB: 224, 103, 113
HEX: #e06771
Pantone: 710 U

Violet

CMYK: 68, 74, 41, 28
RGB: 82, 69, 91
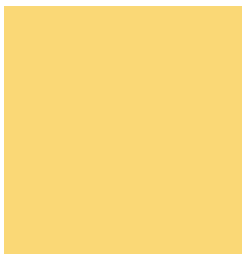HEX: #52455b
Pantone: P 87-14 U
Pantone Backup: 269 U

Gray

CMYK: 54, 41, 40, 5   HEX: #7f8589
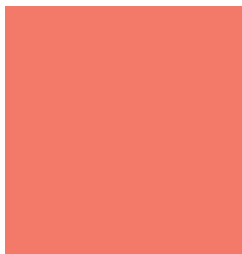RGB: 127, 133, 137   Pantone: 444 U

Extended Palette

The below colors are the secondary palette options for Pet Revolution. When placing the logo on these colors, use the full white option.
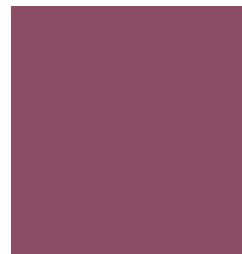
Warms

CMYK: 2, 13, 64, 0
RGB: 252, 216, 120
HEX: #fcd878
Pantone: 1215 U

CMYK: 0, 65, 55, 0
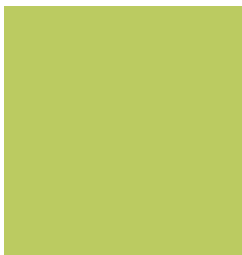RGB: 243, 122, 105
HEX: #f37a69
Pantone: 7625 U

CMYK: 6, 90, 44, 0
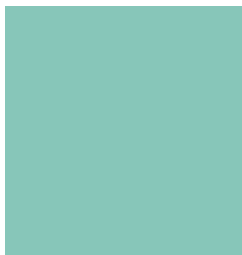RGB: 227, 62, 104
HEX: #e33e68
Pantone: 206 U

CMYK: 41, 76, 42, 17
RGB: 140, 78, 101
HEX: #8c4e65
Pantone: 228 U

Cools

CMYK: 30, 7, 78, 0
RGB: 187, 203, 96
HEX: #bbcb60
Pantone: 584 U

CMYK: 47, 5, 31, 0
RGB: 136, 198, 185
HEX: #88c6b9
Pantone: 564 U

CMYK: 50, 18, 7, 0
RGB: 126, 178, 211
HEX: #7eb2d3
Pantone: 543 U
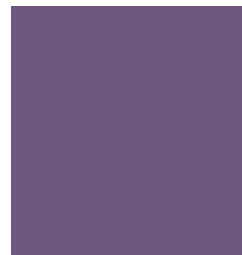
CMYK: 62, 71, 29, 9
RGB: 113, 88, 126
HEX: #71587e
Pantone: 269 U

Neutrals
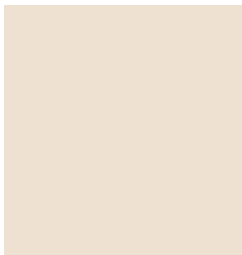
CMYK: 6, 10, 15, 0
RGB: 238, 224, 211
HEX: #eee0d3
Pantone: 7604 U
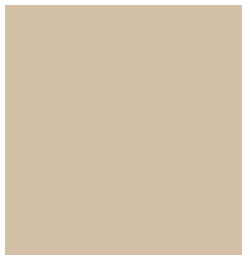
CMYK: 18, 22, 35, 0
RGB: 210, 191, 165
HEX: #d3bfa5
Pantone: 481 C

CMYK: 45, 30, 26, 0
RGB: 146, 161, 172
HEX: #92a1ac
Pantone: 7543 C
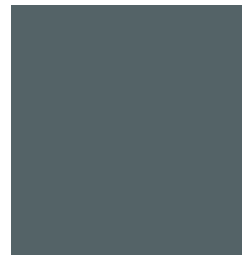
CMYK: 68, 51, 49, 22
RGB: 85, 99, 103
HEX: #556367
Pantone: 431 C

