

**SNOUT**



**BRANDING GUIDELINES**

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# MISSION STATEMENT

**Snout is a non-profit organization that aims to put shelter animals into loving homes. The Snout app matches up pets with owners based on breeds and species across the country. Through the app, owners can keep their pets' records, buy pet supplies, find local certified veterinarians, and adopt animals through a diverse database, where all the proceeds go to the ASPCA and the Humane Society of America.**

LOGO



# LOGO INTRODUCTION



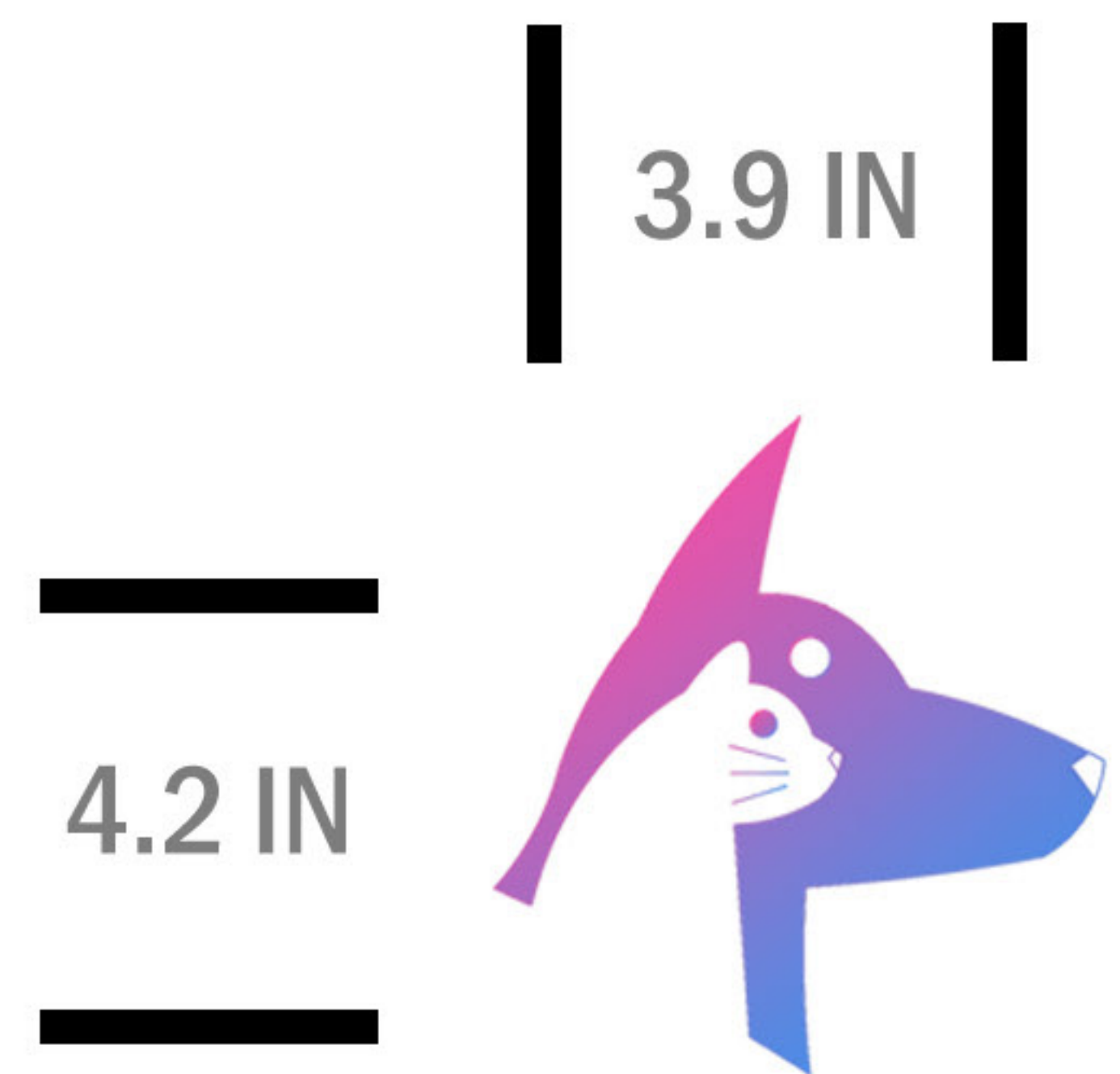
**The Snout Logo was created through Adobe Illustrator using the shape tool and pen tool.**

**The cat area is transparent while the dog area is a gradient of pink and blue.**

# SIZING AND FORMATTING

## MINIMUM SIZES

The measurements on the right tell how small the logo design is allowed to be and its exact limit on the smallest possible size it can be reproduced in.



