



Every Animal. Every Day.

Brand Standards

Created by Callahan | June 2020

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The Pet-Ag Brand

Every Animal. Every Day.

From the soft touch of a newborn kitten to the majesty of a horse in full gallop, animals enhance our lives in so many ways. At Pet-Ag, Inc., we love every animal—and we want to help you care for the animals in your life every day.

Whether you have a newborn horse, an orphaned raccoon, a finicky chinchilla or a dog that needs to be groomed, we can help. Our brands include KMR®, Esbilac®, Fresh 'n Clean®, Prozyme®, Dyne®, Bene-Bac® Plus and many more.

Whatever the breed or species, we have the milk replacers, supplements and grooming products to help your animals grow up healthy, strong and beautiful.



Logo Treatment

Primary Logo

Whenever possible, the PetAg® logo is intended to be reproduced in full color with the gradient.

PMS, CMYK and RGB logos are available for whatever color profile is needed.



Logo Staging Area

The logo must have an area of “clear space” that remains free from intrusion by other graphic elements. This staging area is the size of the lowercase “e” within the logo.



Smallest Use

Ideally, the logo should not be sized smaller than .5” in height.



One-Color Logo

If a flat one-color logo is needed. Type and rule to remain white.

Spot: Pantone 300
CMYK: 90c 50m 0y 0k
RGB: 0r 94g 184b
HEX #: 005eb8



Black & White Logo

Use when color reproduction is not available. Type and rule to remain white.

CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000



Reversed Logo

Use on black or dark colored backgrounds. Type and rule knocks out. *(Black box is shown for background color indication only and is not a containment device or part of the logo.)*

CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



Logo/Tagline Treatment

The combination mark includes the primary logo and our tagline, Every Animal. Every Day. It is meant to communicate our reason for being and should be used whenever space allows.

Primary Logo With Tagline

When the logo is used on a white or light colored background, use the dark blue color for the tagline. When the logo is on a dark color use the cream or white for the color.



Every Animal. Every Day.



Logo Tagline Staging Area

The logo must have an area of “clear space” that remains free from intrusion by other graphic elements. This staging area is the size of the lowercase “e” within the logo.
The spacing of the tagline from the PetAg logo is twice the height of the tagline.



Smallest Use

Ideally, the logo should not be sized smaller than .75" in height.
The tagline point size should not go below 8.75 pt.



Name Treatment

When to use Pet-Ag, Inc. or PetAg

Pet-Ag, Inc.

- Pet-Ag, Inc. will be used when referring to the company name. Please note that the hyphen must be between “Pet” and “Ag” at all times.
- Always use “Pet-Ag, Inc.” for first reference in all pieces.
 - “Pet-Ag” will suffice in each subsequent reference throughout the rest of the document.
 - Always use “Pet-Ag, Inc.” when referencing our contact information or employee’s title.

PetAg

- “PetAg” may be used without the hyphen only in the Pet-Ag logo.



Typography

PRIMARY FONTS

For typographic expression, we’ve chosen a classic contrasting pairing of Merriweather (a serif typeface) and Roboto (a sans serif). These typefaces have several font weights and are versatile in both digital native and print applications.

The Merriweather font should be used for headlines and callouts

Merriweather Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Roboto font should be used for body copy

Roboto Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

FONT SUBSTITUTIONS

For times when Merriweather and Roboto are not available (e.g., PowerPoint, Word documents, etc.), these two commonly obtainable typefaces may be used as replacement fonts. Cambria (a serif typeface) and Arial (a sans serif) are each available in regular and bold font weights.

The Cambria font should be used for headlines and callouts in PowerPoint

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Arial font should be used for body copy in letters and PowerPoint

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette

Communicating our mission through color

Our colors help communicate our love of animals with warmth, sincerity and confidence.

Blue is at the heart of our brand. It’s supported in our Primary palette with a rich and citrusy grapefruit hue that signifies warmth, then rounded out with a product-inspired nourishing cream.

Our Secondary palette adds a silky pink to support the gentle and caring nature of our products.

Our Neutral palette gives us the flexibility to communicate and simplify color application with a suite of warm neutrals that work well together and with any of our other colors.

Primary Colors



Spot: Pantone 300
CMYK: 90c 50m 0y 0k
RGB: 0r 94g 184b
HEX #: 007dc6



Spot: Pantone 540
CMYK: 100c 57m 12y 66k
RGB: 0r 48g 87b
HEX #: 003057



Spot: Pantone 2024
CMYK: 0c 58m 65y 0k
RGB: 248r 124g 86b
HEX #: f87c56



Spot: Pantone (FPO)
CMYK: 4c 7m 17y 0k
RGB: 244r 232g 211b
HEX #: f4e8d3

Secondary Colors



Spot: Pantone 700
CMYK: 0c 40m 30y 0k
RGB: 242r 172g 185b
HEX #: f2cb9



Spot: Pantone 4525
CMYK: 9c 12m 47y 18k
RGB: 197r 183g 131b
HEX #: c5b783

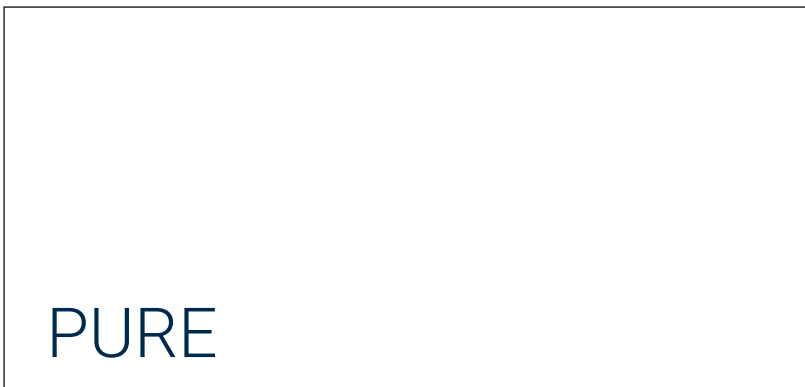
Neutral Colors



Spot: Pantone 2330
CMYK: 0c 2m 8y 23k
RGB: 207r 205g 201b
HEX #: cfc9c9



Spot: Pantone 412
CMYK: 52c 59m 45y 90k
RGB: 56r 47g 45b
HEX #: 382f2d



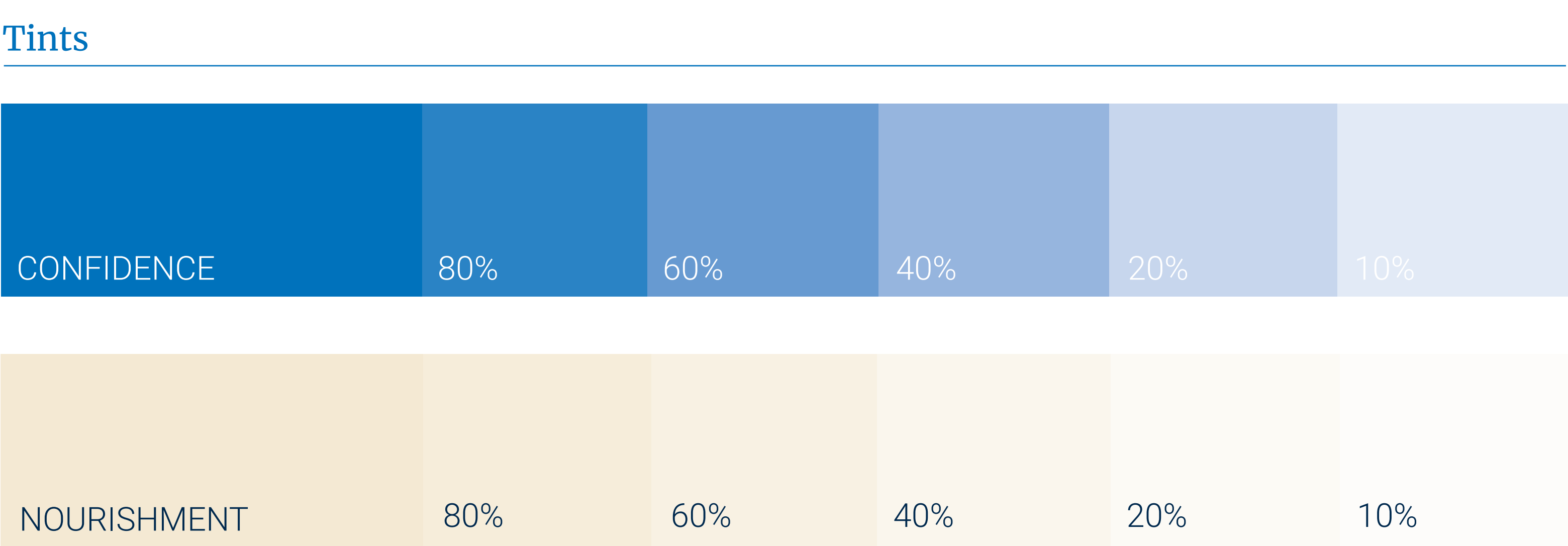
Spot: Pantone XXX
CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: fffffff