Color Guide

When using the colors, keep contrast and color theory in mind. Complementary colors will pop, and anologous colors blend to make consistant and pleasing patterns. Limit your palette to 3-4 colors.
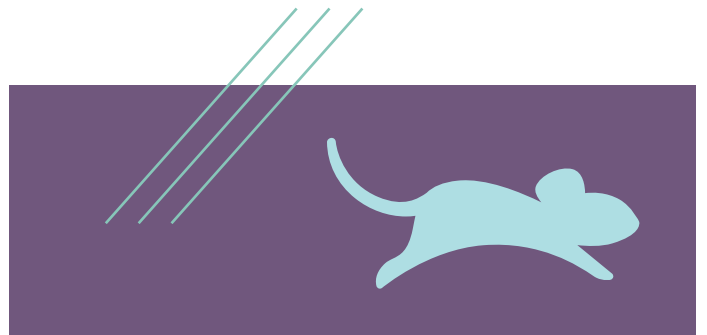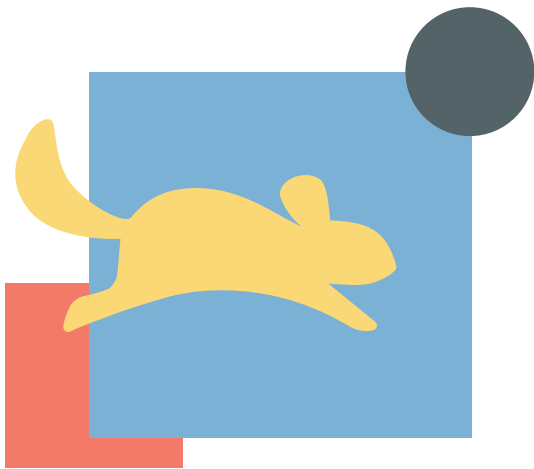
Fonts – Print and Design

For print and design purposes the following fonts should be used. The custom PetRev font should be used for headlines, and Work Sans for body copy. Caveat can be used for specialized text or call out messages. PetRev can additionally be used for more professional looking highlighted text such as quotes and captions.

PetRev

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Regular

Caveat

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Regular   **Bold**

Work Sans

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

1234567890

Thin   Extra Light
Light   Regular
Medium   **SemiBold**
Bold   **ExtraBold**
Black

Headline

SUB HEADLINE EXAMPLE

Body text example. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tortor elit, aliquam nec erat eu, mattis accumsan orci. Nusent em nec porta felis. Curabitur orci purus, amet turpis. Sed porttitor ullamc toteris.

Call Out Example!

"Caption example. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Prae vitae blandit. Nulle maximus vel, maturpis."

Fonts - Web

The following fonts should be used for web. Each are free Google fonts that can be downloaded for free.

PT Sans Narrow

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Regular   **Bold**

Caveat

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Regular   **Bold**

Work Sans

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

1234567890

Thin	Extra Light
Light	Regular
Medium	**SemiBold**
Bold	**ExtraBold**
Black	

For any remaining instances when Google fonts are not available the following should be used.

Arial Bold

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890**

Regular   **Bold**

Verdana

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

1234567890

Regular   **Bold**

Fonts Guide

Below are sizing and usage suggestions for headlines, body copy, sub headlines and more. These are general guidelines and can be tweaked when needed as long as legibility is kept as the main objective. Text should not be smaller than 6pt.

Headlines at least 17-20pt

Sub headlines all caps and 12pt

Body copy 10-12pt font

Quotes or captions 12pt font

Pet Revolution Headline
SUB HEADLINE

Body copy looks like this. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo ivlit esse cat cupidatat non proident, sunt in culpa qui officia deserunt nventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non nutrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inv. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore mag quaerat voluptatem.

Call outs can range from 18-40pt

Call outs can look like this.

Or Like This!

Photography

Photography should look fun, welcoming, and natural. Models should be well lit, with genuine expressions. Products should also be well lit and organized in a structured manner. Bright colors should coordinate with the official Pet Revolution colors. Overlapping graphics should be used to bring contrast and fun to the imagery.
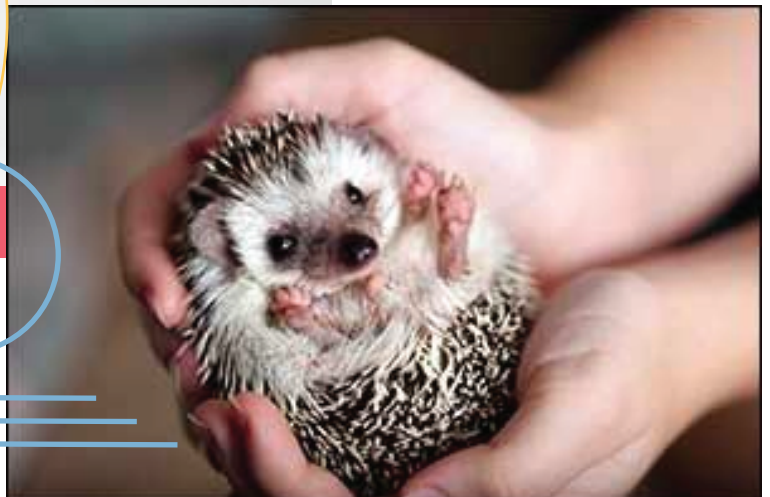
Animal Graphics