## FORMATTING

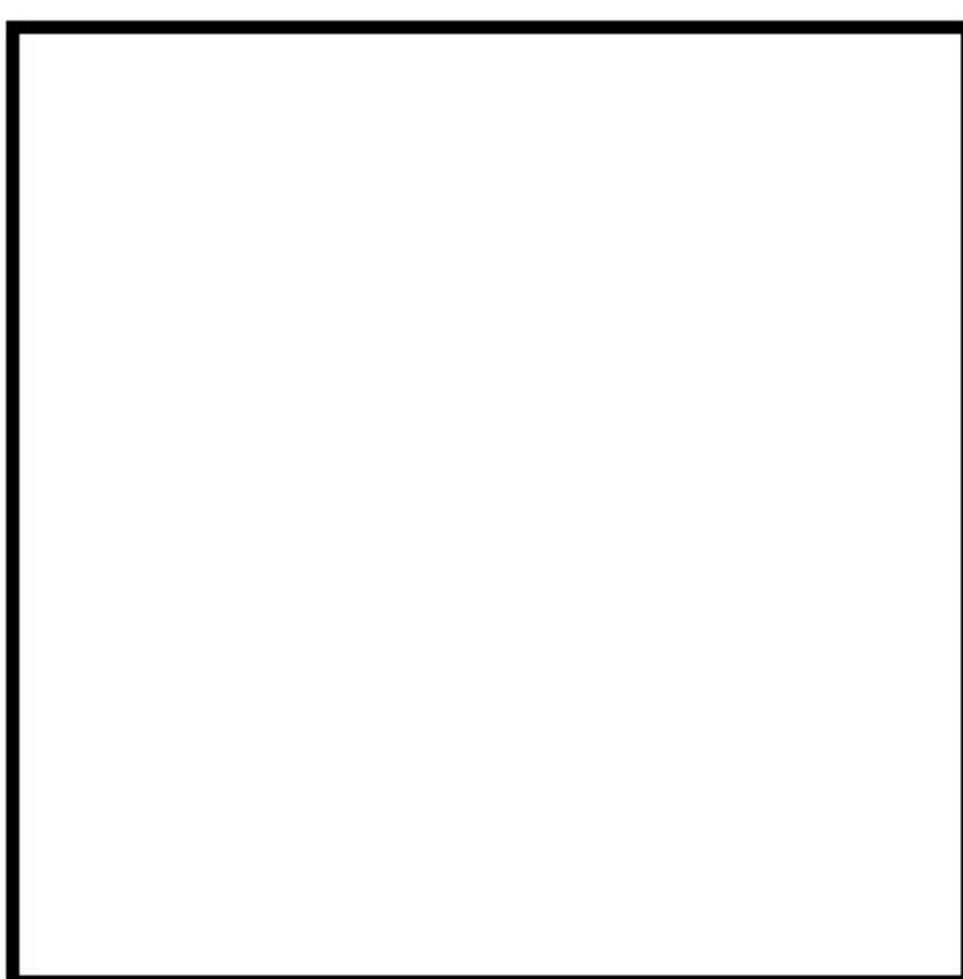
The logo and Snout name should be combined together horizontally only. How far the logo and Snout name should be from each other is shown on the left.

# COLOR PALETTE

# THE COLOR PALETTE

## COLOR PALETTE

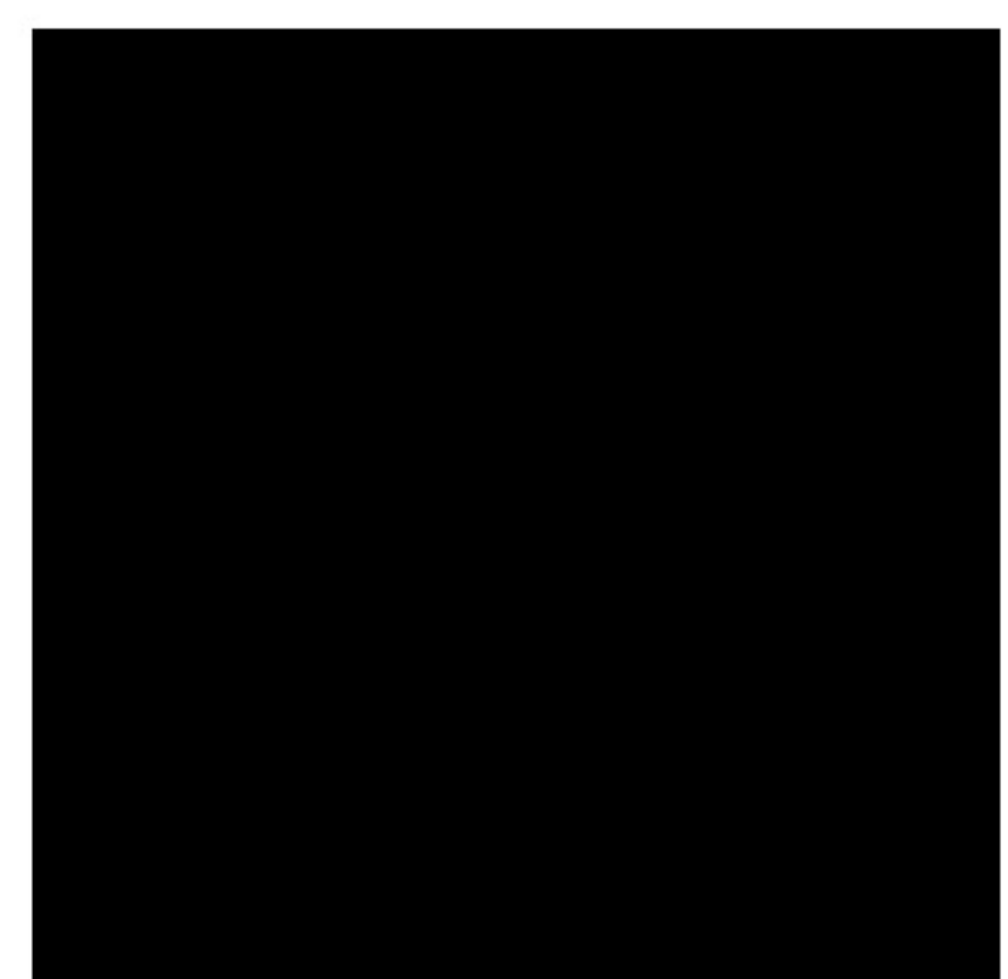
Snout has a strict color palette of an analogous combination of pink, purple, and blue that contrasts with our white, black, and grey. To keep the brand's elements in the most genuine way, these specific shades should be used in any designs.



