

Branding Guide 2021



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1. Brand Signature

SIGNATURE

BRAND STORY

Animalia is a Canadian company dedicated to the welfare of animals of all shapes and sizes. Based out of Toronto, we specialize in providing services to connect pet owners to the resources they need, including food supply, expedited pharmaceutical deliveries, and specialized veterinary care.

We believe in connecting pets and vets; and we are confident the best way to do this is to make animal care easy, affordable, and accessible. Every year we look to grow into this emerging market, to better serve all clients in Kingdom Animalia.

2. Logo

LOGO

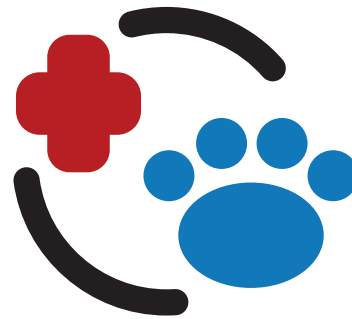
PRIMARY LOGO

Whenever possible, the logo should be reproduced in colour. However, where legibility is a primary concern, secondary logos should be considered.

The icon element is acceptable to deploy in isolation, but the word mark should never appear without its graphic counterpart.

Vectored art (EPS, AI, & SVG) should be used for print and large scale logo applications.

Rasterized art (PNG, JPEG) should be used where file size is a consideration, and is appropriate at small sizes. However, the logo must be clearly legible at all times.



Animalia



CMYK: 0 83 80 28

WEB: #b82025



CMYK: 93 34 0 28

WEB: #0d79b8

LOGO

SECONDARY LOGOS



The secondary logos are used for solid colour and photographic backgrounds; they are also for black and white applications (including general text documents and receipts). The logo may also be set in black on white when appearing at a size below 1.5" in width.

LOGO

PROPER USE

The Animalia logo must always have adequate space with respect to its surrounding elements. The capital letter A is used to measure the necessary white space.

The logo should never appear smaller than 1" wide, with the only exceptions being social media icons, mobile application headers, and favicons.

EXCLUSION ZONE



MINIMUM SIZE



LOGO

IMPROPER USE

1. Only the designated fonts should be applied to the word-mark
2. There should be no drop shadows present in the logo
3. The logo should not be rotated
4. The logo should not appear in colours not encompassed in the brand; it should also only appear as a single colour
5. The logo's proportions must be properly maintained at all sizes
6. The primary logo must not appear on photographic or coloured backgrounds



1

2



3



4

5



6

LOGO

IMPROPER USE

7. Additional components should not be added to the logo
8. The graphic component of the logo should not be modified
9. The word-mark should not appear in isolation
10. Gradients should not be used in the logo
11. The primary logo should not have its opacity modified
12. The secondary logos must be chosen for contexts in which they are readable (white on dark or black on light)



7



8

Animalia

9



10



11



12

3. Typography

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Rubik Bold

Rubik Italic

Rubik Regular

The Animalia branding employs a single, sans-serif font family: Rubik, and most regularly uses bold and regular weights.

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Trebuchet MS Bold

Trebuchet MS Italic

Trebuchet MS Regular

When working in print applications, it is recommended to use Trebuchet MS as an alternative when the primary font is unavailable.

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Bold

Nunito Italic

Nunito Regular

When working with text in web and mobile applications, it is recommended to use Nunito (Google Fonts) as the alternative.

Thank you



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