

chow

brand guidelines





our brand

Discover **Chow** a premium dog food brand dedicated to the health and happiness of your furry friend. With a focus on nutrition and taste, **Chow** offers a range of carefully crafted recipes using only the finest, natural ingredients. Real meat, wholesome grains, and nutrient-rich vegetables form the foundation of their balanced and flavorful meals. Catering to specific dietary needs, **Chow** provides specialized formulas for weight management, sensitive digestion, and grain-free diets. Our brand values transparency and integrity, disclosing all ingredients and adhering to strict quality standards in manufacturing. As a socially conscious company, we give back to the canine community by donating a portion of proceeds to animal welfare organisations. By choosing **Chow**, you can be confident that your dog will receive a nourishing meal that supports their overall well-being. Join our mission to provide dogs with a pawsome life, filled with nutrition, happiness, and a wagging tail.



target audience

Our target audience is composed of dog owners who prioritise their pets' health, well-being and overall happiness. These individuals are conscious of the importance of providing their furry companions with a high-quality diet and are willing to invest in premium dog food. They value transparency and want to know exactly what goes into their dog's food, seeking brands that disclose their ingredients and manufacturing processes. They are proactive in researching their dog's dietary needs, whether it be weight management, digestive sensitivities, or a grain-free diet. Social responsibility is also important to this target audience. They appreciate brands that give back to animal welfare organisations and support initiatives that help dogs in need. Ultimately, the ideal customer is an informed, caring and dedicated dog owner who seeks a premium dog food brand that aligns with their values and meets their pet's specific nutritional requirements.



brand strategy

- Targeted Online Presence
- Influencer Partnerships
- User-Generated Content
- Packaging and Branding
- Events and Sponsorships
- Customer Loyalty Programs

To market and establish our brand effectively we will develop a strong online presence through an optimised website, social media engagement and targeted advertising.

Collaborating with influential pet bloggers and influencers helps to generate authentic content. Educational content should be created to inform pet owners about the brand's nutritional benefits and establish it as a trusted authority in dog nutrition. User-generated content, such as customer testimonials and reviews, can be leveraged to foster a sense of community. Packaging and branding should reflect the brand's premium quality and natural ingredients, while events, sponsorships, and partnerships with animal shelters showcase the brand's commitment to pet well-being. Implementing customer loyalty programs will drive repeat purchases and foster brand advocacy.

By combining these strategies, we will successfully build brand awareness, credibility and a loyal customer base of passionate dog owners.



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logo design

The logo for **Chow** is designed with a bold, rounded font in black, exuding a sense of playfulness, reliability and modernity. The letterforms are sleek and well-defined, creating a visually appealing and easily legible wordmark. The rounded edges of the font add a touch of approachability and friendliness to the overall design.

The letters in the wordmark are lowercase, contributing to a balanced and harmonious composition. The spacing between the letters is carefully considered to ensure readability and maintain a cohesive visual flow.

The black color choice represents sophistication, elegance, and timelessness. It creates a strong contrast against any background, ensuring high visibility and brand recognition.

Overall, the logo design for **Chow** with its bold, black rounded font captures the essence of a modern and trustworthy brand, ready to deliver high-quality and delicious dog food to pet owners.



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logo usage

Our logo is designed to be versatile and adaptable to all our different brand background colours. On colored backgrounds, such as a vibrant blue or a warm orange tone, the logo stands out boldly due to its black color. The contrast between the logo and the background creates visual impact and ensures legibility. The sleek and rounded font retains its clarity and readability, maintaining a strong presence on colored backgrounds.

On white backgrounds, the black logo retains its visual strength while creating a clean and minimalistic appearance. The simplicity of the logo against the white background communicates a sense of purity, freshness and simplicity. The black font pops against the white backdrop, ensuring the logo remains eye-catching and easily recognisable.



do's & don'ts

1. Do use the appropriate brand colour palette when using a background for our logo ([#c62e65](#) [#ffc914](#) [#f56416](#) [#00a5e0](#) [#000000](#) [#ffffff](#)).
2. Do ensure the logo is kept at the same dimensions as the original, different files are available for different printing specifications and other branding collateral.
3. Do feel free to change the logo colour as long as they are within the correct brand colours and do not conflict with the background colour / image / pattern.
4. Do not use the logo with colours that aren't a part of our official brand colour palette.
5. Do not distort the logo in any way, ensure that it is easily recognisable for brand consistency.
6. Do not use the logo amongst a distracting, busy background or pattern.

#c62e65

#f56416

#ffc914

#00a5e0

#ffffff

#000000

colour palette

The official colours that represent our brand are;

registration black; a formal colour used to create an effective logo that stands out amongst a playful colour scheme.

white; a simple colour used to retract from intensity and represent the organic purity of our dog food.

dogwood rose; represents the brand with its playful and lively energy. This vibrant pink exudes a sense of joy, enthusiasm, and affection, aligning perfectly with the brand's commitment to providing a delightful and enjoyable experience for dogs and their owners.

jonquil yellow; reflects the brand's sunny and uplifting nature. This cheerful yellow hue evokes feelings of warmth, happiness, and optimism. It symbolizes the brand's positive approach to pet care and its dedication to spreading joy and brightness into the lives of dogs and their owners.

pantone orange; embodies the brand's energy and enthusiasm. This vibrant and lively hue represents enthusiasm, excitement, and adventure. It conveys the brand's passion for providing high-quality and flavorful dog food that sparks a zestful and flavorful experience for pets.

picton blue; captures the brand's sense of trust and reliability. This calming and serene shade of blue signifies dependability, loyalty, and peace. It reflects the brand's commitment to providing nutritious and wholesome dog food that pet owners can trust to support their furry friends' well-being and health.

cöLakind regular
cöLakind regular
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epilogue black
epilogue extrabold
epilogue bold
epilogue semibold
epilogue medium
epilogue regular
epilogue light
epilogue thin

typography

The fonts **CöLakind** and **Epilogue** are well-suited for our brand due to their distinct characteristics and their ability to convey the desired brand attributes.

CöLakind is a font with a playful and friendly appearance. Its rounded and slightly whimsical letterforms evoke a sense of approachability and warmth, aligning with the brand's focus on creating a delightful and enjoyable experience for dogs and their owners. The font's organic curves and soft edges contribute to a sense of friendliness and reflect the brand's caring and nurturing nature.

Epilogue, on the other hand, offers a more modern and sophisticated aesthetic. Its clean and elegant letterforms exhibit a sense of professionalism and refinement, representing the brand's commitment to quality and premium offerings. The font's simplicity and clarity ensure legibility, while its subtle details and contemporary appeal add a touch of sophistication, positioning the brand as a trusted authority in the industry.

By combining the playful and friendly nature of **CöLakind** with the modern and sophisticated appeal of **Epilogue**, our brand can effectively communicate its values of approachability, quality and professionalism to our target audience.

