

# thrive

## PET SUPPLY

### **official** brand identity style guide

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Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. No graphic elements should encroach the boarder around the logomarks. This space is determined by the height of the all-caps “PET”





Full Color



Text Only



One Color



Text Only - Reverse



One Color - Reverse



Text Only - Alternative



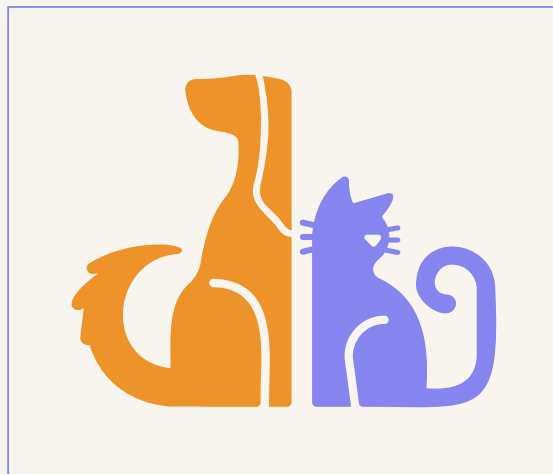
Full Color



One Color



One Color - Reverse



Logomark Only



Alternate A



Alternate B



**Primary**

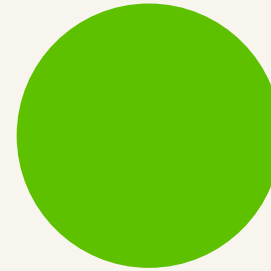
#8686ef

C : 53%  
M: 50%  
Y: 0%  
K: 0%



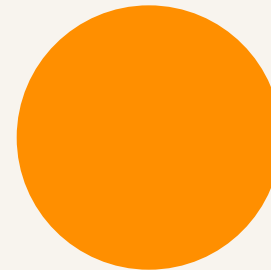
#f7f4f0

C : 2%  
M: 2%  
Y: 4%  
K: 0%

**Secondary**

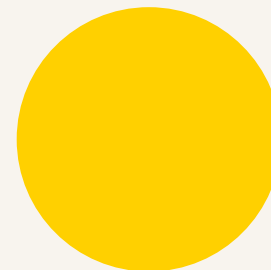
#7cbf26

C : 65%  
M: 0%  
Y: 100%  
K: 0%



#ef9529

C : 0%  
M: 52%  
Y: 100%  
K: 0%



#f9d12b

C : 1%  
M: 17%  
Y: 100%  
K: 0%

**houschka pro extrabold**  
**a b c d e f g h i j k l m n o**  
**p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

Typeface family: Houschka Pro

**Houschka Pro ExtraBold** is the primary font used in the logomarks and headings. Headings are always all-lowercase.

**Houschka Pro DemiBold** is the secondary font used for body type and all other use cases.

**Houschka Pro Light** is an alternative used for minimized subheadings and other special circumstances.

Houschka Pro DemiBold

**A B C D E F G H I J K L M N O**  
**P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o**  
**p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

Houschka Pro Light

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**Do not** resize or change the position of the logomarks



**Do not** squish or squash the logo. Resizing must be in proportion



**Do not** change the colors even if they look similar. Use the official color specifications detailed in this guideline

