

popsicool.[®]
bone broth ice pops

branding guide 2020

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preface



Nations, people, organizations, and companies have experienced radical changes in their daily lives with this summer of unprecedented circumstances. However, during this period of isolation and fear comes the opportunity to reflect, slow, and grow. Nations analyze their current public policies and executive implementations. People develop more emotional and intentional relationships with others and themselves. Organizations and companies examine their missions, values, management, and branding. Pupsicool is taking the time to do just that. A company's brand is one of its most important assets, and the establishment of a branding guide will enable and empower current and future Pupsicool packs to understand and communicate the company's identity.

It is with special honor that I present the first iteration of Pupsicool's official branding guide. Developed amidst such limiting, uncertain times, may it spark unlimited, exciting opportunities.

Creatively,

Ashley Stluka
Summer 2020 Graphic Design Intern

The information and guidelines set forth in this branding guide are to serve as a foundational yet flexible resource for Pupsicool. The guide's ultimate intent is to establish and maintain the core integrity of the brand. However, it simultaneously strives to empower future strategies and decisions to be ambitious and creative through its adaptable framework. It additionally seeks to contribute to the development of a close-knit organizational culture. May future pack members respect this guide enough to question, challenge, and evolve the Pupsicool brand with the consent of the pack leaders.

With love from ATX,

The Summer 2020 Pupsicool Pack

Julie Brewer - Founder and Pack Leader
Annie Canosa - Pack Manager
Nico Canosa - Chief Operating Officer
Sarah Krueger - Social Media Intern
Ashley Stluka - Graphic Design Intern



brand story

Silly putty, penicillin, and Pupsicool . . . a list of accidents turned inventions extraordinaire. A few years ago, Julie Brewer, a doting dog mom and college career counselor, found herself freezing the leftover broth from a venison bone she had boiled for her new rescue pup, Bowdie. Several weeks later on a hot Texas afternoon, she discovered the forgotten ice block. Bowdie took one lick off the pop, and Pupsicool was born. Low-calorie and gentle on sensitive tummies, Julie discovered that her new, healthy ice pops didn't contain sugar, dairy, or added sodium and preservatives like other in-store treats. A small but mighty underdog, the scrappy Pupsicool brand is making its way around the Austin area of Texas one lick at a time.

who are we?

values



health

Promoting and contributing to the physical and relational well-being of dogs

quality

Ensuring trustworthy production of safe and superior products, ingredients, and services

honesty

Pursuing transparency in all strategies, decisions, processes, and communications (i.e. from the ways product ingredients are included to the ways new pack members are hired)

empowerment & connection

Enabling dog owners to take pride and comfort in the treats they give their dogs

Cultivating a risk-taking, yet grace-giving organizational environment and culture

Giving pack members opportunities for personal and professional growth and development

Celebrating and strengthening the unique bond between dogs and their owners

Serving, supporting, and building the dog culture and community within the Austin area

● ● ● mission

Pupsicool seeks to support and celebrate the special bond between dogs and their owners through its unique, trustworthy, and tasty dog treats.

who are we?

personality

edgy

A scrappy brand from Austin, Texas

cool

that sells unique popsicle treats

proud

made from honest, clean ingredients

playful

to friendly, loving dog owners

who are we talking to and how?

target audiences



primary b2c:
discerning dog-moms

millennial women 26-40 years old

They are independent, young, and busy with a healthy, fit lifestyle. Often on-the-go, they find their downtime through their dog's companionship. They enjoy indoor affectionate cuddles but also outdoor social trips to dog parks, coffee shops, and bars. They are actively attentive to their dog's needs and are highly selective about the brands and products they choose to keep their dog healthy and happy. They are conscientious of and willing to spend more for high quality and safety levels.

primary b2b:
pooch partners

smaller, local Austin businesses

Local brands that support the entrepreneurial spirit and love the dog culture of Austin serve as Pupsicool's ideal, primary B2B partners. While Tomlinson's pet store and Austin Pets Alive animal shelter are two clear examples of successful, sensible partnerships, pursuing Austin Eastciders, brewing companies, and popsicle/ice cream stores are other examples with potential.

