PAWLO

For their everyday adventures.

Visual identity guidelines

SAMPLE

01

Contents

FOUNDATIONS, DESIGN RULES & APPLICATIONS

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02

About the brand



PAWLO is a fictional pet accessories brand. Bold lettering and contrasting color blocks connect the digital collection with everyday branded materials.

This narrative follows the project brief. Use verified brand-supplied information for founding dates, certifications, company history and product claims.

03

Identity at a glance

PAWLO

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PA

Aa

Archivo Black

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

For their everyday adventures.

#15544E	PRIMARY
#EAF5F0	BASE
#E8AE46	ACCENT
#FFFFFF	LIGHT

One identity. Every expression.

The signature, palette, typography and applications share one system. Edit your identity and export again to keep every asset aligned.

04

Brand foundation

POSITIONING

A friendly, recognizable identity for a fictional pet accessories shop.

AUDIENCE

Pet owners browsing everyday accessories and gifts.

FROM POSITIONING TO DESIGN

Let the audience determine the information hierarchy. Use the positioning to choose copy, imagery and relevant applications. Keep the signature, typography and palette consistent; let real product information lead the design.

05

Voice & expression

For their everyday adventures.

OUR VOICE

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

WRITING PRINCIPLES

Use concrete language about the real business. Give each sentence one clear thought. Support product, certification and numerical claims with evidence.

06

Professional personality

CHARACTER & TONE

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

Turn the voice into repeatable behavior, beyond a list of adjectives.

01 **SPEAK CLEARLY**

Explain the product in words your audience uses. Answer their question before introducing the brand.

02 **SHOW UP CONSISTENTLY**

Use the type, palette and spacing in this guide. Start each handoff from the same source files.

03 **MAKE IT CREDIBLE**

Be specific about specifications and scope. Promise only what the business can deliver.

07

Primary signature



The primary signature is typeset in Archivo Black and exported as vector outlines, independent of installed fonts.

logos/primary.svg

08

Signature variations

PAWLO

PRIMARY

PAWLO

REVERSED

PAWLO

MONOCHROME

PA

COMPACT

09

Clear space & scale



Give the mark room

X is half the visible mark height. Keep at least 1X clear on every side, free from text or graphics.

PAWLO **PA**

Suggested starting sizes: 120 px full signature; 32 px compact mark. Test complex marks, long names and small print separately.

10

Using the signature



01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



02

KEEP CONTRAST

Use a dark mark on light surfaces and the reversed version on dark ones.



03

KEEP IT INTACT

Do not rotate it, add outlines or apply arbitrary effects.

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Color system

01 / PRIMARY	02 / BASE	03 / ACCENT	04 / LIGHT
#15544E	#EAF5F0	#E8AE46	#FFFFFF
RGB 21 / 84 / 78	RGB 234 / 245 / 240	RGB 232 / 174 / 70	RGB 255 / 255 / 255
Recognition & emphasis	Primary reading surface	Accent & support	Space & background

Digital color space: sRGB. Confirm print colors against stock, ink and physical proofs.

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Color usage

AN ADAPTABLE STARTING POINT



LET THE BASE CARRY CONTENT

Give body copy a calm reading surface with a clear, continuous background.

BUILD RECOGNITION

Use the primary color for signatures, key headings and important actions across channels.

USE ACCENTS WITH RESTRAINT

Use accent color in small areas. Ratios guide composition; verify text contrast separately.

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Color & accessibility

Aa / Text

7.81:1 AA PASS

#15544E on #EAF5F0

Aa / Text

8.71:1 AA PASS

#15544E on #FFFFFF

Aa / Text

1.78:1 NOT FOR TEXT

#E8AE46 on #EAF5F0

Aa / Text

8.71:1 AA PASS

#FFFFFF on #15544E

Aa / Text

1.78:1 NOT FOR TEXT

#EAF5F0 on #E8AE46

Aa / Text

4.39:1 LARGE TEXT ONLY

#E8AE46 on #15544E

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Typography

Aa

Archivo Black

Display face / signatures, titles and key expressions

Inter

Clarity in every line.

