

# Brand Guidelines

---

# Contents

## Who we are

Mission	1.1
Strapline	1.2

## What we say

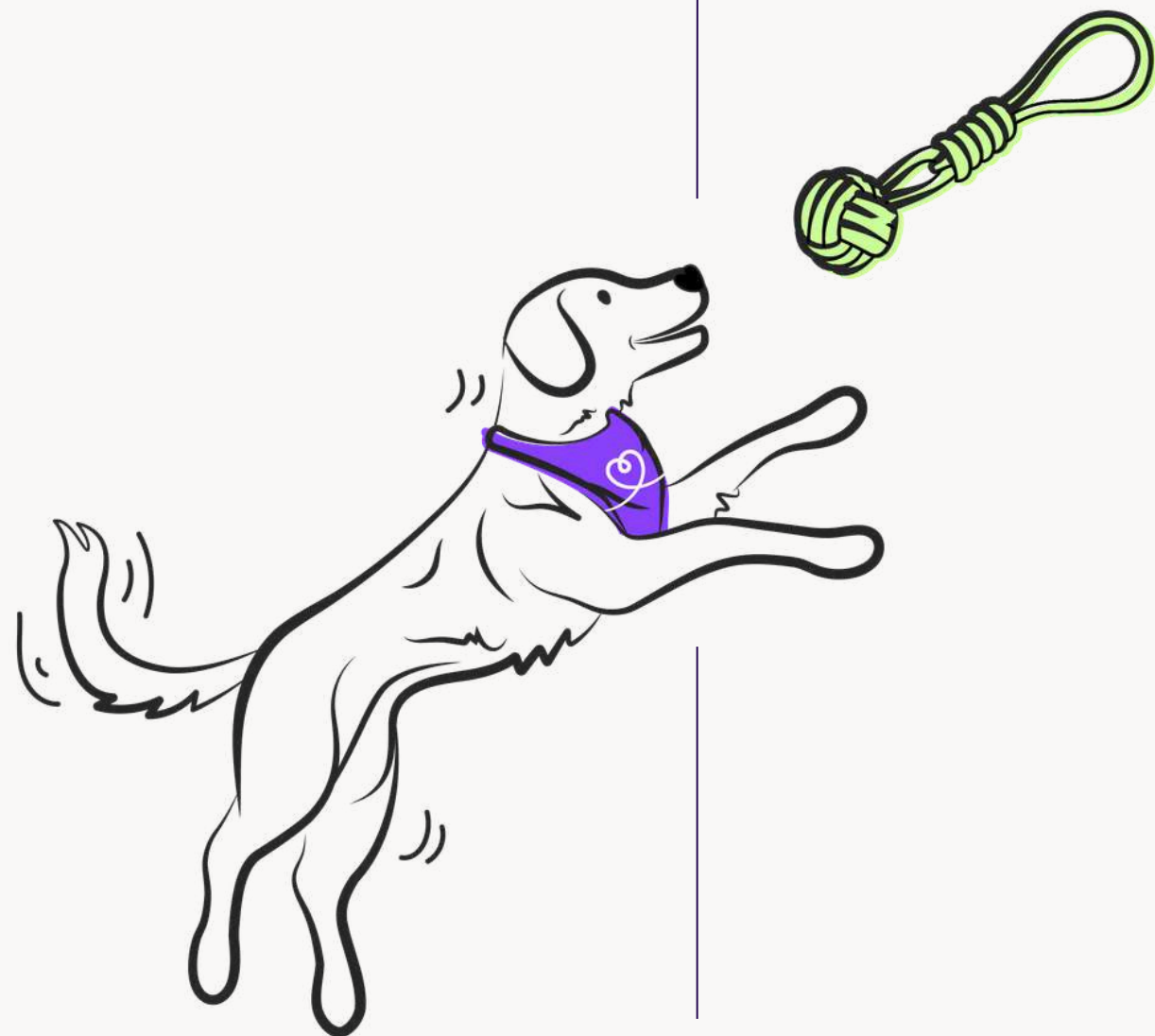
Short descriptor	2.1
Medium descriptor	2.2
Long descriptor	2.3
Tangible examples	2.4
Brand values	2.5
Tone of voice	2.6

## How we look

Logo	3.1
Brand mark	3.2
Colour palette	3.3
Accessibility	3.4
Typography	3.5
Brand shapes	3.6
Photography	3.7
Life lines	3.8
Illustrations	3.9

## Brand in action

Clothing	4.1
Dog clothing	4.2
Let's Go	4.3
Facts & figures	4.4
Merchandise	4.5
Homepage	4.6
Social media	4.7
Printed invite	4.8

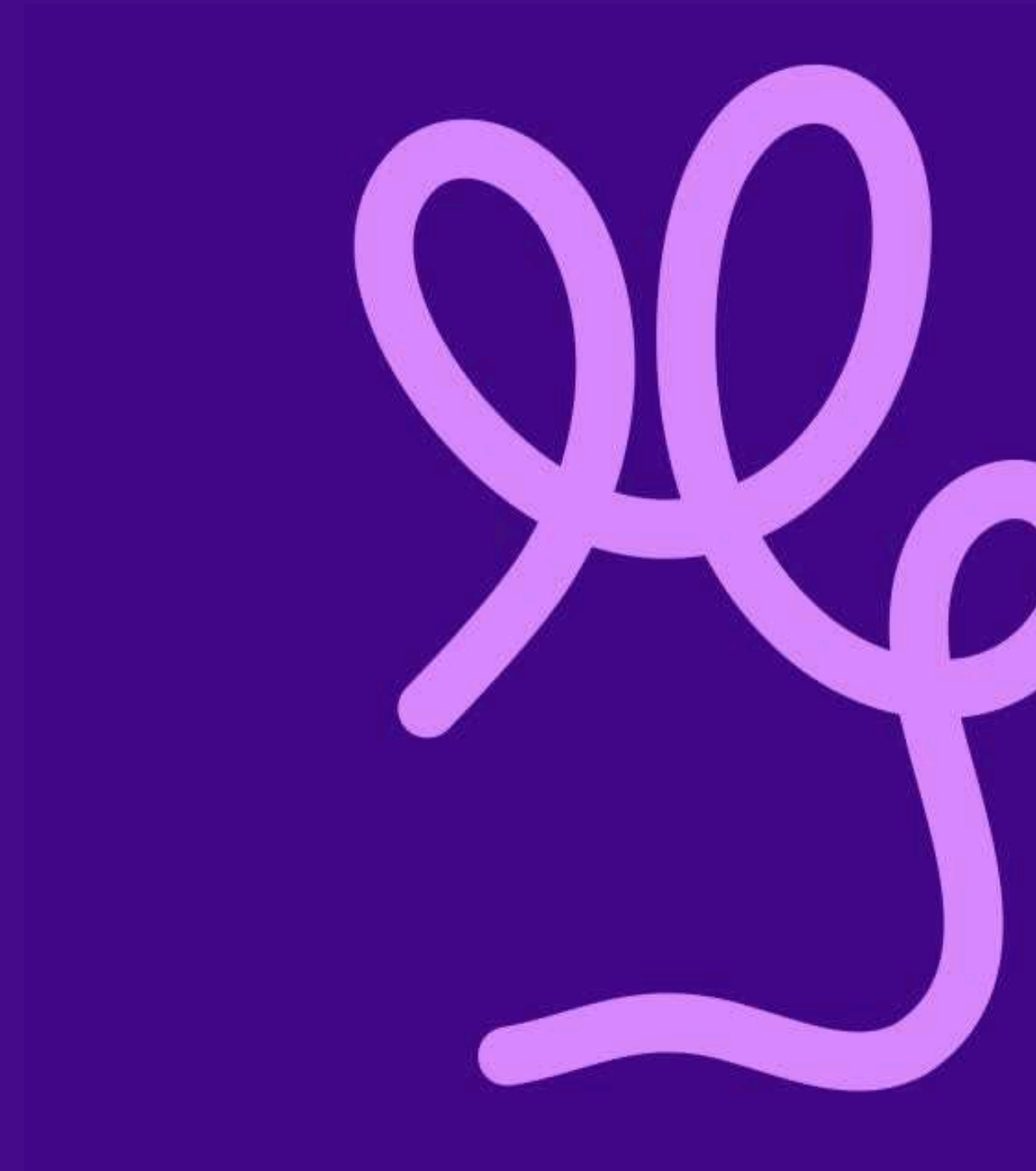




Brand platform	1.1
Mission	1.2
Strapline	1.3

# Who we are

# 1



## Mission

Our mission sums up what we do. This is internal copy that informs the external descriptors on the following pages.

We expertly breed and train assistance dogs to support people with a wide range of physical disabilities.

Then we carefully match each person with the right dog, supporting them both throughout their life-long, life-changing partnership.



## Strapline

We use our strapline as a key message, a way to introduce ourselves.

For instance, on our homepage, on email signatures, on letterheads, business cards and presentation intro slides.





Short descriptor	2.1
Medium descriptor	2.2
Long descriptor	2.3
What donations buy	2.4
Values	2.5
Tone of voice	2.6

# What we say

# 2



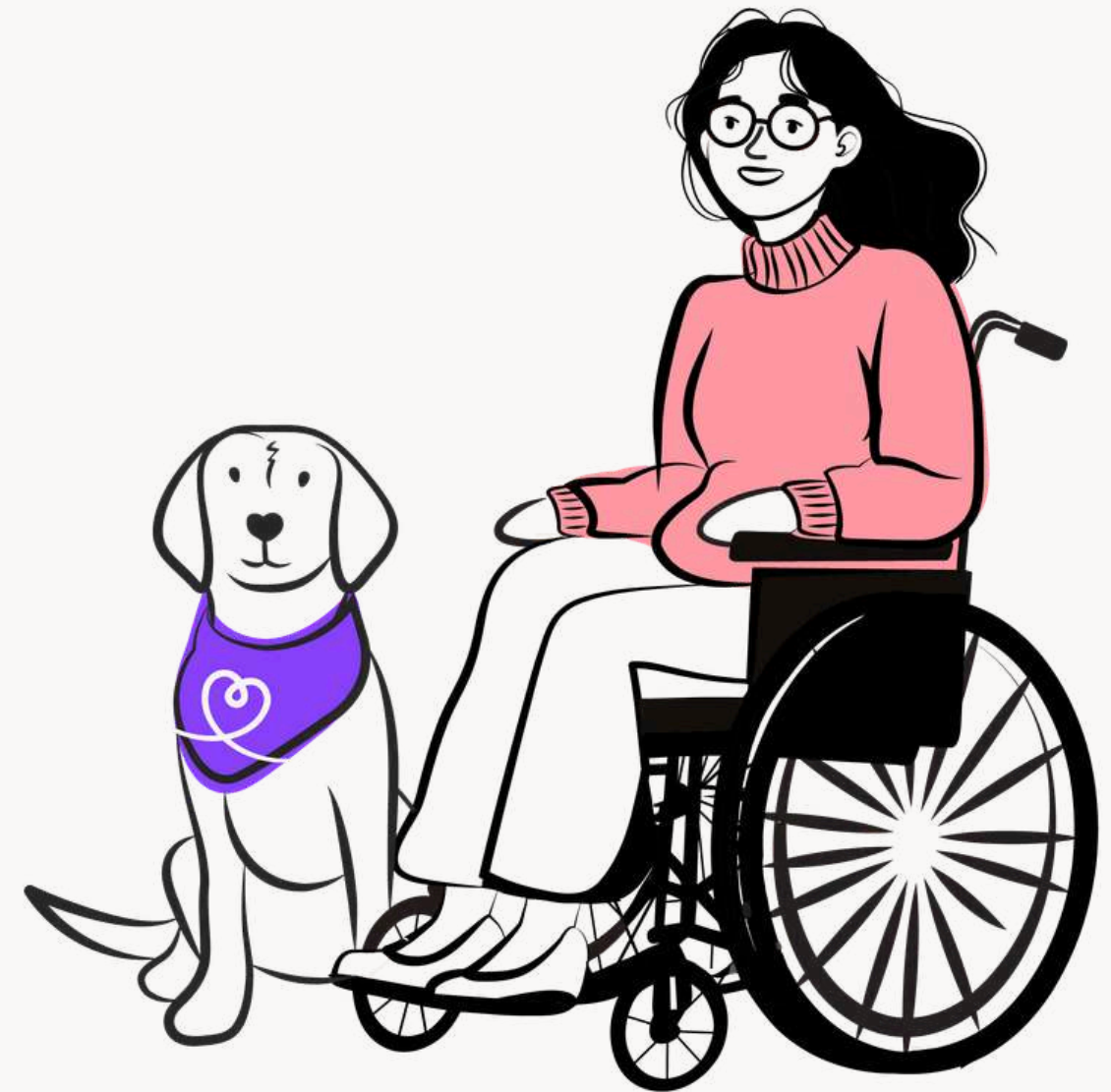
## Short descriptor

This short copy can be used whenever we need to tell people who we are.

Think for it as our 'elevator pitch' that we might use on a social media profile or event banner.

## **We are Canine Partners.**

We create loving, life-changing partnerships between disabled people and expertly trained assistance dogs.



# Short descriptor

## Short descriptor

We can flex our  
descriptors for different  
audiences.

### People focused

#### **We are Canine Partners.**

We carefully match people with a variety of physical disabilities with expertly trained assistance dogs, creating loving, life-changing partnerships.

### Dog focused

#### **We are Canine Partners.**

We breed, train and support expert assistance dogs, carefully matching them with disabled people to create loving, life-changing partnerships.

### Donation focused

#### **We are Canine Partners.**

We rely on your donations to breed, train, and support expert assistance dogs, carefully matching them with disabled people to create loving, life-changing partnerships.



### Medium descriptor

These medium-length descriptors are more suitable for longer communications, like a talk, a presentation or an article.

Again, the language can be flexed for different audience needs and priorities.

### Dog focused

#### **We are Canine Partners.**

We breed, train and support expert assistance dogs, to create loving, life-changing partnerships with disabled people.

Across the UK, we support people with a variety of physical disabilities and their families, carefully matching them with a dog that suits their needs, personality, and lifestyle.

Our dogs bring confidence and independence, love and companionship, reducing reliance on carers and giving people the freedom to live life their own way.



# Medium descriptor

## Medium descriptor

### People focused

We are Canine Partners.

We create loving, life-changing, partnerships between disabled people and expertly trained assistance dogs.

Across the UK, we support people with a variety of physical disabilities, as well as their families, carefully matching them with a dog that suits their needs, personality, and lifestyle.

These partnerships bring confidence and independence, love and companionship, reducing reliance on carers and giving people the freedom to live life their own way.



# Medium descriptor

## Medium descriptor

### Donation focused

#### **We are Canine Partners.**

We rely on your donations to breed, train and support expert assistance dogs. So that they can go on to have loving, life-changing partnerships with disabled people.

Across the UK, your support helps people with a variety of physical disabilities and their families, helping us match them with a dog that suits their needs, personality, and lifestyle.

Thanks to you, our dogs bring confidence and independence, love and companionship, reducing reliance on carers and giving people the freedom to live life their own way.



## Long descriptor

These longer descriptors show how we use language to talk about the range of our work and its impact.

### Dog focused

We are Canine Partners.

We breed, train and support expert assistance dogs, to create loving, life-changing partnerships with disabled people.

Across the UK, we support people with a variety of physical disabilities and their families, carefully matching them with a dog that suits their needs, personality, and lifestyle.

Our dogs break down the barriers that exclude disabled people from everyday life, opening the doors to independence.

To help them grow into happy and healthy assistance dogs, we ensure our dog's physical and emotional needs are met, and we only use positive, reward-based training techniques.

Canine partners support both in and outside of the home, providing practical support with everyday tasks and helping them navigate the world.

Canine home assistants provide vital support for their partners at home, from calling for help in an emergency, to unloading the washing machine, and assisting them to dress and undress.

Canine companions give essential emotional support to their partners, helping reduce loneliness and isolation.

Our dogs bring confidence and independence, love and companionship, reducing reliance on carers and giving people the freedom to live life their own way.



# Long descriptor

## Long descriptor

### People focused

We are Canine Partners.

We create loving, life-changing partnerships between disabled people and expertly trained assistance dogs.

Across the UK, we support people with a variety of physical disabilities and their families, carefully matching them with a dog that suits their needs, personality, and lifestyle.

The world is full of barriers that exclude disabled people from everyday life, but our dogs help break them down, and open doors to independence.

Canine partners support both in and outside of the home, providing practical support with everyday tasks and helping them navigate the world.

Canine home assistants provide vital support for their partners at home, from calling for help in an emergency, to unloading the washing machine, and assisting them to dress and undress.

Canine companions give essential emotional support to their partners, helping reduce loneliness and isolation.

Our partnerships bring confidence and independence, companionship and an unwavering bond, reducing reliance on carers and giving people the freedom to live life their own way.



## Long descriptor

### Donation focused

We are Canine Partners.

We rely on your donations to breed, train and support expert assistance dogs, to create loving, life-changing partnerships with disabled people.

Across the UK, your support helps people with a variety of physical disabilities and their families, carefully matching them with a dog that suits their needs, personality, and lifestyle.

You help break down the barriers that exclude disabled people from everyday life, opening the doors to independence.

Canine partners support both in and outside of the home, providing practical support with everyday tasks and helping them navigate the world.

Canine home assistants provide vital support for their partners at home, from calling for help in an emergency, to unloading the washing machine, and assisting them to dress and undress.

Canine companions give essential emotional support to their partners, helping reduce loneliness and isolation.

We receive no government funding, but thanks to you our dogs bring confidence and independence, love and companionship, reducing reliance on carers and giving people the freedom to live life their own way.



# Tangible examples

## Tangible examples

This is a way to think about how we ask for money - helping to bring our story to life through the impact of donations.

Cost	Item(s)	New brand
£17	Tug toy, treat pouch, clicker, dummie	£17 buys specialist toys/equipment for an assistance dog in training, helping them learn the core skills they need for task work (such as opening doors) that will change the life of their future partner/bring independence to their future partner.
£24.60	Fuel for a home visit	£25 funds a home visit for a puppy in training, supporting a volunteer as they raise, socialise and train a life-changing assistance dog.  £25 funds a home visit for a canine partner, part of our commitment to supporting our dogs and partners for life.
£48.30	Kong, puzzle feeder, snuffle mat, training mat	£48 buys an enrichment and training kit for a puppy, an essential part of teaching our 'touch, tug and retrieve' cues that form task work with their future partner.  £48 buys an enrichment and training kit for a puppy, essential to keeping them happy and stimulated as they grow into a life-changing canine partner.
£75.25	A month's supply of high-quality puppy food	£75 buys a month's worth of nutritious dog food for a puppy in training, essential for helping them grow into a life-changing canine partner.
£149.90	Specialist coats, leads and jackets for two dogs	£150 buys specialist coats, leads and jackets for two canine partners, keeping them safe while they're bringing independence and confidence to their partner in public.  £150 buys specialist canine partner coats, leads and jackets for two dogs, which bring independence to their partners by showing their assistance dog status and access rights.