Color Palette

Tints

Tender care takes a light touch

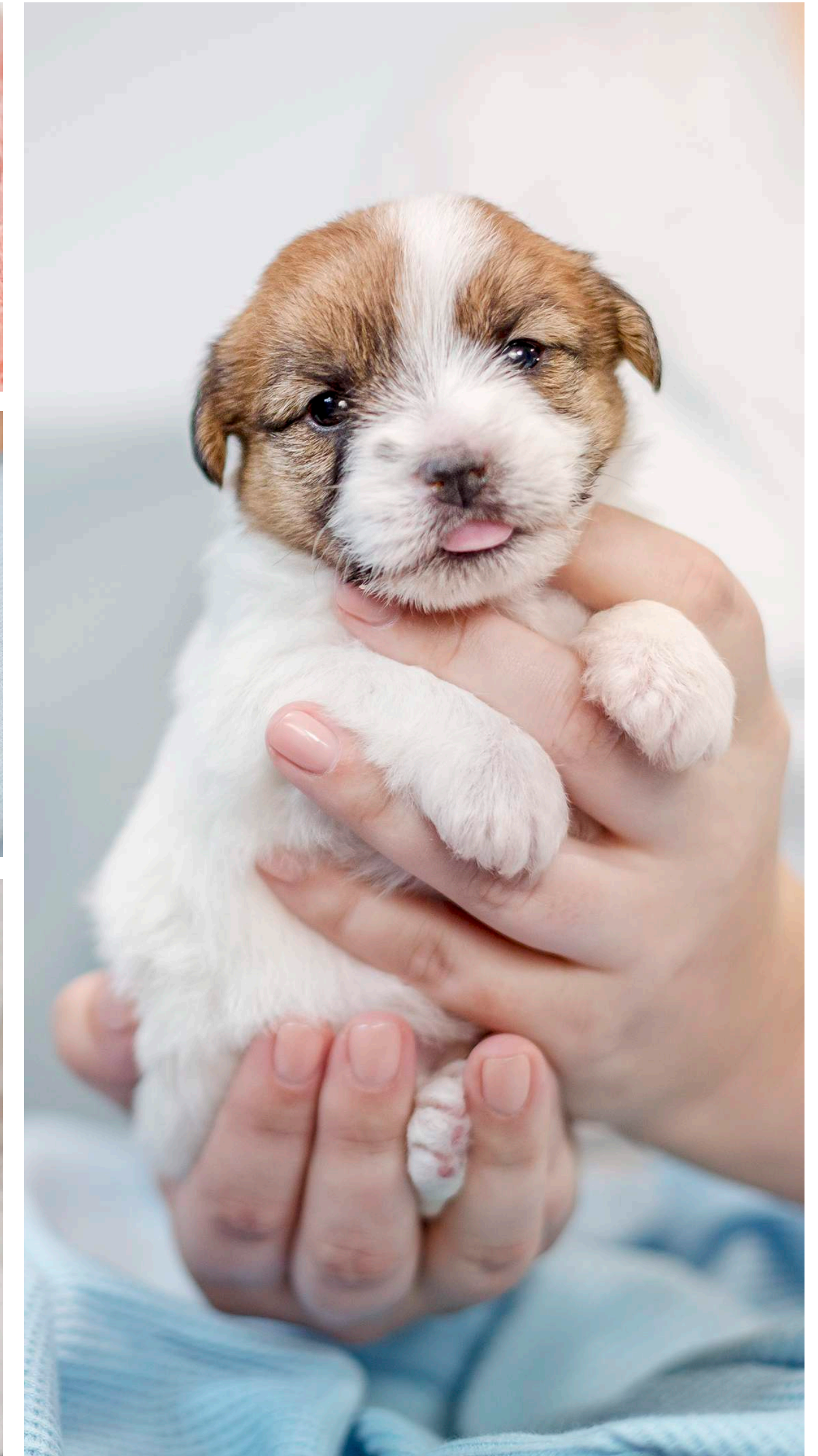
When lighter colors are needed, tints can be used from the Confidence Blue and the Nourishment Cream.



Photography Style

Photography is a powerful way to communicate our unique brand identity. The images you choose should be compelling and reflect the high quality and care that Pet-Ag delivers to every animal, every day.

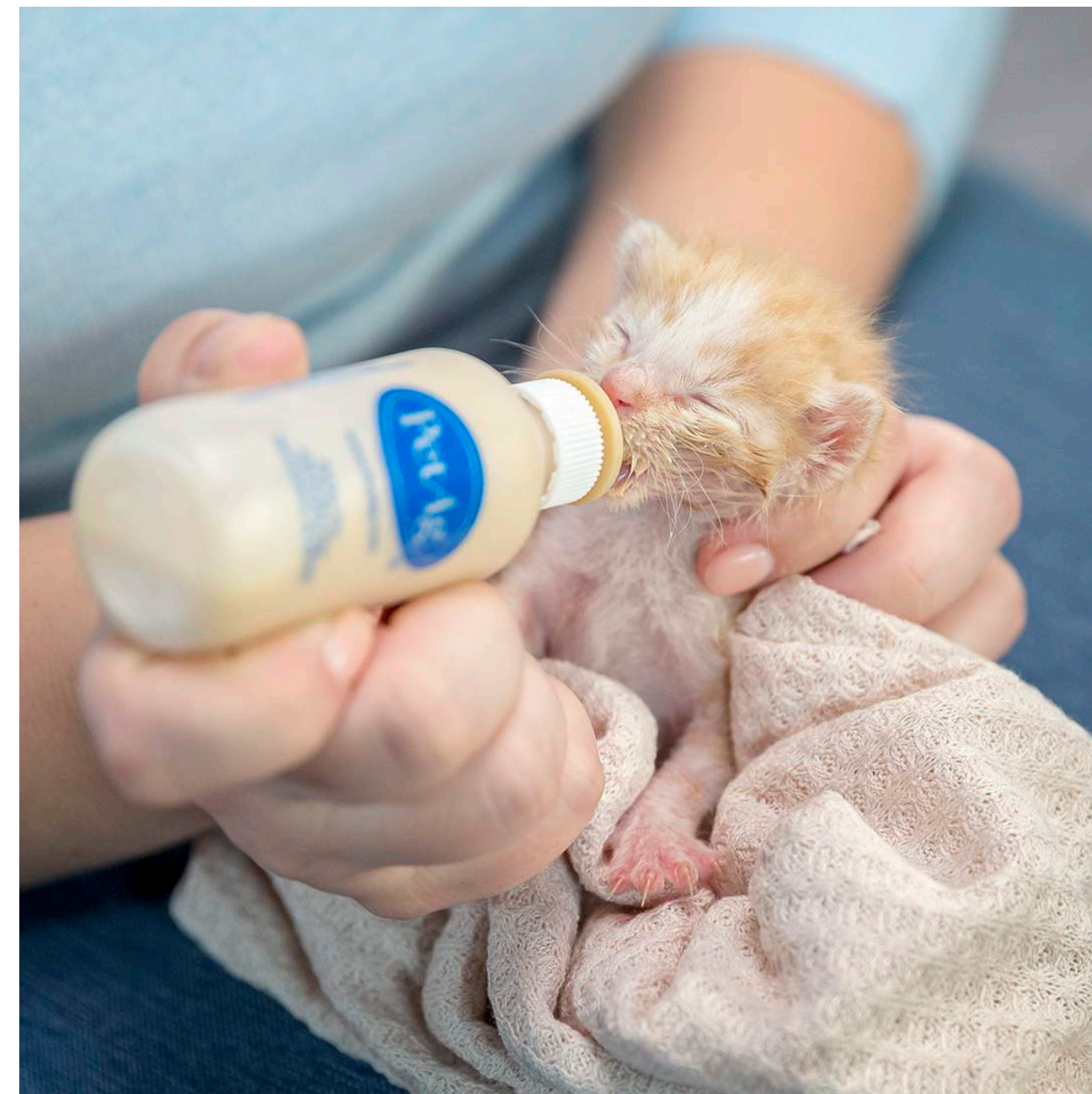
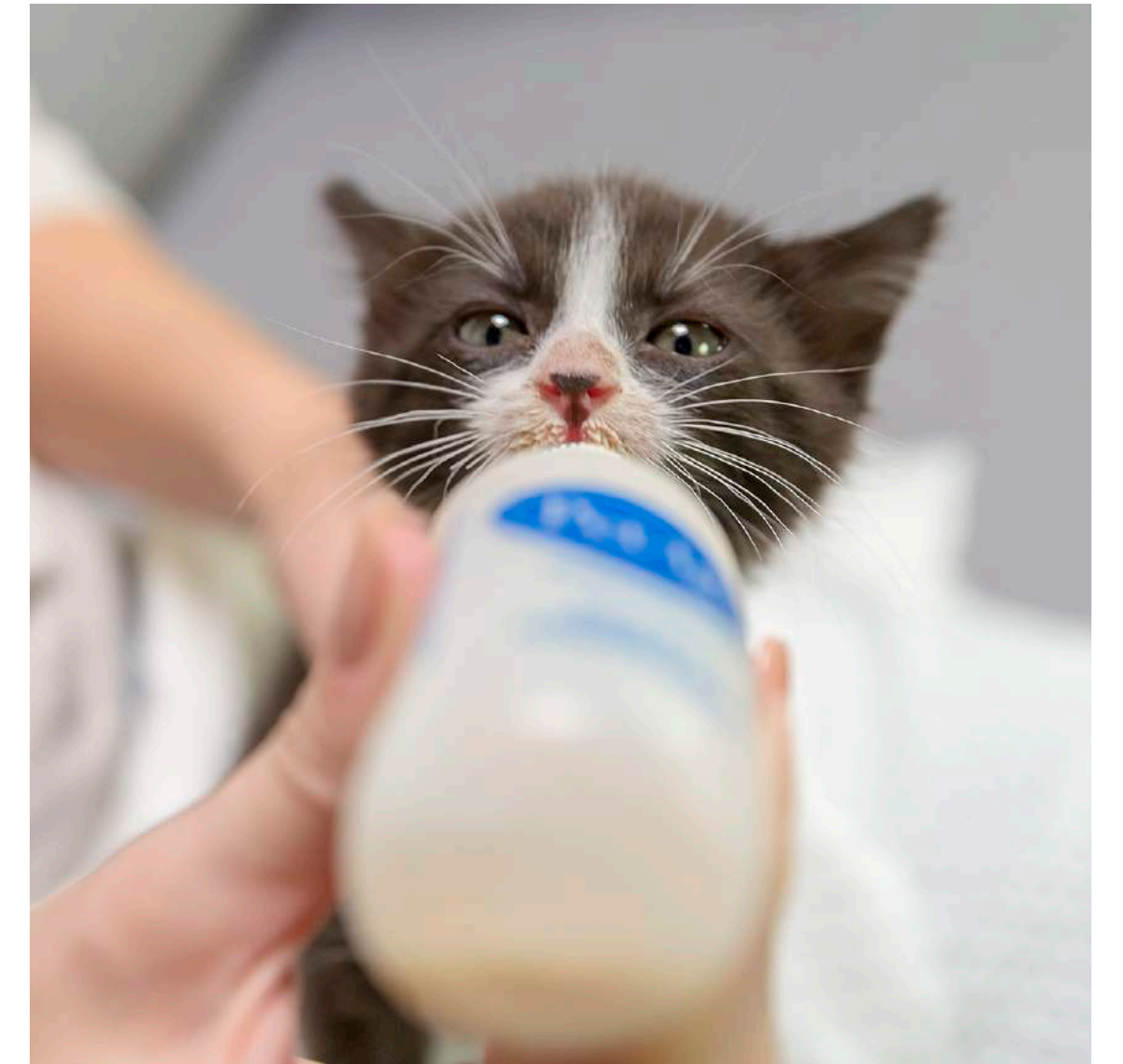
Choose healthy, well-groomed animals only. Keep surroundings simple and appropriate. Make the animal the focus of attention.