Noto Sans SC

Body copy uses Inter; Chinese uses Noto Sans SC. Bundled fonts include SIL OFL licenses.

DISPLAY 56 / 1.1

HEADING 32 / 1.25

BODY 16 / 1.6

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Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

PET BRANDS

For their everyday adventures.

A friendly, recognizable identity for a fictional pet accessories shop.

PAWLO

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Archivo Black

03 / BODY

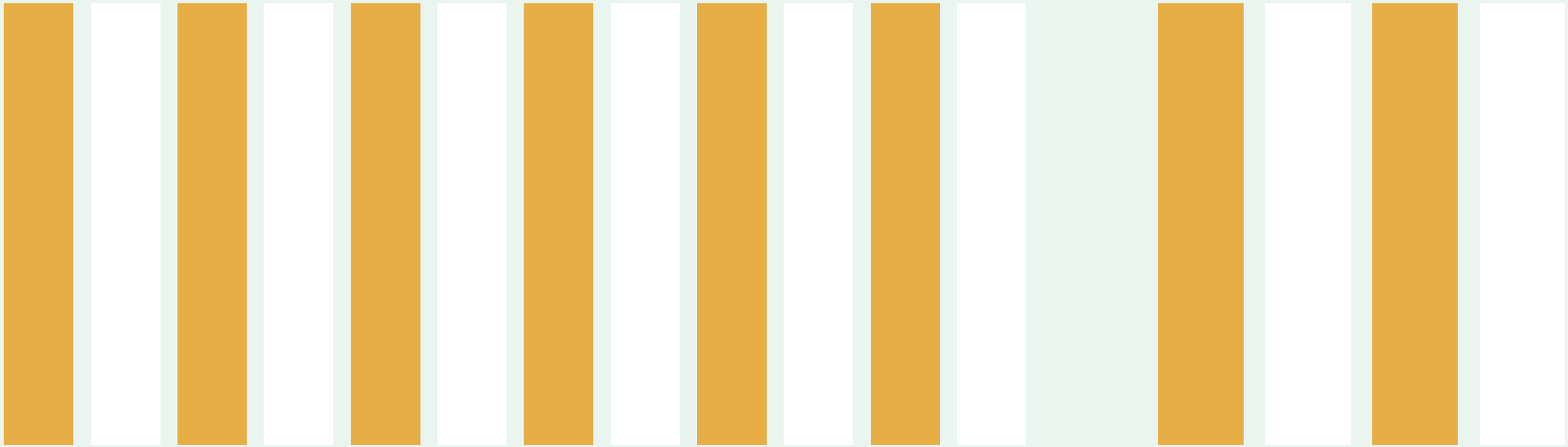
16-20 px / Inter

04 / CAPTION

12-14 px / Inter

16

Layout & rhythm