Partnership  
Commitment  
Curiosity  
Joy



## Brand values

These guide a our activity and how interact and communicate with our audiences.

### Partnership

Partnership isn't just in our name, it's our guiding principle. We treat others as equals, with a common stake in our mutual success. Partners; donors, supporters and volunteers; and each other. We only win when we all win.

**In communications: we highlight the voices and opinions of our partners, and all those who help make partnerships possible.**



### Commitment

We're in this for the long-term - for the lives of our dogs and partners. So we act with integrity, we do what we say we're going to do, and we take responsibility for our actions. Real partnerships are for life.

**In communications: we emphasise the long-term nature of relationships and support. We prioritise loyalty over quick wins.**



### Curiosity

We never stop learning - from dogs, from Partners and from each other. So that we can keep innovating and adapting - to change more lives, more deeply.

**In communications: we ask questions, open conversations, and show how we're listening and learning.**



### Joy

We celebrate the simple, everyday joys that come with having a dog in your life. We never forget that this is meant to be fun - and that's its own reward.

**In communications: we embrace the unexpected and bring an element of doggy chaos.**



## Tone of Voice

Tone of Voice is how we use words and phrases to create impact with our audiences. It helps us write consistently, so that we build loyalty and recognition. And it helps the public understand who we are and what we stand for.

Warm and empathetic

Professional and expert

Positive and playful

Not over-familiar or  
manipulative

Not cold, critical or  
arrogant

Not silly, and with an  
acceptance that life isn't  
always perfect.

If you always bear these three things in mind when writing as Canine Partners, you won't go far wrong. And of course, you'll find that these aspects of our personality will flex for different audiences and contexts.

## Tone of Voice

### Our persona

We have a unique and expert understanding of dogs, their needs and behaviours, and the transformative role they can play in disabled people's lives. Our unique expertise is how we make life-changing partnerships possible.

But our expertise is always balanced with empathy. We don't know it all, so like the dogs we train, we are always curious, interested and ready to learn. We know that the impact of partnerships is both practical and emotional - so we value companionship, commitment, care and love, and we're not afraid to show it. We are passionate and optimistic about the role that partnerships can play in disabled people's lives. But we never speak for disabled people.

True empathy means always approaching our communications with an understanding of what the audience needs from us. Not preaching. And we avoid jargon, except in certain professional settings where it's that audience's normal way of communicating.

## Tone of Voice

### Flexing our tone for different audiences

Dial up the expert for professional, corporate and high-value audiences where we may need to influence opinion or prove the value of our work.

Dial up the empathetic for partner and supporter audiences, where it's about making connections and demonstrating the power of partnerships to people and dogs.



If you're looking for ways to keep you and your dog learning and loving life, then this month's Webinar could be for you. We'll be talking about Freework. This technique uses a variety of stations for your dog to move around, interact with and explore using their senses.

If you have a puppy, this can help make them feel more confident and aware of their body.

If you have a grown-up dog, you'll help them build confidence and give them something to play with and enjoy.

And of course, you'll have the chance to watch how your dog moves and plays, and spot any differences.

Tune in to find out more about how Freework can help enrich your dog's life and help strengthen your relationship too.



This month's webinar gives an introduction to Freework.

Freework is an enrichment activity comprising a variety of different stations for your dog to interact with. It allows your dog to move at liberty and explore using their senses.

For puppies this helps build confidence and proprioception.

For adult dogs this provides an enrichment and confidence building activity.

It also offers the opportunity to observe the dog's movement and note any changes in mobility.

A great way to explore and enrich your dog's life wherever you are and strengthen your relationship!



Logo	3.1
Brand mark	3.2
Colour palette	3.3
Accessibility	3.4
Typography	3.5
Brand shapes	3.6
Photography	3.7
Life lines	3.8
Illustrations	3.9

# How we look

3



## Core logo

Our logo brings to life the optimism and devotion that canine partners bring to people's lives.



## Logo

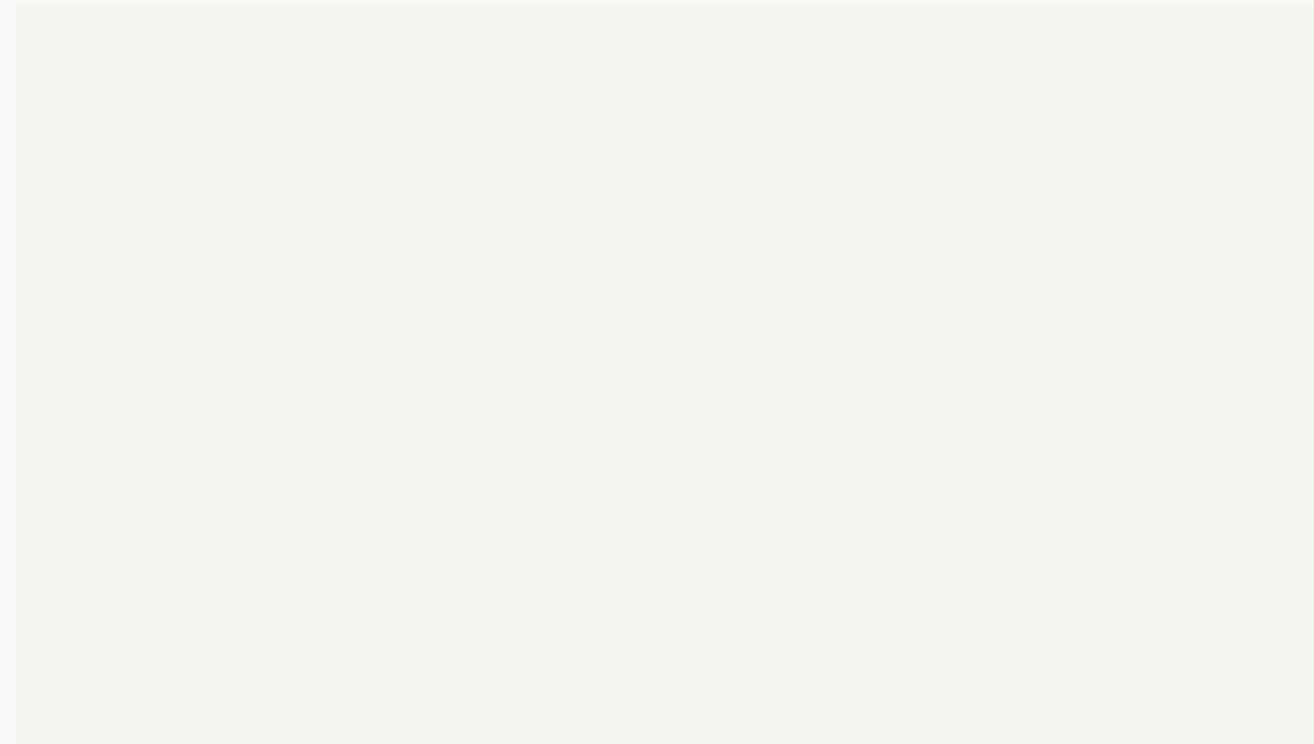
These logos can be used on coloured backgrounds.

Nose colour should be contrast with background colour.



## Animated logo

The animated logo  
can be used at front  
and/or end of videos.



## Logo usage

Logo should be used on correct colour backgrounds to ensure our brand can be seen and imagery isn't obscured.

## Logo usage on backgrounds

### Plain backgrounds

The full-colour logo should be used wherever possible on light neutral backgrounds, and the single-colour white logo must be used on dark backgrounds to maintain contrast.

### Photographic backgrounds

Photography with low visual noise should be used to preserve legibility. The logo must only be placed on areas with sufficient negative space, and if clarity is compromised, use the single-colour white logo or a brand shape behind the logo to create a cleaner anchor.

**Do not distort, rotate or place the logo over busy backgrounds.**



## Brand mark

Our brand mark can be used when the audience is already familiar with us, or as a supplementary element in designs where the main logo has already been used.

The same rules as the core logo apply for using the brand mark variations on coloured backgrounds.

## Brand mark usage

### When to use

The brand mark may be used as a standalone asset where the audience is already familiar with the brand (for example merchandise, social media avatars, internal comms, iconography). It should never replace the full logo in external-facing primary communications, fundraising messages, or introductory materials.

### Sizing

When used alone, the brand mark should be no smaller than 10mm in print, or 60px in digital.



## Minimum size:

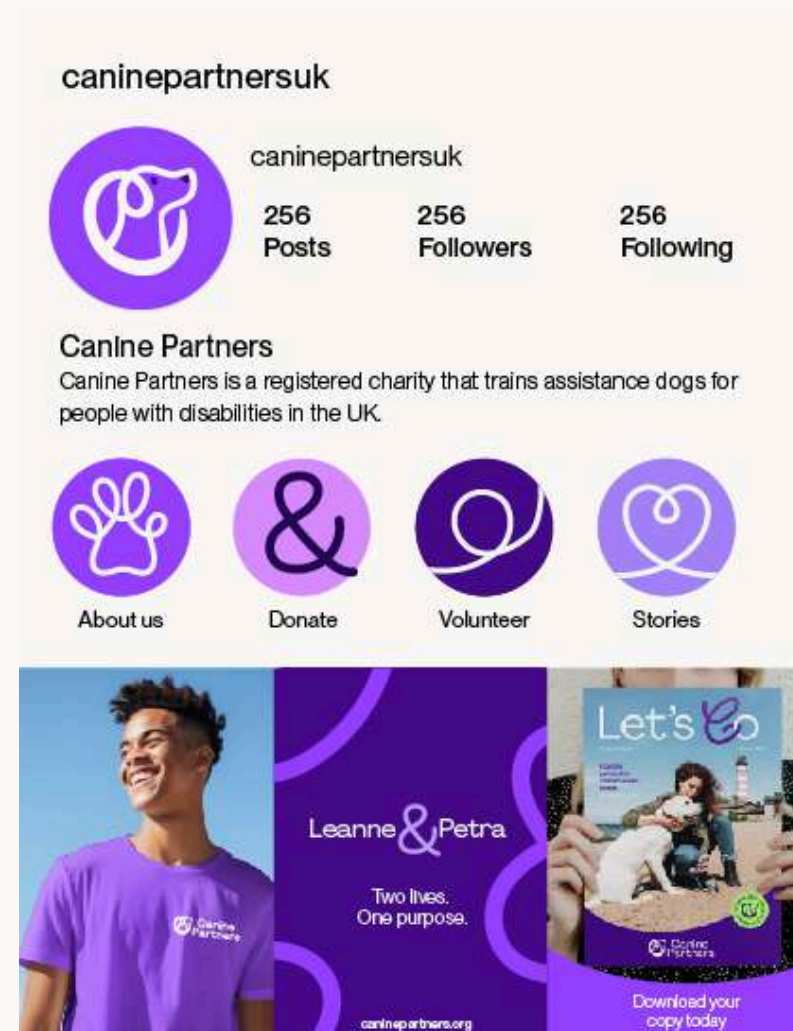
Digital 60 x 60px



Print 10 x 10mm



## Brand mark

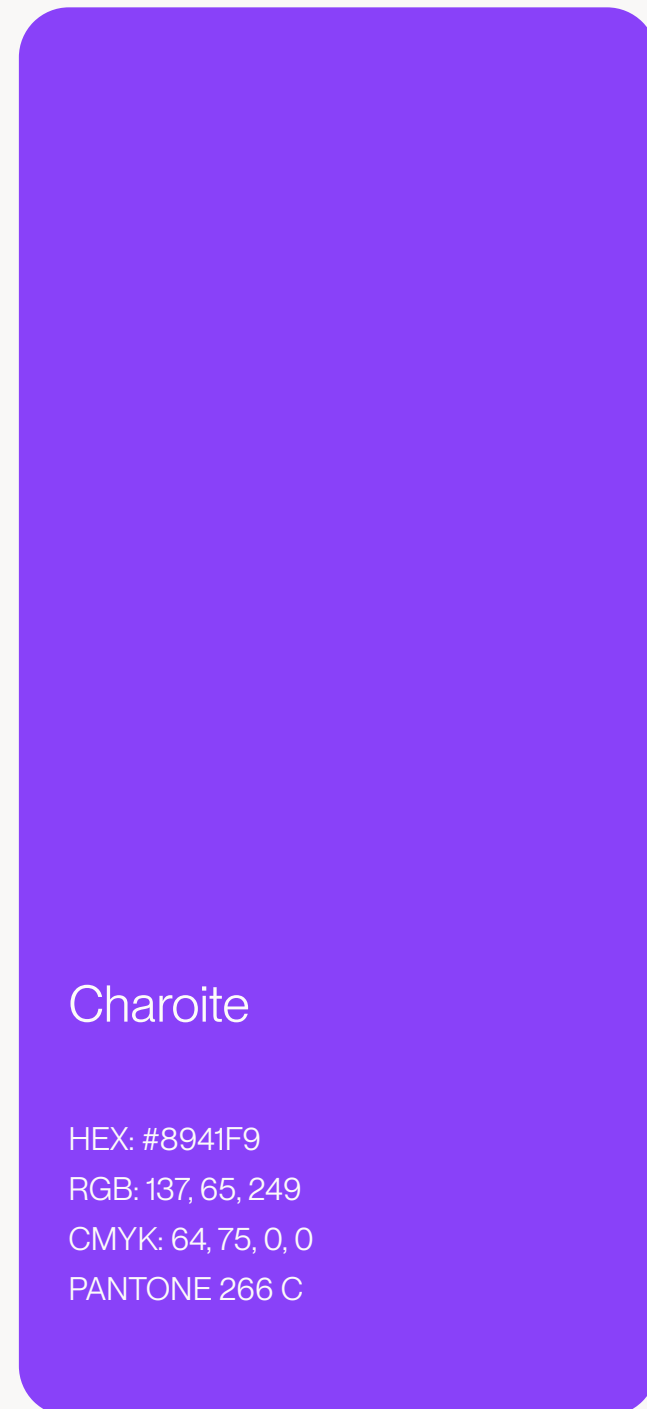


## Colour palette

Our purple palette helps us be instantly recognised and stand out from other assistance dog charities.

These should always be our 'go-to' colours.

Our palette is very digital (RGB) friendly. When using for printed assets, colours should be matched to Pantone codes where possible for accurate colour matching.




Charoite

HEX: #8941F9  
RGB: 137, 65, 249  
CMYK: 64, 75, 0, 0  
PANTONE 266 C



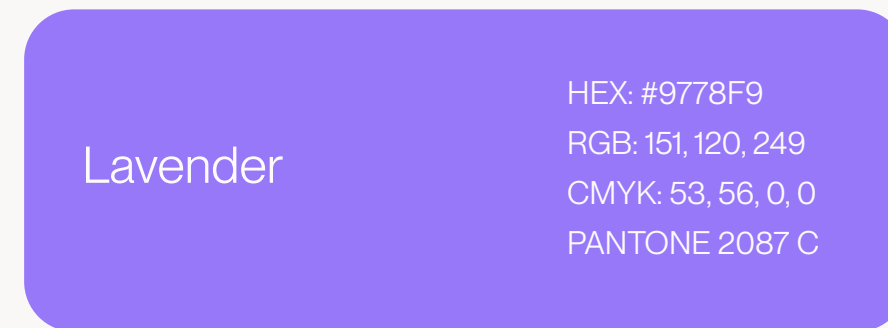
Indigo

HEX: #450A89  
RGB: 69, 10, 137  
CMYK: 89, 100, 8, 5  
PANTONE Violet V2 C



Lilac

HEX: #E4D2FC  
RGB: 228, 210, 252  
CMYK: 9, 18, 0, 0  
PANTONE 531 C



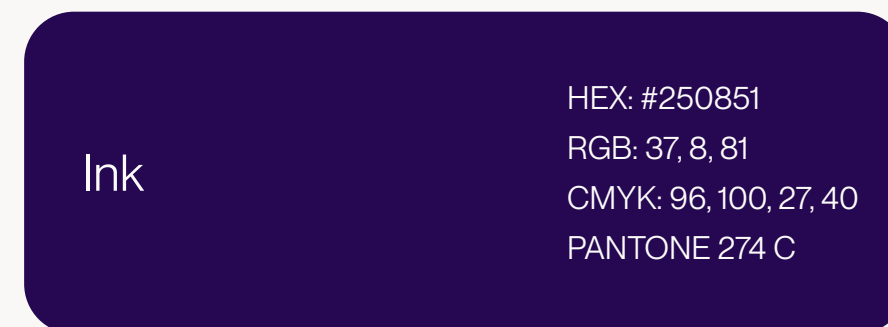
Lavender

HEX: #9778F9  
RGB: 151, 120, 249  
CMYK: 53, 56, 0, 0  
PANTONE 2087 C



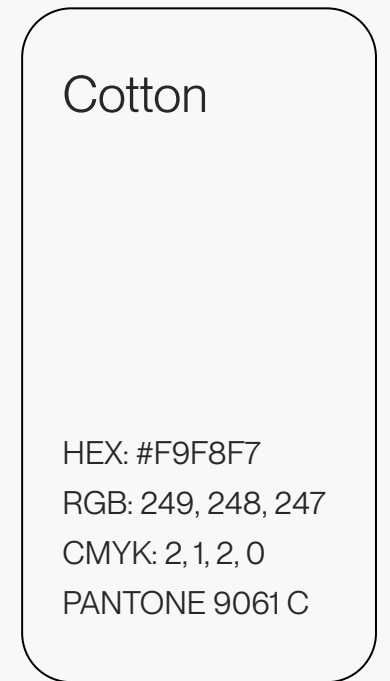
Heather

HEX: #D88AFF  
RGB: 216, 138, 255  
CMYK: 27, 48, 0, 0  
PANTONE 251 C



Ink

HEX: #250851  
RGB: 37, 8, 81  
CMYK: 96, 100, 27, 40  
PANTONE 274 C



Cotton

HEX: #F9F8F7  
RGB: 249, 248, 247  
CMYK: 2, 1, 2, 0  
PANTONE 9061 C



Coal

HEX: #272727  
RGB: 39, 39, 39  
CMYK: 71, 65, 64, 68  
PANTONE BLACK C

### Secondary palette

Our secondary colours are used sparingly and for contrast, to call attention to something different like a badge, a button or a call-to-action.