The animal icons have been created to continue Pet Revolution's professional branding style and energetic personality. They can be used to showcase products for specific pets, and are an effective labeling and pattern creation tool.

mouse

rat

gerbil

rabbit

prairie dog

hamster

chinchilla

hedgehog

degu

sugar glider

ferret

guinea pig

squirrel

Animal Graphics Usage
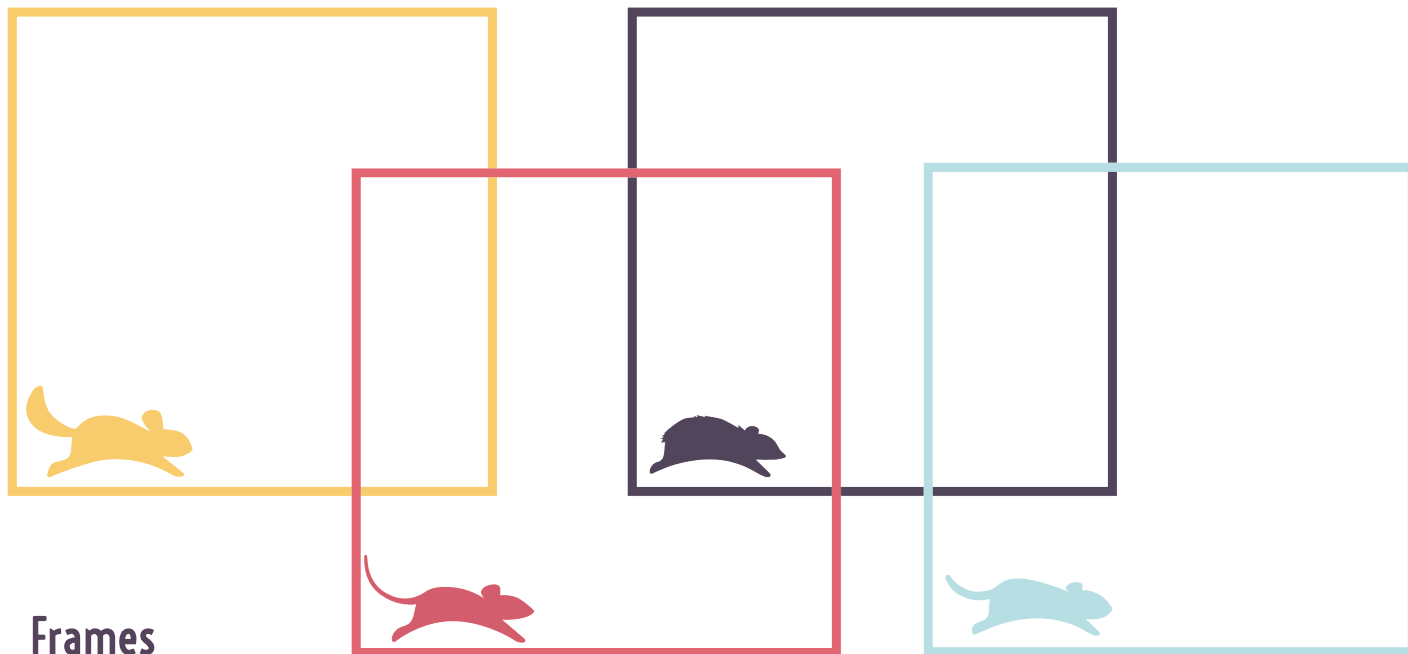
Frames

Animal frames can be used on social media, website imagery, and even packaging. The box creates a template that can be filled with photographs, text, or overlaid on clear packaging to let the product show through. The animal icon quickly specifies which pet the product or messaging is for.

Click here to learn more!

Patterns

The running animals can be duplicated to create fun and unique patterns. These can also be used to draw the viewer's eyes across the composition.

