

## Brand Identity

# Paawfect

We aim to provide the most healthy and reliable products for your loved furries.  
Our goal is to enable you with the supplies required to pamper your loved ones and get the best service possible while doing it.

## Cats

## Dogs

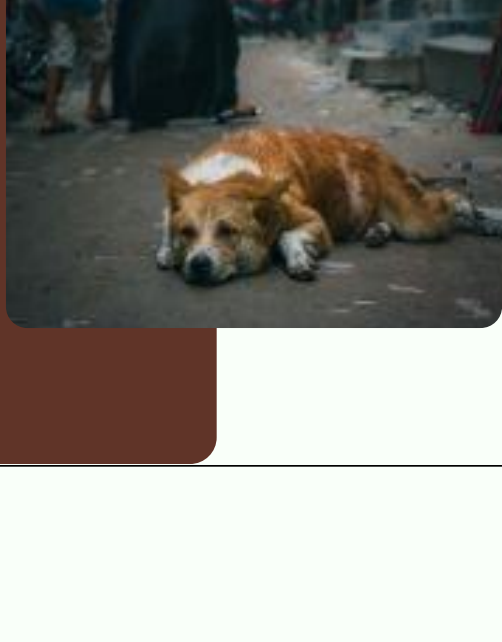
### Accessories

### Toys

Railway extralight  
Railway light  
Railway regular  
Railway semibold  
Railway bold  
Railway black

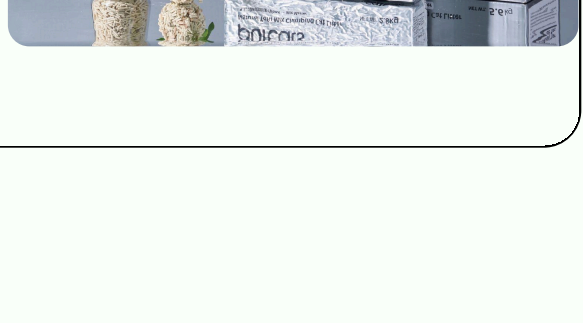
#### Our Aim

We aim to provide the most healthy and reliable products for your loved furries. Our goal is to enable you with the supplies required to pamper your loved ones and get the best service possible while doing it.



Only Real Chicken  
No By products

Keep it Clean



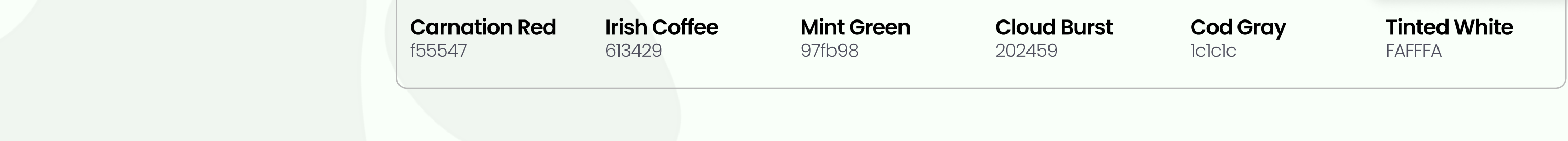
## Logo Construction

This logo was created with intention to keep it fun, friendly and welcoming. This logo is made using the "The Barista" font family in order to achieve what we wanted. The main focus was to make it easily understandable, smart and eye catching at the same time hence the color combinations.



## The Color Palette

The main color palette will cover the majority of our visual representation. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.



## Logo on Alternative Backgrounds

Alternative color combinations



## Typography - Fonts

The primary fonts are Poppins and Hind. Poppins for all headlines and Hind for all body texts.

### Poppins

<https://fonts.google.com/specimen/Poppins>

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition.