Our secondary colour palette is very digital (RGB) friendly. When using for printed assets, colours should be matched to Pantone codes where possible for accurate colour matching.

### Colour palette ratio

To maintain brand consistency and avoid overuse of accent colours, use the following ratio:

- Primary palette: 80%
- (Charoite, Indigo, Heather, Lilac, Ink, Cotton)
- Secondary palette: 20%
- (Apple Rose, Grass, Zest, Sunshine Glow)

Secondary colours should be used as accents only, and never as dominant background fills.

<b>Apple</b>	HEX: #FF6666 RGB: 255, 102, 102 CMYK: 0, 75, 52, 0 PANTONE: 178 C	<b>Rose</b>	HEX: #FF99A3 RGB: 255, 153, 163 CMYK: 0, 51, 20, 0 PANTONE: 2029 C
<b>Zest</b>	HEX: #A5FF66 RGB: 165, 255, 102 CMYK: 36, 0, 84, 0 PANTONE: 2297 C	<b>Grass</b>	HEX: #CCFF99 RGB: 204, 255, 153 CMYK: 21, 0, 53, 0 PANTONE: 2295 C
<b>Sunshine</b>	HEX: #F7DD59 RGB: 247, 221, 89 CMYK: 4, 9, 78, 0 PANTONE: 1235 C	<b>Glow</b>	HEX: #FFF2B0 RGB: 255, 242, 176 CMYK: 1, 2, 38, 0 PANTONE: 1205 C



## Website/digital icons and UI components

This chart shows what colours can be used for small text, large text and icons on our brand coloured backgrounds.

### Examples:

- Call to action buttons
- Icons
- Charts/statistics

Background colour	*Graphical Objects and User Interface Components
Charoite	
Indigo	
Ink	
Lilac	
Lavender	
Cotton	

### Definitions

#### \*Graphical Objects:

Parts of a graphic that are necessary to understand the content, such as lines in a chart, a single icon, or a slice of a pie chart.

- Non-example: Decorative images or graphics that do not convey information are not considered graphical objects that need to meet contrast requirements.

#### User Interface Components:

A single control for a distinct function, such as a button or a text input field.

- Non-example: Decorative icons that do not serve a function are not considered UI components.

## Typography

Our brand typography features a combination of two key fonts.

### PP Agrandir

PP Agrandir is our headline font. It can be used for large titles and headlines in designed assets..

Aa

### Inter

**Inter medium** is our alternative headline and **Inter regular** is our subheading font.

Aa

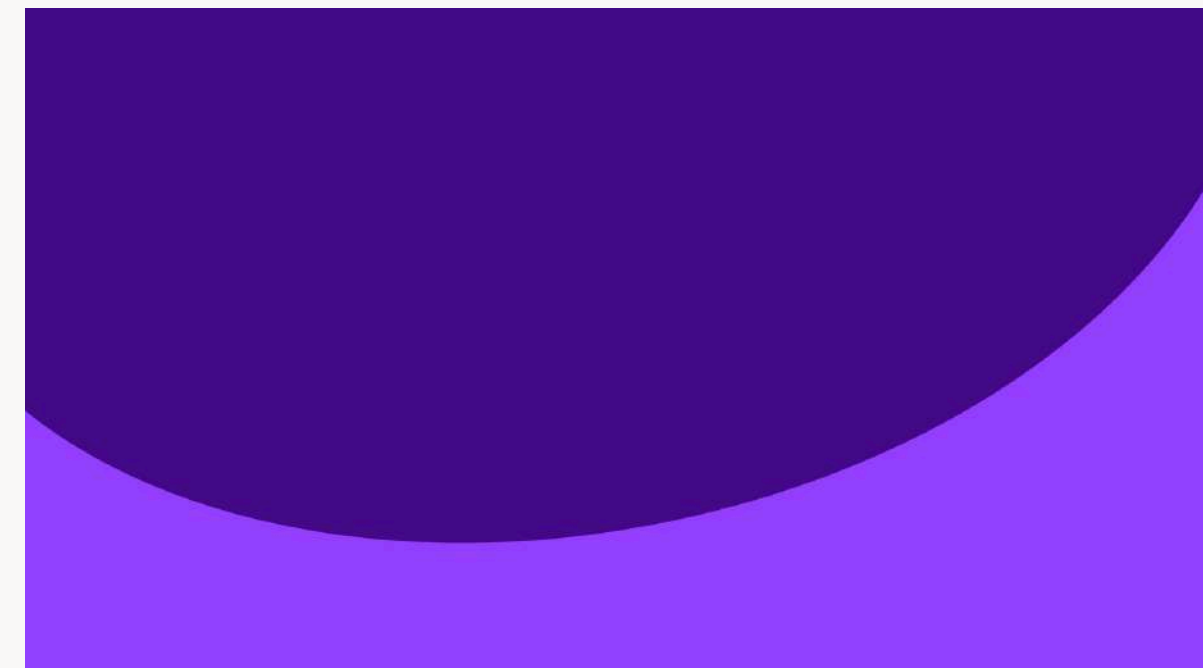
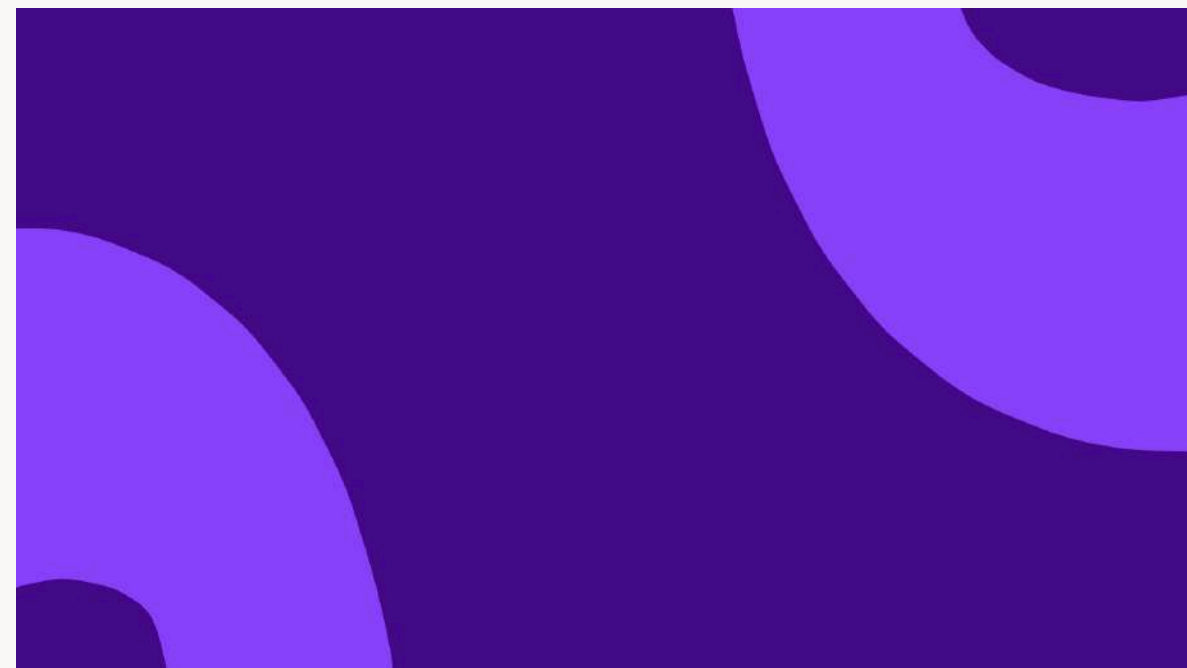
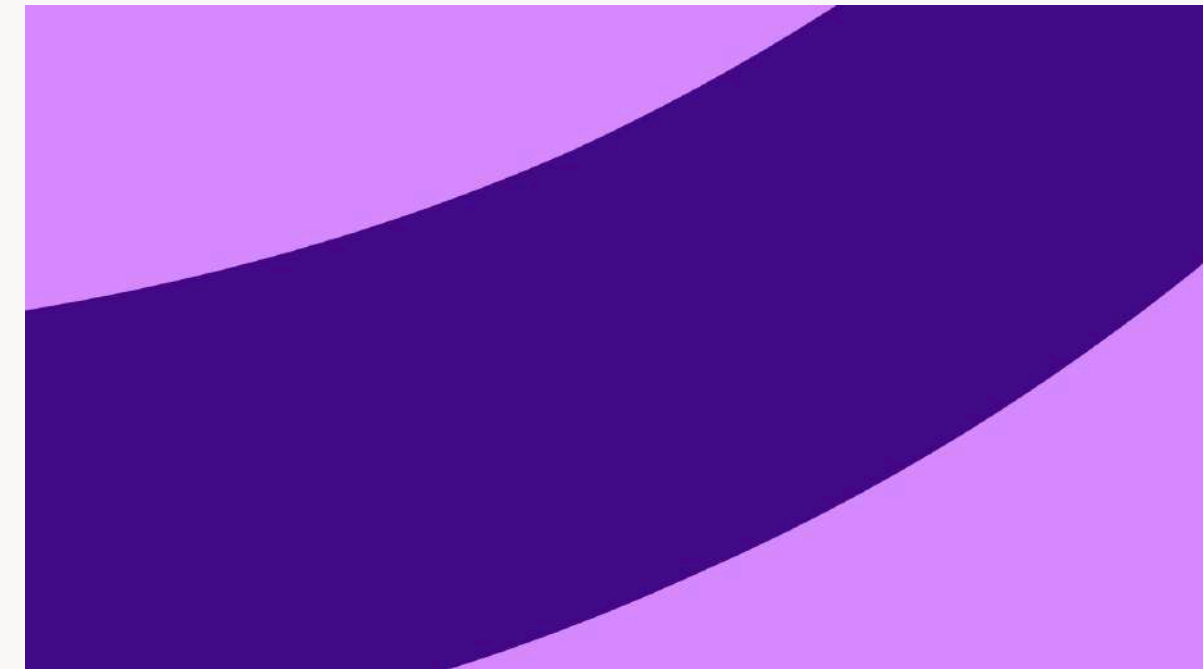
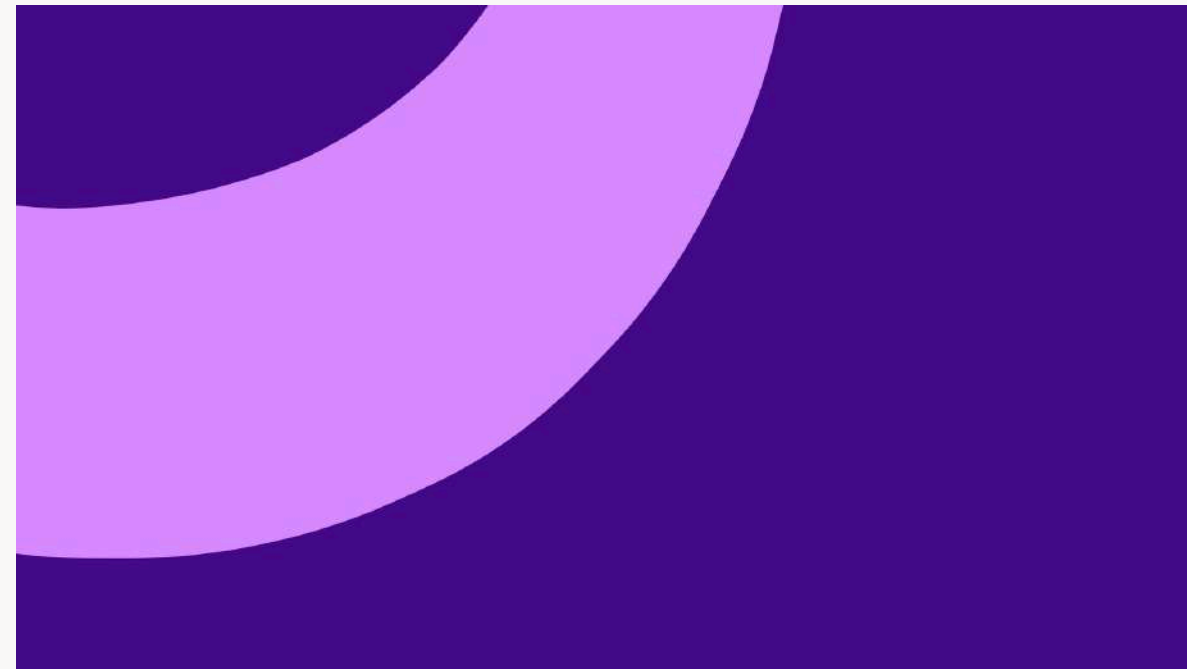
### Inter

Inter light is our body copy font.

Aa

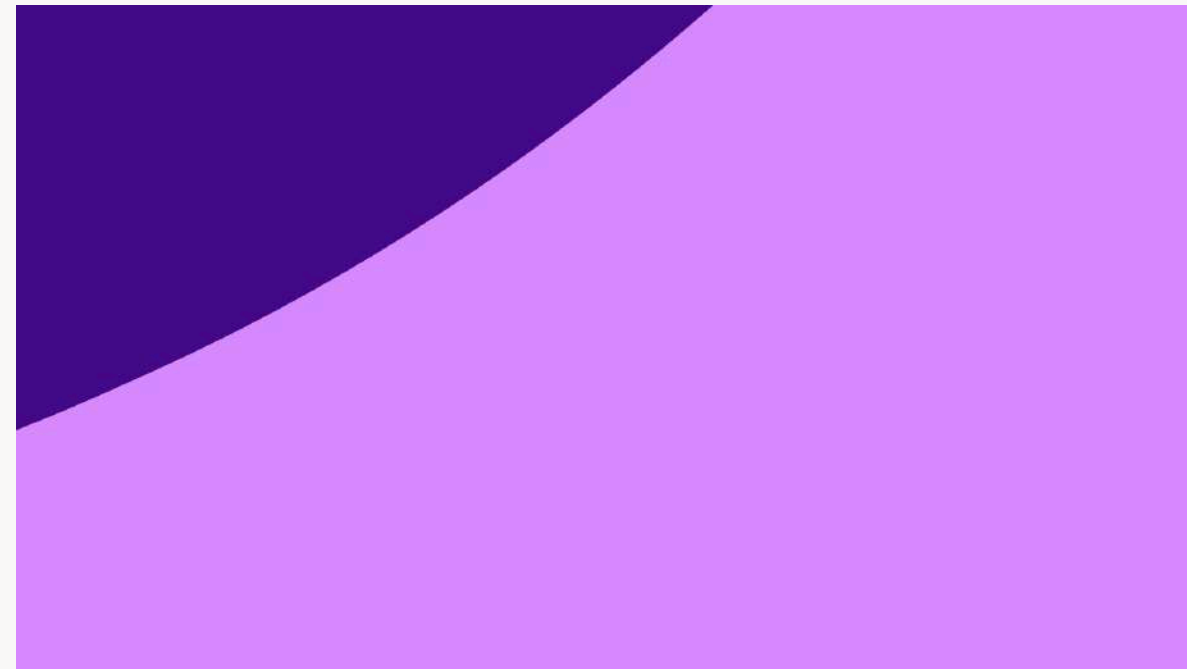
## Brand shapes

Shapes should be used to support layout, guide the eye or provide gentle framing. They should avoid competing visually with lifelines, and should always be coloured from the primary palette.



## Brand shapes

Shapes should be used to support layout, guide the eye or provide gentle framing. They should avoid competing visually with lifelines, and should always be coloured from the primary palette.



## Brand frames

Brand shapes can also be used with photography. Shapes should be used to support layout, guide the eye or provide gentle framing. They should avoid competing visually with lifelines, and should always be coloured from the primary palette.



**Need a Canine Partner?**

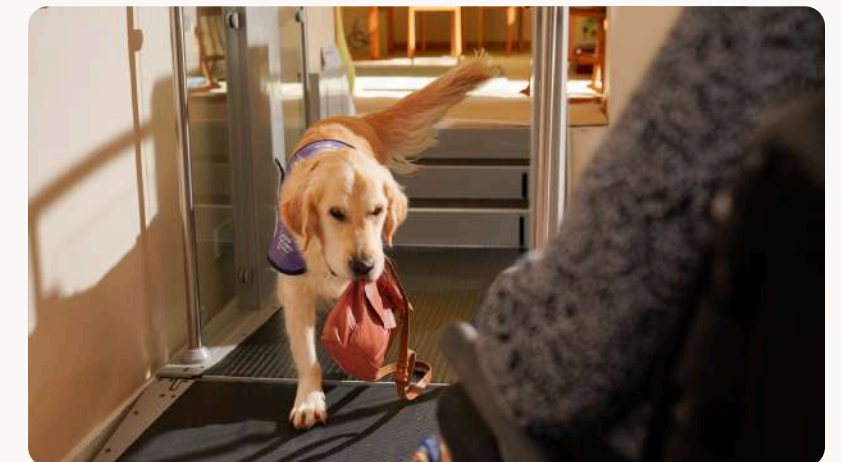
Senectus suspendisse pellentesque purus semper. Ut urna malesuada praesent purus. Porttitor sed et dui pulvinar convallis malesuada scelerisque. Vel neque aenean malesuada ullamcorper tellus sagittis enim pellentesque. Massa purus diam tristique morbi congue ultrices vel. Duis molestie egestas lobortis neque.

[Check If You're Eligible](#)

## Photography

Our photography should showcase the support our dogs provide to their partners, the bond between them and the independence they bring.

Priority should be taken on dynamic, candid shots of our dogs, volunteers and partners in action, over posed shots.



# Photography style

## Photography style

- Focus on authentic, real-life interactions.
- Dynamic angles, framing real-life shorts of teamwork, connection and empowerment.
- Natural, candid moments take precedence over posed images, capturing genuine interactions and the unique personality of the partnership.
- Show the bond between partner and dog, equally representing both sides
- Include imagery that is taken at eye-level or below, emphasising equality and respect (never looking down on anyone).
- Use natural light where possible, avoid staged or artificial-looking poses.



## Photography welfare guidelines

The welfare of partnerships (people and dogs) should remain the number one priority during photoshoots.