Photography Style

Feeding

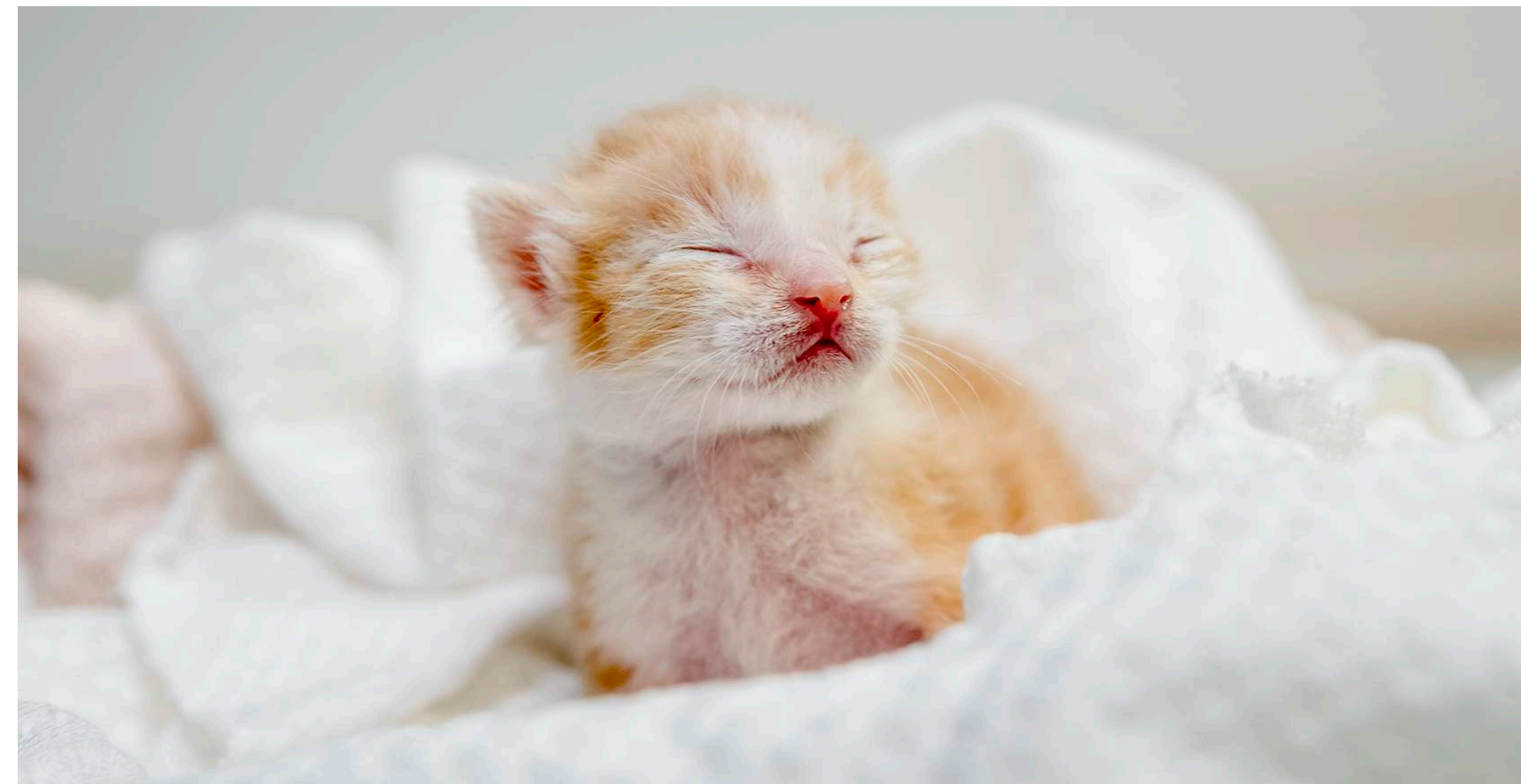
Animal caretakers all over the world turn to us for newborn nutrition. Take care to ensure accurate representation of products and feeding recommendations. Photos should convey the critical importance of providing healthy nutrition.



Photography Style

Sleeping/Resting

Rest is vital, especially to neonates. Photos of animals at rest should convey peacefulness and give the viewer confidence that the animal is being well-cared for as it grows bigger and stronger every day.



Photography Style

Weighing

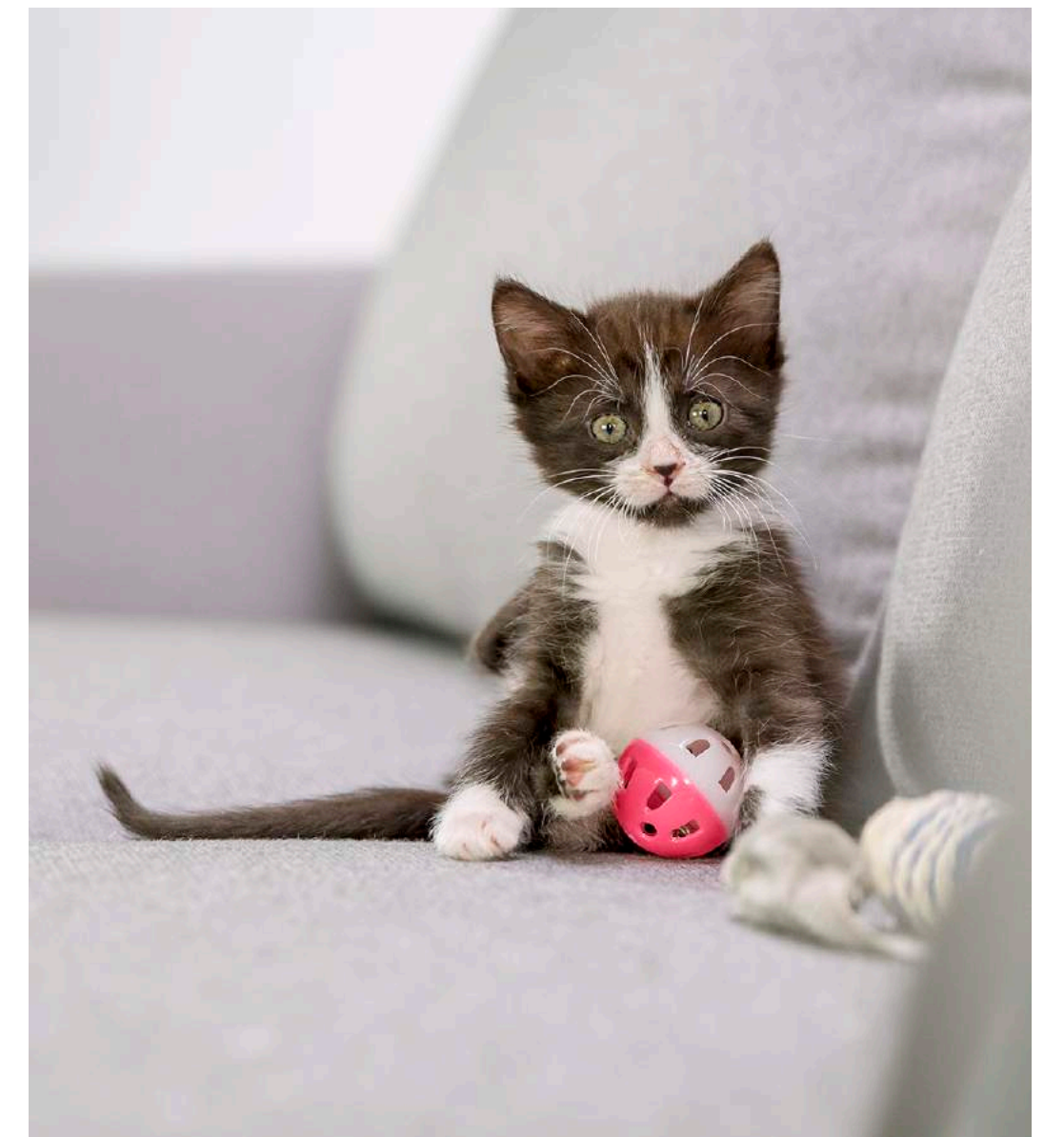
Measuring an animal's weight is an important part of assessing their growth and progress. Ensure the animal is safely secured on the scales. Maintain the focus on the animal, not the instruments.