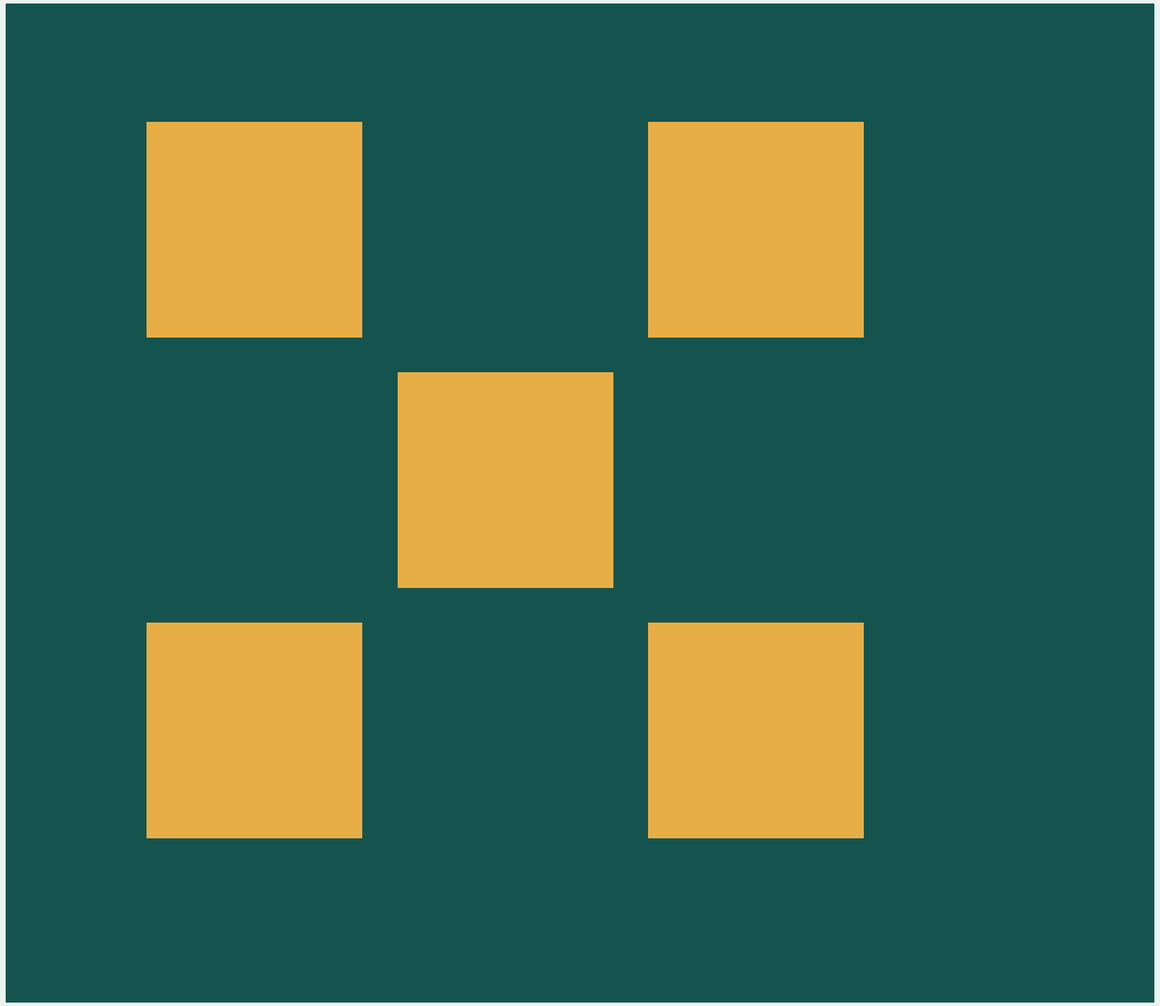
12 COLUMNS / DESKTOP

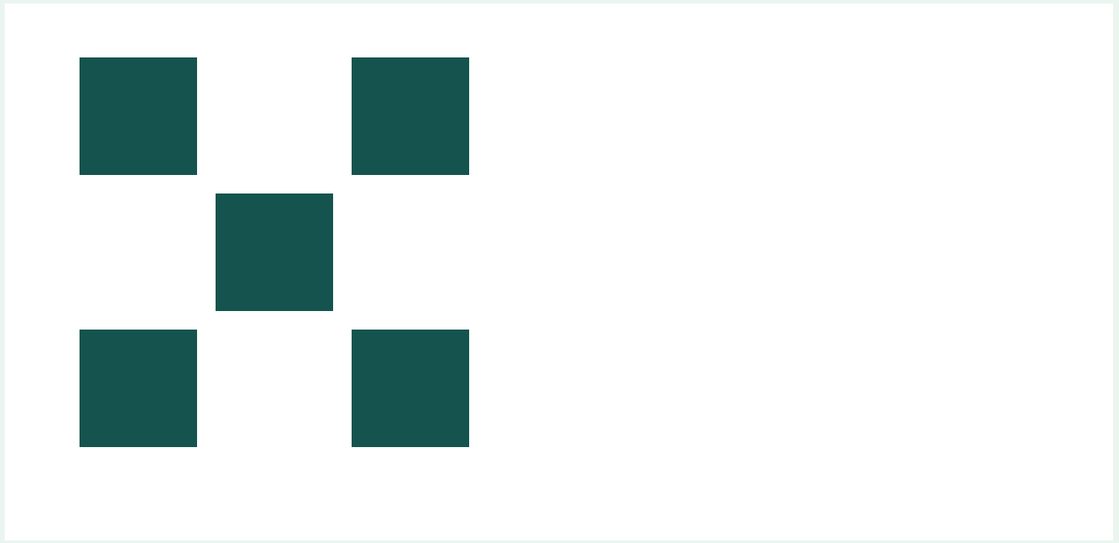
4 COLUMNS / MOBILE

Use an 8 px spacing rhythm: 8 / 16 / 24 / 32 / 48 / 64. Establish order through alignment and distinguish hierarchy through space.

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Graphic language



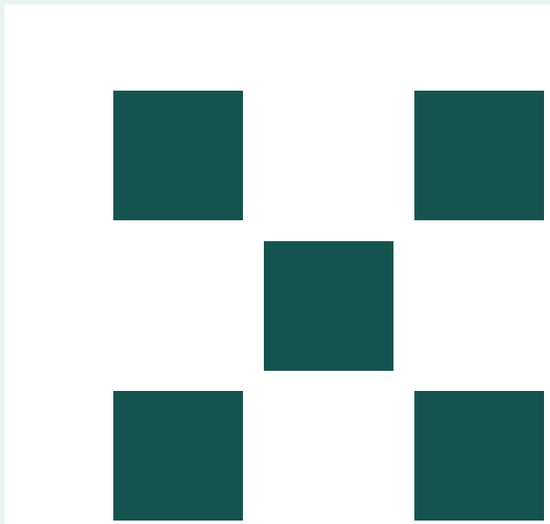


Repeat, with room.

The graphic motif connects applications. Keep it within the palette, control its density and protect the signature’s clear space.

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Design elements