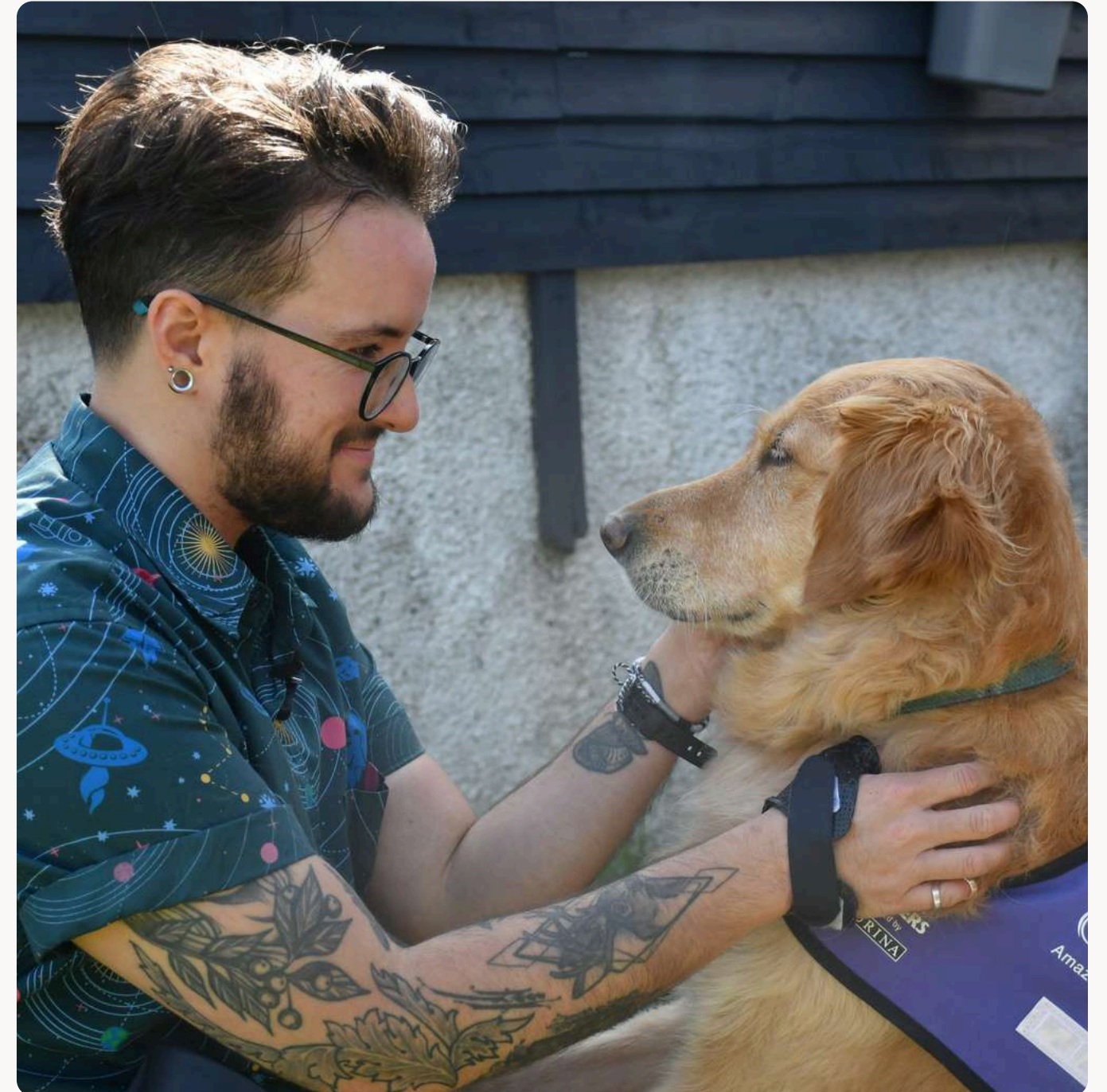
Photos should always showcase dogs and partner in a comfortable environment, looking happy and healthy.

### General

·Ensure there are regular breaks for the dog and partner throughout photo shoots. Consider any adaptation that may be needed due to the partners disability.

·Participants shouldn't be asked to do any forced or unnatural activity, or anything that puts them at risk. Such as:

- Don't place dogs on/in inappropriate furniture (high tables/chairs, inside washing machines).
- Don't ask someone reliant on a wheelchair to stand for long periods.



## Photography welfare guidelines

### Dogs

·Look out for signs of stress or anxiety, such as:

- Excessive panting paired with wide “whale” eyes and/or tight facial expression.
- Covering body language.
- Growling/barking/showing teeth in a reactive/aggressive manner.
- Loss of concentration such as excessive yawning or sniffing.
- For puppies: nipping, excessive jumping or zoomies.

·Jacketed dogs should always wear their purple Canine Partners jacket (or bandana) when outside the home.

·Dogs should never be dressed up in human clothing, non-essential animal clothing, or any items that cover the face.

·Dogs should wear a collar and tag. Always ensure personal contact details are not visible in dog tags.

Harnesses, leads and collars should fit correct (no excessive tension) and not be tangled.

Puppies should never be photographed in head collars. Adult dogs should only be photographed in head collars if agreed or instructed by the Ops team.

Ensure there are no dangerous or toxic items used or visible in photos. For example:

- Human foods that are poisonous to dogs, such as chocolate, raisins and grapes
- Foods or items that are dangerous, such as raw hide chews or sticks
- Non-safe dog toys, such as tennis balls

·Household items, such as remote controls, mobile phones, plant pots or items of furniture should only be used to photograph taskwork not played with or chewed.

·When outdoors, dog should be on a lead unless in a safe, controlled and appropriate environment.

Children under the age of 16 should not be photographed solely in charge of a dog.

·No visible injuries or illnesses, including stitches or shaved patches, unless relevant to the photoshoot.

·When in a car, suitable safety restraints should be used, such as a crate, harness, or dog guard.

## Life lines

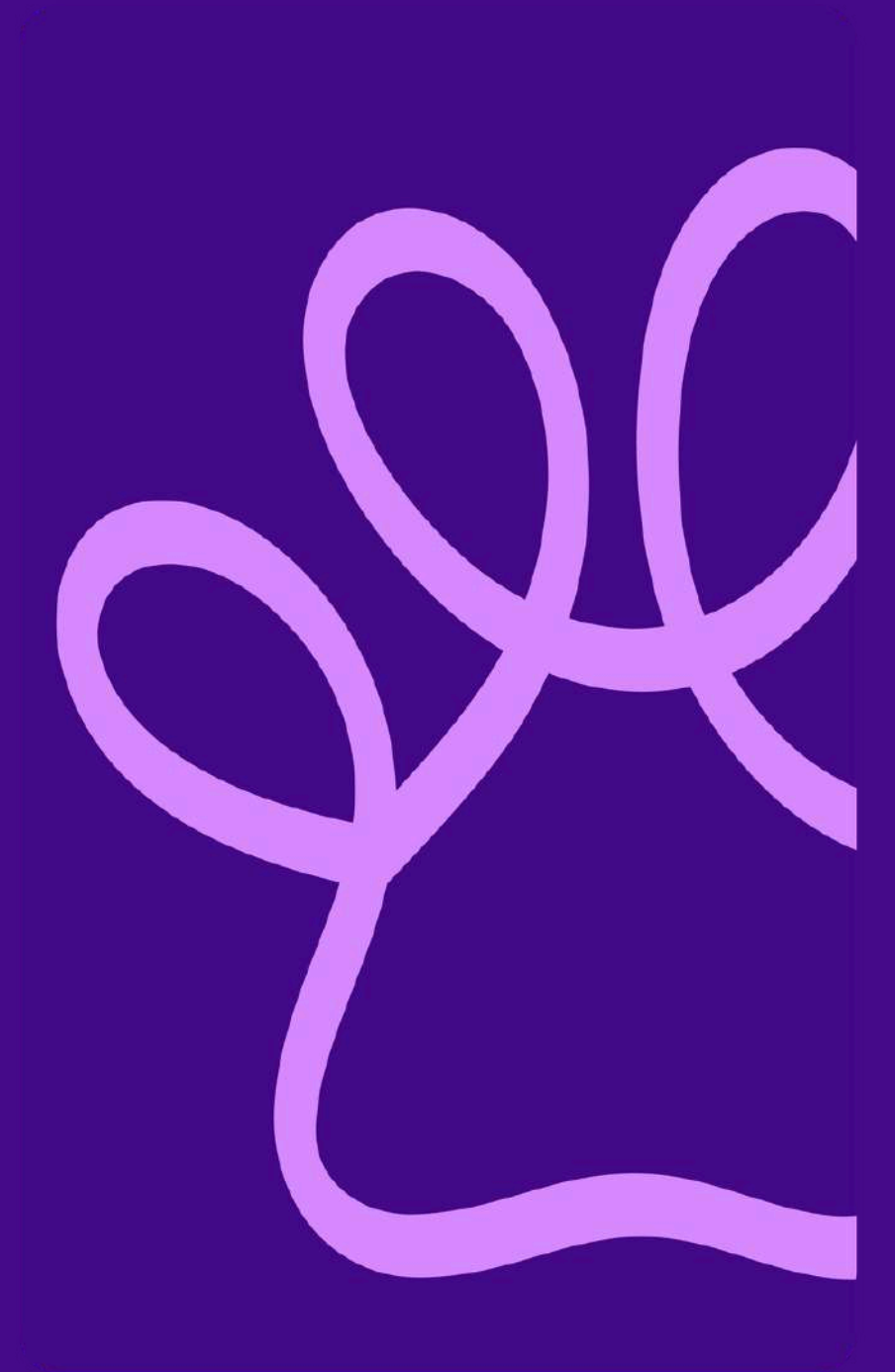
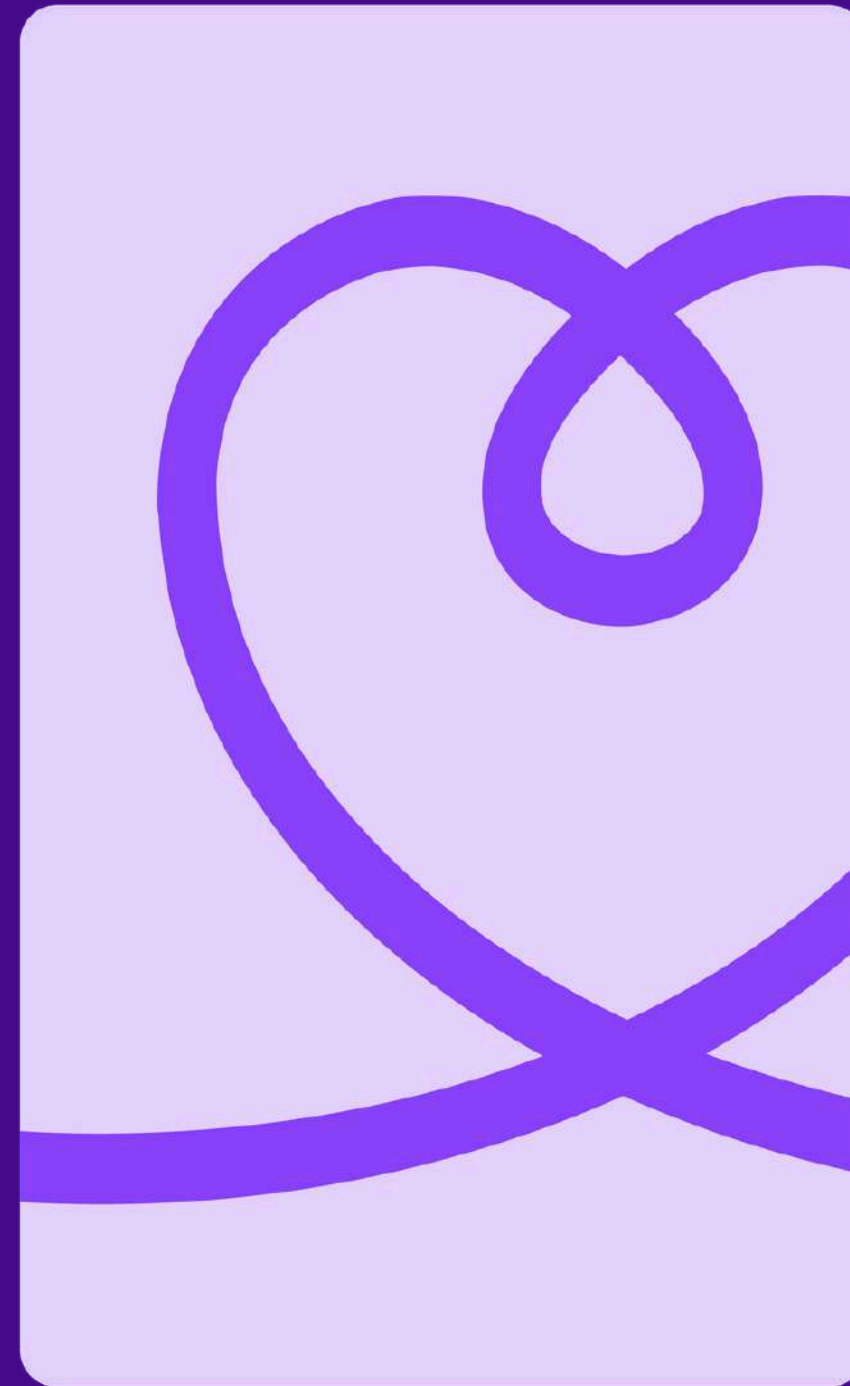
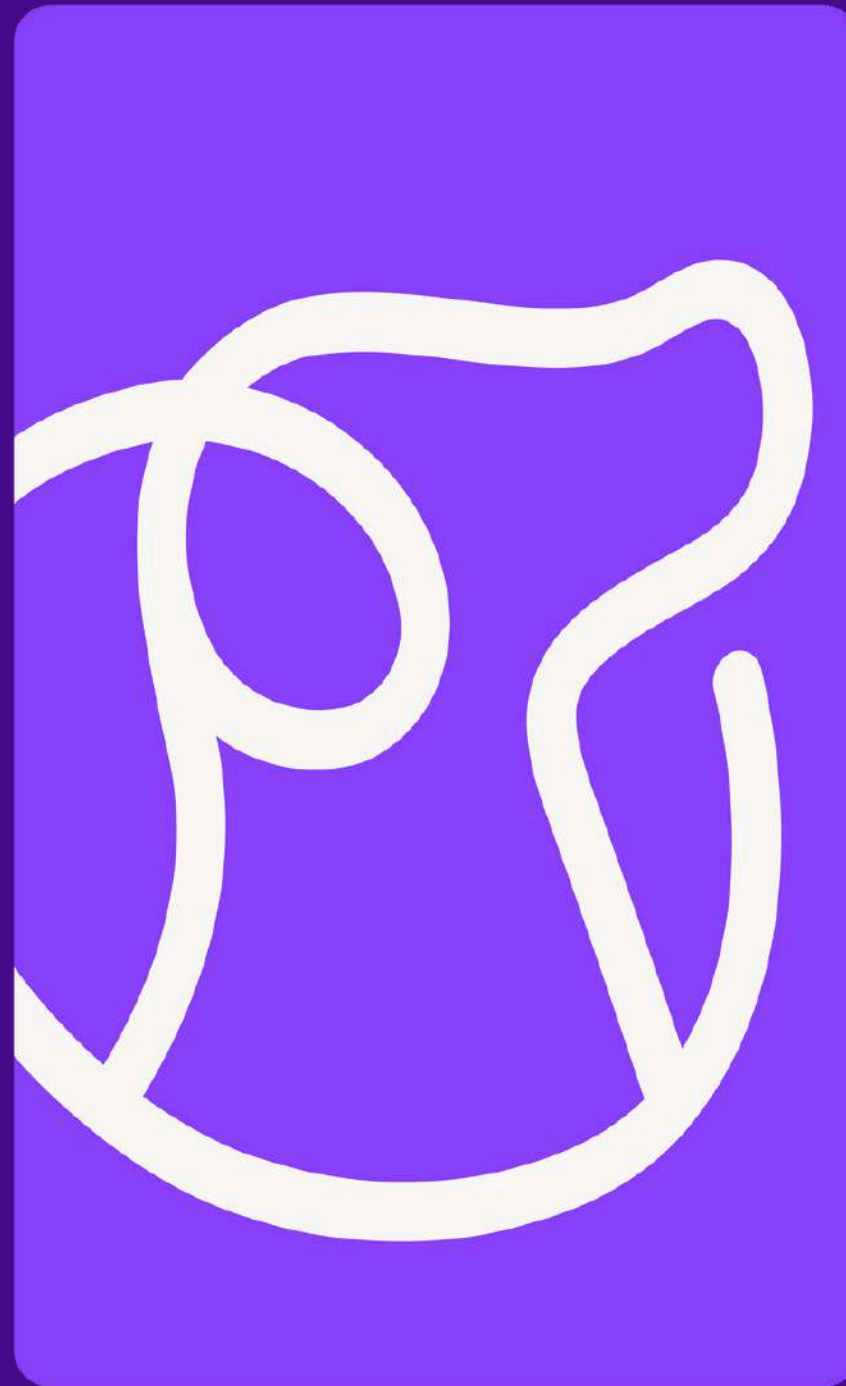
Lifelines can be used to support layout, guide the eye or provide gentle framing, as well as add interest to designs. They should avoid competing visually with lifelines, and should always be coloured from the primary palette.

Certain lifelines can be used for specific areas of the charity, for example the paw for dog rolls, the ampersand for partnerships and the pound sign for fundraising.