Photography Style

Playing

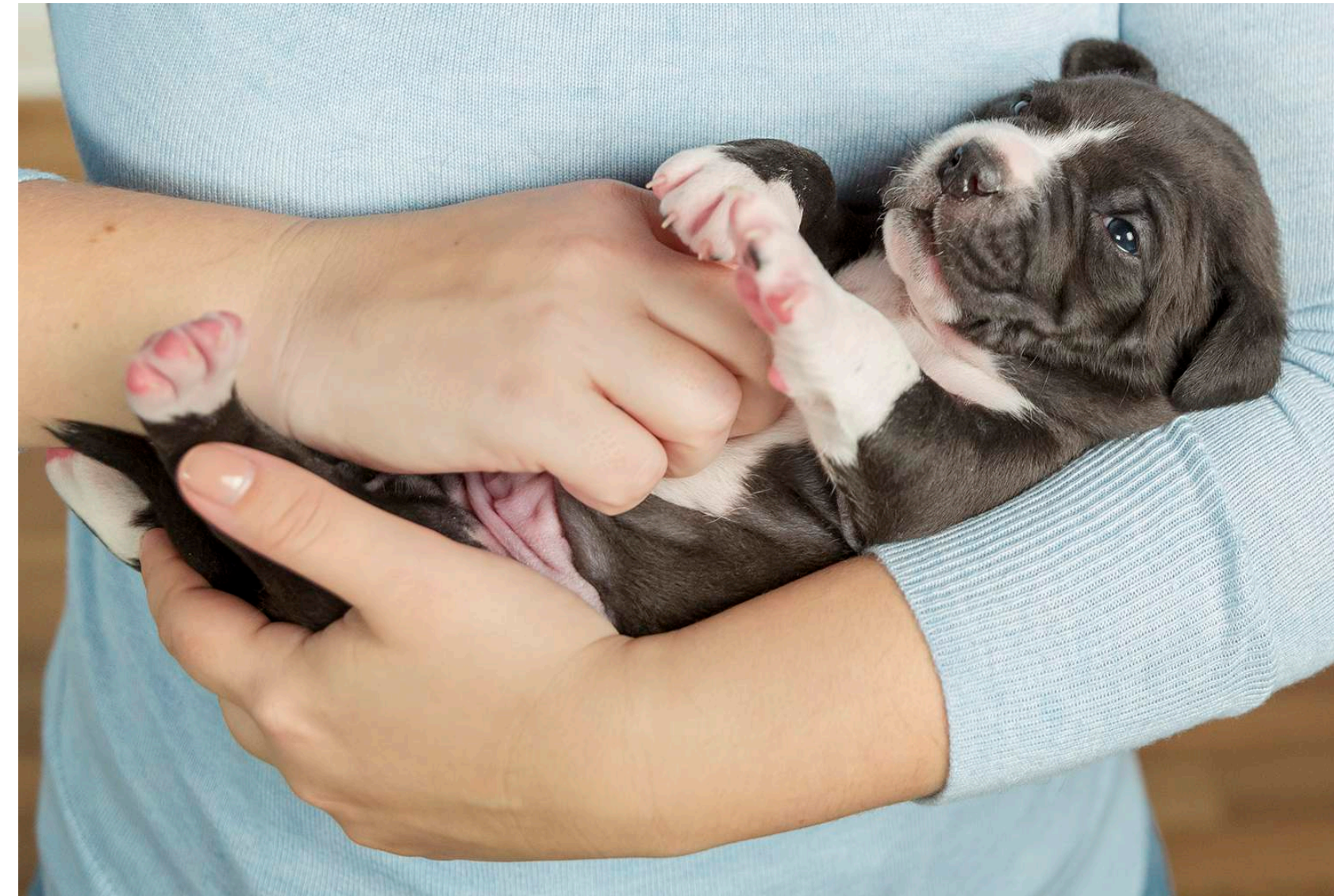
Watching an animal at play is one of the greatest rewards for animal caretakers. Ensure that the animal is pictured in a safe environment with age-appropriate and species-appropriate toys (if any).



Photography Style

Protecting

Human-to-animal contact helps form a bond between animal and caregiver. These shots should inspire a feeling of comfort and safety. For maximum effect, focus on the animal or the caregiver's hands. Only show the caregiver's face if it's a full-frame lifestyle image.

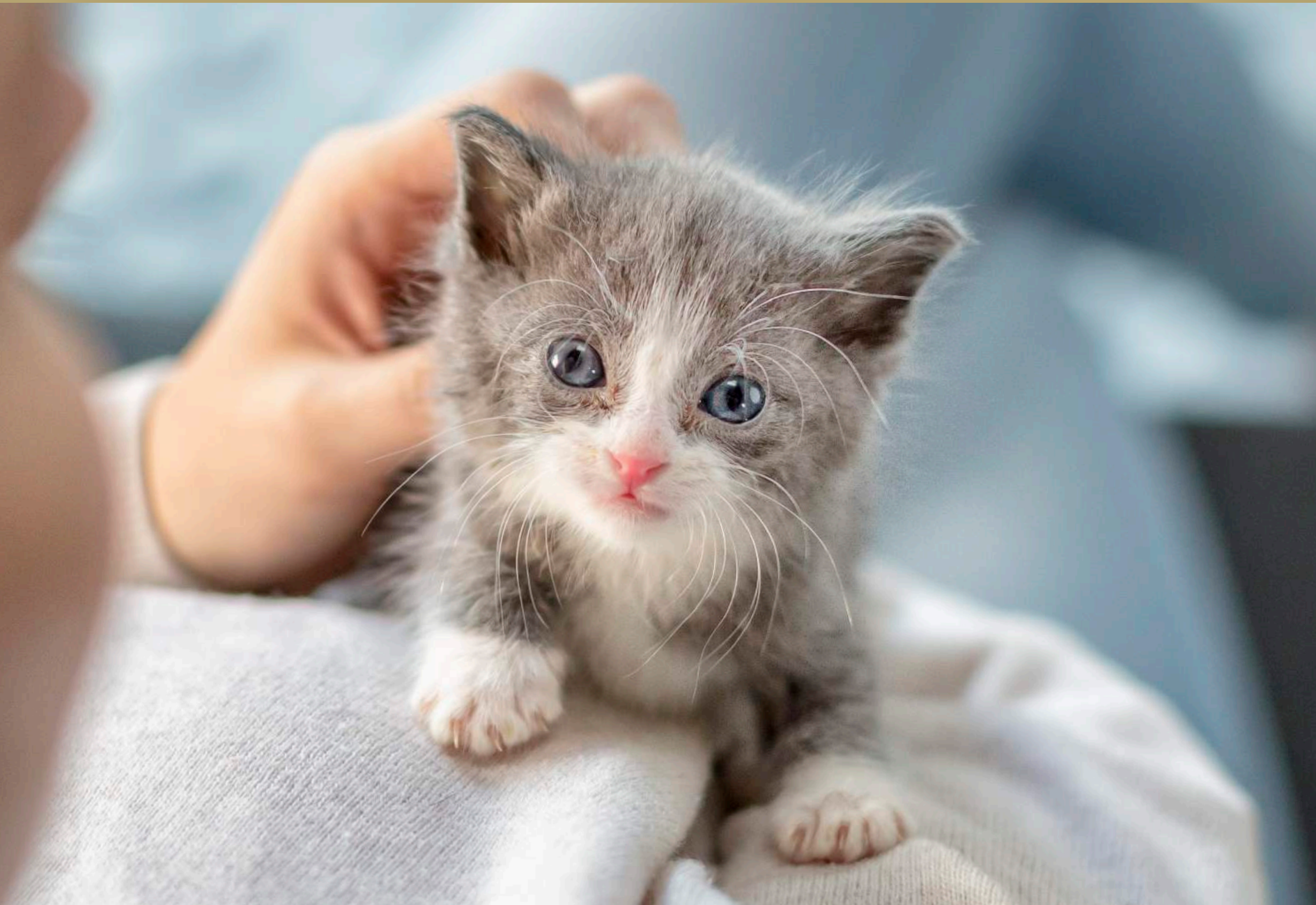


Photography Style

COB

“Cut-out background” photos give us versatility and are very useful for helping us focus on the animal. Use healthy, well-groomed animals. Choose shots that outline the animal clearly, so the viewer isn’t confused by the position of legs and tails.





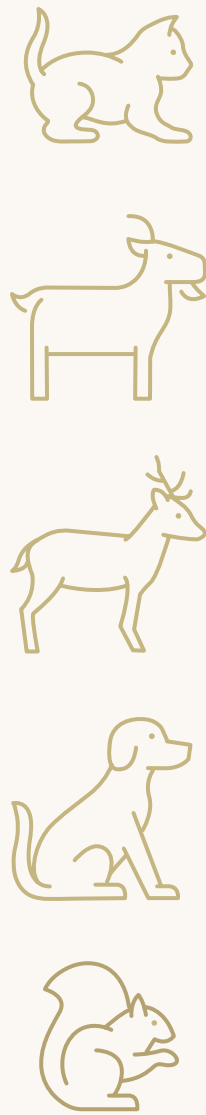
Every Animal. Every Day.



The soft touch of a newborn kitten

Every Animal. Every Day.

Whether you have a newborn horse, an orphaned raccoon, a finicky chinchilla or a dog that needs to be groomed, we can help. Our brands include KMR®, Esbilac®, Fresh 'n Clean®, Prozyme®, Dyne®, and Bene-Bac® Plus.



Brand Logos

There are many brands in the Pet-Ag family. Please be sure that you use the correct logo for each.

For International use, all brand logos will need to be changed to (™) instead of (®).