target audiences

secondary b2c:

beloved team's mascot

late millennial to early gen x couples 34-55 years old with 2-3 children

This target group is the quintessential American family - a couple of parents with a few kids and their dog. The dog became their beloved pet when the children's desire for a puppy met the parents' love for their children. Both parents and children alike love to spend time with and indulge their family pet, from walks in the neighborhood to indulgent treats in the kitchen.

secondary b2c:

furry family firsts

millennial couples 26-40 years old with no children

This target group is probably the most attentive and conscientious of their four-footed friends. With no human children, this younger couple treats their dog as if they were. They are very willing to indulge and spoil their furry "child" while ensuring the food and treatment they give are quality and safe.

comms platforms

The purpose of the comms platform is to develop 3-5 words that describe the creativity and strategy behind the current advertising/marketing/promotional campaign. It is an internal phrase for all team members to understand the "reason for the season" and ensure they are all thinking, ideating, and strategizing in the same direction. See the example below:

Stay Texas Tough Summer 2020

At the heart of Texas, lies the great capital city of Austin, and at the heart of Austin, lies our beloved, four-legged friends. Uncover the millenia-long relationship between man and canine, and that's where you'll find nothing but companionship, loyalty, and resilience. Similarly, trace Texans' revered origins back to the Alamo in 1836, and you'll find the same things. Being the scrappy underdog...it's in our blood. Throughout history, Texans have faced challenges bigger than our pride, but we never backed down. With our compatriots on either side, we pulled through. And even today, we still can and are. Right now, pulling through means keeping each other and our pups safe. And here at pupsicool, we are committed to defending our dogs. Because Austinites, with our canine companions by our side, are tough. Texas tough.

what are they engaging with?

Logo

- Brand mark:** pink dog tongue
- Brand name:** pupsicool
- Strapline/tagline:** bone broth ice pops

The Pupsicool logo encapsulates the brand personality well. Its lowercase name reveals the lighthearted nature of the brand while its sleek sans serif typeface exudes clean, cool, and a little bit of edge. The dichromatic tongue mark serves as the “u” in the brand name and has simple line work, furthering the overall playful yet clean feel. Lastly, the strapline is concise but descriptive. It educates the consumer of the healthy and unique dog treat Pupsicool offers in a catchy, short way. It is right justified with the name and fits comfortably behind the descender of the second “p”.



do...

Reproduce the correct typeface of the logo name and strapline

Reproduce the correct coloring of the logo elements

- Standard dichromatic coloring
- Greyscale
- Black knockout
- White knockout

Maintain the correct proportions of the logo

- Sizing
- Spacing
- Alignment
- Location

Maintain sufficient spacing around the logo

Include the ® trademark symbol in a visible, readable way after the logo

don't...

Change and/or invert the coloring of the logo elements

Change the typeface and/or font of the logo name and strapline

Add a gradient to the logo

Add a drop shadow to the logo

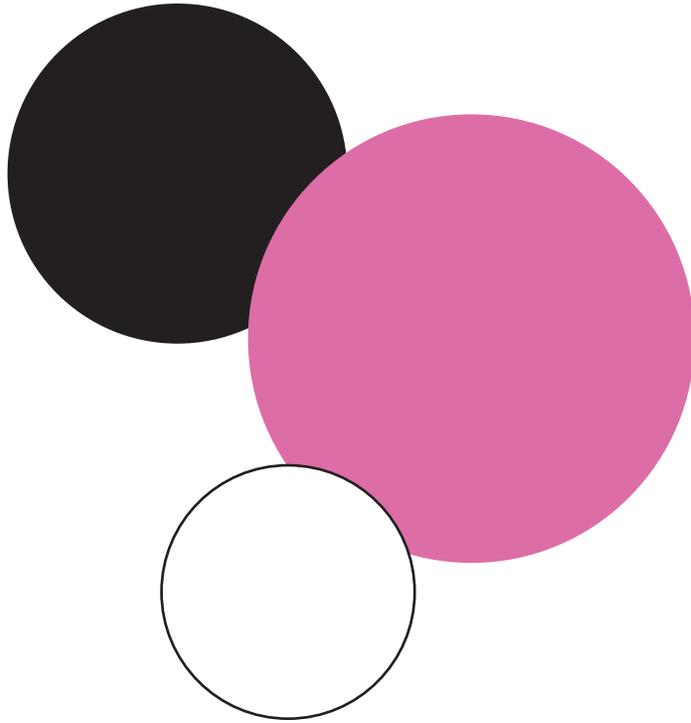
Alter, rearrange, add, and/or remove any logo element