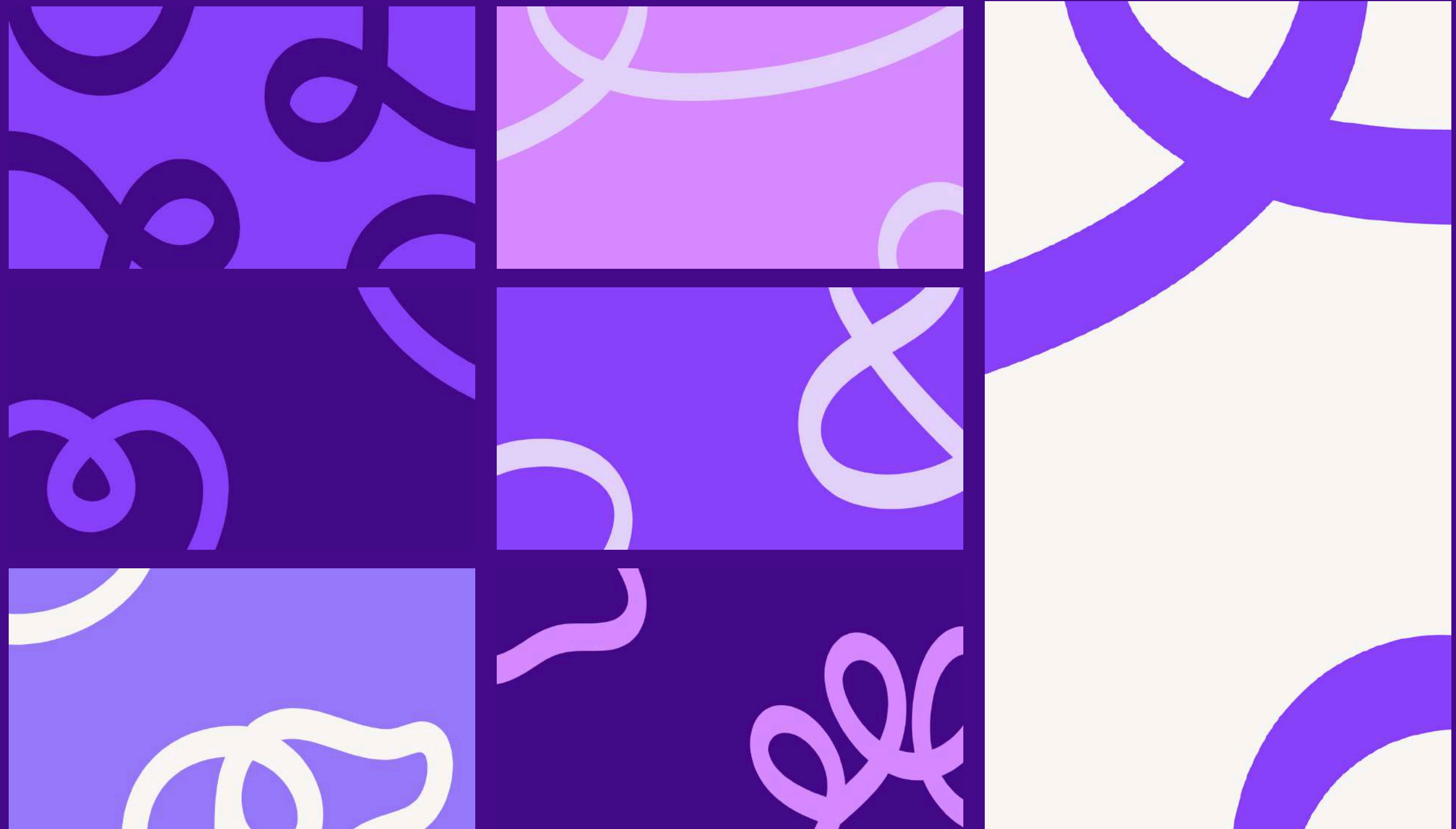
# Life lines

Life lines



## Life lines

Lifelines can also be used partially in a more abstract way, or to make patterns.

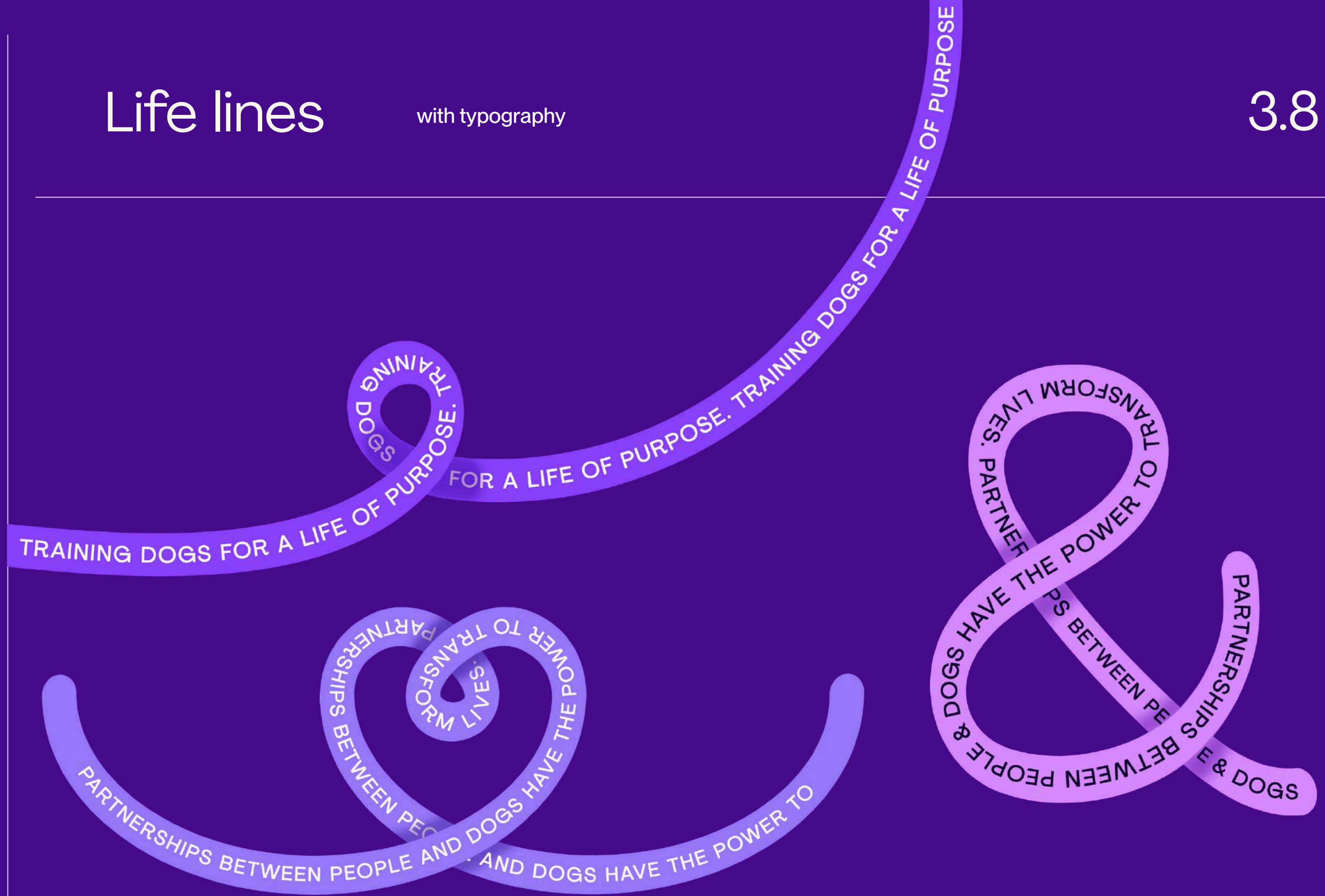


# Life lines

with typography

## Life lines

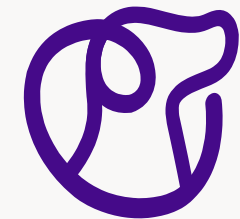
Lifelines can have typography added to highlight key phrases or words.



## Brand icons

Lifelines can be made small to be used as icons. These can be used when talking about specific parts of the charity, or be used as bullet points.

The paw print and heart lifeline are our main bullet points.



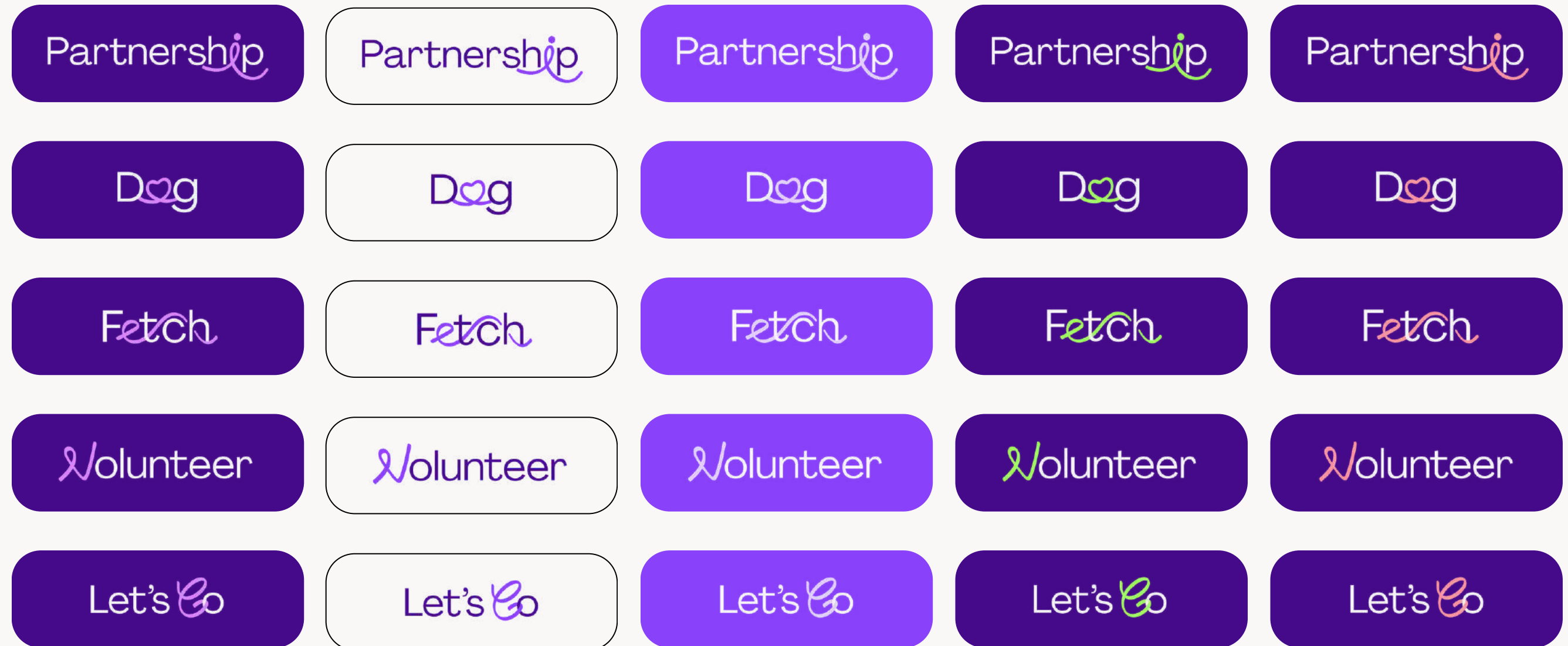
# Life lines

in typography

## Life lines

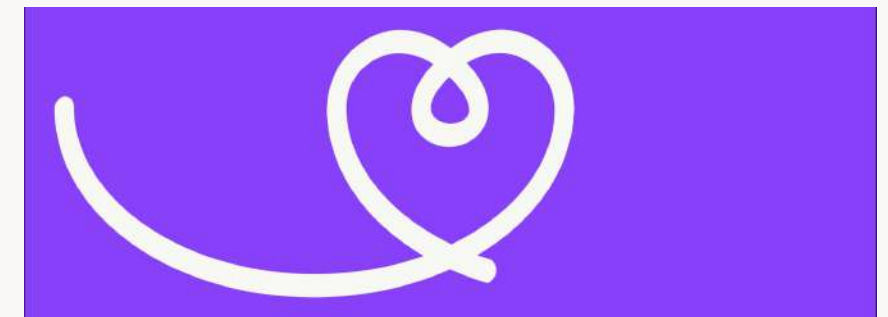
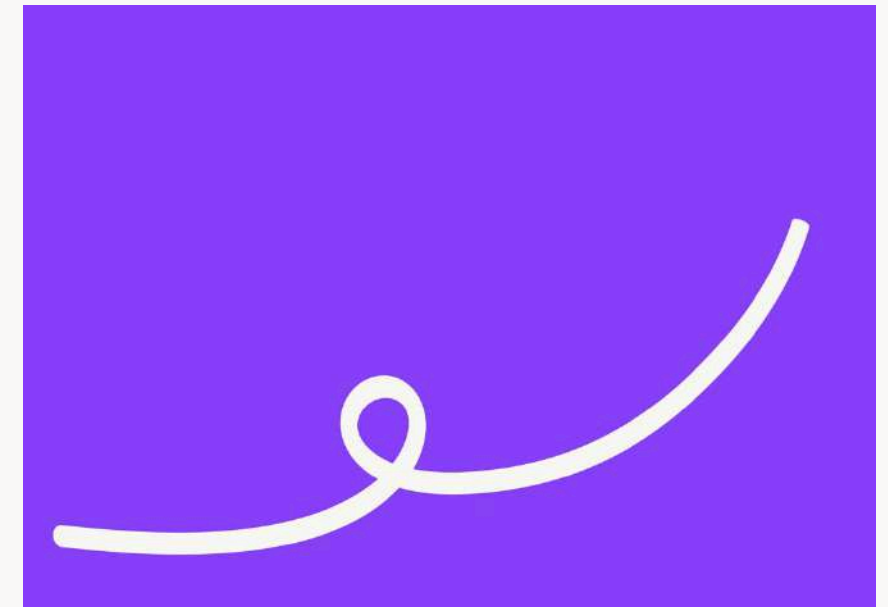
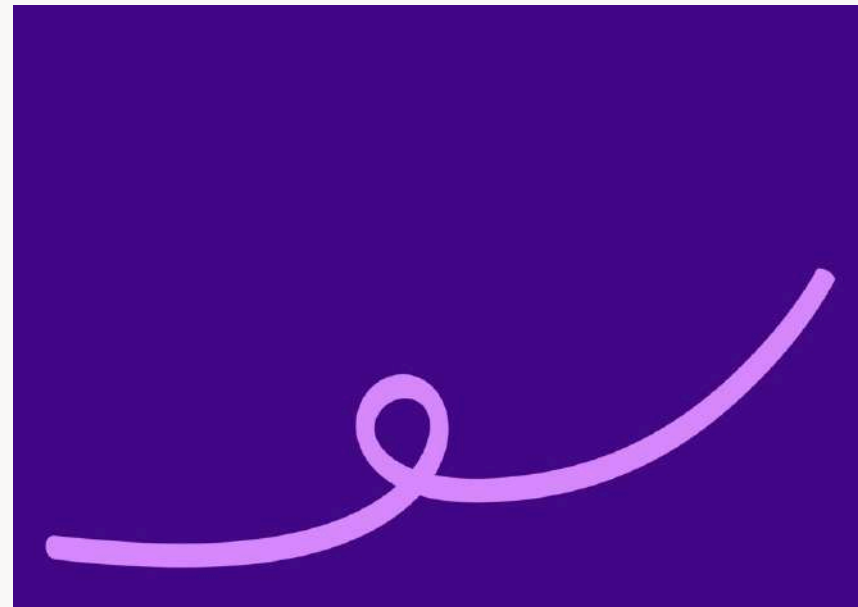
Lifelines can be added within words to add interest to key words.

These words must be used sparingly, mainly as headlines or words that need to pop out.