BENE-BAC® PLUS

BOSPRO™

Boundary®

CatSip®

CatSure™

DogSure™

DYNE®

EMT®
GEL

EMT®
SPRAY

ESBILAC®

FAWN-LAC®

FERMACTO™

Fresh_n
Clean®

FOAL-LAC™

GOAT-SNAX™

GOATS MILK
ESBILAC®

KMR®

KMR® 2ND STEP

Linatone®

MIRRA•COAT

MULTI-LAC™

MULTI-MILK®

NANNY-LAC™

PET
Pectillin®

PetLac™

Prozyme®

Prozyme®
PLUS

Shed Relief®
Plus with added zinc

ZO logic®
nutritional components



Every Animal. Every Day.

Sub-Branding Standards



Milk Replacers

Saving little lives has been the priority of Pet-Ag for over 80 years. That's why we offer high-quality, nutritionally-sound milk replacer products. Milk replacers are a necessity for caregivers with animals that are nursing, orphaned, abandoned, or that require nutritional supplementation.

ESBILAC®

GOATS MILK
ESBILAC®

KMR®

PetLac™

Esbilac® Milk Replacer

ESBILAC®

Scientifically formulated Esbilac provides puppies with advanced nutrition that is easy-to-digest and closely matches mother's milk in protein, fat and carbohydrates. Esbilac is also fortified with vitamins, minerals and essential amino acids to assure proper nutrient absorption.



Esbilac®
Products by
Species

ESBILAC®

Esbilac Puppy Milk Replacer Powder
Esbilac Puppy Milk Replacer Emergency Pack
Esbilac Puppy Milk Replacer Liquid
Esbilac 2nd Step™ Puppy Weaning Food
Esbilac Emergency Feeding Kit for Puppies
 Puppies



Claims and benefits:

- All-natural, all-milk protein formula with no artificial preservatives
- Easy to digest and highly palatable
- Meets the AAFCO nutrient profiles for complete and balanced nutrition
- #1 selling milk replacer brand

Note: Use the ® after the product name on the first text mention of each page.



Esbilac® Logo Treatment

U.S. use of logo requires ®
Outside of U.S., use of logo requires TM
When using Pet-Ag logos, use
verbiage to tie brand back to Pet-Ag
(e.g., first mention of brand should be –
Esbilac, by Pet-Ag)

Primary Logo

Whenever possible, the
Esbilac logo is intended
to be reproduced in
full color.
Spot: Pantone 300
CMYK: 90c 50m 0y 0k
RGB: 0r 94g 184b
HEX #: 005eb8



Logo Staging Area

The logo must have an
area of “clear space”
that remains free from
intrusion by other
graphic elements. The
staging area uses the
“A” within the logo.



Smallest Use

Ideally, the logo
should not be
sized smaller than
.375" in height.



Black & White Logo

Use when color reproduction
is not available.
CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000



Reversed Logo

Use on black or dark colored
backgrounds. Type and rule
knocks out. *(Black box is shown
for background color indication only and
is not a containment device or part of
the logo.)*
CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



See pages 6-16 for color palettes, fonts and photography.

Goats Milk Esbilac® Milk Replacer

GOATS MILK ESBILAC®

Scientifically formulated Goats Milk Esbilac is made with whole goats milk protein for puppies with sensitive digestive systems. It provides puppies with advanced nutrition that is easy-to-digest and closely matches mother's milk in protein, fat and carbohydrates. Goats Milk Esbilac is also fortified with vitamins, minerals and essential amino acids to assure proper nutrient absorption.



Goats Milk Esbilac® Products by Species

GOATS MILK ESBILAC®

Goats Milk Esbilac Powder



Puppies

Goats Milk Esbilac Small Animal Milk Replacer Powder

Goats Milk Esbilac Small Animal Feeding Kit



Hamsters
& Gerbils



Guinea Pigs



Rabbits



Ferrets



Mice



Goats Milk Esbilac® Messaging

Claims and benefits:

- Made with natural whole goats milk with no artificial preservatives
- For sensitive stomachs
- Very easy to digest and highly palatable
- Meets the AAFCO dog nutrient profiles for complete and balanced nutrition
- Mixes easily with water

Note: Use the ® after the product name on the first text mention of each page.



Goats Milk Esbilac® Logo Treatment

U.S. use of logo requires ®
Outside of U.S., use of logo requires TM
When using Pet-Ag logos, use
verbiage to tie brand back to Pet-Ag
(e.g., first mention of brand should be –
Goats Milk Esbilac, by Pet-Ag)

Primary Logo

Whenever possible, the
Goats Milk Esbilac
logo is intended to be
reproduced in full color.
Spot: Pantone 300
CMYK: 90c 50m 0y 0k
RGB: 0r 94g 184b
HEX #: 005eb8



Logo Staging Area

The logo must have an
area of “clear space”
that remains free from
intrusion by other
graphic elements. The
staging area uses the
“A” of the word “GOATS”
within the logo.



Smallest Use

Ideally, the logo
should not be
sized smaller than
.75" in height.



Black & White Logo

Use when color reproduction
is not available.

CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000



Reversed Logo

Use on black or dark colored
backgrounds. Type and rule
knocks out. *(Black box is shown
for background color indication only and
is not a containment device or part of
the logo.)*

CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



See pages 6-16 for color palettes, fonts and photography.

KMR® Milk Replacer

KMR®

Scientifically formulated KMR provides kittens with advanced nutrition that is easy-to-digest and closely matches mother's milk in protein, fat and carbohydrates. KMR is fortified with key vitamins and minerals plus taurine, an essential amino acid required for proper eye and heart development.



KMR®
Products by
Species

KMR®

KMR Kitten Milk Replacer Powder

KMR Kitten Milk Replacer Liquid

KMR 2nd Step™ Kitten Weaning Food

KMR Emergency Feeding Kit for Kittens



Kittens



Claims and benefits:

- All-natural, all-milk protein formula with no artificial preservatives
- Easy to digest and highly palatable
- Meets the AAFCO nutrient profiles for complete and balanced nutrition
- #1 selling milk replacer brand

Note: Use the ® after the product name on the first text mention of each page.



KMR[®]

Logo Treatment

U.S. use of logo requires [®]

Outside of U.S., use of logo requires TM

When using Pet-Ag logos, use verbiage to tie brand back to Pet-Ag (e.g., first mention of brand should be – KMR, by Pet-Ag)

Primary Logo

Whenever possible, the KMR logo is intended to be reproduced in full color.

Spot: Pantone 300

CMYK: 90c 50m 0y 0k

RGB: 0r 94g 184b

HEX #: 005eb8



Logo Staging Area

The logo must have an area of “clear space” that remains free from intrusion by other graphic elements. The staging area uses the “R” within the logo.



Smallest Use

Ideally, the logo should not be sized smaller than .75" in height.



Black & White Logo

Use when color reproduction is not available.

CMYK: 0c 0m 0y 100k

RGB: 0r 0g 0b

HEX #: 000000



Reversed Logo

Use on black or dark colored backgrounds. Type and rule knocks out. *(Black box is shown for background color indication only and is not a containment device or part of the logo.)*

CMYK: 0c 0m 0y 0k

RGB: 255r 255g 255b

HEX #: ffffff



See pages 6-16 for color palettes, fonts and photography.

PetLac™ Milk Replacer

PetLac™

PetLac is an economical milk replacement formula that provides kittens and puppies with complete nutrition that is easy-to-digest and is a good match for mother's milk in protein, fat and carbohydrates. Containing milk and vegetable proteins, PetLac is also fortified with key vitamins and minerals plus taurine, an essential amino acid required for proper eye and heart development.



PetLacTM
Products by
Species

PetLacTM

PetLac Puppy Liquid

PetLac Puppy Powder



Puppies

PetLac Kitten Liquid

PetLac Kitten Powder



Kittens



Claims and benefits:

- Milk and vegetable protein formula
- Easy to digest and highly palatable
- Meets the AAFCO nutrient profiles for complete and balanced nutrition

Note: Use the TM after the product name on the first text mention of each page.



PetLacTM Logo Treatment

U.S. use of logo requires ®
Outside of U.S., use of logo requires TM
When using Pet-Ag logos, use
verbiage to tie brand back to Pet-Ag
(e.g., first mention of brand should be –
PetLac, by Pet-Ag)

Primary Logo

Whenever possible, the
PetLac logo is intended
to be reproduced in
full color.
Spot: Pantone 300
CMYK: 90c 50m 0y 0k
RGB: 0r 94g 184b
HEX #: 005eb8



Logo Staging Area

The logo must have an
area of “clear space”
that remains free from
intrusion by other
graphic elements. The
staging area uses the
“e” within the logo.



Smallest Use

Ideally, the logo
should not be
sized smaller than
.75" in height.



Black & White Logo

Use when color reproduction
is not available.

CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000



Reversed Logo

Use on black or dark colored
backgrounds. Type and rule
knocks out. *(Black box is shown
for background color indication only and
is not a containment device or part of
the logo.)*

CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



See pages 6-16 for color palettes, fonts and photography.



Supplements

Just like humans, animals sometimes need nutritional supplements to support their overall wellness. We offer a variety of formulations that support the dietary and health needs of a wide range of species.

BENE-BAC[®] *PLUS*

DYNE[®]

Bene-Bac® Plus Supplements

BENE-BAC® *PLUS*

Bene-Bac products support the animal's digestive system in times of stress as part of a healthy digestive regimen for dogs and cats. Easy-to-use Bene-Bac Plus contains live concentrations of seven naturally occurring microorganisms commonly found in the intestinal tract of mammals, plus an FOS prebiotic. Bene-Bac Plus is recommended as part of the management program for all animals to help maintain a healthy digestive system, and for those experiencing conditions such as birth, breeding, post-surgery, antibiotic therapy, weaning, worming, showing, boarding and travel.