MOTIF / TILES

PAWLO 01

LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Build from one visual vocabulary.

Repeat the motif, fine dividers and clear labels. Keep line weight and alignment consistent. Avoid unrelated decoration and keep graphics clear of copy and signatures.

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Image direction

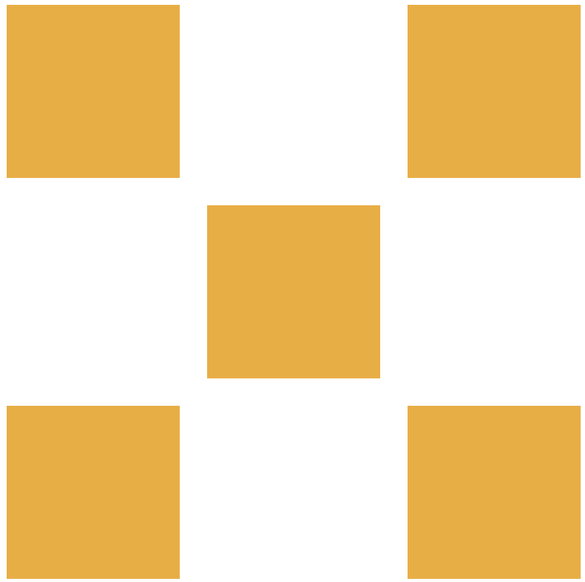


IMAGE SPACE / ADD YOUR PRODUCT PHOTO

Use real product images with an appropriate scale reference. Any animal shown should use the product as intended.