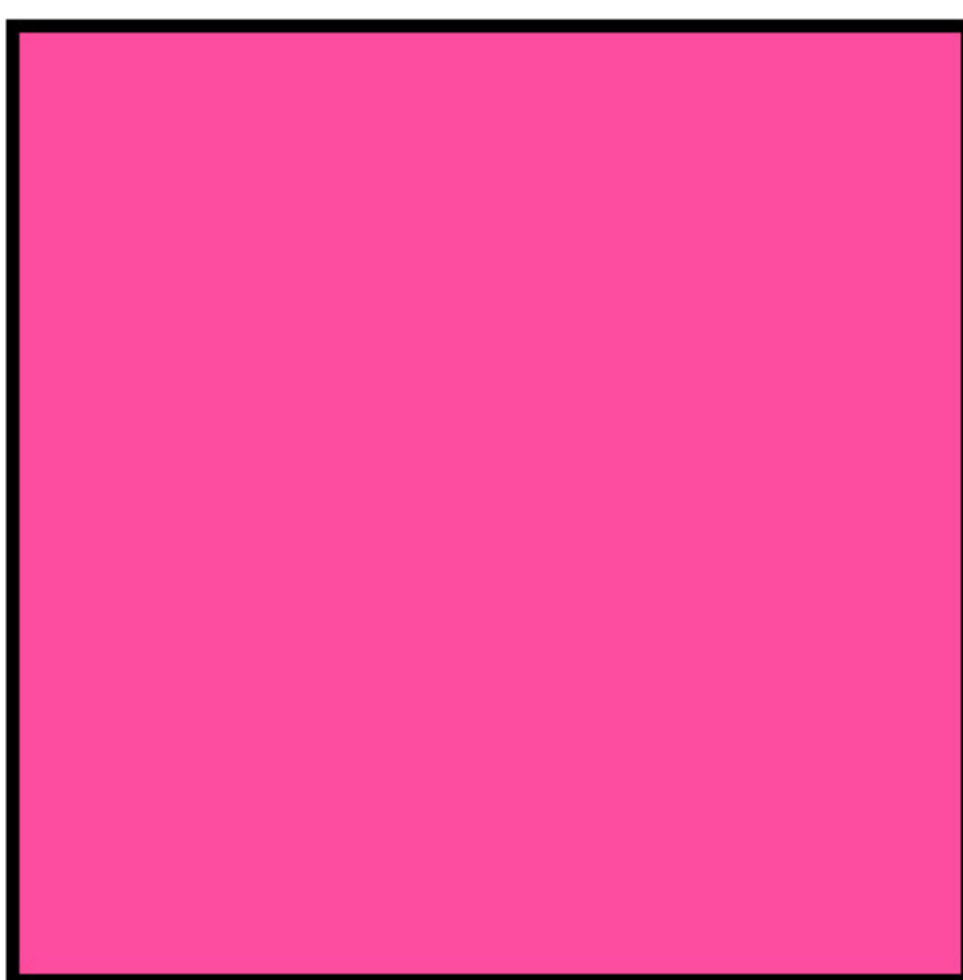
C0 M0 Y0 K0  
R255 G255 B255  
HEX#FFFFFF



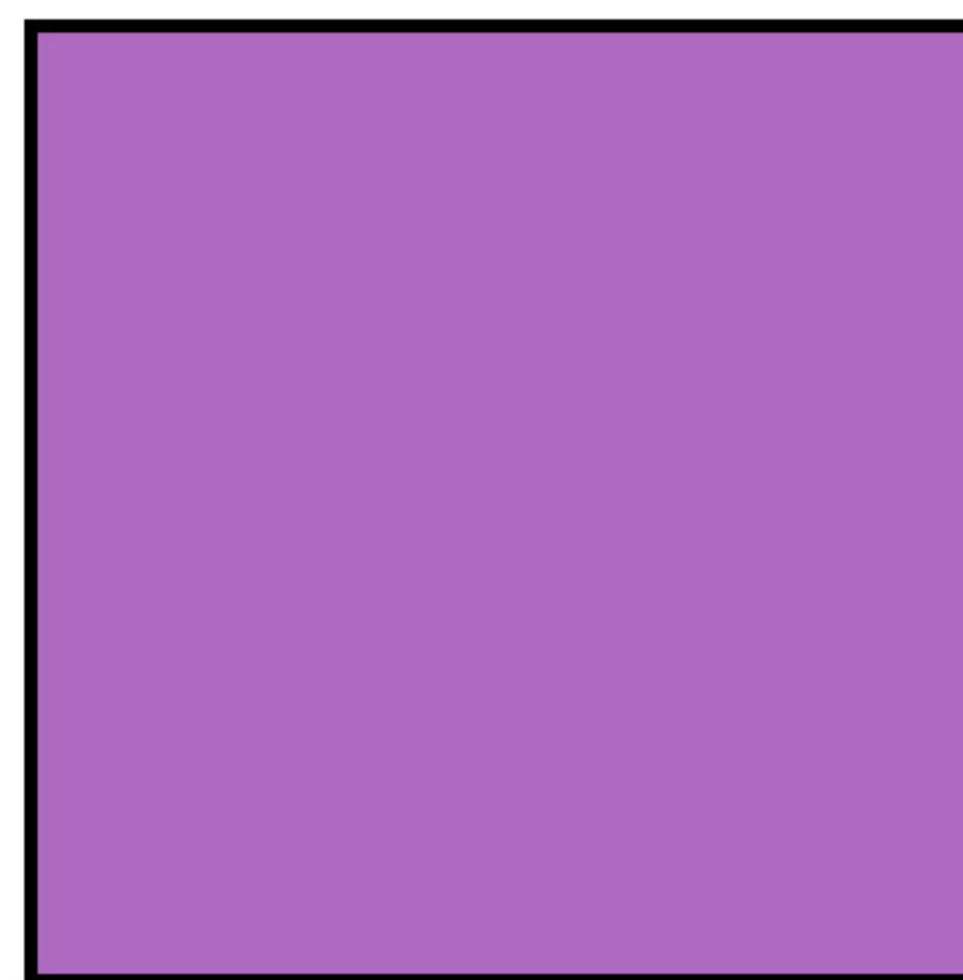
C53 M44 Y44 K9  
R125 G125 B125  
HEX#7D7D7D