Animal Sketches

Hand drawn sketches have been created to give Pet Revolution further developed animals beyond the smaller icons. These can act as "mascots" that communicate messages about each type of product and add extra personality to the brand. Where as the icons as more of pattern and labeling tools, these act as focal points in compositions.
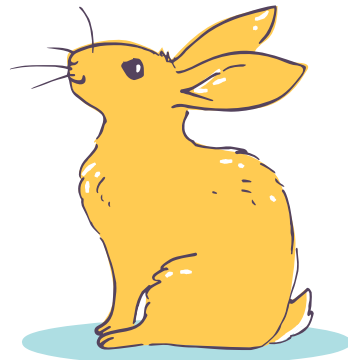
Additional Patterns

Geometric shapes give a vibrant feel, while also giving the ability to highlight certain aspects of a logo or composition. If being used as a full background pattern, the below can be utilized.
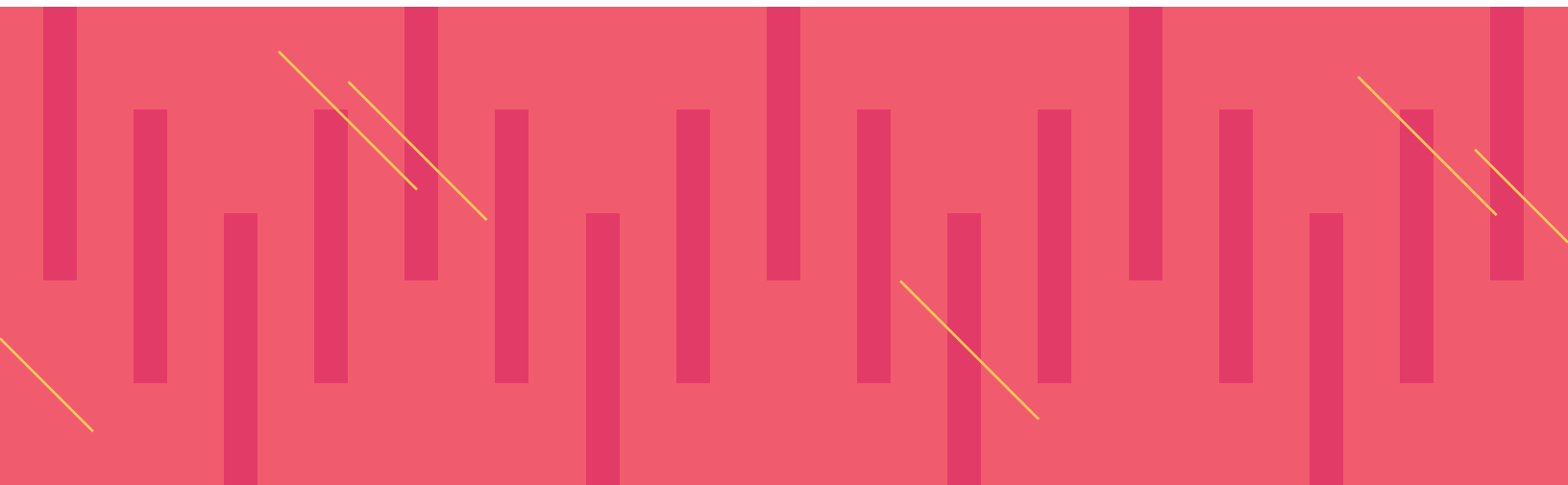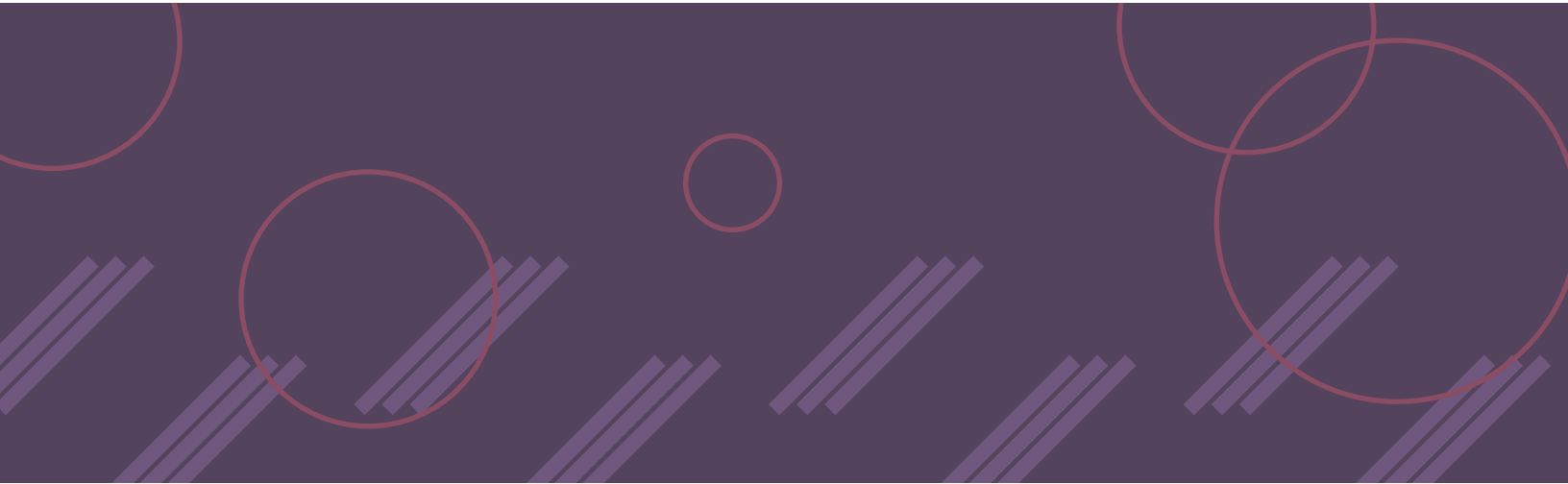
Marketing

