



BRANDING GUIDE

2022

TAGLINE

**OFF-LEASH
DOG PARK,
BAR & GRILL**

MISSION STATEMENT

“CREATE
REMARKABLE
MEMORIES”

BRAND VOICE

	WHAT IT MEANS	HOW WE BRING IT TO LIFE	WHAT WE ARE NOT
FUN	MUTTS always creates a lively social environment for people and pups in each of our local communities.	We use vibrant imagery, bright design and plenty of puns to keep messaging entertaining and fun.	Snarky, “corporate” or uptight
PASSIONATE	We love dogs, and we love what we do. We are passionate about bringing unique dog friendly experiences to each community we serve.	We highlight causes that we support, unique ways to connect through our events, and all of our members that we love.	Lazy, boring, careless
SOCIAL	We encourage groups of local dog lovers, friends, and family to create remarkable memories with or without their dogs.	We celebrate our members and their diversity by featuring real people and dogs in our materials.	Exclusive, pretentious or clique-ish
CHILL	Everyone is welcome at MUTTS and we love both pups and peeps just the way they are.	<i>Everyone</i> can enjoy MUTTS, whether they are relaxing in the park after work, meeting up with friends to watch a game, or on a first date. Our messaging is approachable and laid-back.	Stuffy, snobby or vulgar
TRUSTWORTHY	People trust us because we maintain a clean and safe environment where they can COME. SIT. STAY. and enjoy consistently delicious food and drinks with their four-legged friends.	MUTTS always includes safety messaging as a top priority. We provide useful knowledge to our members and online communities and always adhere to strict guidelines to keep our food and beverages of the highest quality.	Overwhelming, chaotic or pushy

OUR VALUES

- Having so MUTTS **FUN!**
- Embracing our **PUP & PEOPLE COMMUNITY**
- Taking **OWNERSHIP** by the tail
- Being pawsitively **PASSIONATE** about what we do
- Leading the pack in constant **INNOVATION**
- Fostering continual **PUP & PEOPLE DEVELOPMENT**
- Winning Best in Show for personal **INTEGRITY**



VOCABULARY

- We have **TEAM MEMBERS** not “Staff” or “Employees”
- Our team members are **BARKTENDERS** and **BARK RANGERS**
- We say **NOW INTERVIEWING**, not “Now Hiring”
- We don’t have “customers,” we have **GUESTS**



TRADEMARK CHECKLIST

Trademarks legally protect an important part of the MUTTS brand equity.

MUTTS[®]

MUTTS CANINE CANTINA[®]

COME. SIT. STAY.[®]

PAWTY[®]

BARKARITA[™]

BARK RANGERS[™]



COMMONLY USED PHRASES

Bark Ranger™

Pawty®

Barktender

Pawsome

The ulti-MUTT spot for..(drinks, dogs, fun etc.)

I love you so MUTTS

Where pups and peeps come to have fun!

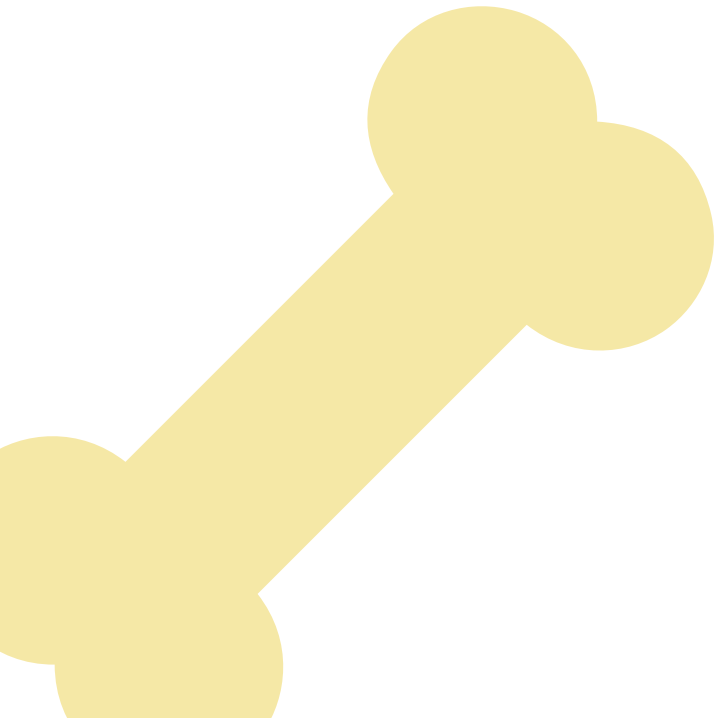
Two-legged and four-legged

Have you ever wanted to take your dog out for a drink? Now you can!