Bene-Bac® Plus Products by Species

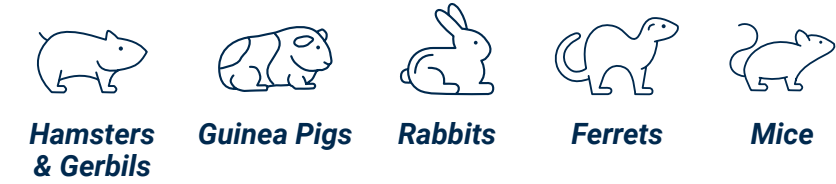
BENE-BAC® PLUS

Bene-Bac Plus Pet Powder

Bene-Bac Plus Pet Gel



Bene-Bac Plus Small Animal Powder

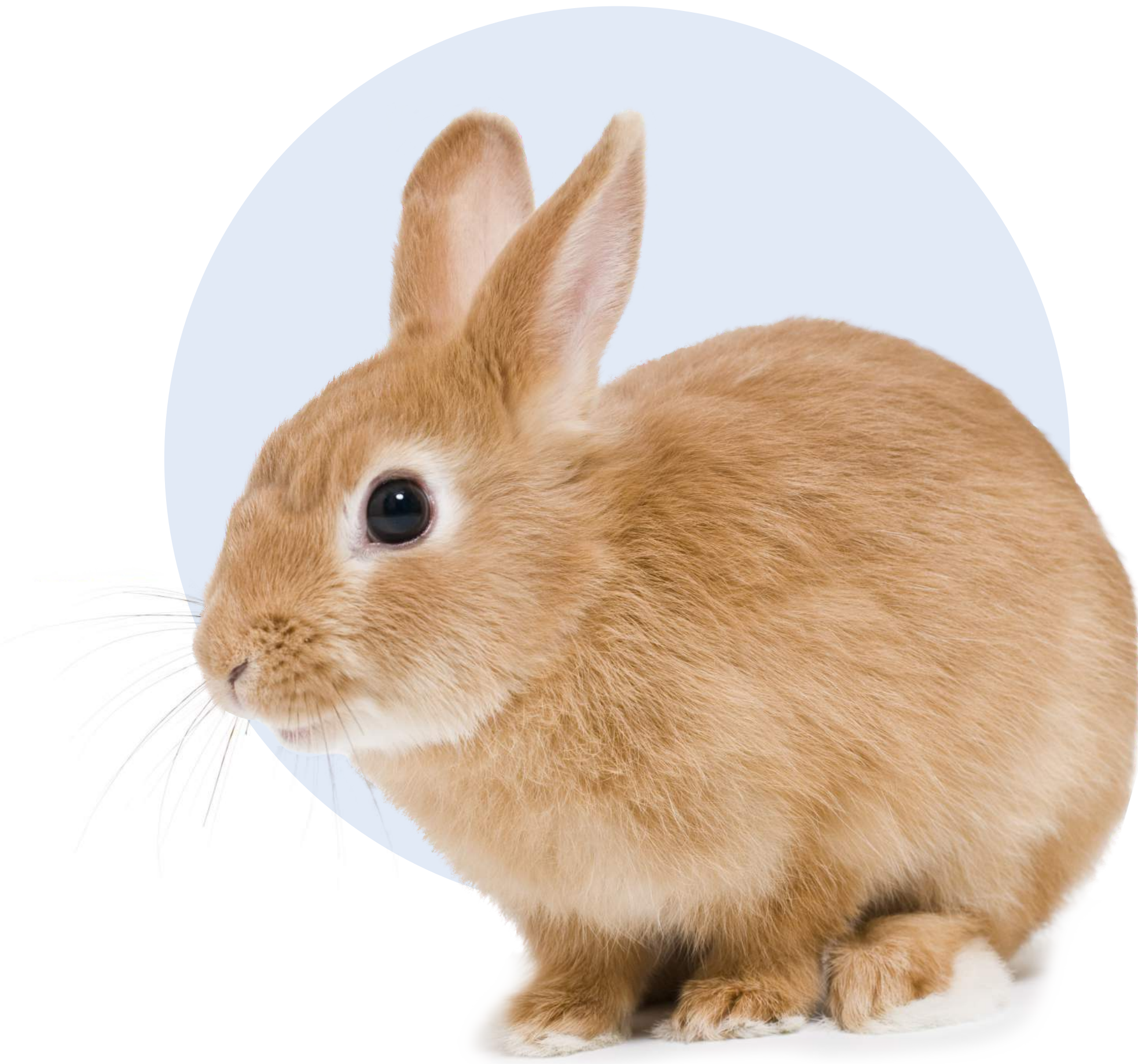


Bene-Bac Plus Bird and Reptile Powder

Bene-Bac Plus Bird and Reptile Gel



Bene-Bac Plus Equine Gel



Bene-Bac® Plus Messaging

Claims and benefits:

- Supports the digestive system in changing nutritional or environmental conditions
- Helps maintain beneficial bacterial in the gut
- Helps with occasional digestive upset associated with stress or changing conditions
- Highly palatable
- Guaranteed 20 million colony-forming units (CFU) of viable bacteria per gram
- May be used for regular maintenance

Note: Use the ® after the product name on the first text mention of each page.



Bene-Bac® Plus Logo Treatment

U.S. use of logo requires ®
Outside of U.S., use of logo requires TM
When using Pet-Ag logos, use
verbiage to tie brand back to Pet-Ag
(e.g., first mention of brand should be –
Bene-Bac, by Pet-Ag)

Primary Logo

Whenever possible, the
Bene-Bac logo is intended
to be reproduced in
full color.

Spot: Pantone 300
CMYK: 90c 50m 0y 0k
RGB: 0r 94g 184b
HEX #: 005eb8

BENE-BAC® PLUS

Logo Staging Area

The logo must have an
area of “clear space”
that remains free from
intrusion by other
graphic elements. The
staging area uses the
“A” within the logo.



Smallest Use

Ideally, the logo
should not be
sized smaller than
.375" in height.

.375" **BENE-BAC® PLUS**

Black & White Logo

Use when color reproduction
is not available.

CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000

BENE-BAC® PLUS

Reversed Logo

Use on black or dark colored
backgrounds. Type and rule
knocks out. (Black box is shown
for background color indication only
and is not a containment device or
part of the logo.)

CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



See pages 6-16 for color palettes, fonts and photography.

Dyne[®] Supplements

DYNE[®]

Dyne was developed to provide the nutrition livestock, horses and dogs need to maintain their health and appearance in a palatable liquid form. Dyne boosts calorie intake in a minimal volume to support weight gain. Available in a variety of sizes, Dyne can be given every day according to feeding instructions.



Dyne® Products by Species

DYNE®

Dyne High Calorie Liquid Nutritional Supplement for Livestock



Goats



Sheep



Pigs



Cows

Dyne High Calorie Liquid Nutritional Supplement for Horses & Ponies



Horses

Dyne High Calorie Liquid Nutritional Supplement for Dogs & Puppies



Puppies



Dogs



Claims and benefits:

[Product-specific claims are noted in brackets]

- Maximum nutrition in minimum volume
- Provides extra calories
- Supports weight gain
- With added vitamins
- Sweet vanilla taste encourages consumption
[Livestock, Horse products only]
- Sweet vanilla flavor encourages finicky eaters
[Dog products only]
- For all classes of livestock one week and older
[Livestock products only]
- For leisure, working, performance and sporting horses; ponies; and miniature horses
[Horse products only]
- For puppies, pregnant and nursing moms, performance and working dogs, dogs recovering from stress or illness, and picky eaters
[Dog products only]

Note: Use the ® after the product name on the first text mention of each page.



Dyne[®] Logo Treatment

U.S. use of logo requires ®
Outside of U.S., use of logo requires TM
When using Pet-Ag logos, use
verbiage to tie brand back to Pet-Ag
(e.g., first mention of brand should be –
Dyne, by Pet-Ag)

Primary Logo

Whenever possible, the
Dyne logo is intended
to be reproduced in
full color.
Spot: Pantone 2935
CMYK: 100c 72m 0y 6k
RGB: 0r 83g 159b
HEX #: 00539f



Logo Staging Area

The logo must have an
area of “clear space”
that remains free from
intrusion by other
graphic elements. The
staging area uses the
“N” within the logo.



Smallest Use

Ideally, the logo
should not be
sized smaller than
.5" in height.



See pages 6-9 for color palettes and fonts.