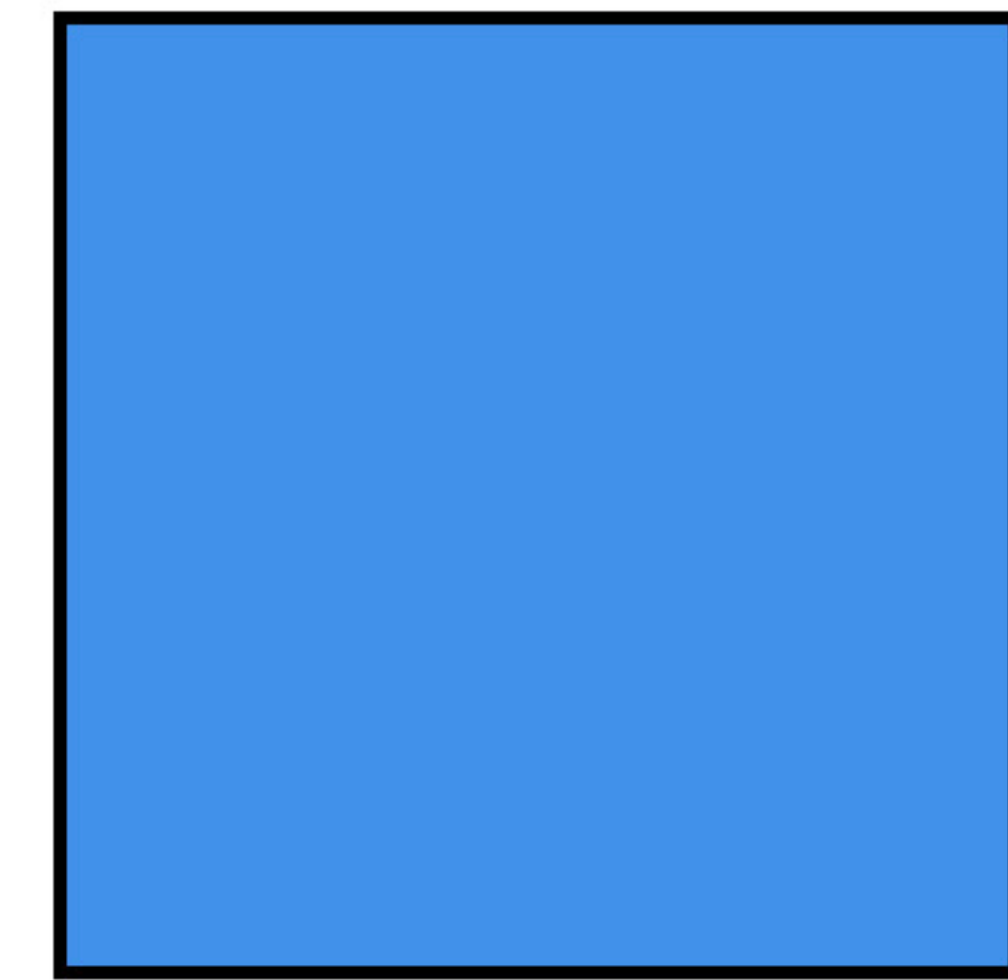
C75 M68 Y67 K90  
R0 G0 B0  
HEX#000000



C0 M84 Y0 K0  
R253 G77 B160  
HEX#FD4DA0



C36 M68 Y0 K0  
R174 G106 B192  
HEX#AE6AC0



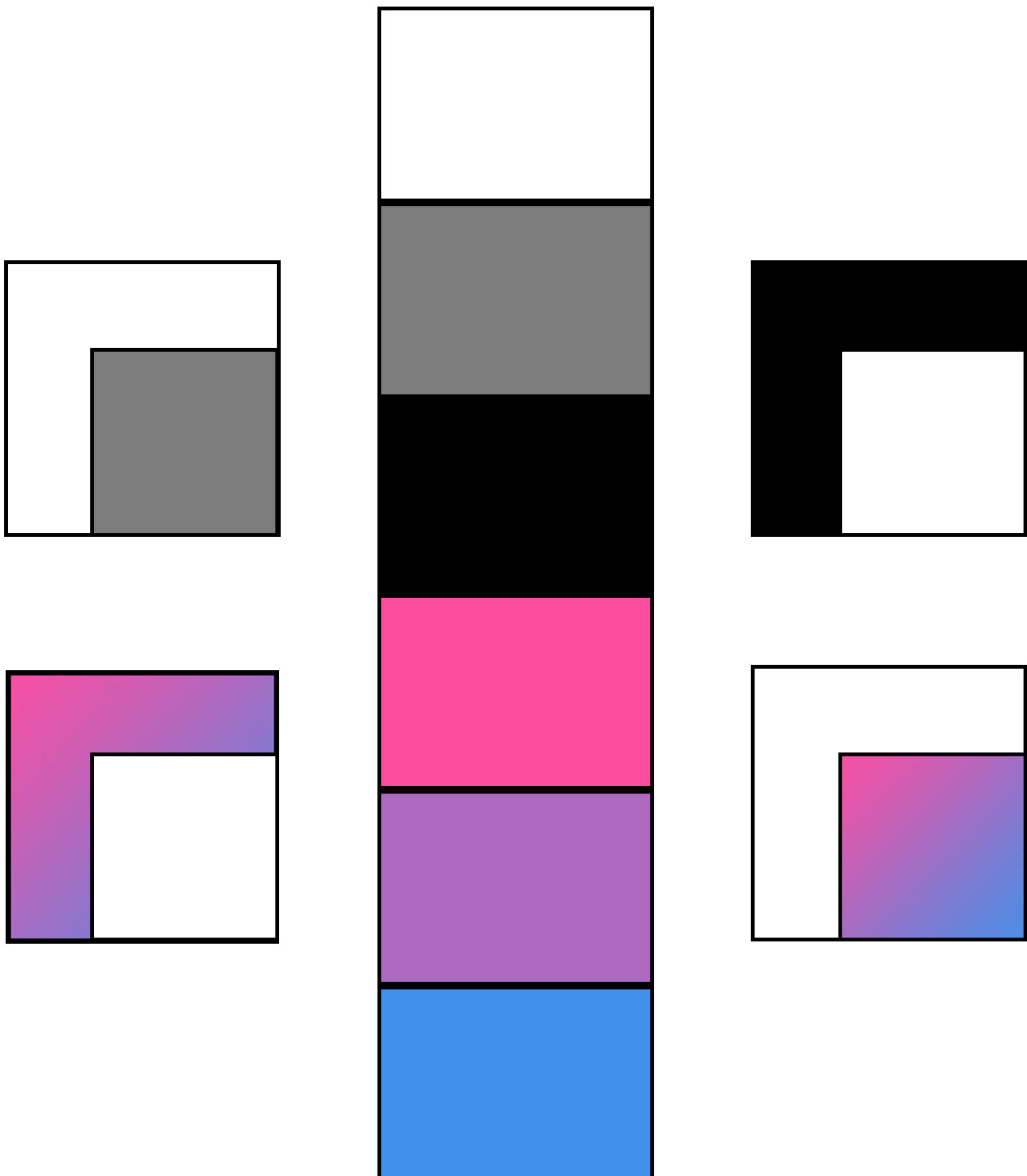
C68 M37 Y0 K0  
R65 G145 B234  
HEX#4191EA



# USING THE COLORS

## COLOR COMBINATIONS

The following examples below are the only ways the colors in our palette may be combined.