Off leash dog park, bar and grill

Become a member today

Opportunity is barking



PRIMARY LOGO

ABOUT

The MUTTS Canine Cantina primary logo features a bold typeface that demands attention while the “Canine Cantina” retains a playful quality.

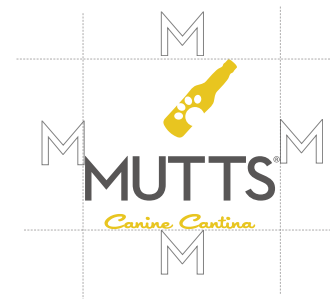
COLOR

The MUTTS Canine Cantina primary logo may be used in the following colors: white, yellow, gray, or combination. The logo should stand out and contrast against the background, so use color combinations accordingly.

SIZE

The MUTTS Canine Cantina primary logo must never be sized smaller than 1 inch in width. For all variations, a clear space zone equal to “1M” should be measured from the farthest edge of the logo on all sides.

LOGOS



LOGOTYPE

ABOUT

The MUTTS Canine Cantina logotypemay be used in place of the primary logo

COLOR

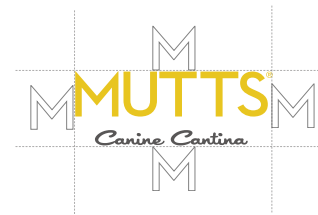
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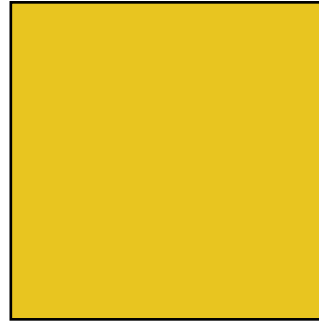
LOGOS

MUTTS®
Canine Cantina



COLOR PALETTE

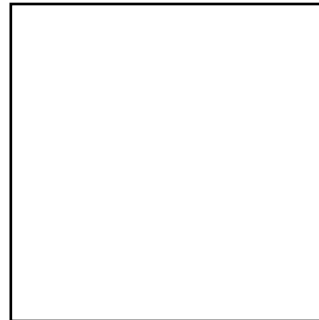
Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, it also serves a psychological purpose by communicating a certain feeling to our audience.



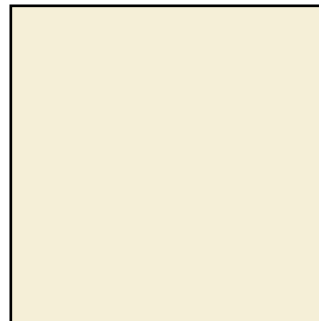
YELLOW
PMS 123
RGB 254/190/16
CMYK 0/27/99/0
#FEBE10



GRAY
PMS 425
RGB 88/88/90
CMYK 64/56/53/28
#443C3F



WHITE



TAN (SECONDARY / BACKGROUND)
PMS 7527
RGB 245/239/215
CMYK 3/6/18/0
#F3EED7

ELEMENTS

Brand elements should be applied as a secondary, decorative element to help further communicate our brand's style. Use these elements alongside brand logo, text, color and pattern.

These elements can be repeated in a pattern to add texture (see next page) or as a watermark at 40% opacity

BRANDED ELEMENTS



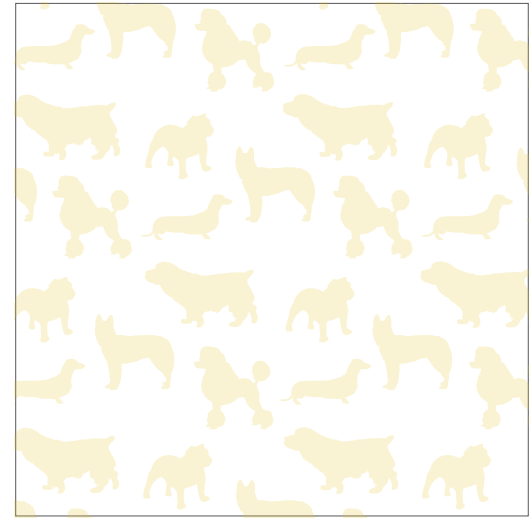
COME. SIT. STAY.®



PATTERNS

Patterns should be used to reinforce the MUTTS brand and add texture to a background. When 20% opacity.

Do not use a gray pattern on a yellow background or yellow pattern on a gray background.