Stretch, warp, and/or distort the logo

name in type

When referring to the brand name in writing, the following ways are acceptable:

- Pupsicool (in grammatical sentences)
- pupsicool
- PUPSI COOL



primary

Pure Black

CMYK: 60,40,40,100

RGB: 0,0,0

Hex: #000000

Pupsicool Pink

CMYK: 0,51,25,13

RGB: 221,109,166

Hex: #dd6da6

Pure White

CMYK: 0,0,0,0

RGB: 100,100,100

Hex: #ffffff

secondary

Basselier Blue

CMYK: 100,24,0,0

RGB: 0,193,255

Hex: #00c1ff

Goberian Green

CMYK: 46,0,36,11

RGB: 122,226,145

Hex: #7ae291

Ori Pei Orange

CMYK: 0,44,63,0

RGB: 255,144,95

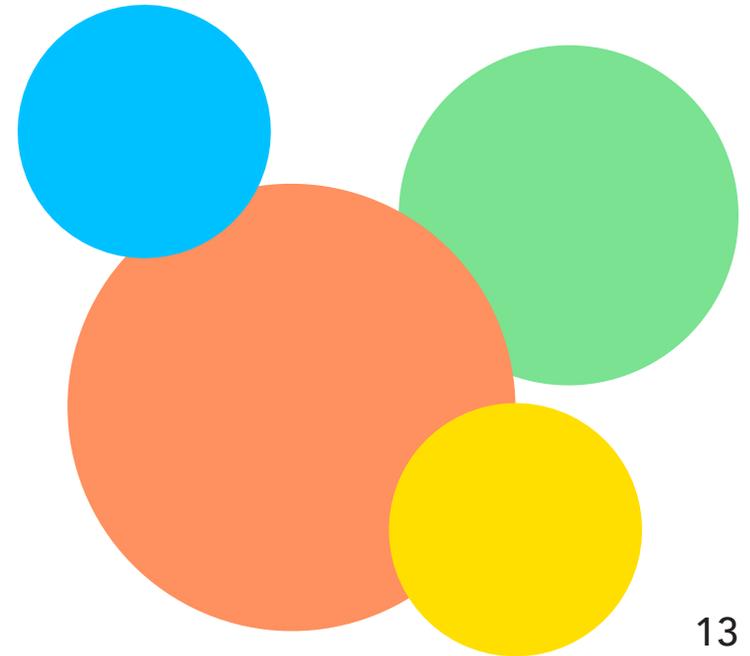
Hex: #ff905f

Yorkiepoo Yellow

CMYK: 0,13,100,0

RGB: 255,223,0

Hex: #ffdf00



what are they engaging with?

color



Venison Green
CMYK: 48,0,40,64
RGB: 48,93,56
Hex: #305d38



Beef Orange
CMYK: 0,54,77,27
RGB: 186,86,42
Hex: #ba562a



Turkey Maroon
CMYK: 0,91,73,57
RGB: 110,10,30
Hex: #6e0a1e



Chicken Yellow
CMYK: 0,24,86,9
RGB: 232,177,33
Hex: #e8b121

flavors

typography

Primary Typeface:

abcdefghijklmnopqrstuvwxy

Raleway

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

Secondary Typeface:

abcdefghijklmnopqrstuvwxy

Avenir

Light
Light Oblique
Book
Book Oblique
Roman
Oblique

Medium
Medium Oblique
Heavy
Heavy Oblique
Black
Black Oblique

With the Pupsicool brand possessing a cool yet friendly personality, Raleway serves as the perfect primary typeface family. It is a san serif display typeface that is elegant yet clean. Paired with Avenir, a popular san serif type, it communicates a brand simply and cleanly in both print and digital display form.

what are they engaging with?

imagery & voice

Any Pupsicool visuals and copy must convey the core personalities of the brand. Art direction should drive customer awareness, engagement, and purchase through colorful, fun, and bold imagery. Established/past styles have included the usage of the secondary color palette with cartoon-esque dog sketches. Copy should balance an honest and open tone with a lively, friendly one. Refer to the example below:



"Treat your furry friend to our new summertime flavor - Beef! Our bone broth ice pops provide amino acids, boost the immune system, support joint health, and taste delicious!"