

Pawprint Brand Colors & Fonts

Fonts used on logo:

Primary Type:

**DK MAGICAL
BRUSH REGULAR**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Secondary Type:

*East Sea
Dokdo Regular*

abcdefghijklmnop
opqrstuvwxyz
123456789!@#\$%^&*()

Brand Colors:



#e76125
RGB (231,97,37)
Pantone P 40-8 U 2



#f3aa27
RGB (243,170,39)
Pantone P 20-5 U



#80ab41
RGB (128,171,65)
Pantone P 155-5 U



#3e3e3f
RGB (62,62,63)
Pantone P 179-14 U



#909295
RGB (144,146,149)
Pantone P 179-8 U



#c6c5c5
RGB (198,197,197)
Pantone P 179-4 U

Pawprint Identity System

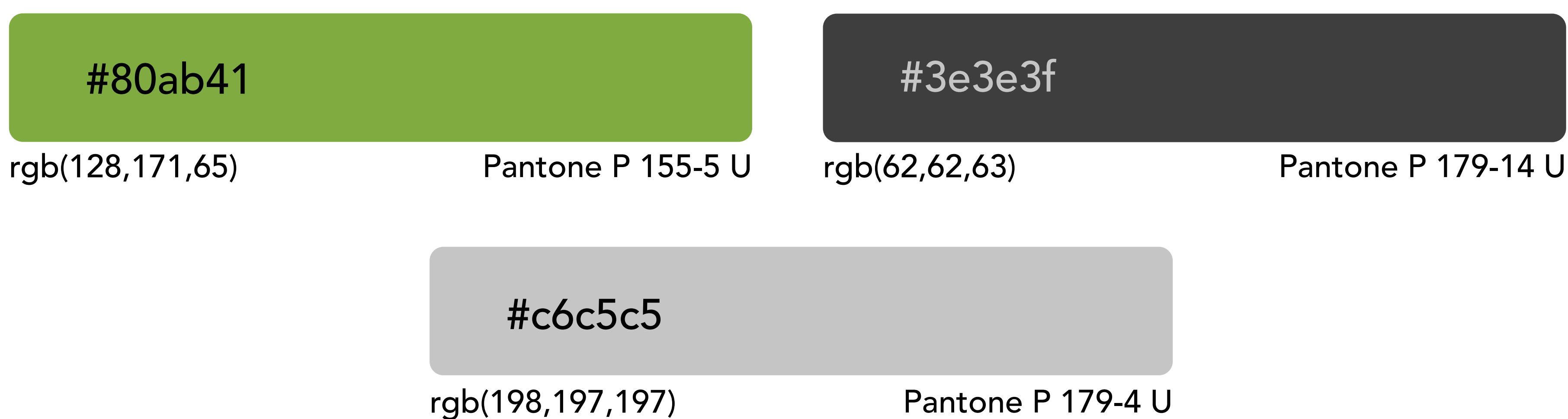
Primary lockup



Secondary lockups



Color Palette

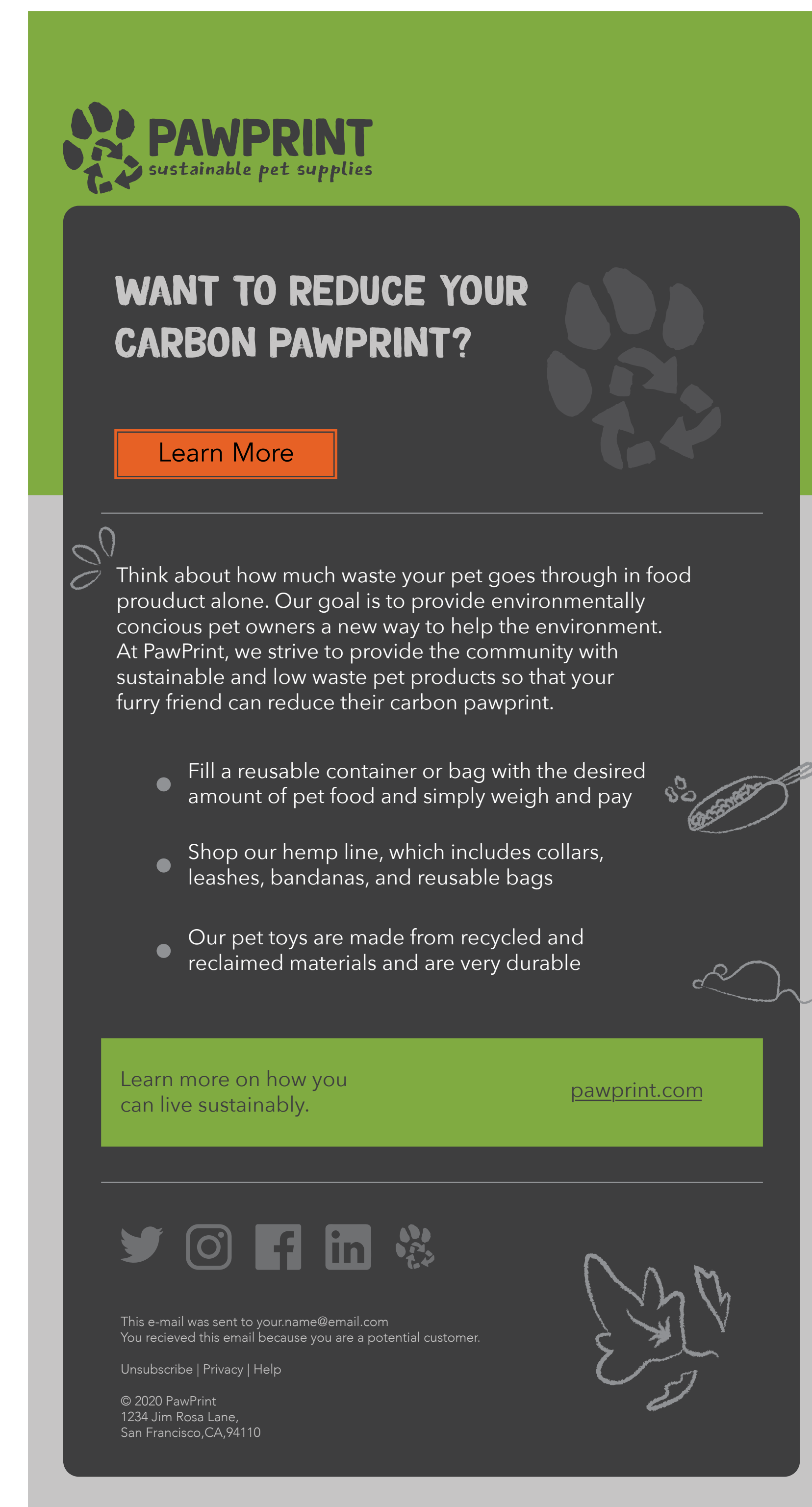


Identity Elements

Business Card Mockup:



Email Design:



Clothing Application:



Email Mockup:

