

TELLING OUR BRAND STORY



Healthy Paws Pet Insurance & Foundation Brand Guidelines

Implementing the Healthy Paws brand in communications. | Updated August, 2014

healthypaws[®]
PET INSURANCE & FOUNDATION

Terms and Conditions

Healthy Paws Pet Insurance and Foundation

("Healthy Paws") is more than a company name. It's a set of values, attributes and artwork that reflects the spirit of our brand.

This book is a short overview of our guidelines, illustrating how to apply the visual components of our brand. It includes directions on how to use our signatures, colors, typefaces and imagery. As its name suggests, this book is a brief summary of the full Healthy Paws Pet Insurance and Foundation Identity Guidelines.

For further information or to obtain artwork, please contact the Healthy Paws marketing department:

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Brand Attributes



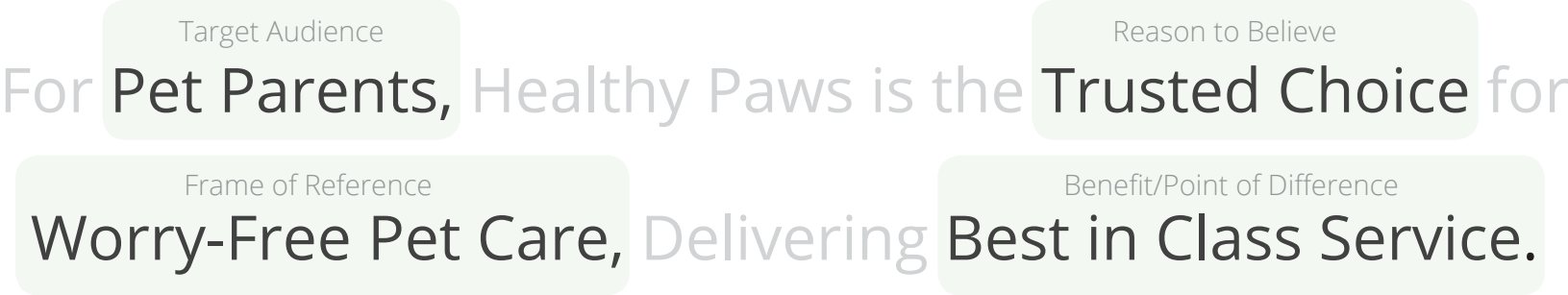
Brand Positioning Statement

Our brand positioning statement is at the core of Healthy Paws brand. It summarizes our promise to our customers, and represents not only what we do, but how we do it. Everything that bears the Healthy Paws name should live up to this statement.

Brand Positioning Statement:

“For Pet Parents, Healthy Paws is the Trusted Choice for Worry-Free Pet Care, Delivering Best in Class Service.”

Structure:



Signature



Signature

Healthy Paws signatures are the most prominent expression of the Healthy Paws brand. That's why it's vitally important to use them correctly and consistently. Each signature is a piece of custom-designed artwork. For every signature, use only approved artwork from the Healthy Paws marketing department.

Standard Logo:



Alternative Logo (Insurance Only):



Signature: Structure

Standard Logo:



Alternative Logo (Insurance Only):



Signature: Clear Space

Our company stands out from the crowd, and so does our signature. To create maximum impact, keep the space around the Healthy Paws signature free from other text and graphics. The clear space on each side of the signature should always be equal to or greater than the x-height of letter 'e' from word "healthy".

Standard Signature:



Alternative Signature (Pet Insurance Only):



Signature: Minimum Size

Minimum size refers to the smallest size at which the Healthy Paws signature may be reproduced and still maintain legibility. To ensure its legibility, the minimum reproduction size of the preferred signatures are 1.5" in length for standard and 1" in length for Insurance only version. The signature should scale proportionally.

Standard Signature:



Minimum Size 1.5"
in Length
(As shown)

Alternative Signature (Pet Insurance Only):



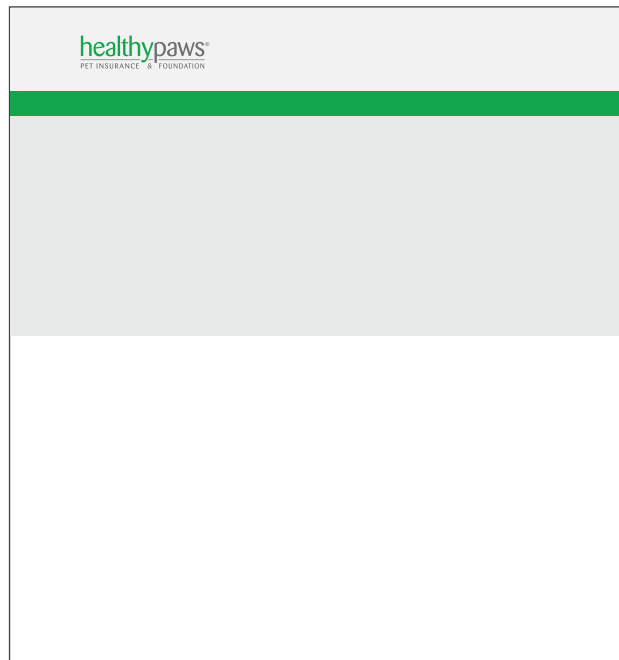
Minimum Size 1"
in Length
(As shown)