TYPE SYSTEM

A SOCIAL CLUB FOR DOG LOVERS

HEADLINE

Neurtraface Display Titling

OUR STORY

SUBHEAD

Neurtraface Text Bold

Welcome to MUTTS Canine Cantina® the premier place to play with your best friends. We strive to foster a community of like-minded people that can come together and socialize with their pets and each other. Our off-leash dog park, bar, and grill caters to both two-legged and four-legged friends alike - where pups and peeps can EAT. DRINK. PLAY. Become a member and enjoy the benefits of the MUTTS® community every day!

BODY TEXT

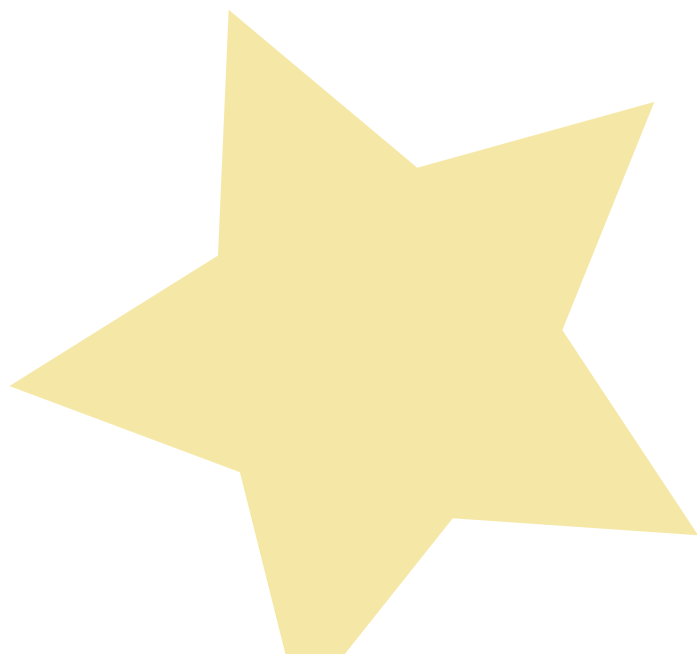
Neurtraface Text Book

Special Offers Only!

CALLOUT TEXT

(use sparingly)

Japan



WEB TYPE SYSTEM

Used if primary type system is unavailable for web use. Use the Secondary Web type system if the Primary Web type system is unavailable.

A SOCIAL CLUB FOR DOG LOVERS

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PRIMARY WEB

HEADLINE

Josefin Sans Bold

SUBHEAD

Josefin Sans Semibold

BODY TEXT

Josefin Sans Light

A SOCIAL CLUB FOR DOG LOVERS

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SECONDARY WEB

HEADLINE

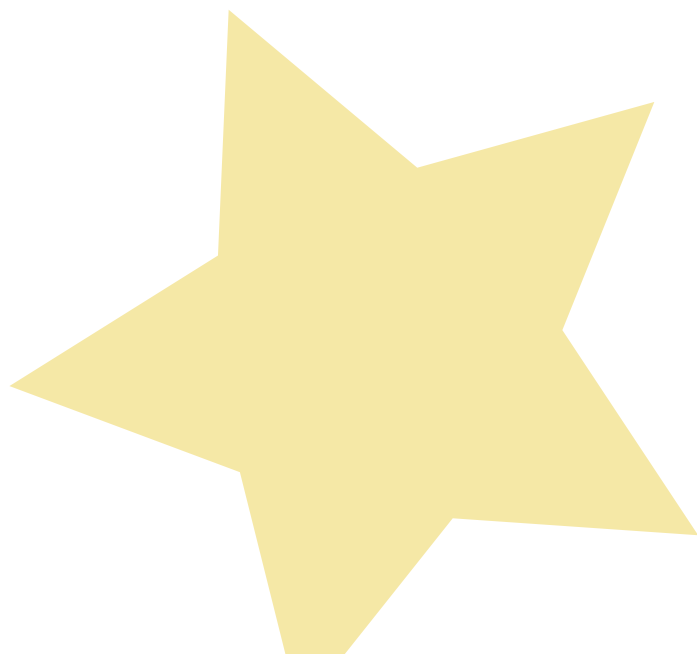
Montserrat ExtraBold

SUBHEAD

Montserrat Bold

BODY TEXT

Montserrat Regular



DROP SHADOWS

When placing text over a photo, use a drop shadow to help with legibility. The key is to be as subtle as possible, as too much drop shadow can cause the logo/text to look outdated. Never use a drop shadow on a dark color of text.