**TYPOGRAPHY**

# FONTS

## RULE OF THUMB

There is no limit to how large the fonts may be but the font can be no smaller than 12 pt.

## LAQONIC 4F UNICASE

This font is an all caps font that is used exclusively for headings and the Snout name located next to the logo.

LAQONIC 4F UNICASE REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

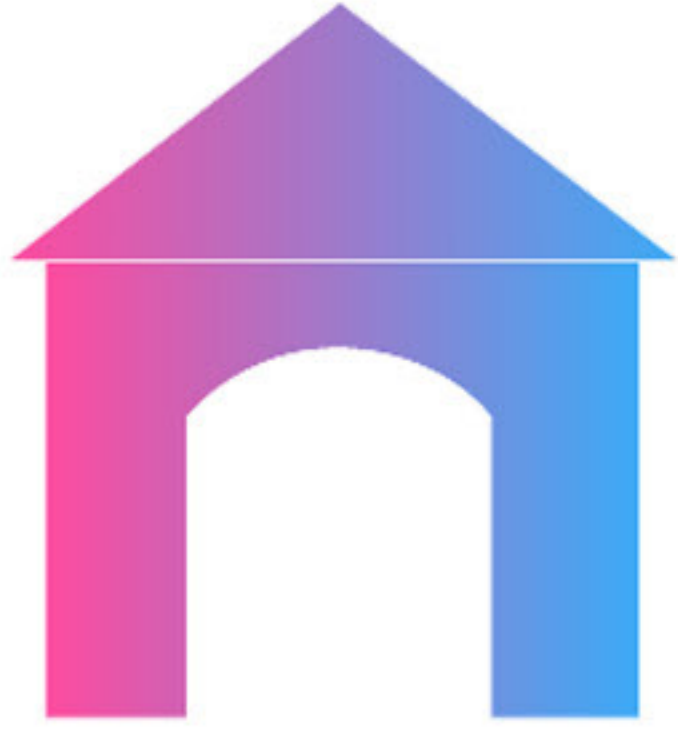
## FRANKLIN GOTHIC MED COND

This font is the primary font for any body and it includes both all caps and lowercase.