Verify product shape, labels and materials against the source. Review AI images against originals; missing images are never counted as delivered assets.

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Brand stationery

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Pet brands

Every introduction is part of the brand.

EDITABLE SVG / 1050 × 600

PAWLO

PAWLO

Pet brands

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Print media





LETTERHEAD & ENVELOPE

Carry the signature, contact details and shared alignment into print. SVGs are sRGB concept sources; confirm physical size, bleed, paper and CMYK conversion with the printer, then proof.

22

Packaging concept



Carry the identity onto the package.

An editable label concept establishes signature, headline and information hierarchy.

Before production, supply real specifications, ingredients, barcodes and regulatory text, then confirm dielines and materials with your supplier.

23

Merchandising

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TOTE / PRINT AREA

PAWLO

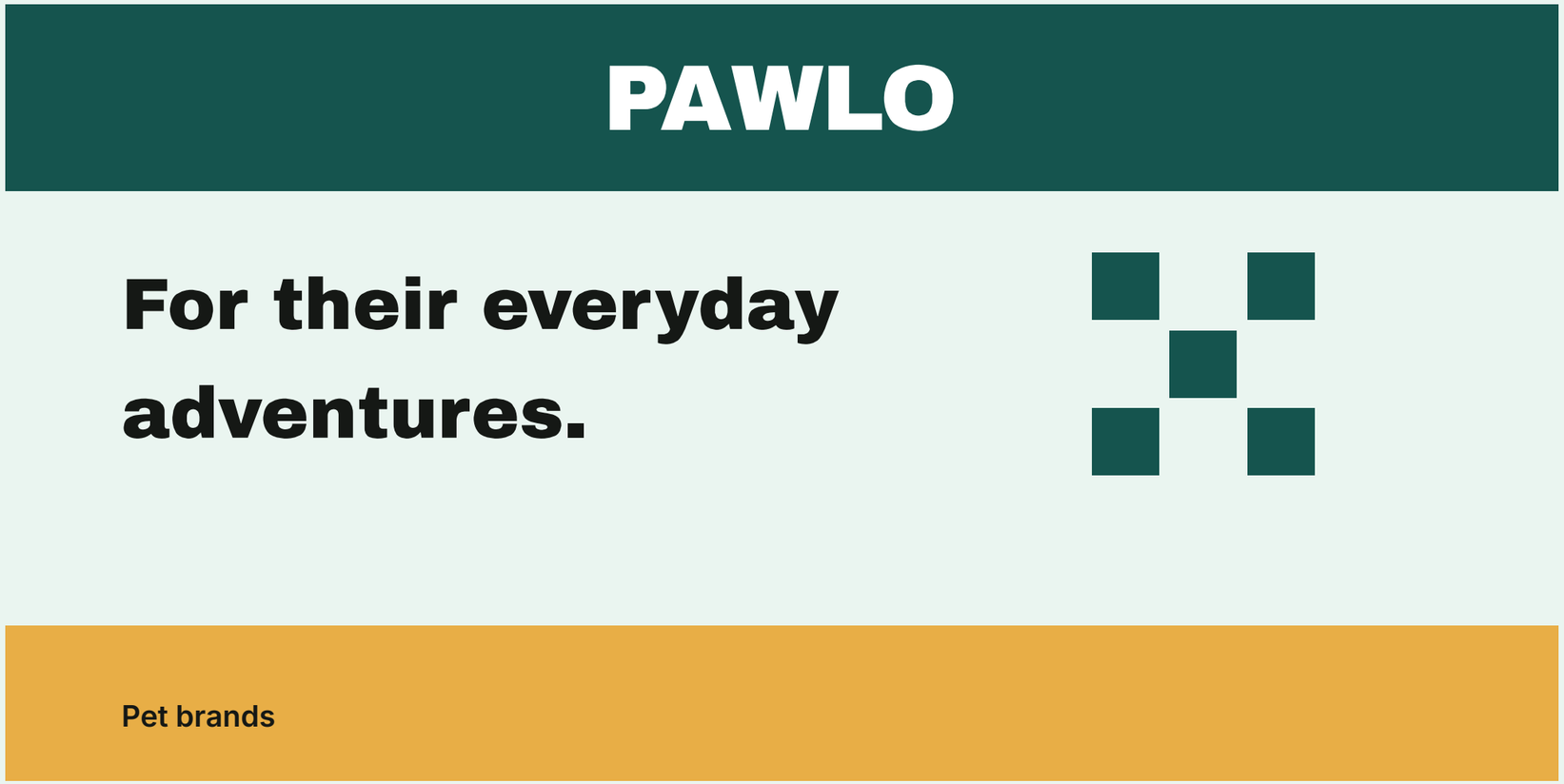
For their everyday adventures.

