



BAND MANUAL 

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ABOUT TAILWAGS

Tailwags is a nutritionally complete dog food and contains all the protein, vitamins, and minerals your dog needs to THRIVE. Best of all, it's made with NO animal by-products.

We use only high-quality plant-based ingredients from Argentina.

Our brand is based on a happy dog wagging its tail because of the health-benefits our products can offer!



THE LOGO

Tailwags logo are based on the happy, healthy dog with the wagging tail! The green colour in the logo is representing our green dog food brand.

We have created two logo's to use on our brand products.

The logo's is to be kept as a whole on a light/white background.
Black and white logo are available.



COLOUR USE

Tailwags uses the happy green colour to display our fondness for green food! The white is to give that healthy feeling to our brand and the purple for contrast. The grey/green colour is used in our brochure.



#70BF63
RGB 112,191,99
CMYK 42,0,48,25



#FFFFFF
RGB 225, 225, 225
CMYK 0,0,0,0



#1D2059
RGB 29,32,89
CMYK 67,64,0,65



#F2F2F2
RGB 242,242,242
CMYK 0,0,0,5

TYPOGRAPHY

Baloo 2 bold and extra bold are the main font for Tailwags.

We also use easier and more simple fonts called Lato and Monsterrat in our informative elements in brochure, packaging etc.

FONTS

Baloo 2 Bold and Extra bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ELEMENTS IN THE BRAND



Besides the logo we also use other elements that are important to our brand. The wagging tail of course, the happy smiling dog and we are proud owner of the stamp mark from Veg one.



BROCHURE

The brochure are informative about our product and also gives information about healthy green-food you can give your dog!



PACKAGING



The packaging is design the same way as our other products! It contains all the information needed for buyers!

POINT OF SALE



Tailwags has created a simple mock-up of a stand, to show how you can display the food product in store. The brochures is at the top shelf. We also had a photoshoot to show how you can display the product online.