## Life lines

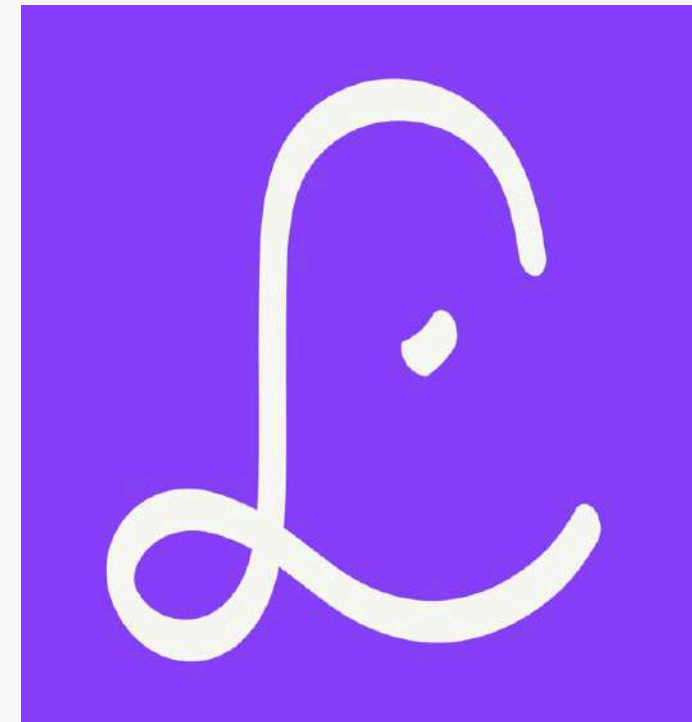
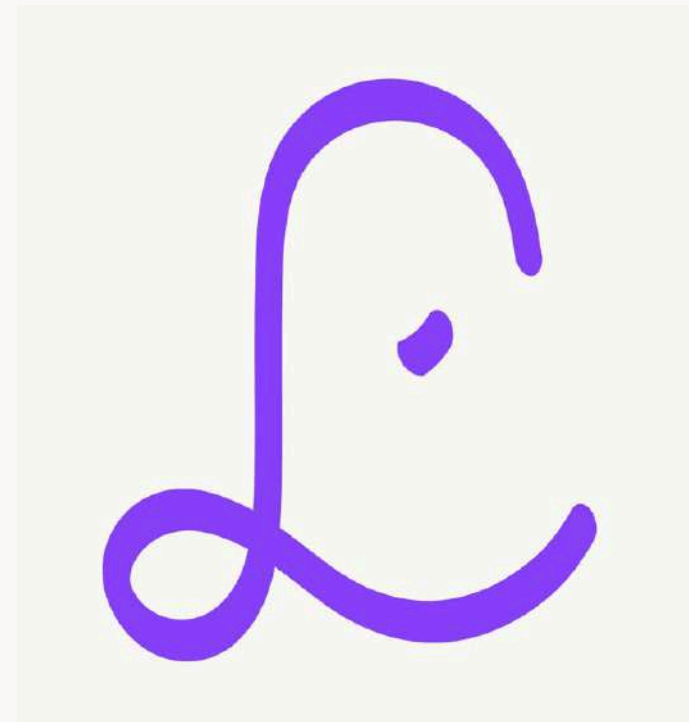
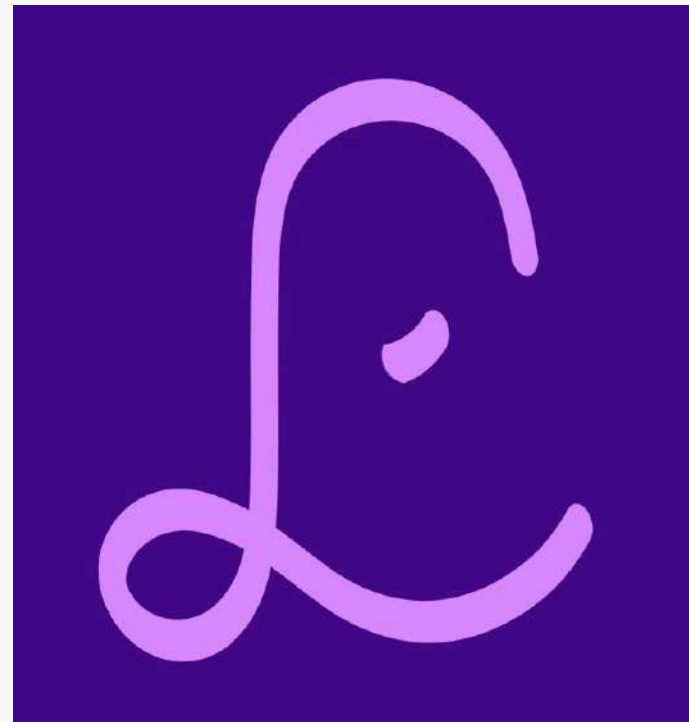
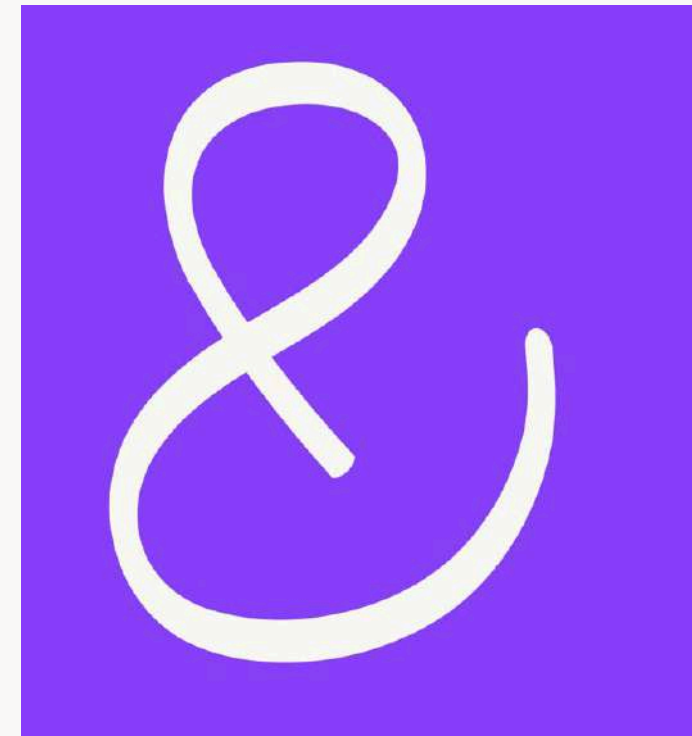
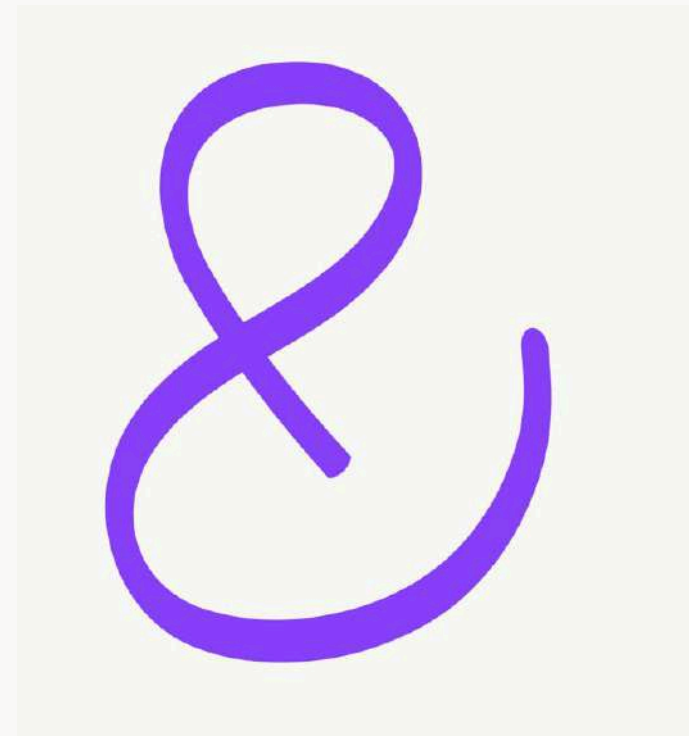
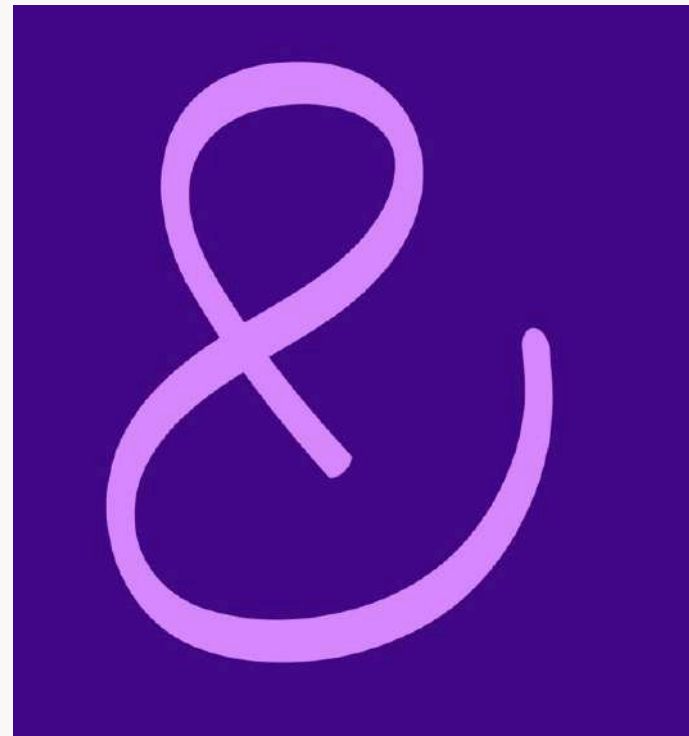
We have animated versions of our lifelines available for use. These work well, to add energy to social media posts and stories, and presentations.



# Life lines

Animated

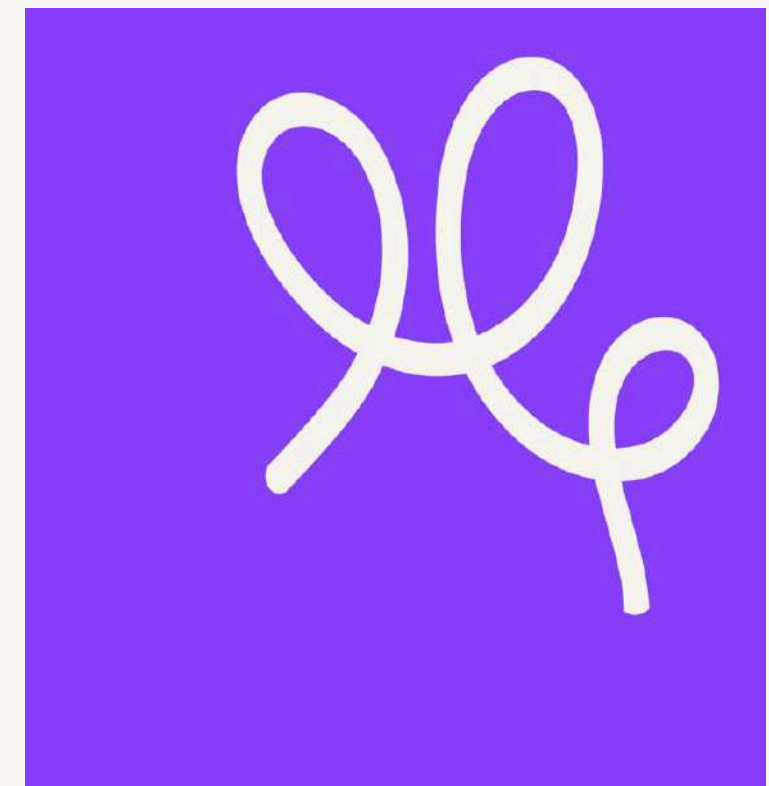
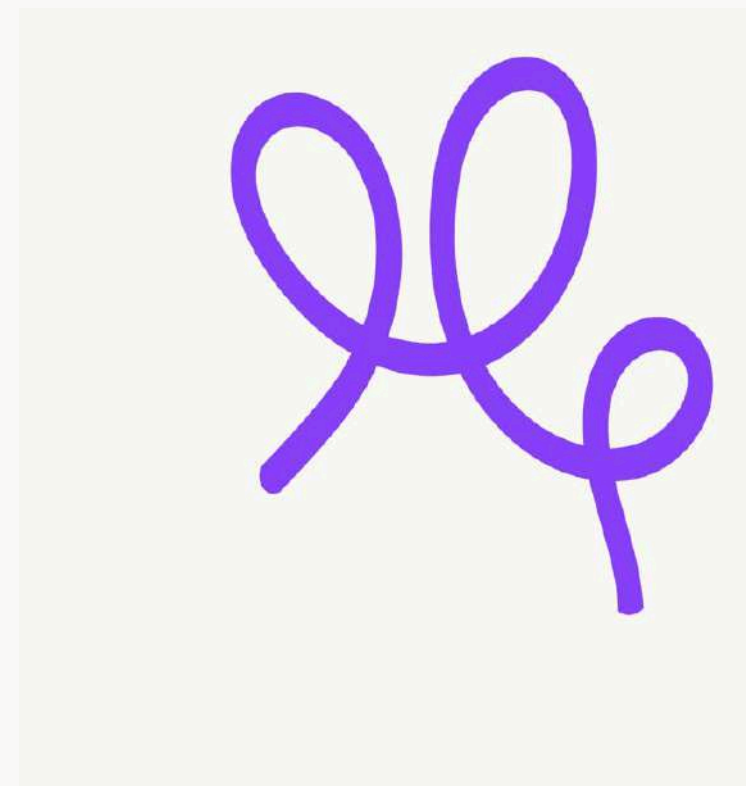
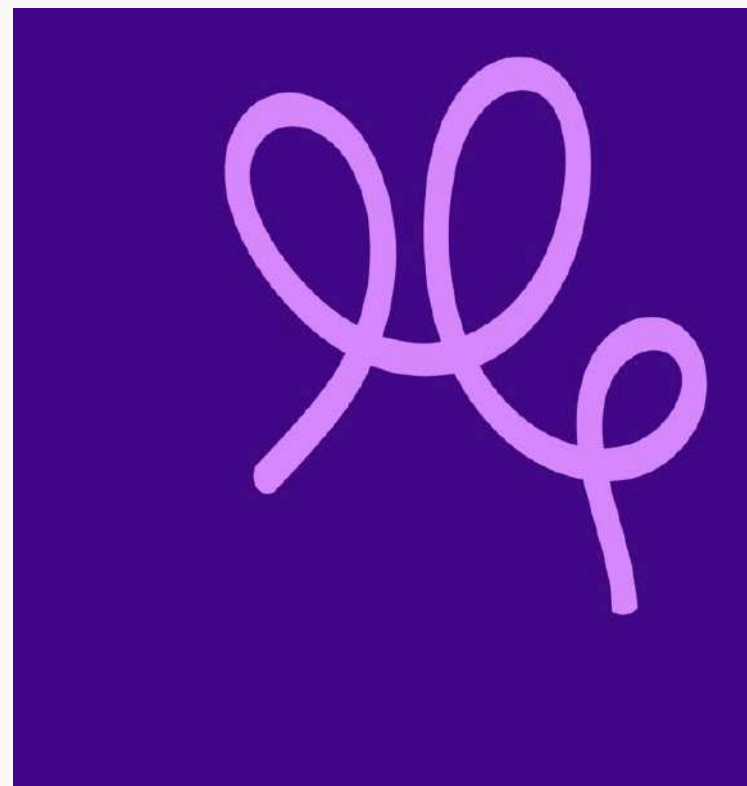
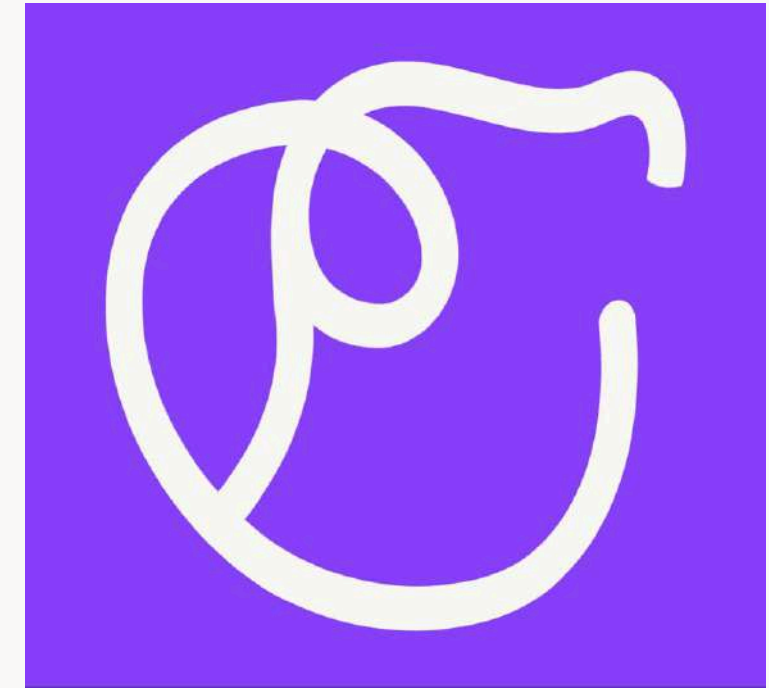
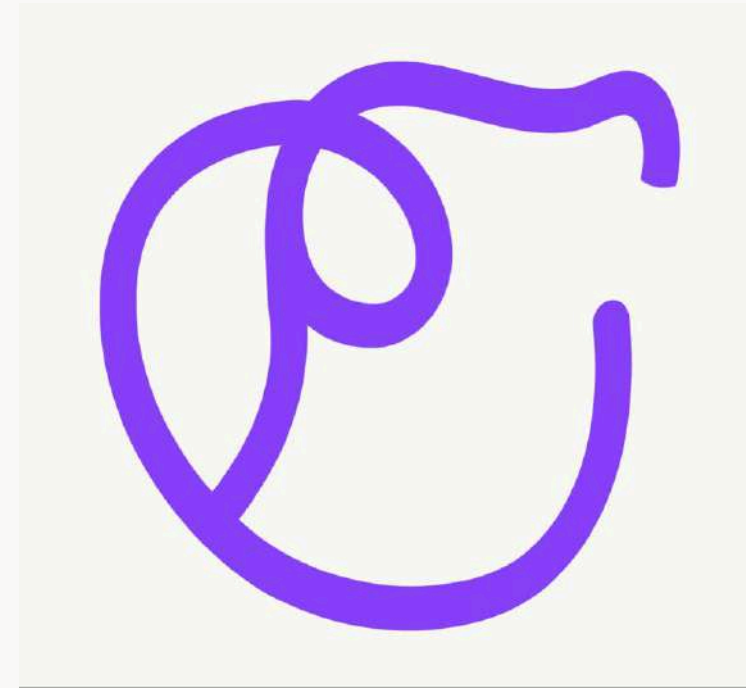
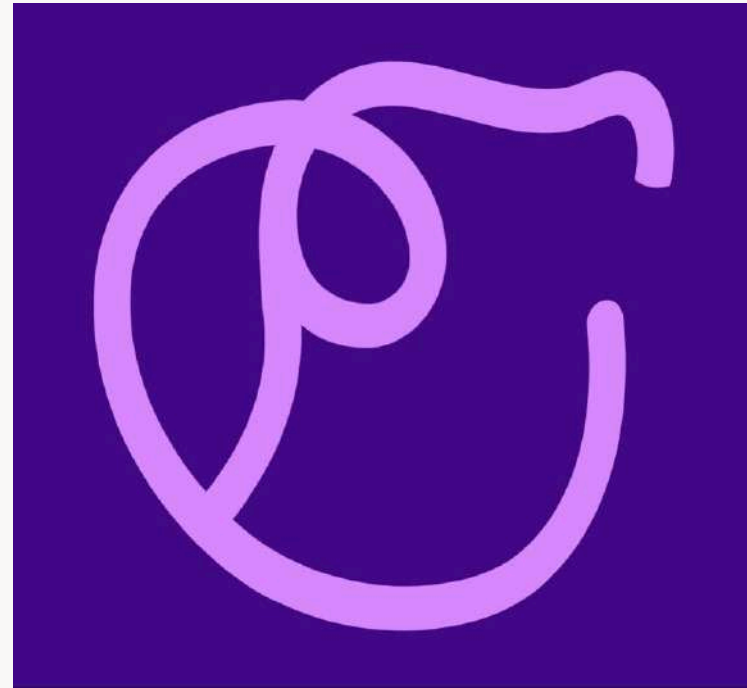
Life lines



# Life lines

Animated

Life lines



## Life lines

### General rules

Lifelines represent journey, movement, partnership and independence, so should be used intentionally. They must always follow a smooth, natural curve and never be distorted.

### Lifelines in words

Lifelines may be integrated into headline text only, never body copy, and only one letter per word may feature a lifeline. Lifelines used in words should enhance, not obstruct, the legibility of the word.

### Ethical placement

Lifelines must not pass across, enter, or touch sensitive anatomical areas of humans or animals, such as necks, eyes, or mouths. If interacting with imagery, lifelines should appear around subjects, symbolically supporting or connecting, not constraining. This ensures visuals remain positive and avoid unintended dark or restricted connotations.

