



IndiePet

Independent & Neighborhood
Pet Retail Association

Brand Guidelines

Welcome

Welcome to the IndiePet Brand Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to.

We hope you enjoy getting to know our brand better!



Brand Logos

Our logo is simple, clean, and stylish. There are three main categories of logo, Primary, Retailer, Industry. There is also a horizontal version and subcategory logos for our different offerings.

The logo should only be displayed in black or white depending on the background.



Brand Logos



IndiePet

Independent & Neighborhood
Pet Retail Association



IndiePet

Independent & Neighborhood Pet Retail Association



IndiePet

Member



IndiePet MEMBER

Independent & Neighborhood Pet Retail Association

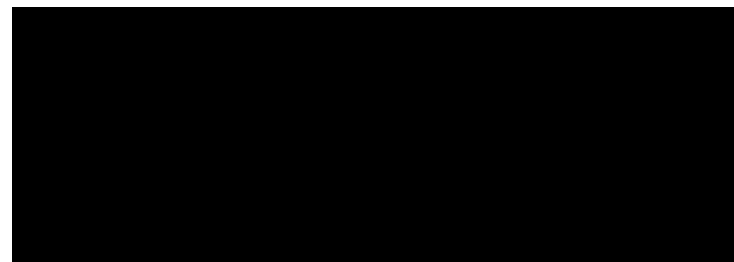
Proudly Supporting Independent Pet Retailers



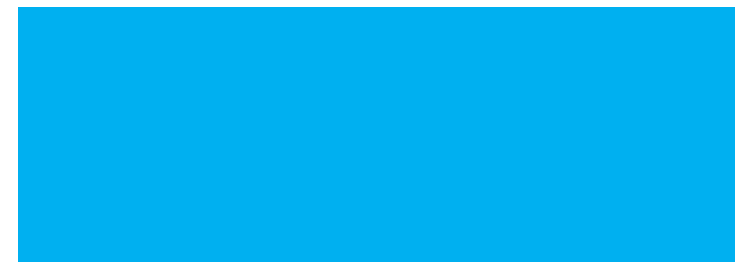
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Color Palette



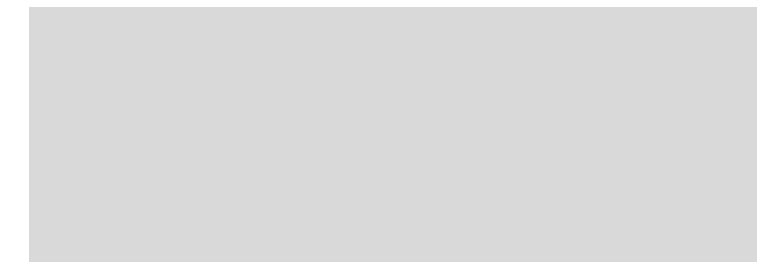
Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PMS: 19-0303 TCX Jet Black



Hex: #00B0F0
RGB: 0, 176, 240
CMYK: 100, 27, 0, 6
PMS: 299 C



Hex #: ffffff
RGB: 225, 225, 225
CMYK: 0, 0, 0, 0
PMS: [11-0601 TPG Bright White](#)



Hex: #D9D9D9
RGB: 217, 217, 217
CMYK: 0, 0, 0, 15
PMS: Cool Grey 1 C



Brand Font

POPPINS Light, Regular, **Semi Bold**, **Bold**

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

A a



Font Useage

Use Case	Details	Colors
Main Headers (H1)	30 px or above.	●)
Secondary Headers (H2)	24 px	●)
Tertiary Headers (H3-H6)	20 px - 14 px	●) ●
Body copy (p)	16 px - 14 px	●)
Hyperlinks (a)	16 px - 14 px	●)



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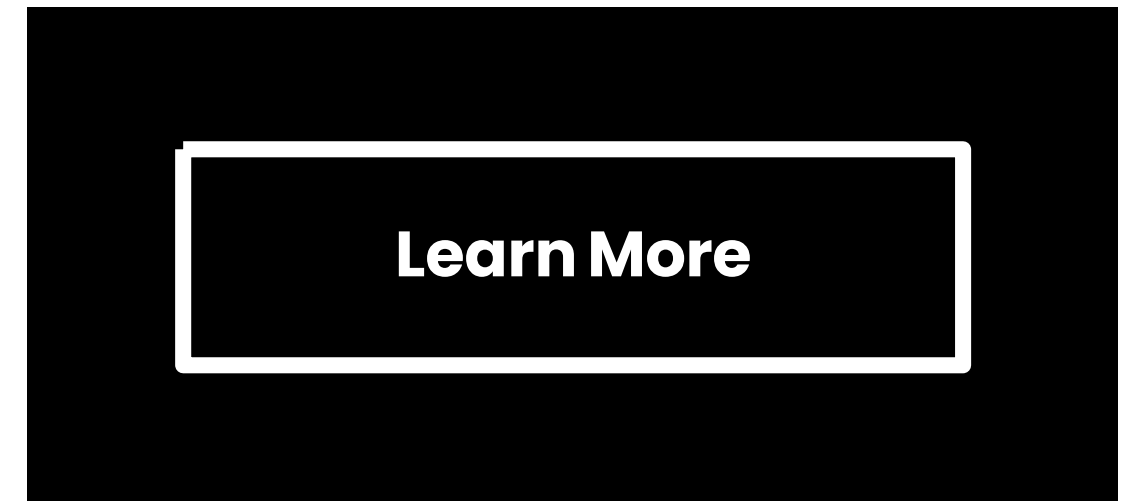
Button Types



Primary Button



Secondary Button



Tertiary Button

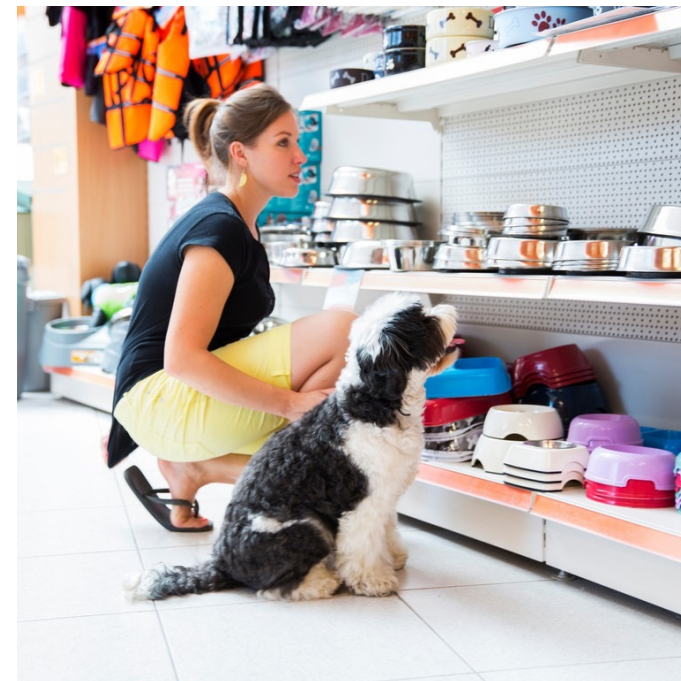


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Photography

We try to use photos shared by our members, but occasionally use stock photos like these.





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Iconography

These are examples of the style of graphic icons we use.