### Raleway

<https://fonts.google.com/specimen/Raleway>

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight. It was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Poppins

# Aa

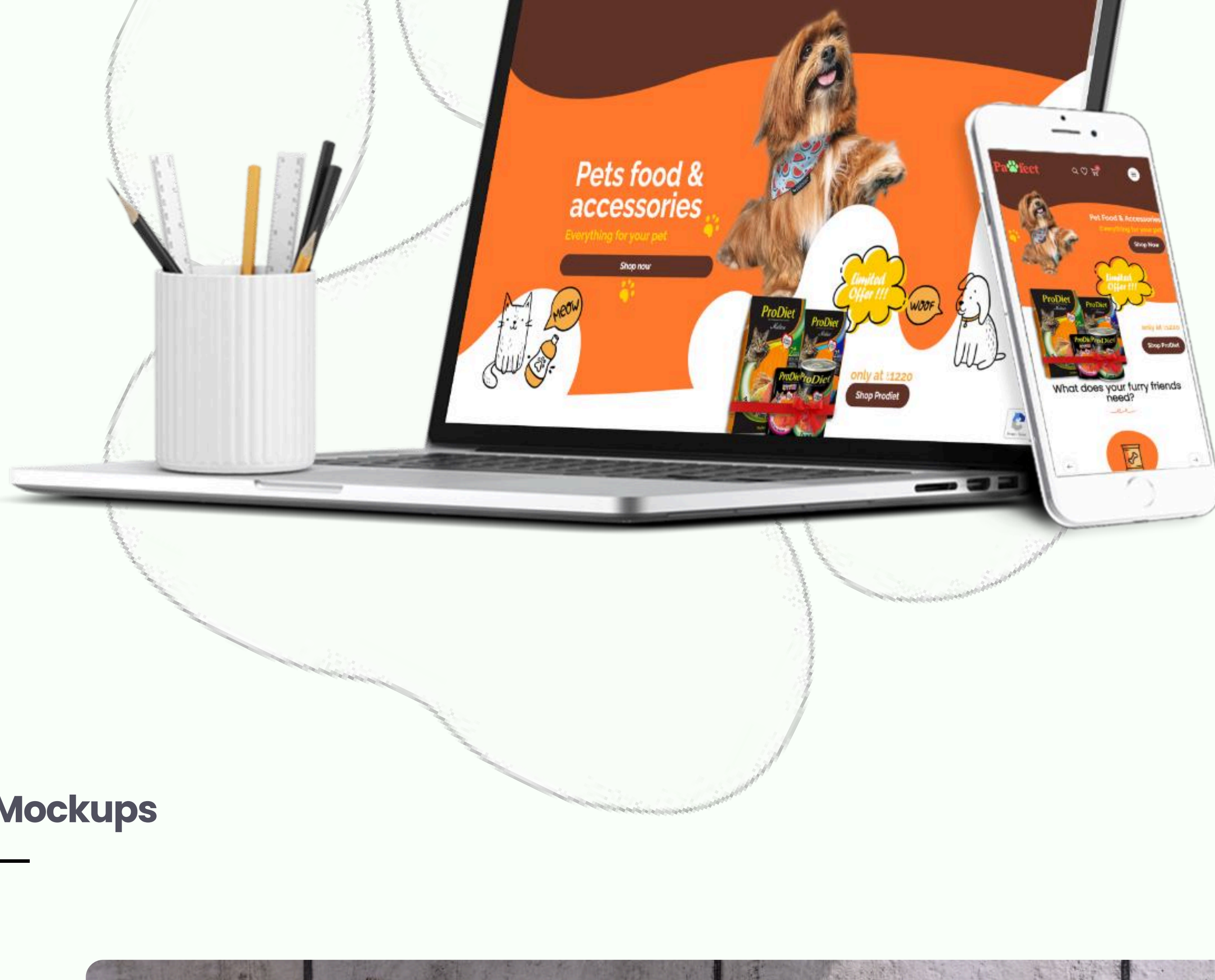
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Raleway