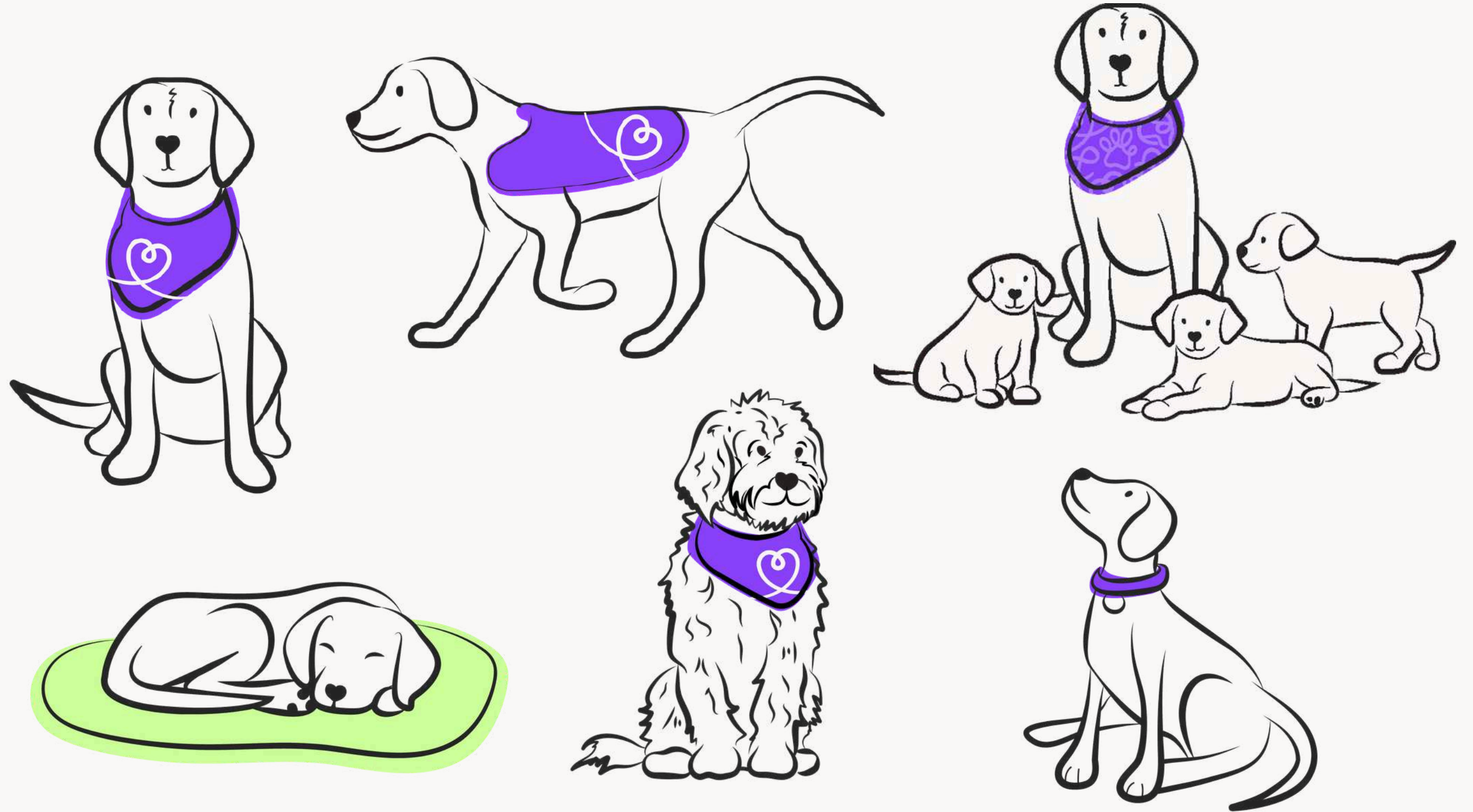


ked dogs should ne. Dogs should ne t cover the face. Do



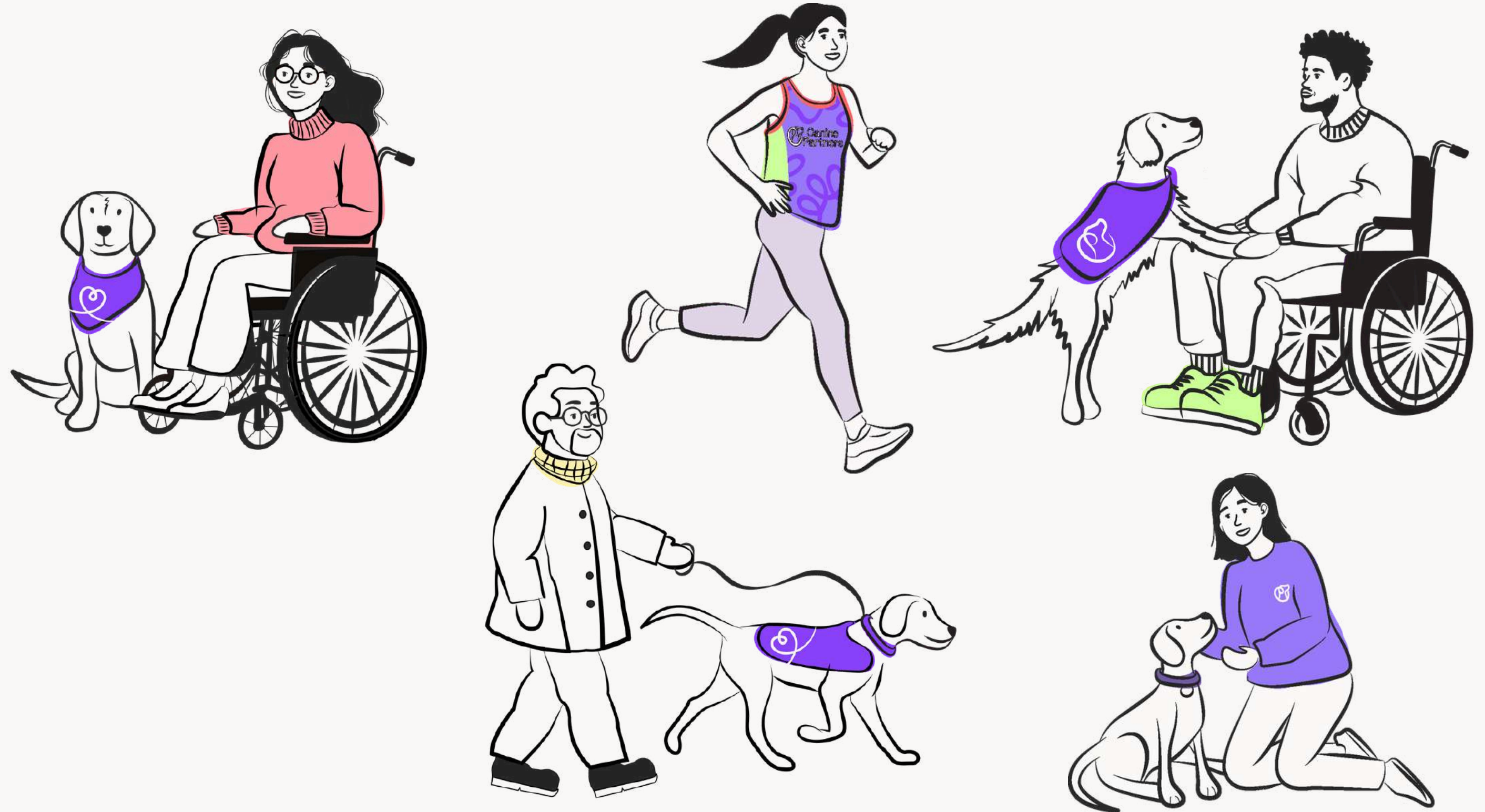
## Illustrations

Dogs

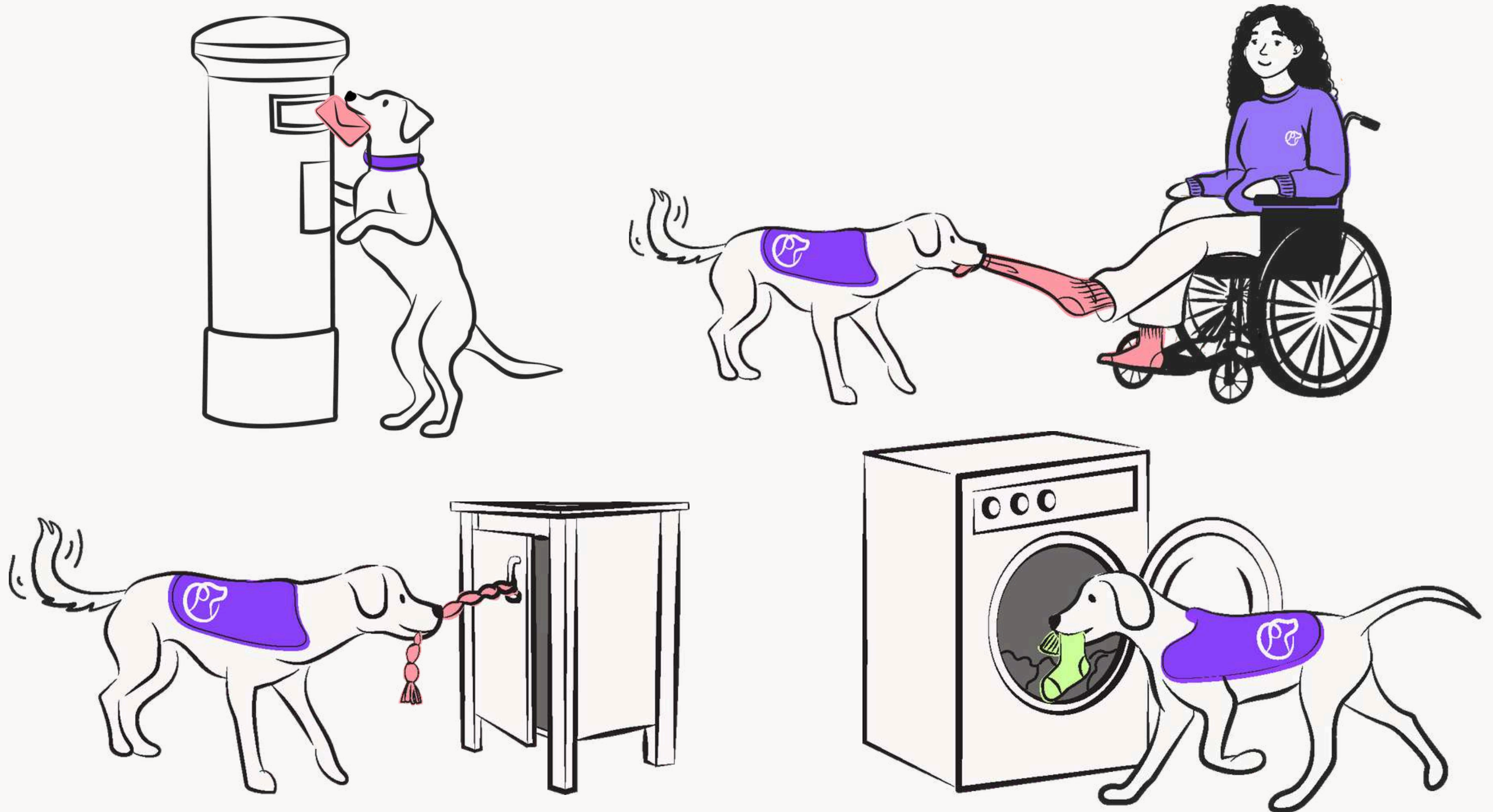


## Illustrations

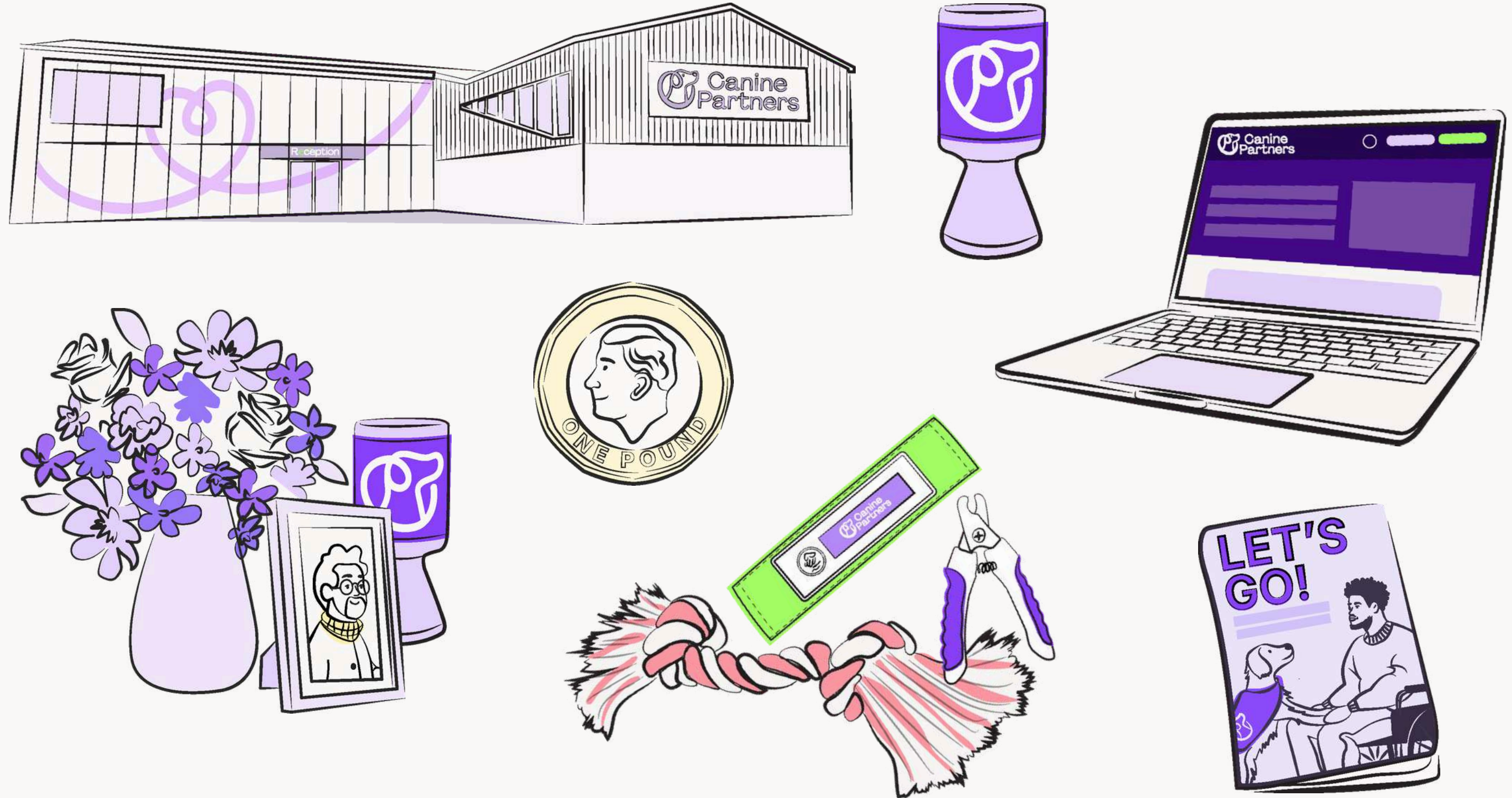
### People



Illustrations



Illustrations



## Illustration usage

### Illustration usage

Illustrations should be used sparingly to avoid clutter and preserve impact, with only one illustration being used per asset for shorter materials such as posters, social posts or single-page designs. For longer-form materials, such as hand outs, guides or manuals, multiple illustrations may be used to aid understanding, provide visual cues and support navigation, as long as they follow the approved style and remain consistent across the document. The illustration style should follow the brand line weight, colour rules and proportions, and should never compete with a photograph of an assistance dog. Photography should remain the lead storytelling component.



### Training dogs for a life of purpose.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



### Foster a puppy. Power a partnership.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad





Clothing	4.1
Dog clothing	4.2
Let's Go	4.3
Facts & figures	4.4
Merchandise	4.5
Homepage	4.6
Social media	4.7
Printed invite	4.8

