

PUPONISTA

November 2021

Branding Guidline

HELLO

We are Puponista a dog fashion company. Our goal is to create unique, high quality clothes for your best friend. We specialize in jackets and hoodies for any size furry companion.



CONTENTS

This book is a short overview of our guidelines, illustrating how to apply the visual components of our brand. It includes directions on how to use



Our signatures, colors and typefaces. As its name suggests, this book is a brief summary of the full Puponista Identity guidelines.



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LOGO

LOGO ELEMENTS

Our signatures are the most prominent expression of Puponista. That's why it's vitally important to use them correctly and consistently. Each signature is a piece of custom designed artwork.

The Puponista Logo is composed of two elements: the Pup symbol, and the Puponista word mark.

Only the approved digital files can be used. These can be obtained from Nick Arbogast website, infamoustype.com.

PUPONISTA

Wordmark

+



Icon

=

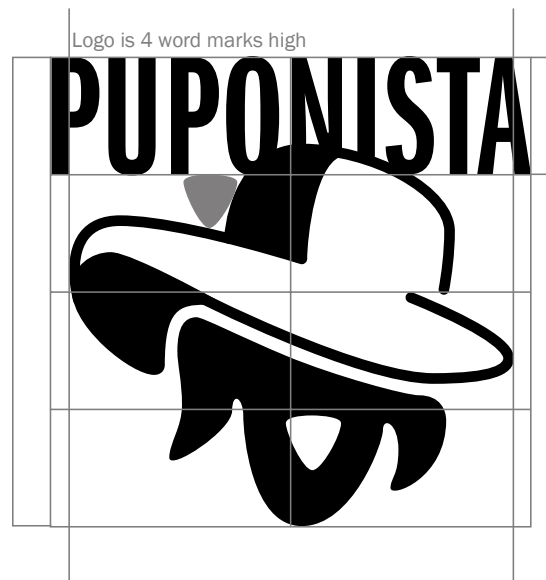
PUPONISTA



Logo

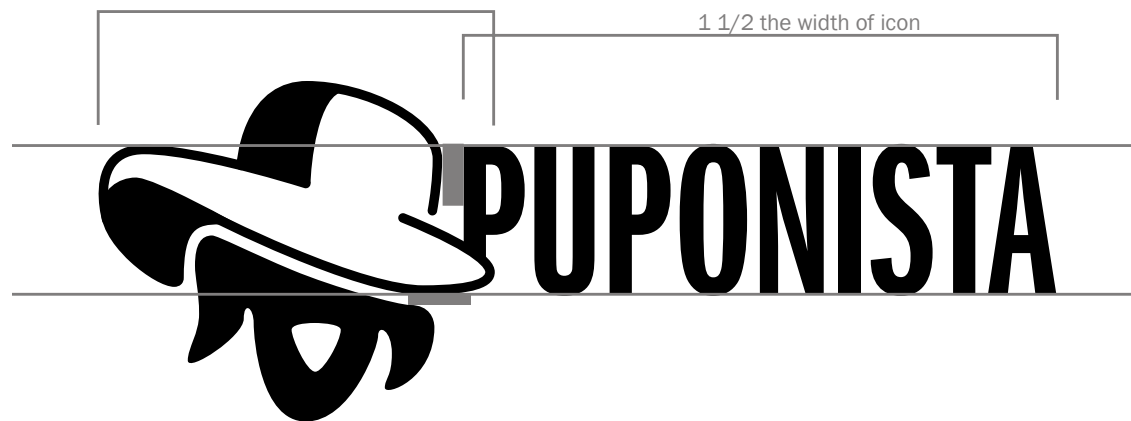


LOGO CLEARSPACE



The logo clear space for the vertical Puponista logo uses the nose to define the space between the word mark and the icon. The logo is 4 word marks high.

The logo clear space for the horizontal Puponista word mark is $1\frac{1}{2}$ the width of the icon.

