

Version 1.0

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# Brand Guidelines 2016

The logo for 'Purrfect' is displayed in a dynamic, tilted orientation. The word 'purr' is rendered in a vibrant blue, rounded, lowercase font. The word 'fect' is in a bold, black, lowercase font. The 'e' in 'fect' is stylized with a double arrow pointing to the right. The 't' is also stylized with a double arrow pointing to the left. The entire logo is tilted upwards from left to right.

Developed by Ikone International



## LOGOTYPE

Construction  
Logomark  
Application

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## COLOR

Primary/Secondary Palette

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### WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas, and personality of this organization. It exists to increase recognition and build awareness of the organization in its target marketplace. This brand identity should be graphically represented and includes elements like the logo, color palette, and typography, and can use examples to visualize how a brand should be depicted across different visual media within its guidelines

### WHY USE THESE GUIDELINES?

The corporate identity system in this document has been created to manage how this brand is represented across all visual media in various situations, and the guidelines herein explain how to correctly depict and embody the brand ethos consistently across different applications and in various markets to maintain brand authenticity.

## LOGOTYPE

The Gata Go logotype is as playful as a name, which is a pun in itself. 'Gata' is the phonetic pronunciation of the Greek word for cat, but also sounds like 'Gotta' (or 'Got to'). Because the product is cat litter, it especially fitting for a cat's need to answer nature's call. The logo represents a cat saying "Gotta go!" The playfulness of the logo combined with shades of green mean to convey a natural product that consumers will enjoy buying for their cats



purrfect



purrfect



## COLOR

The following corporate color palette references are included to ensure accuracy when reproducing the palette in visual communications. Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is used digitally. These are the corporate colors for the logo and text.



### Solid Colors

	
PANTONE 360 C	100% Black

### Web Colors

	
#00a7e1	#000000

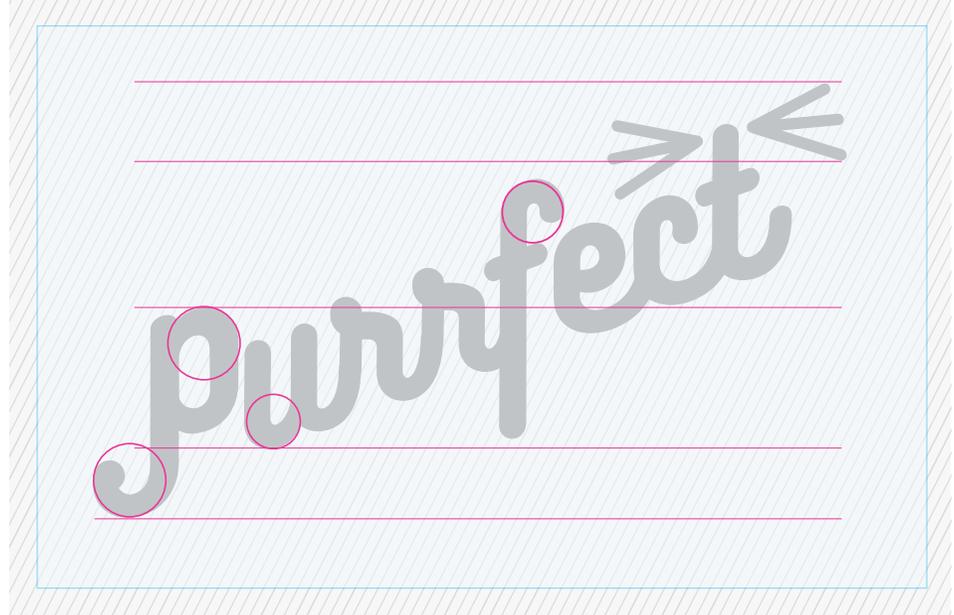
### Process

C	M	Y	K	
				
80	12	0	0	
C	M	Y	K	
				
75	0	100	0	

LOGOTYPE

**CONSTRUCTION**

Alignment is loose but has ample spacing to communicate playfulness without losing balance in the composition. The words 'gata go' are slightly diagonal along with the chat bubble graphic to bring energy and to simulate the spoken word.



## LOGOTYPE

### APPLICATIONS

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

- Always leave the logo some space to breathe. Use backgrounds displayed to the right when possible.
- If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

### MISUSES

Possible misuses of the logo that should be avoided.

- Do not rotate the logo.
- Do not place the logo on bright colors.
- Do not use the negative logo on backgrounds that are too light.
- Do not add embellishment like drop-shadows, embossing, etc. to the logo.





## CHECKLIST

### **THE LOGO**

Only use the logo in an appropriate version, created from original digital artwork.

### **BACKGROUNDS**

The negative logo should not appear on light or cluttered images without being reversed out.

### **GRAPHICS**

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower the logo.

### **TYPOGRAPHY**

Check that the corporate typefaces have been used appropriately where applicable.

### **DESIGN**

Be sure to provide these guidelines to third parties or collaborating partners.

*purrfect*

*purrfect*

# *Bukhari Script*

Regular

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*abcdefghijklmnopqrstuvwxyz*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*