# 4

# Brand in action



T-shirt



# Clothing

Polo shirt  
Jumper



# Dog clothing

Dog jacket



# Dog clothing

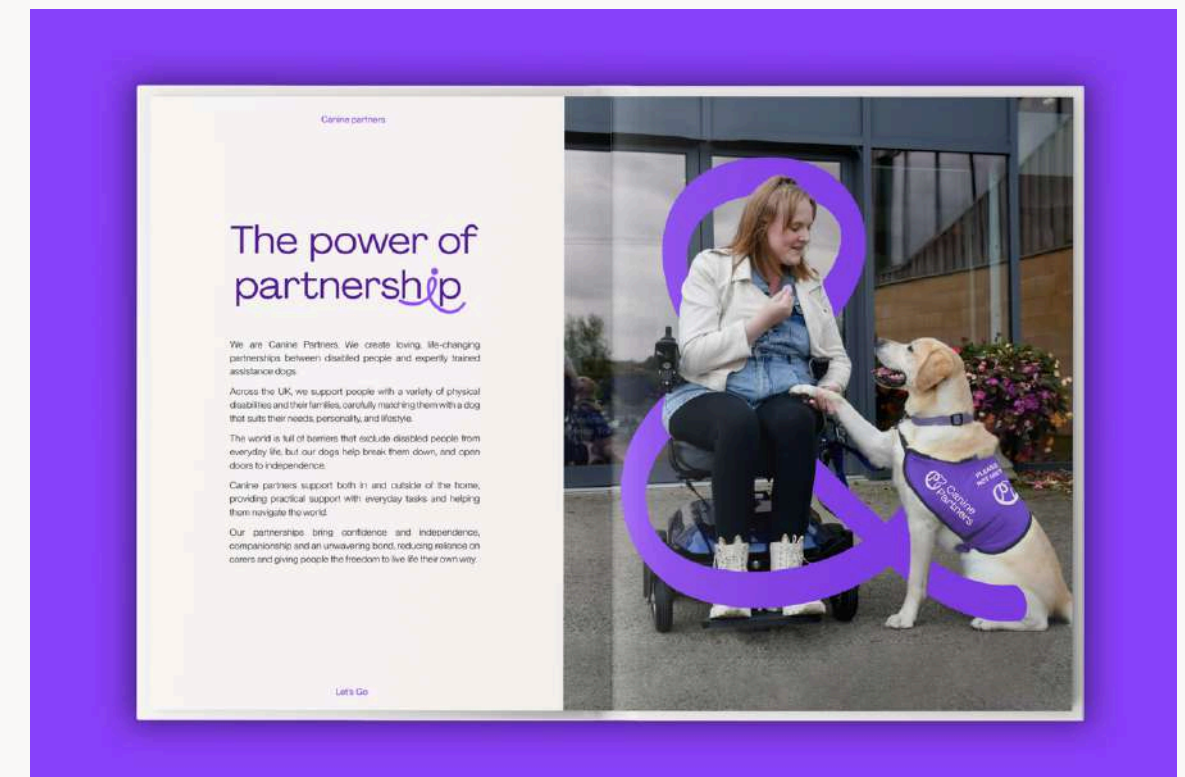
- Bandana
- Collar
- Dog tag



Magazine cover  
Double spread  
Logo



# Let's Go



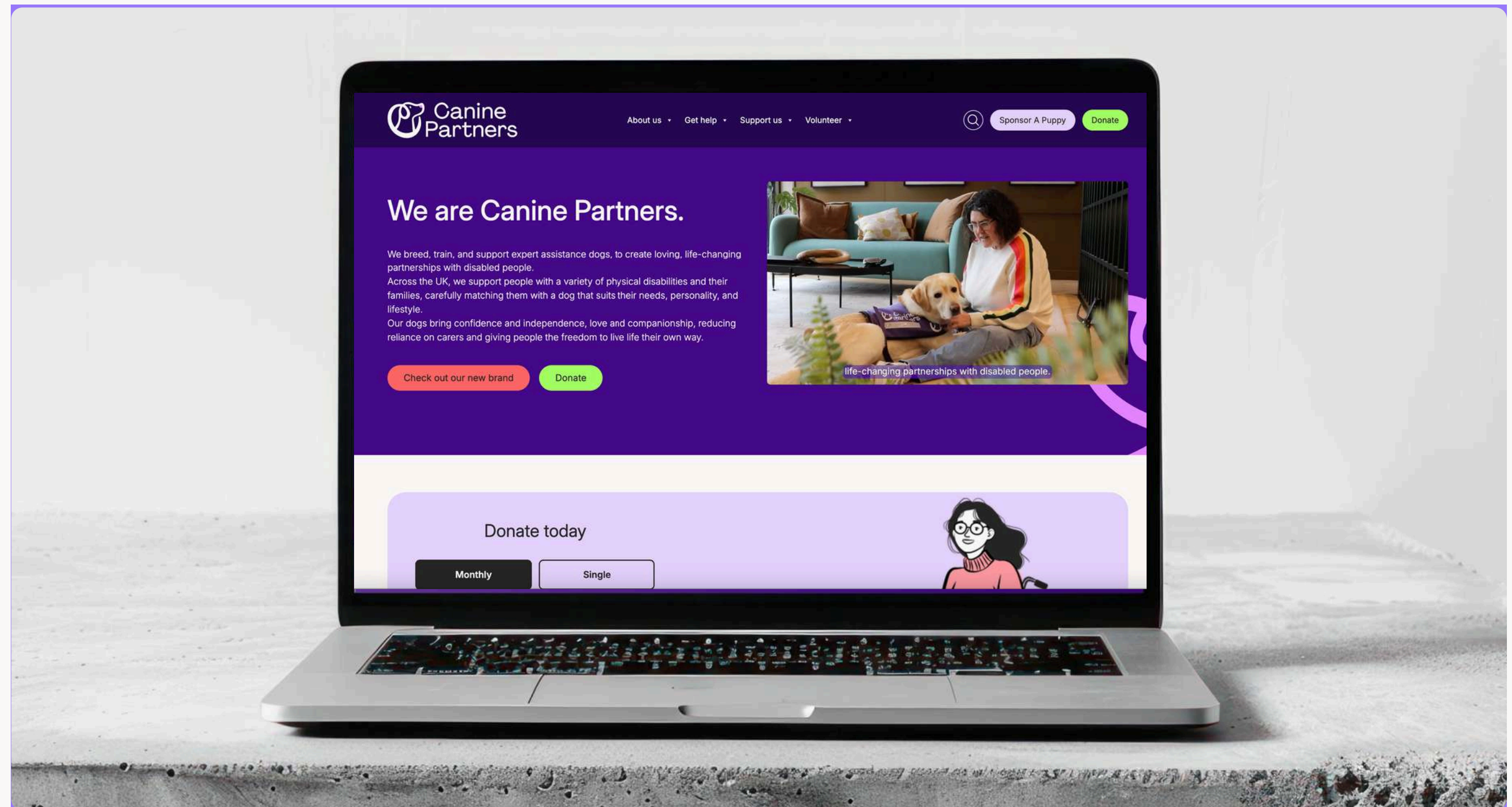
The power of  
partnership  
in numbers



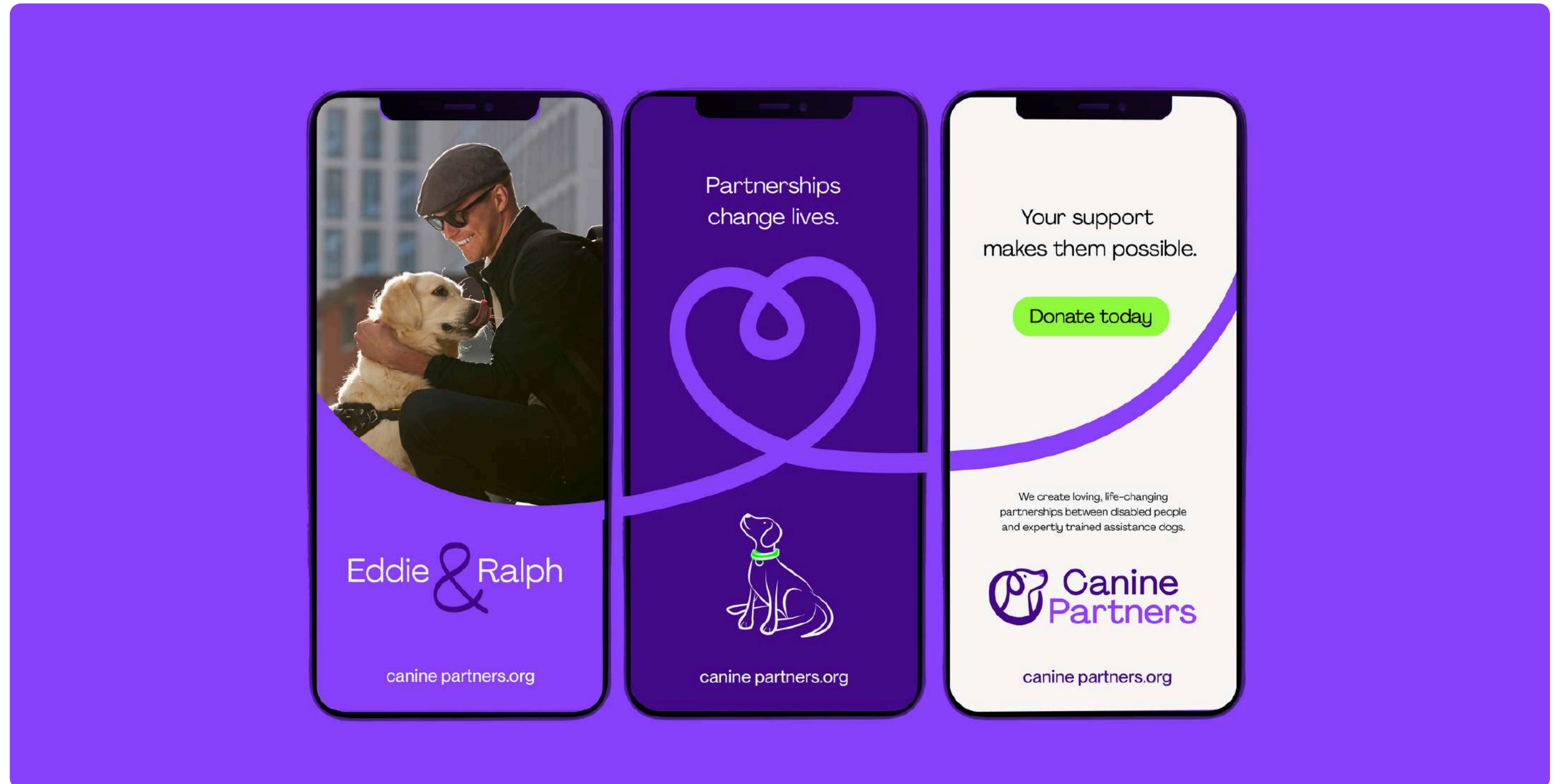
89%

Said their dog goes  
above and beyond what they  
ever imagined

## Homepage

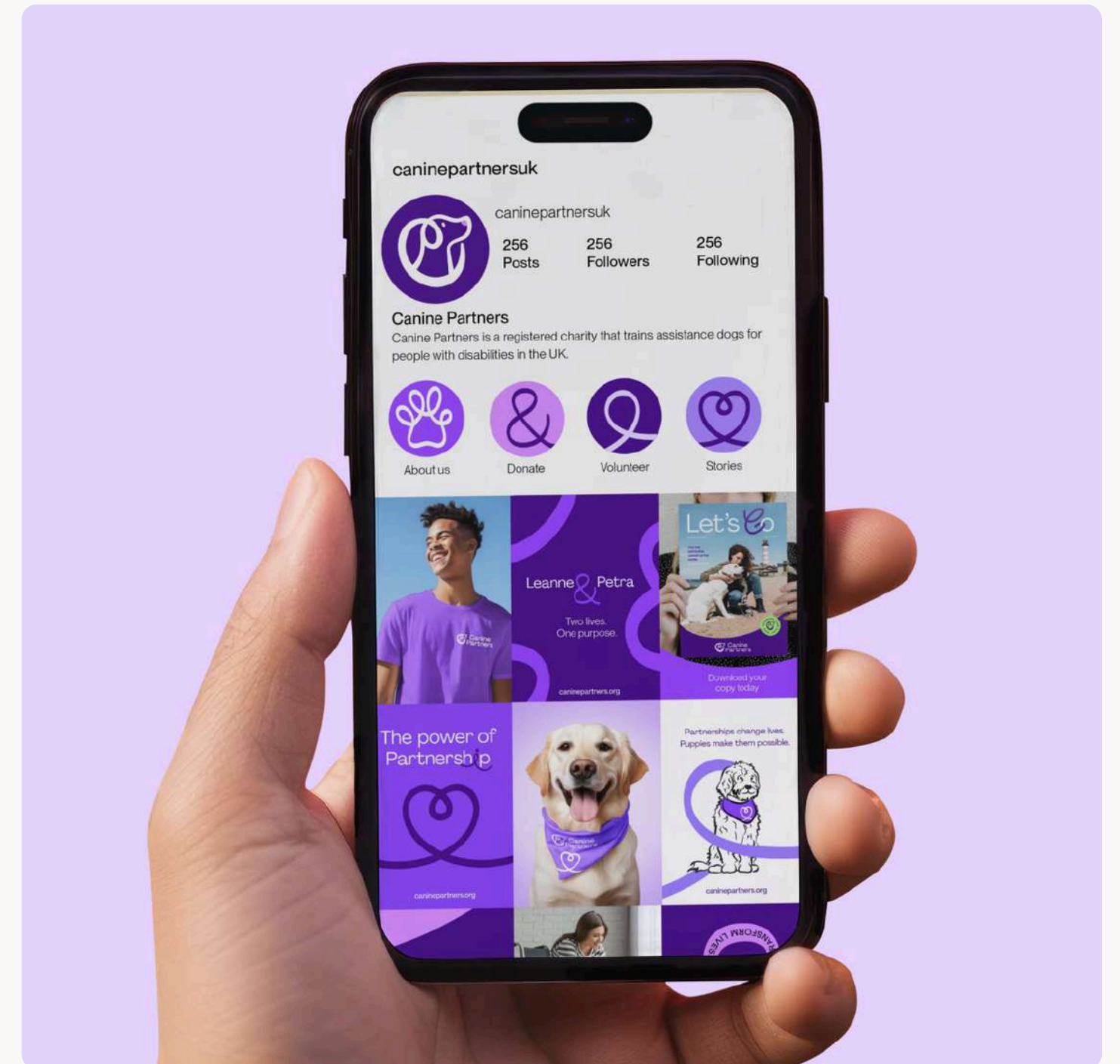
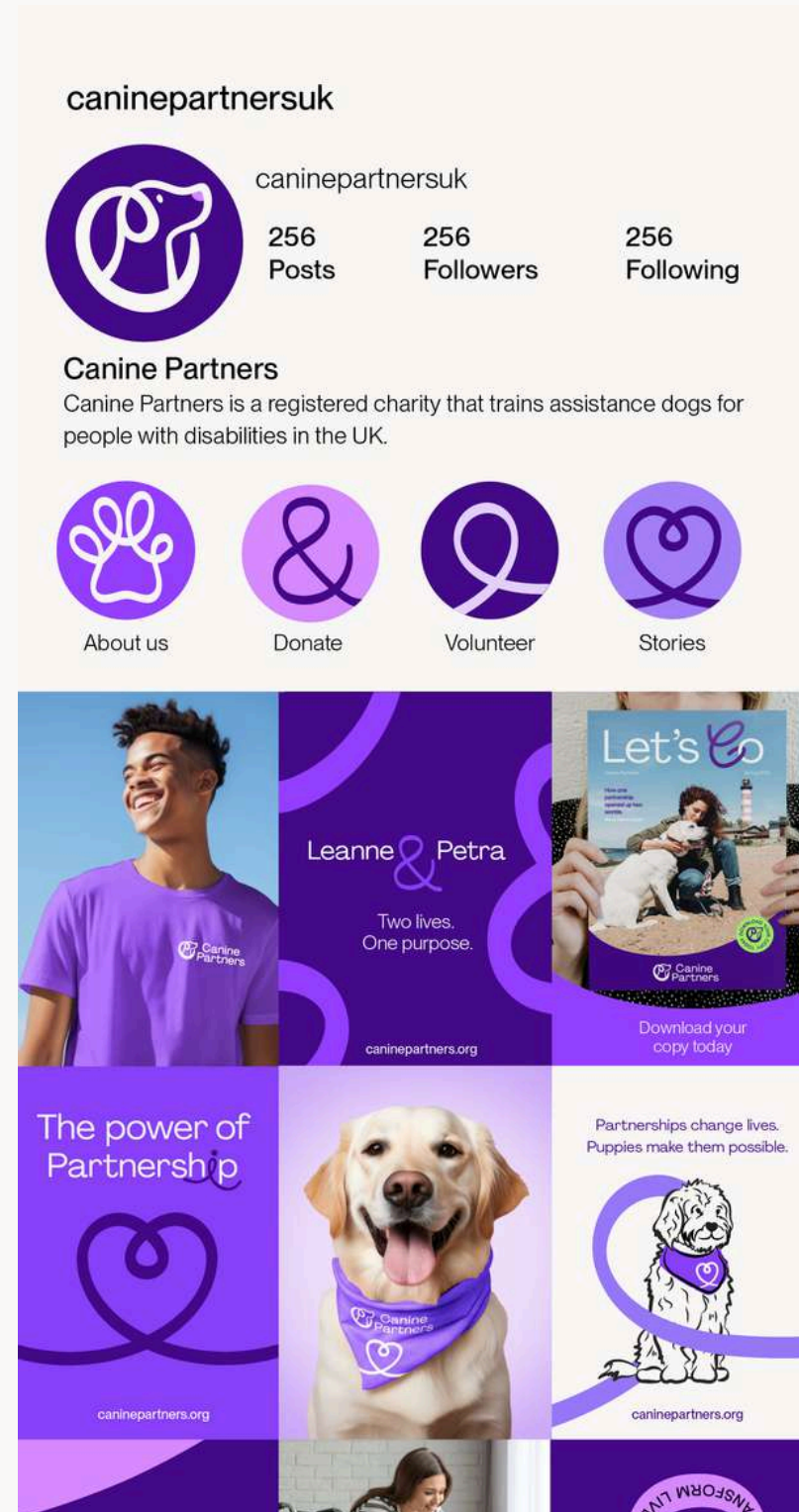


## Social media



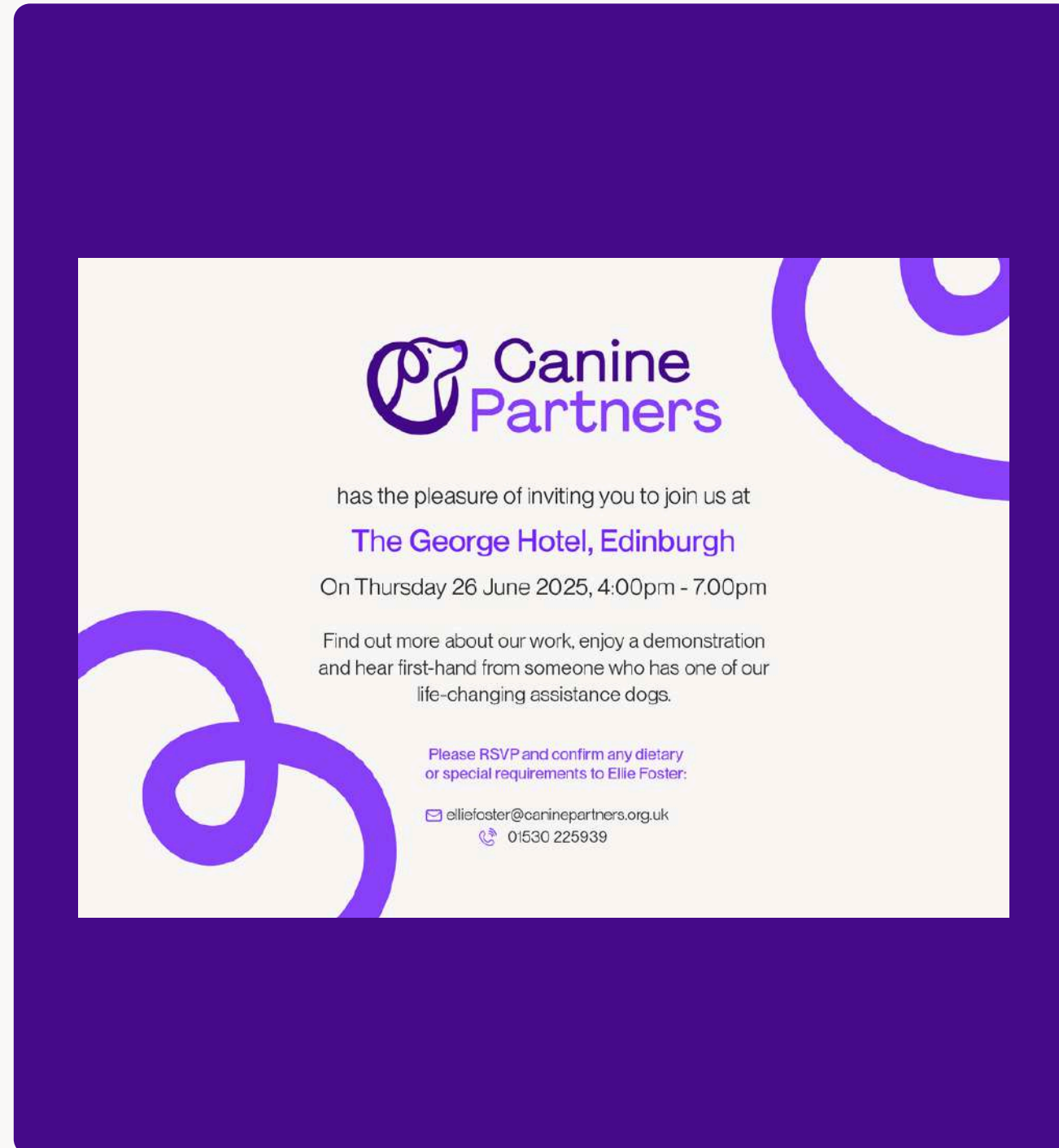
## Social media

Instagram  
examples



## Invitation

High Value  
invitation design  
example



Thank you

---