Franklin Gothic Medium Cond Regular  
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

**ICONS**

# ICONS



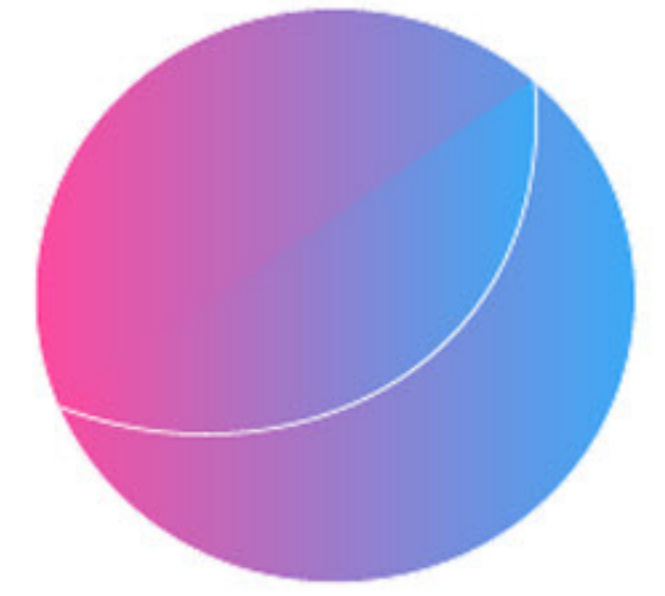
Home



Dog Bone



Food Bowl



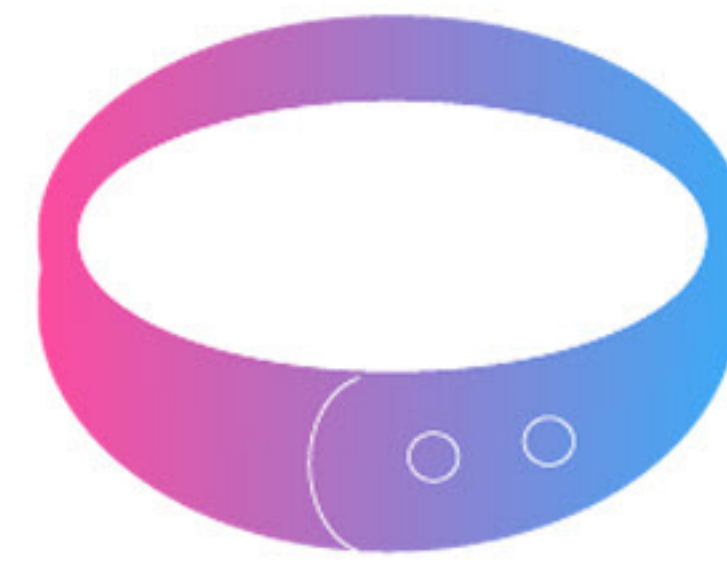
Tennis Ball



Paw Print



Kennel



Collar



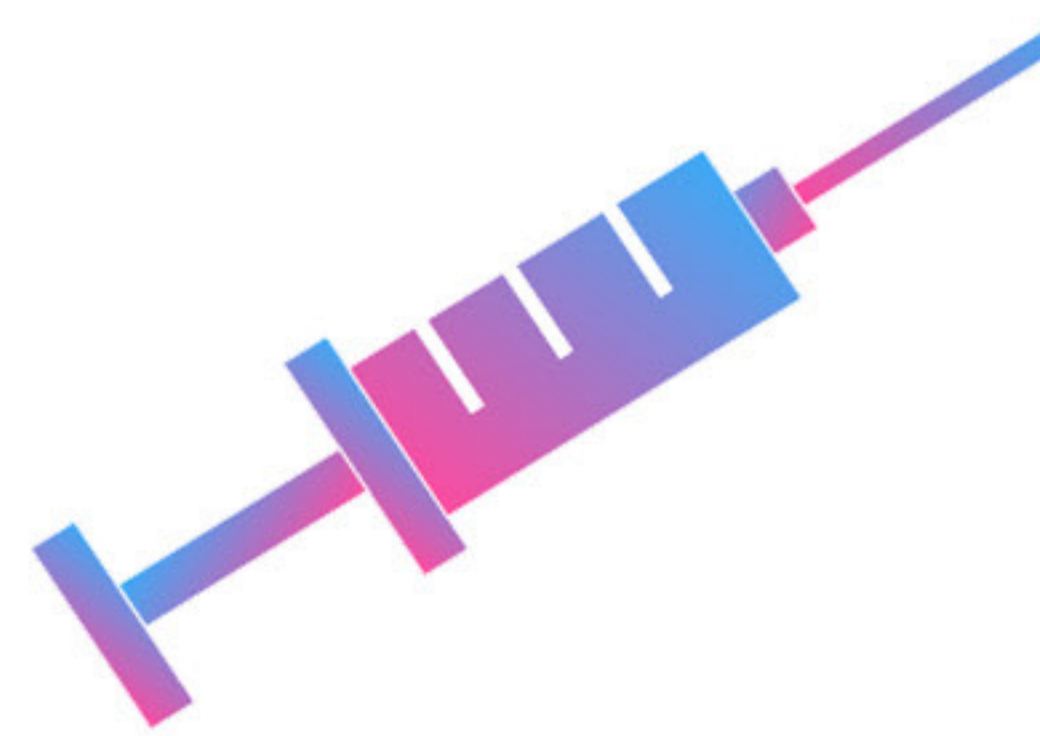
Scissors