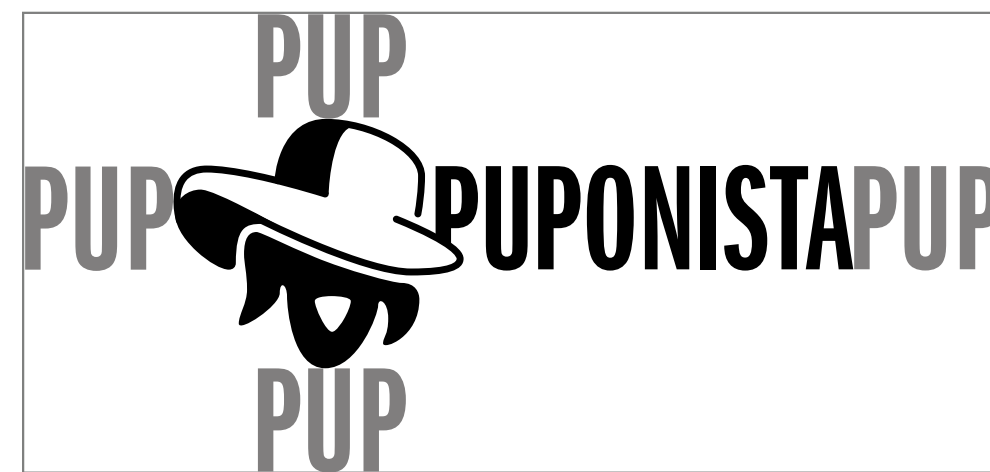


CLEARSPACE DEFINED



To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to or crowded by copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

The clear space for the Puponista logo uses "PUP" around the signature.



LOGO CONFIGURATION

PUPONISTA

Word



Icon

The horizontal lock-up of the signature has been created for primary usage. This is the preferred version of the signature for Brand Hong Kong.



Vertical Lockup



Horizontal Lockup

LOGO LOCKUPS



The vertical lock-up of the signature has been created for primary usage. This is the preferred version of the signature for Puponista. When the horizontal lock-up is not practical for your graphic requirements, the horizontal lock-up can be used.

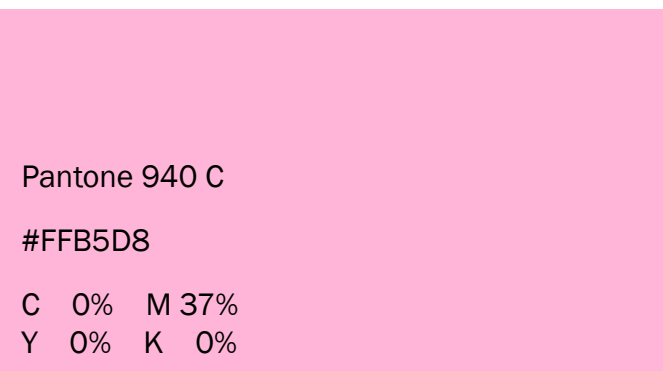
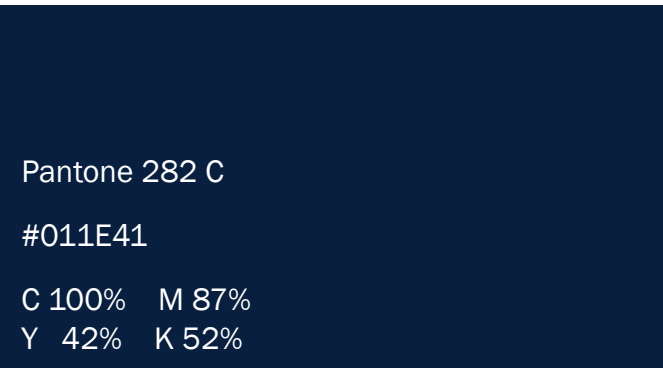


COLOR

IDENTITY COLOR

When creating the Puponista logo, use the colors specified on this page and page 11 - 12.

Use actual PANTONE® chips. Do not attempt to match examples in this guide.



The primary usage of the signature should be of the full-color logo on a pink background.

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LOGO COLOR VARIATION

The colors specified for each operating company can be used as backgrounds for one-color, black and reverse signatures. Only approved artwork should be used



Black



Primary



Greyscale



Inverted

IN USE



15 - 16

CONTACT

CONTACT ME

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