DROP SHADOW
OVER PHOTO

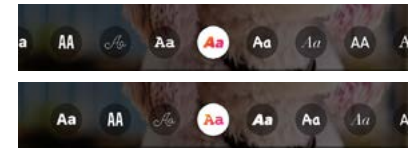
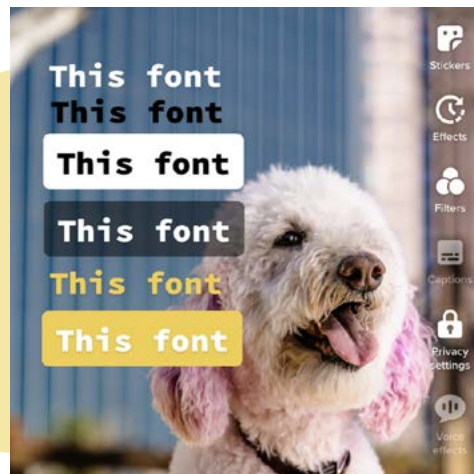
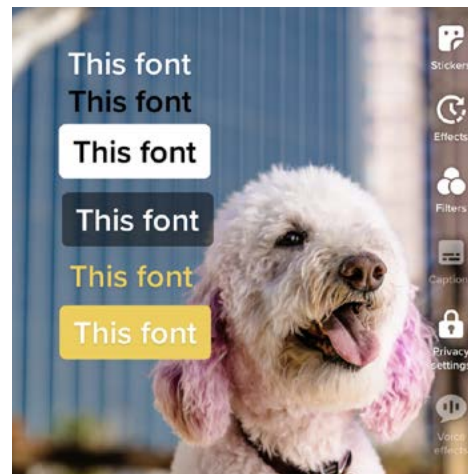


ADDED DROP SHADOW OVER
A MULTIPLIED TEXT BOX

SOCIAL MEDIA TYPEFACES



INSTAGRAM



TIKTOK
Typewriter
Classic

GIFS AND STICKERS

For added digital elements on social media stay away from overly abstract, 8-bit, 3D animation, very distorted looking dogs. MUTTS has its own set of stickers which should be used when appropriate.



INSTAGRAM GIFS/ STICKERS



MUTTS GIFS/ STICKERS

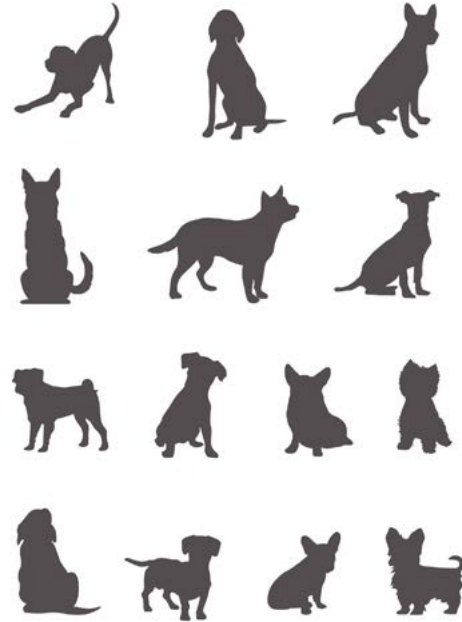
GENERAL ILLUSTRATION

Our illustration style is bold, clean, and casual. It is a visual representation of our Brand Personality. Illustrated objects should be made of solid-color shapes (no gradients) and minimal dimension and shading. To represent an object in 3D, we reveal only one additional side or none at all.



DOG ILLUSTRATION

Dog illustrations should be silhouette or have minimal detail. Detail should only be used if the outline of the dog is unrecognizable. Dogs should never take on human attributes (talking on the phone, holding a drink in its hand, cooking, etc...).



SILHOUETTE



MINIMAL DETAIL



EXAMPLES OF MISUSE



Dull red is too serious

Dog has too much detail and human characteristics

Too "cartoony"