One-Color Logo

If a flat one-color logo
is needed.
Spot: Pantone 2935
CMYK: 100c 72m 0y 6k
RGB: 0r 83g 159b
HEX #: 00539f



Black & White Logo

Use when color reproduction
is not available.
CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000



Reversed Logo

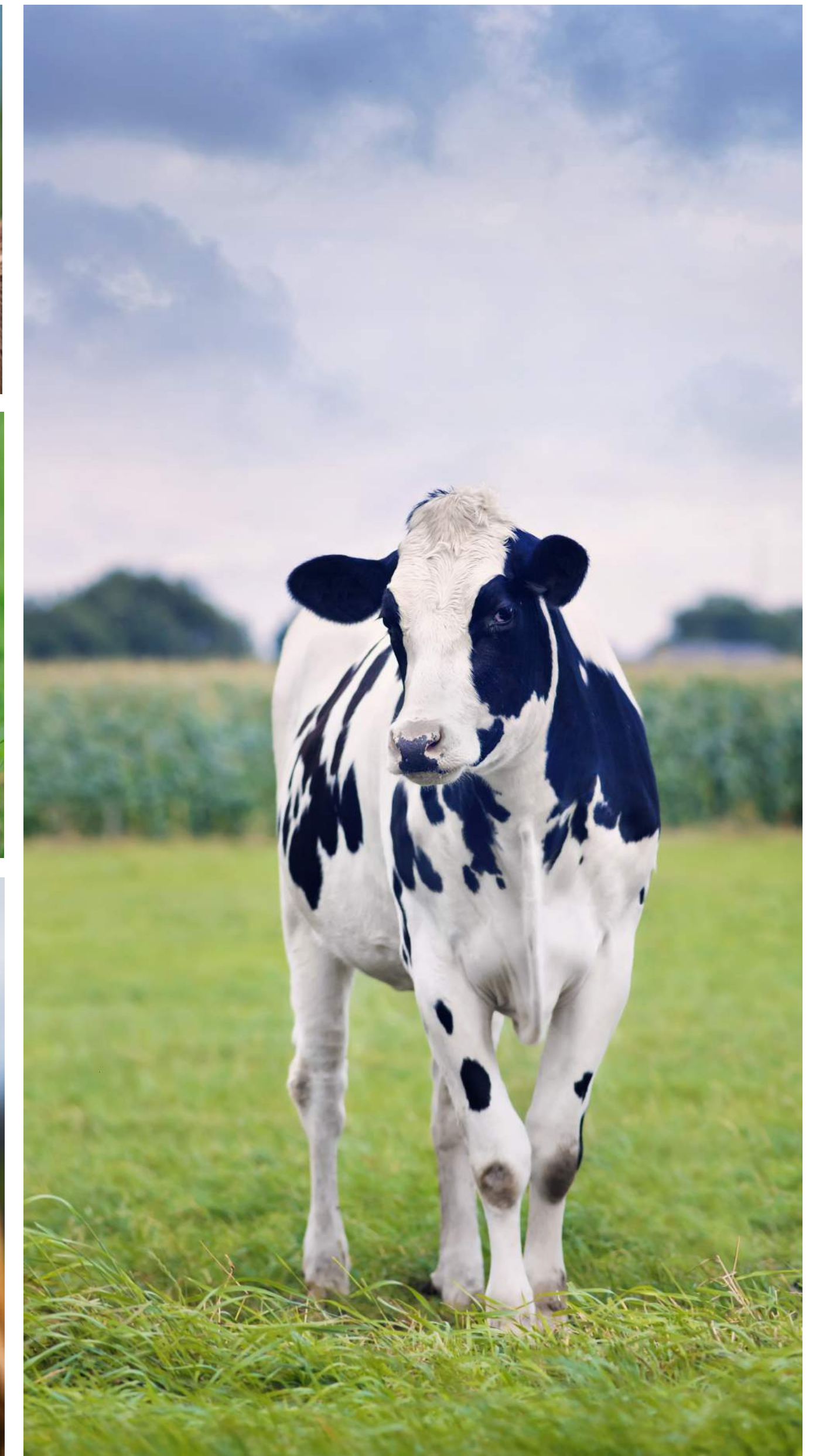
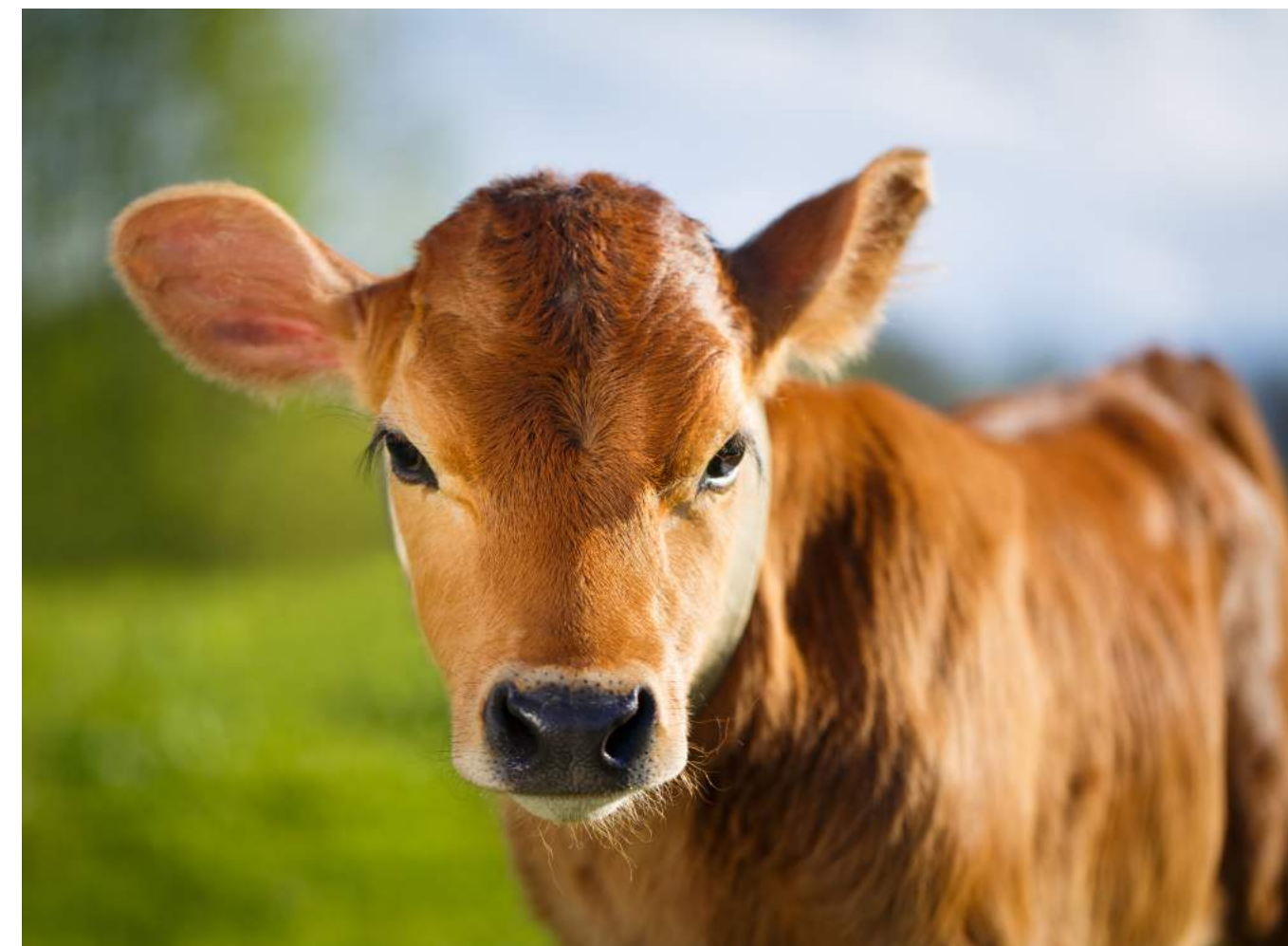
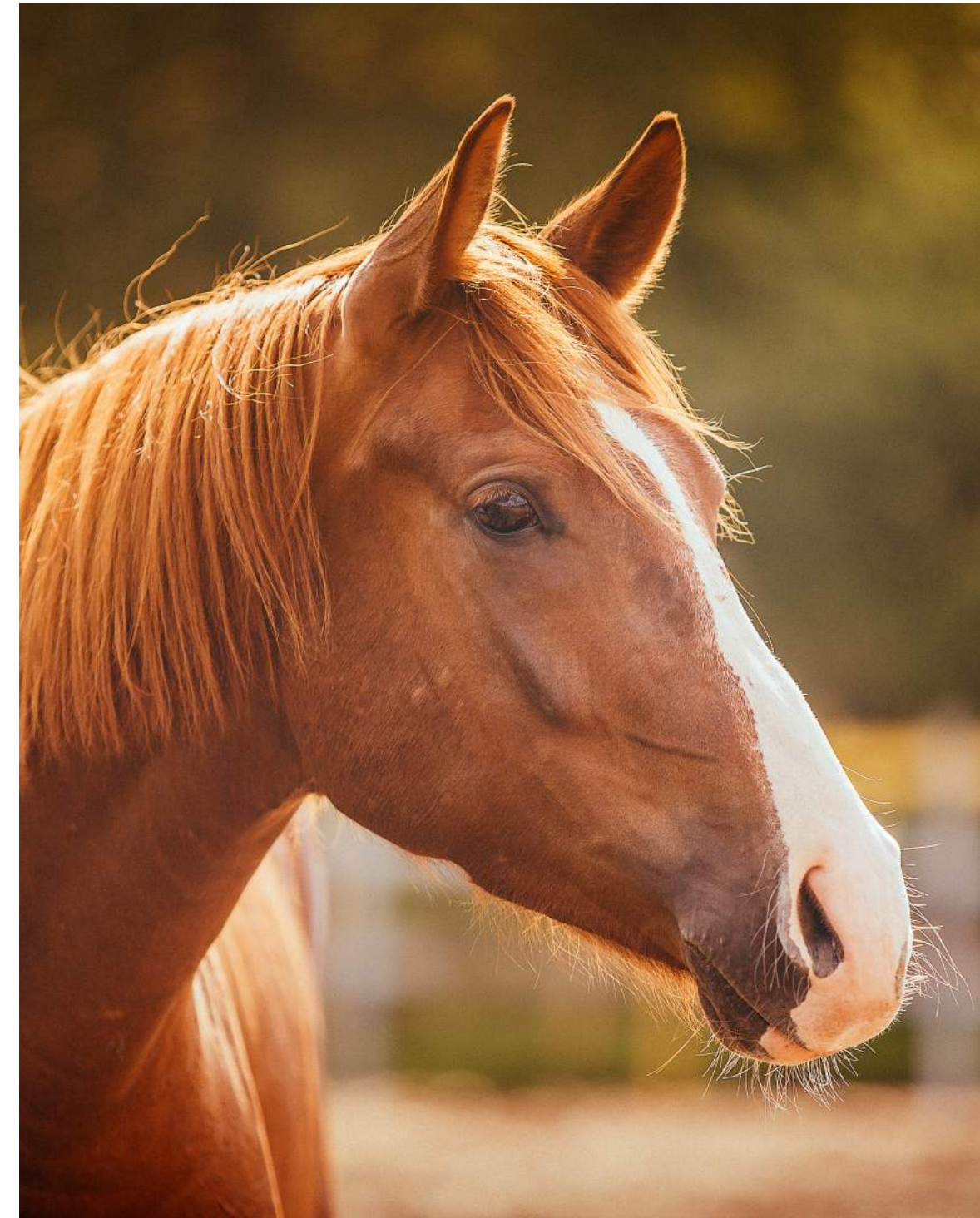
Use on black or dark colored
backgrounds. Type and rule
knocks out. *(Black box is shown
for background color indication only and
is not a containment device or part of
the logo.)*
CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



Dyne[®] Photography Style

LIVESTOCK

Dyne helps livestock animals gain weight after illness or can be used to improve their appearance for an upcoming show. “Portrait” style photography helps to showcase the brand benefit of a healthy-looking animal. Images should depict animals in a well-lit, idyllic setting: verdant grass, golden fields, and bright blue skies.