Signature: Placement

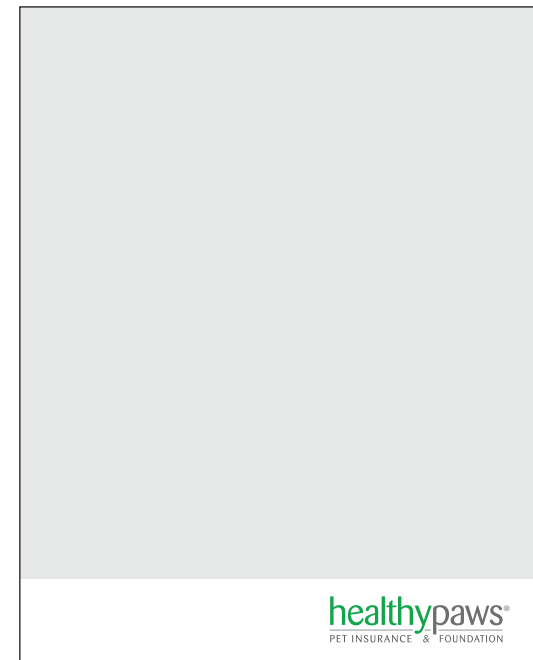
Whenever possible, the Healthy Paws signature should appear in the top left corner, in full color, on a white background. Consistent placement in this location on communications materials helps build awareness of the Healthy Paws brand. If the signature cannot be placed in the top left corner, an acceptable alternate placement is the bottom right corner.



Stationary



Website



Print Ads

Signature: Color Variations

For specific color values to use when reproducing the signature (PANTONE®, 4-color process, RGB), refer to the color section. The full color signature is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the signature should be reproduced in solid black or as a full-reverse in white out of a color background.



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Signature: Misuse

Incorrect use of the Healthy Paws signature compromises its integrity and effectiveness. The examples of signature misuse below are not comprehensive; they are only a small sample of possible misuses of the Healthy Paws signature.

To ensure accurate, consistent reproduction of the signature, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from the Healthy Paws design department.



Typefaces



Typefaces: Primary

As the Healthy Paws brand has evolved, so has our use of type. **Open Sans**, our main typeface, sets a confident, trustworthy tone for Healthy Paws communications.

Aa

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

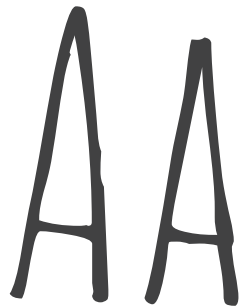
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typefaces: Secondary

Amatic SC and Kite One, are supportive typefaces, and set a friendly tone for Healthy Paws communications.



Amatic SC Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Amatic SC bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



Kite One Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

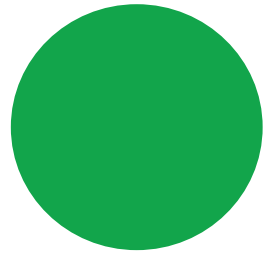
1234567890

Colors

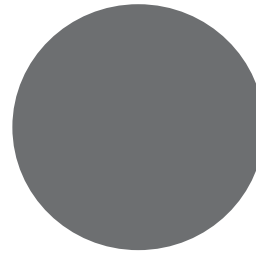


Color: Primary

Color shows the Healthy Paws spirit and promotes brand recognition. Our friendly-tone brand colors, Healthy Paws Green and Healthy Paws Gray, reinforce the stature of our company. Specific primary colors from our palette are used in the signatures of our operating companies, as shown below.



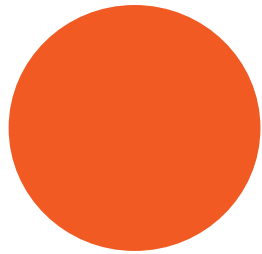
Healthy Paws Green
PMS: 347C
C: 82 M: 7 y: 99 K: 1
R: 20 G: 164 B: 75
Hex Code: #34a350



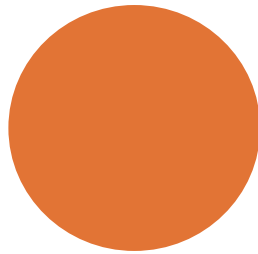
Healthy Paws Gray
PMS: 424C
C:0 M: 0 y: 0 K:70
R: 109 G: 110 B: 113
Hex Code: #6d6e71

Color: Secondary

Secondary colors are available for accent. Scarlet orange is meant to capture the viewers attention and is used for CTA elements, Muted orange is used for secondary CTA buttons. Light grey, acts as a neutral anchor for large areas of space.



Scarlet Orange
PMS: 179C
C: 0 M: 79 y: 100 K: 0
R: 255 G: 91 B:11
Hex Code: #ff5b0b



Muted Orange
PMS: 7578 C
C:7 M: 66 y: 90 K: 1
R: 225 G: 116 B: 64
Hex Code: #e17440



Light Grey
PMS: P 179-1 C
C:4 M: 3 y: 4 K:0
R: 240 G: 240 B: 238
Hex Code: #f0f0ee

Imagery



Imagery: Overview

Healthy Paws brand imagery creation involves a system that allows for the combination of pet lifestyle, relationship and foundation related photography that is emotional, authentic and meaningful.



Healthy Paws Imagery is

- Emotional moments
- Moments candid and authentic
- Shot from pets point of view lower camera angle, intimate, simple
- Implied or direct humanity pet parent in shot

Healthy Paws imagery is not

- Overly staged or posed
- A forced connection
- A pet parent looking directly into the camera
- A sad pet parent

Imagery: Pet Lifestyle



Imagery: Relationship



Imagery: Foundation Related



Imagery: Misuse

Healthy Paws imagery should capture the personality and energy of pets. It is important that the pets are not posed or shot in a contrived studio scenario. The photograph should be captivating and interesting while portraying accepted breeds and lifestyles.



Icon Usage

Healthy Paws icons are unique and memorable visual elements of the Healthy Paws brand. They are simple, modern, friendly, and sometimes quirky. Icons are highly simplified, exaggerated, and caricatured in nature so that they are appropriate for use in small sizes.