MUG / FLAT WRAP ARTWORK

Artwork demonstrates the identity on merchandise. Confirm supplier templates, printable areas, seam placement and process limits before production.

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Outdoor applications



KEEP THE DISTANCE MESSAGE SIMPLE

Use one headline, one signature and one destination. Test type at the actual viewing distance; prepare size, bleed and installation files to the media supplier’s specifications.

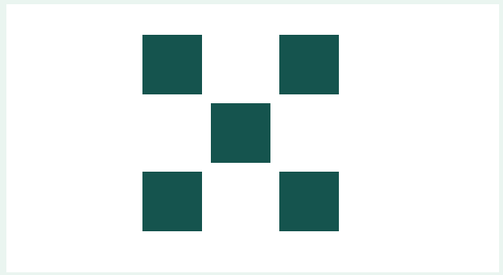
25

Mobile app

PAWLO

DISCOVER

For their everyday adventures.



Pet brands

Explore the brand

Bring the identity into everyday interfaces.

The concept carries the signature, type, palette and action hierarchy into a mobile screen. Use a four-column layout and an 8 px spacing rhythm, with a clear primary action.

This is an editable interface design SVG. Interactions, accessible states, responsive behavior and functionality need implementation and device testing.

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Social expressions

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One system.
Two formats.

1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

Pet brands

Pet brands

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Website & presentation

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Pet brands

PAWLO

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Pet brands

Website & presentation

Applications are editable SVG design sources. Website behavior belongs to implementation.

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Your asset library

Inside your complete source package:

01 / GUIDE & SIGNATURES

brandbook.pdf
brand-board.pdf
brand-board.svg
brand-system.json
palette.css
logos/primary.svg
logos/reversed.svg
logos/black.svg
logos/compact.svg

02 / APPLICATIONS

applications/card-front.svg
applications/card-back.svg
applications/social.svg
applications/story.svg
applications/packaging.svg
applications/letterhead.svg
applications/web.svg
applications/presentation.svg
applications/envelope.svg
applications/tote.svg
applications/mug.svg
applications/outdoor.svg
applications/mobile.svg

03 / FONTS & NOTES

fonts/ArchivoBlack-400.ttf
fonts/Inter-400.ttf
fonts/Inter-600.ttf
fonts/NotoSansSC-Regular.ttf
fonts/LICENSES.txt
README.txt

PDF, SVG, JSON, CSS and font licenses are included.

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Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-11-03
This is an editable fictional-brand sample used to demonstrate the system.

The signature is a typographic proposal. Check name and mark availability in your market. Fonts use SIL Open Font License 1.1; licenses accompany the source package.

BRAND-SUPPLIED INFORMATION

A fictional pet accessories shop needs a welcoming brand for collection posts, a shopping-bag artwork and its website concept. No product photos, safety tests or material specifications are supplied.

Source: Original fictional Brandfolia demonstration brief. Curated sample settings; no customer data or live AI analysis.

Digital artwork uses sRGB. Print files, dielines and materials require separate proofing. Customer review does not replace legal or production approval.