Medical Box



Soap



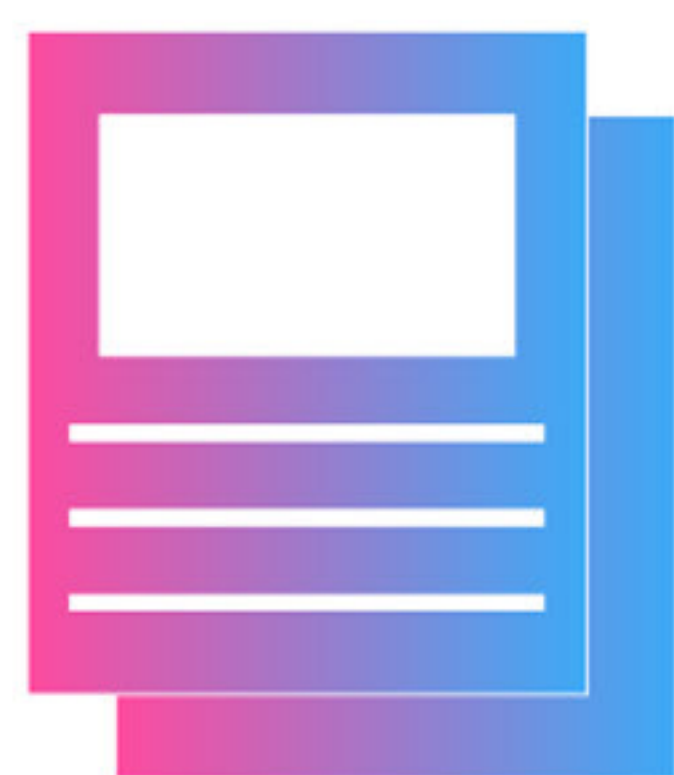
Syringe



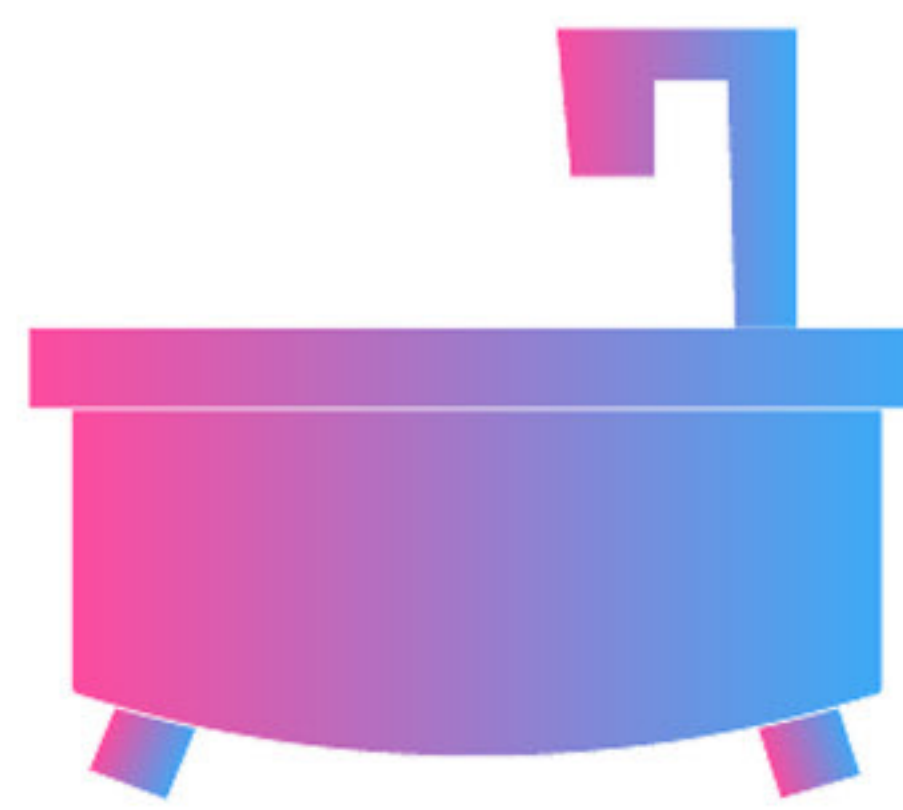
Cone



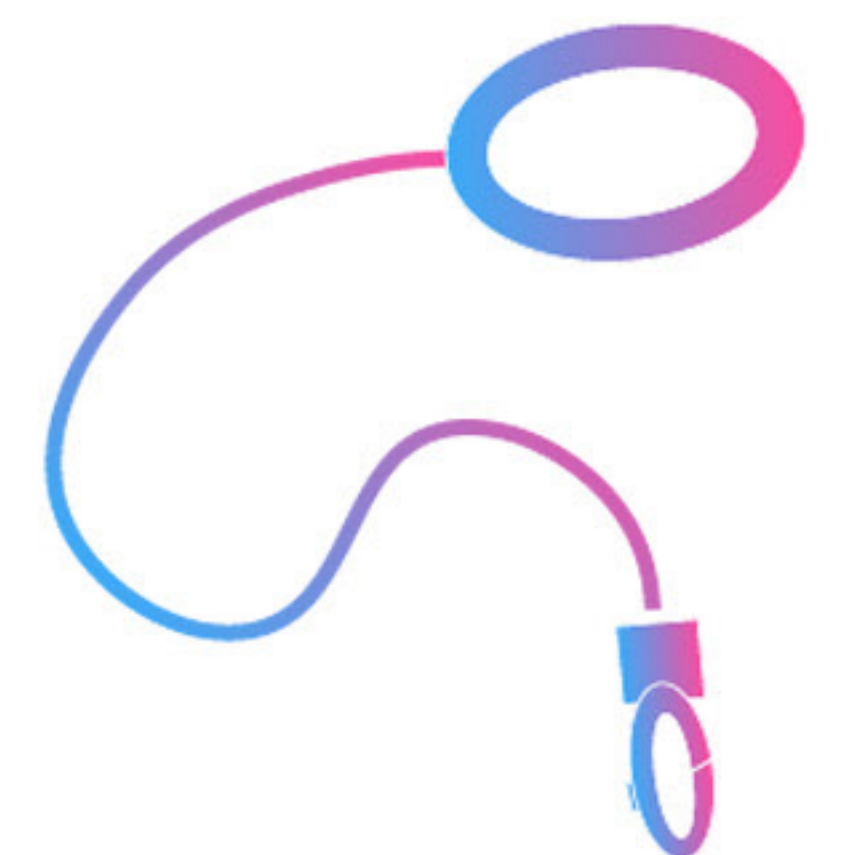
Certification



Records



Bath



Leash

**APPLICATION**

# LANDING PAGE

## SNOUT LANDING PAGE

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.