Marketing and sales tools should follow colors, fonts, and graphics listed in this guide. By overlapping elements but keeping one main focal point, the messaging should be clear but vibrant. Keep it fun!

NOW ON SALE

information text here

petrevolution.us

2/3 of the composition is a photograph, highlighting the pet & creating room for a callout headline.

Remaining area kept clean for information. Icons are used to reinforce pet type and bring in a pop of color.

Product name goes here

New Collection

Large photo showcases the product while pops of color allow space to add information and callout text. Icons can be switched out in the corner to allow for quick and effective labeling.

SALE

All ferret products

petrevolution.us

1/3 used for strong headline and clear communication.

2/3 saved for photograph or illustration area.

Diagonal lines follow brand graphics of vintage feel, while leading the viewer's eye to the middle of the graphic.

Additional Examples

For items such as package design and cards, keep the layout simple, easy to read, and utilize those pops of color. The icons and illustrations bring in additional personality.

Content is listed clearly with minimal distractions. Fun phrases and patterns are applied to the sides of the box.

PET REVOLUTION
LUNCHBOX
SQUEAKBOX
BON APPETIT, LITTLE ONE
PET REVOLUTION
#JOINTHEPETREVOLUTION

CHANGING THE WORLD THROUGH SMALL PETS (AND SMALL MEALS)

PET REVOLUTION
CHILLER LEDGE

HI HUMAN!

Thank you for caring about my friend and your furbaby! To make sure your little one gets the most out of the ledge be sure to do or don't do the following!

DO — Wipe down twice a week or as needed. Use mild soap and warm water or a fragrance free wet wipe. Then wipe dry. Easy peasy!

DON'T — Put the ledge in the dishwasher or use harsh chemicals to clean.

CARE — Butt up to inside of cage, guard facing up. Place the backplate on the outside of the cage. Insert a screw through the inside. Tighten nut on outside of cage. Now you're chinchillin'!

ENJOY! WE CAN'T WAIT TO SEE PICS! Much love, Tiff & Kurt

Illustration communicates the type of pet in a fun way, and bold color blocking separates text in an easy-to-read composition.

HOW TO CARE FOR YOUR FLEECE

Short cold wash with no soap to remove urine.
Regular hot/warm wash with soap.
Oxyclean fine.
No bleach.
No fabric softeners.

Dry on low heat or hang to dry for best results and least shrinkage.

#JOINTHEPETREVOLUTION

WE HOPE YOUR LIL ONES ENJOY THEIR SNUGGLY NEW FLEECE!

ECO-FRIENDLY ETHICALLY MADE PAW APPROVED

PET REVOLUTION

PET REVOLUTION

Hand made with LOVE
Tiff & Kurt

1/2 of the layout divided with bold blocks of color with contrasting colors for informative text.

1/2 of the layout saved for logo and personal messaging.