Orange as the dominant color is off brand

Dogs have too much detail

Lightning bolt gives a feeling of aggression



Light purple as the dominant color is off brand

"Mothers Day" font is too delicate and formal

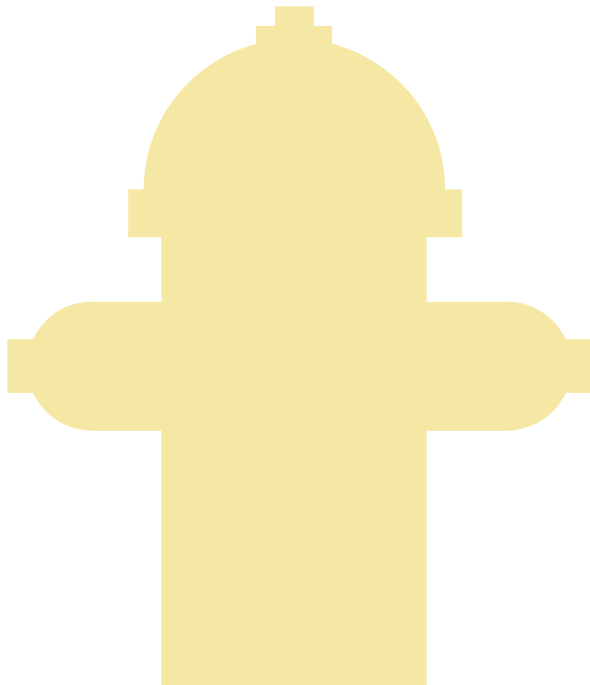
Line illustration is not on brand. MUTTS uses bold shapes.



PHOTO USAGE

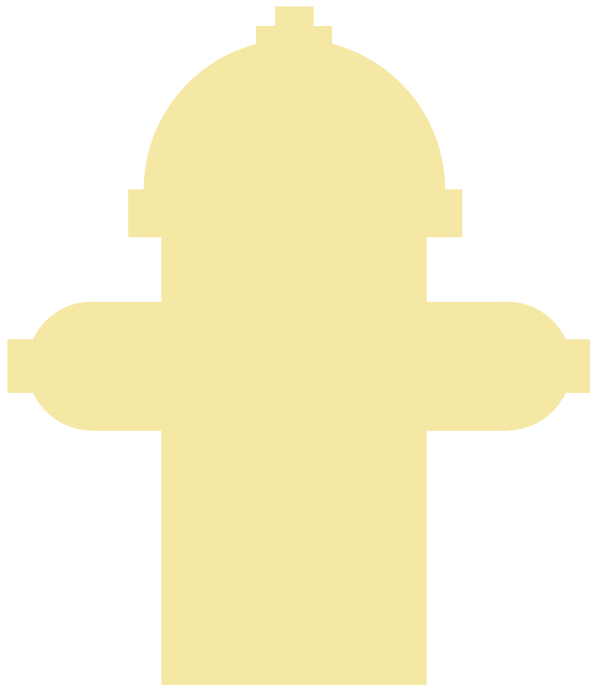
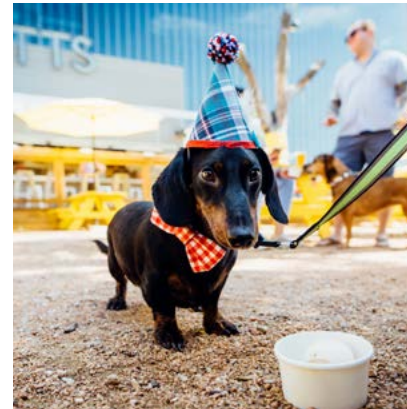
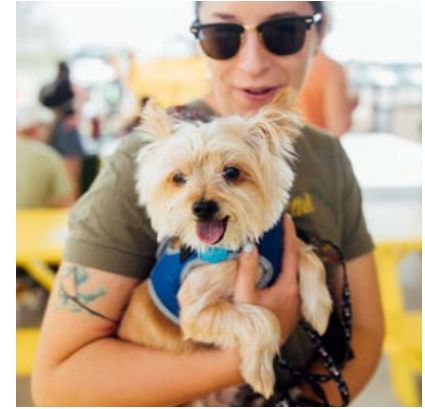
Photos of dogs should be from the MUTTS photo archive, never a stock photo. Authenticity is a large part of the MUTTS brand, so using our own dogs is key.

Photos may be mixed with illustration or text. When placing text over a photo, it needs to be easily legible. Place a solid color object or behind the text, or use a drop shadow behind any light-colored text if needed.



PHOTOGRAPHY & VIDEO STYLE

MUTTS uses bright colors, high contrast and dynamic images to create a sense of joy, excitement and youthful playfulness. The best photos for these purposes should be ideal for horizontal and vertical formatting.



EMAIL SIGNATURE FORMAT

1

John Doe

Example Title

[muttscantina.com](#) | [facebook](#) | [instagram](#) | [twitter](#)

MUTTS[®]
Canine Cantina

COMING SOON TO
ALLEN, TX
AUSTIN, TX
NEW BRAUNFELS, TX
DENVER, CO
EL PASO, TX

PROMO BANNER HERE

EX. Coming soon

2

John Doe

Example Title

[muttscantina.com](#) | [facebook](#) | [instagram](#) | [twitter](#)

SMELL US OUT
@muttscantina

