01 PRIMARY LOGO

PAWLO

02 LOGO VARIATIONS

PAWLO

REVERSED

PA

COMPACT

PAWLO

MONOCHROME

03 TAGLINE & VOICE

For their everyday adventures.

Warm and playful, with short clear copy. Do not imply product safety, veterinary approval or health benefits.

04 COLOR PALETTE

#15544E

PRIMARY
RGB 21 84 78

#EAF5F0

BASE
RGB 234 245 240

#E8AE46

ACCENT
RGB 232 174 70

#FFFFFF

LIGHT
RGB 255 255 255

05 TYPOGRAPHY

Aa

Archivo Black
Logo & headings

Aa

Inter
Body copy & interface

06 PATTERN

07 IN USE

PAWLO

For their everyday adventures.

Pet brands

Business card / front

PAWLO

For their everyday adventures.

Pet brands

Social post

PAWLO

For their everyday adventures.

Pet brands

Website hero