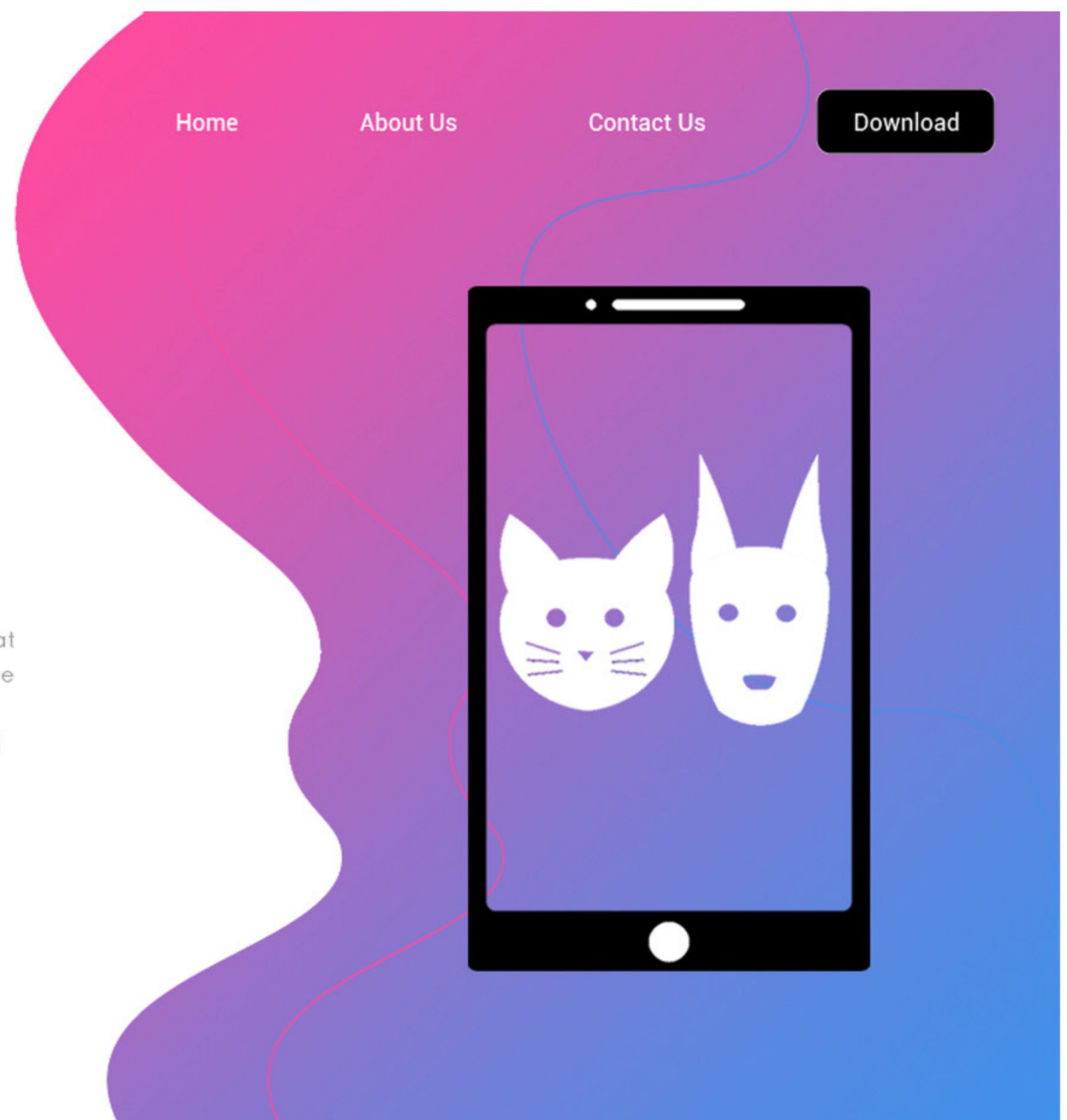
### Matching the Perfect Pet with the Perfect Owner.

Snout is a non-profit organization that aims to put shelter animals into good homes. The Snout app matches up pets with owners based on breeds and species across the country. For only the cost of transit and vaccination fees, your new pet will have an entire profile that contains all their records and information about the breed. And because your pets' health is important, the app also lists all veterinarians with user reviews as well as products you can order and have shipped to your home for your pet. Best of all, it all goes to a good cause.

ALL PROFITS PROCEED TO LOCAL ANIMAL SHELTERS, THE ASPCA, AND THE HUMANE SOCIETY.

[Learn More](#)

[or contact](#)



# WEB BANNERS

## SNOUT WEB BANNERS

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.



MATCHING THE PERFECT PERSON  
WITH THE PERFECT PET.

**DOWNLOAD**



**DOWNLOAD**



**SNOUT** 