



Homeward Pet Brand Guidelines

Questions? Please contact:
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Rev 20081203

LOGO

Full Color

Note: This is a 4 color logo. Blue/Pink/Brown/White



Full Color logo on color background



Black logo



Two Color logo

Blue/White



LOGO USAGE

Primary Logo

Note: This is a 4 color logo. Blue/Pink/Brown/White



Secondary Logo

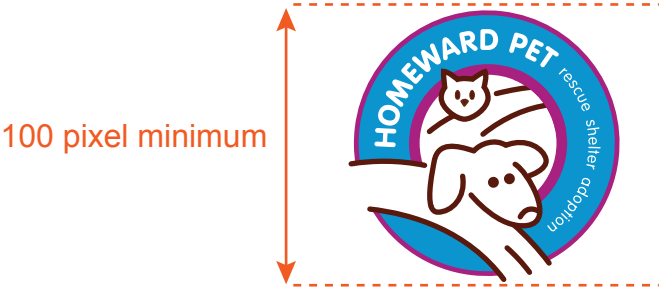
Note: This logo version should only be used when the shape of the primary logo is not usable or a horizontal layout is preferred.



LOGO SIZE MINIMUMS

Primary Logo

Note: The primary logo should not be sized any smaller than 100 pixels in height.



Secondary Logo

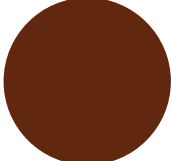
Note: The secondary logo should not be sized any smaller than 150 pixels wide.



COLORS

PMS 168

R 98
G 39
B 15

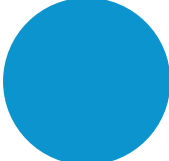


C 36
M 84
Y 99
K 52

62270f

PMS 2925

R 11
G 148
B 206



C 78
M 28
Y 02
K 0

0b94ce

PMS 1665

R 241
G 90
B 34




C 0
M 80
Y 100
K 0

f15a22

PMS 248

R 165
G 41
B 142




C 39
M 98
Y 01
K 0

a5298e

PMS 360

R 84
G 185
B 73



C 69
M 0
Y 99
K 0

54b949

FONT - ONLINE

Arial - Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 `!@#\$%^&*()_+=

8 Sphinx of black quartz judge my vow

10 Sphinx of black quartz judge my vow

12 Sphinx of black quartz judge my vow

14 Sphinx of black quartz judge my vow

18 Sphinx of black quartz judge my vow

24 Sphinx of black quartz judge my

30 Sphinx of black quartz judge

36 Sphinx of black quartz

40 Sphinx of black

FONT - ONLINE

Arial - Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 `!@#\$%^&*()_+=

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18 Sphinx of black quartz judge my vow

24 Sphinx of black quartz judge

30 Sphinx of black quartz

36 Sphinx of black quartz

40 Sphinx of black

FONT - PRINT

VAG Rounded - Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 `!@#\$%^&*()_+=

8 Sphinx of black quartz judge my vow

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18 Sphinx of black quartz judge my vow

24 Sphinx of black quartz judge my vow

30 Sphinx of black quartz judge

36 Sphinx of black quartz

40 Sphinx of black

FONT - PRINT

VAG Rounded - Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 `!@#\$%^&*()_+=

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30 Sphinx of black quartz judge

36 Sphinx of black quartz

40 Sphinx of black

FONT - PRINT

VAG Rounded - Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890 `!@#\$%^&*()_+=

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