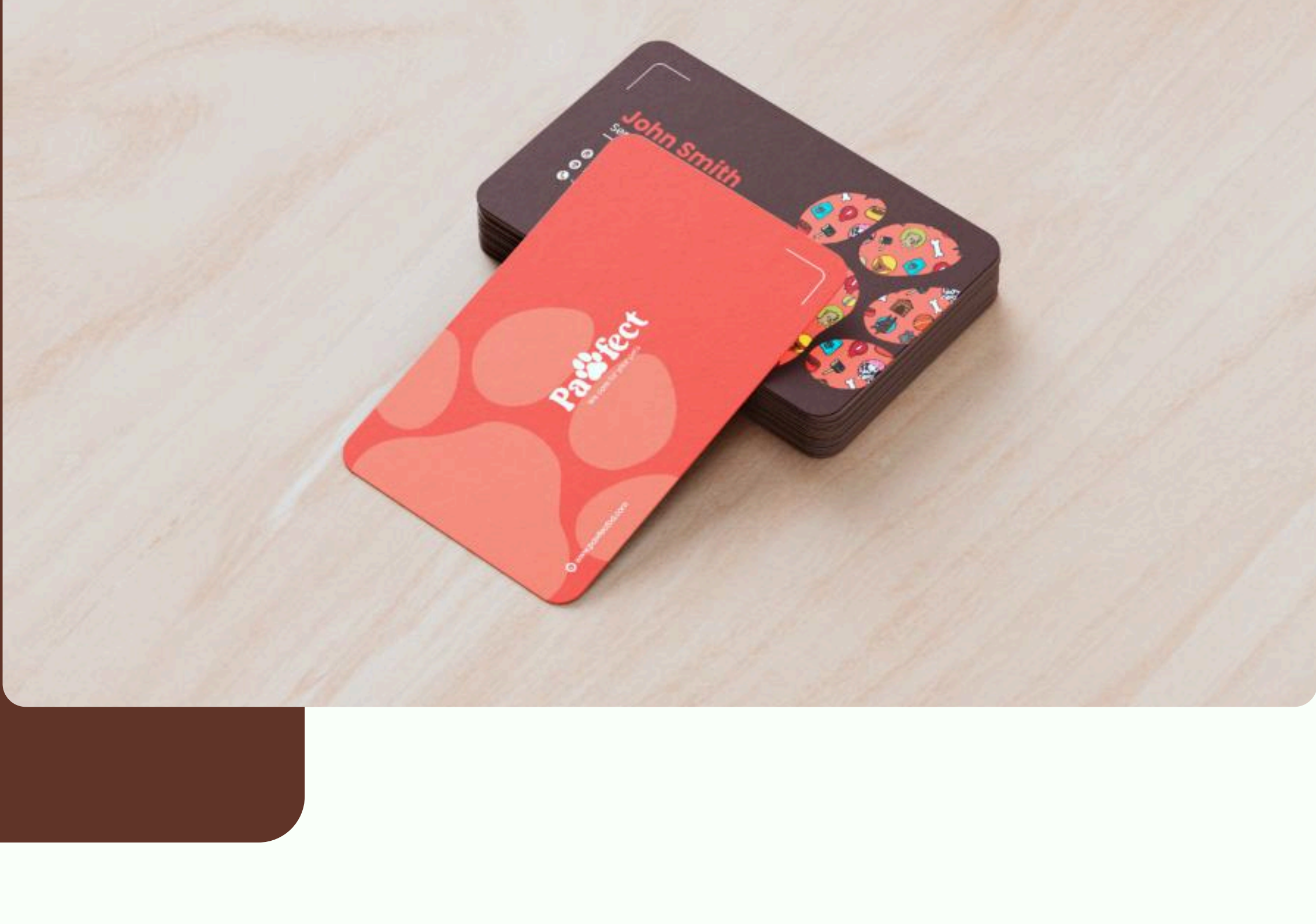
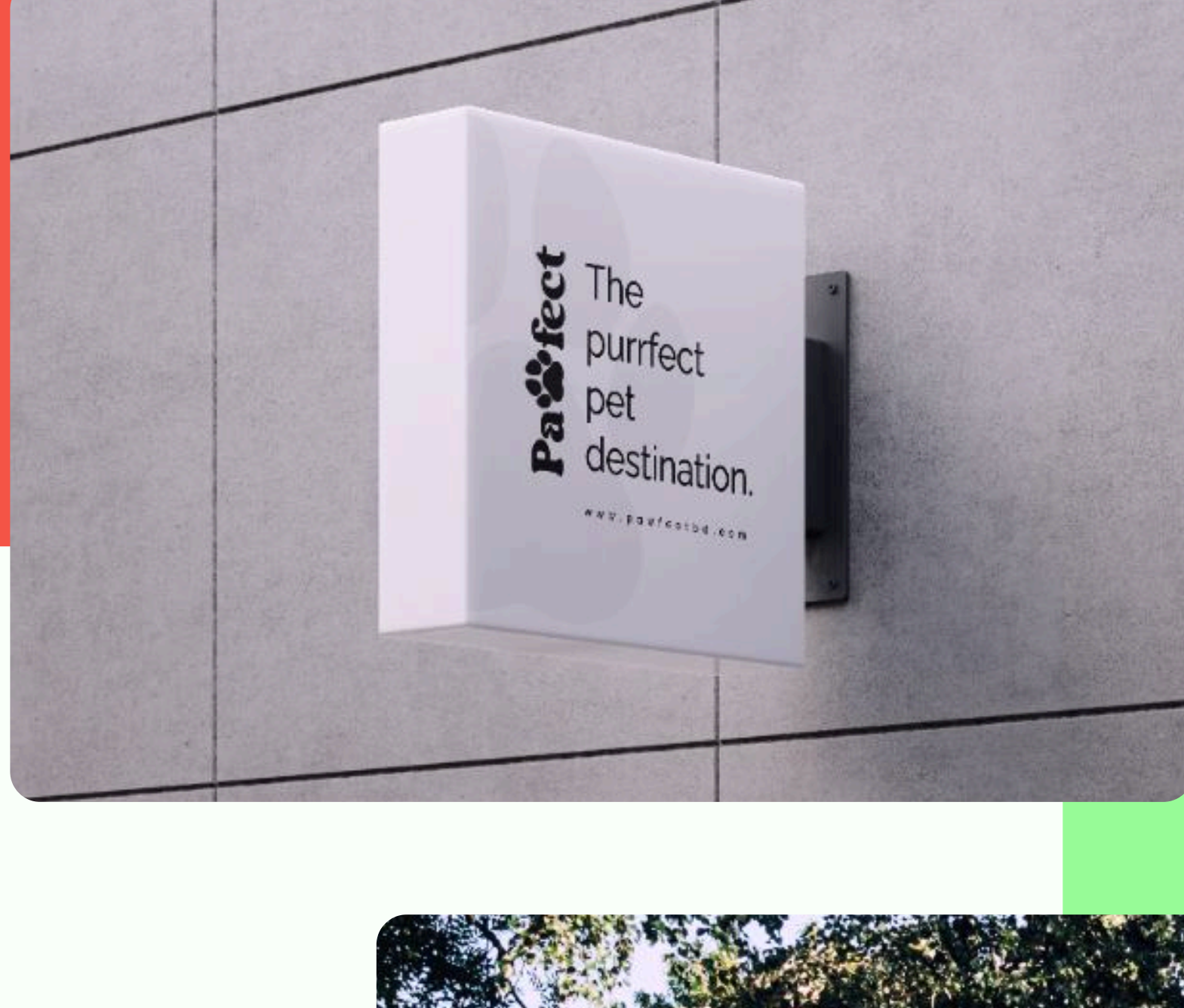
# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Web design



## Mockups



## Social media posts