Dyne® Photography Style

DOGS

Dyne helps dogs gain or maintain weight after illness, during pregnancy or during times of increased activity. Photography should showcase the brand benefit of a healthy-looking dog in situations where they may need extra nutrition: when nursing or hunting, for example.

Note: Images should largely focus on the “after” state of the dog. Photography of dogs in a “before” state (i.e., ill in appearance) should be used with caution, and the context of the piece should make it clear that Dyne offers the solution to this problem.





Grooming Products

Keeping animals' skin and coat clean, healthy and smelling fresh is more pleasant for them and for the people closest to them. Our grooming products include professional-grade formulations to cleanse, moisturize, soothe and deodorize.

**Fresh_n
Clean[®]**

Grooming



With scented, oatmeal-based and hypoallergenic options, we have made it our mission to ensure as many animals as possible can benefit from the Fresh 'n Clean® level of grooming care. It's no wonder that many Fresh 'n Clean products are the preferred choice of groomers.



Fresh 'n Clean® Products by Species

PROFESSIONAL PRODUCTS



- Fresh 'n Clean Scented Ready-to-Use Shampoo
- Fresh 'n Clean Oatmeal 'n Baking Soda 10:1 Concentrate Dog Shampoo
- Fresh 'n Clean Moisturizing 15:1 Concentrate Shampoo
- Fresh 'n Clean Oatmeal 'n Baking Soda 15:1 Concentrate Dog Shampoo
- Fresh 'n Clean Whitening Snowy-Coat® 15:1 Concentrate Shampoo
- Fresh 'n Clean Crisp Linen Scented Shampoo 15:1 Concentrate
- Fresh 'n Clean Oatmeal 'n Baking Soda 15:1 Concentrate Conditioner
- Fresh 'n Clean 15:1 Concentrate Conditioner
- Fresh 'n Clean Scented 7:1 Concentrate Crème Rinse Conditioner
- Fresh 'n Clean Scented 15:1 Concentrate Crème Rinse Conditioner
- Fresh 'n Clean Cologne Sprays – 12 oz
- Fresh 'n Clean Pro-Groom® Canine Coat Conditioner



Puppies



Dogs

- Fresh 'n Clean Flea and Tick Ready-to-Use Conditioning Shampoo
- Fresh 'n Clean Hypoallergenic Pet Shampoo 15:1 Concentrate
- Fresh 'n Clean Hypoallergenic Pet Conditioner 15:1 Concentrate



Kittens



Cats



Puppies



Dogs



Fresh 'n Clean® Products by Species

CONSUMER PRODUCTS



Fresh 'n Clean Deshedding Shampoo

Fresh 'n Clean Scented Shampoo

Fresh 'n Clean Oatmeal 'n Baking Soda Shampoo

Fresh 'n Clean Medicated Medi-Cleen® Shampoo

Fresh 'n Clean Itch Relief Shampoo

Fresh 'n Clean Odor Control Shampoo

Fresh 'n Clean Tearless Shampoo

Fresh 'n Clean Puppy Shampoo

Fresh 'n Clean Whitening Snowy-Coat® Shampoo

Fresh 'n Clean Waterless Shampoo

Fresh 'n Clean 2-N-1 Conditioning Shampoo

Fresh 'n Clean 2-N-1 Oatmeal Conditioning Shampoo

Fresh 'n Clean Oatmeal 'n Baking Soda Conditioner

Fresh 'n Clean Conditioner

Fresh 'n Clean Scented Crème Rinse Conditioner

Fresh 'n Clean Silky Shine Conditioner

Fresh 'n Clean Skin & Coat Essentials – Purifying Medicated Shampoo

Fresh 'n Clean Skin & Coat Essentials – Calming Hot Spot Shampoo



Fresh 'n Clean Skin & Coat Essentials – Soothing Itch Relief Shampoo

Fresh 'n Clean Skin & Coat Essentials – Dandruff Shampoo

Everyday Fresh™ by Fresh 'n Clean Oatmeal 'n Baking Soda Shampoo

Everyday Fresh by Fresh 'n Clean Whitening Shampoo

Everyday Fresh by Fresh 'n Clean Scented Shampoo

Everyday Fresh by Fresh 'n Clean Puppy Shampoo

Everyday Fresh by Fresh 'n Clean Odor Control Shampoo

Everyday Fresh by Fresh 'n Clean Itch Relief Shampoo

Everyday Fresh by Fresh 'n Clean Deshedding Shampoo

Fresh 'n Clean Cologne Sprays – 6 oz

Fresh 'n Clean Pro-Groom® Canine Coat Conditioner



Puppies



Dogs

Fresh 'n Clean Flea and Tick Conditioning Shampoo

Fresh 'n Clean Skin & Coat Essentials – Hypo-Allergenic Shampoo



Kittens



Cats



Puppies



Dogs

Fresh 'n Clean® Logo Treatment

The Fresh 'n Clean logo is intended to be reproduced in full color whenever possible. Printing limitations may occasionally require the use of a monochrome or reversed white logo.

U.S. use of logo requires ®
Outside of U.S., use of logo requires TM
When using Pet-Ag logos, use verbiage to tie brand back to Pet-Ag (e.g., first mention of brand should be – Fresh 'n Clean, by Pet-Ag)

Primary Logo

Whenever possible, the Fresh 'n Clean logo is intended to be reproduced in full color.
See page 77 for color breakout.



Logo Staging Area

The logo must have an area of “clear space” that remains free from intrusion by other graphic elements. The staging area uses the “e” within the logo.



Smallest Use

Ideally, the logo should not be sized smaller than .75" in height.



Black & White Logo

Monochromatic
Fresh 'n Clean logo for use when full color reproduction is not available.
CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
HEX #: 000000



Reversed Logo

Use on black or dark colored backgrounds. Type and rule knocks out. *(Black box is shown for background color indication only and is not a containment device or part of the logo.)*
CMYK: 0c 0m 0y 0k
RGB: 255r 255g 255b
HEX #: ffffff



Fresh 'n Clean®

Tagline/Logo Treatment

The Fresh 'n Clean logo is intended to be reproduced in full color whenever possible. Printing limitations may occasionally require the use of a monochrome or reversed white logo.

Tagline/Logo Composite

Combines the tagline and the logo to read as a unit. "Come Home to Fresh 'n Clean".

Works well when the phrase "Come Home to Fresh 'n Clean" is being used as a headline.



Logo with Tagline

The tagline "Come Home to Fresh 'n Clean™" is incorporated into the logo and carries its own ™ symbol.

Consider the legibility of the font size in the tagline. For smaller sizes, consider using the standard logo with the option of including the tagline as a separate element.



Smallest Use

Ideally, the logo should not be sized smaller than .875" in height.

The tagline point size should not go below 9.5 pt.



Tagline

The tagline "Come Home to Fresh 'n Clean" can be a single line or stacked. There is a flush left version of the stacked tagline as well as a staggered alignment version.

The tagline may be used as a headline or subhead apart from the Fresh 'n Clean logo. It may also function as a postscript at the end or bottom of a page as a reinforcement of the brand message.

Come Home to **Fresh n' Clean™**

Come Home to
Fresh n' Clean™

Come Home to
Fresh n' Clean™

Smallest Use

If using as a postscript at the end or bottom of a page, it should not go below 14 pt.

Come Home to **Fresh n' Clean™**

Come Home to
Fresh n' Clean™

Come Home to
Fresh n' Clean™

Fresh 'n Clean® Typography

PRIMARY FONT

To present a consistent and coherent brand image, it is recommended to use fonts from the Gotham family when producing Fresh 'n Clean materials.

The Gotham font should be used for materials

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fresh 'n Clean® Colors

The Fresh 'n Clean color palette is from a family of blues that is suggestive of fresh, clean water or a clear blue sky.

White and lighter colored backgrounds help complete the Fresh 'n Clean look.

CMYK Process Colors

The Fresh 'n Clean logo is filled with a CMYK gradient using the color breakdowns shown here. The CMYK mix for the tagline color is 80% cyan and 40% magenta, and comes from within the CMYK logo gradient.

The darker blue on both ends of the gradient is 95% cyan and 70% magenta and also works well for background and headline colors.



Spot Colors

When spot colors are used, for example, to print a field of blue behind a reversed white Fresh 'n Clean logo, the preferred colors are 286 C, 287 C and 288 C from the Pantone+ Solid Coated color book. If a lighter complementary color is needed, 285 C may also be used.



Fresh 'n Clean® Photography Style

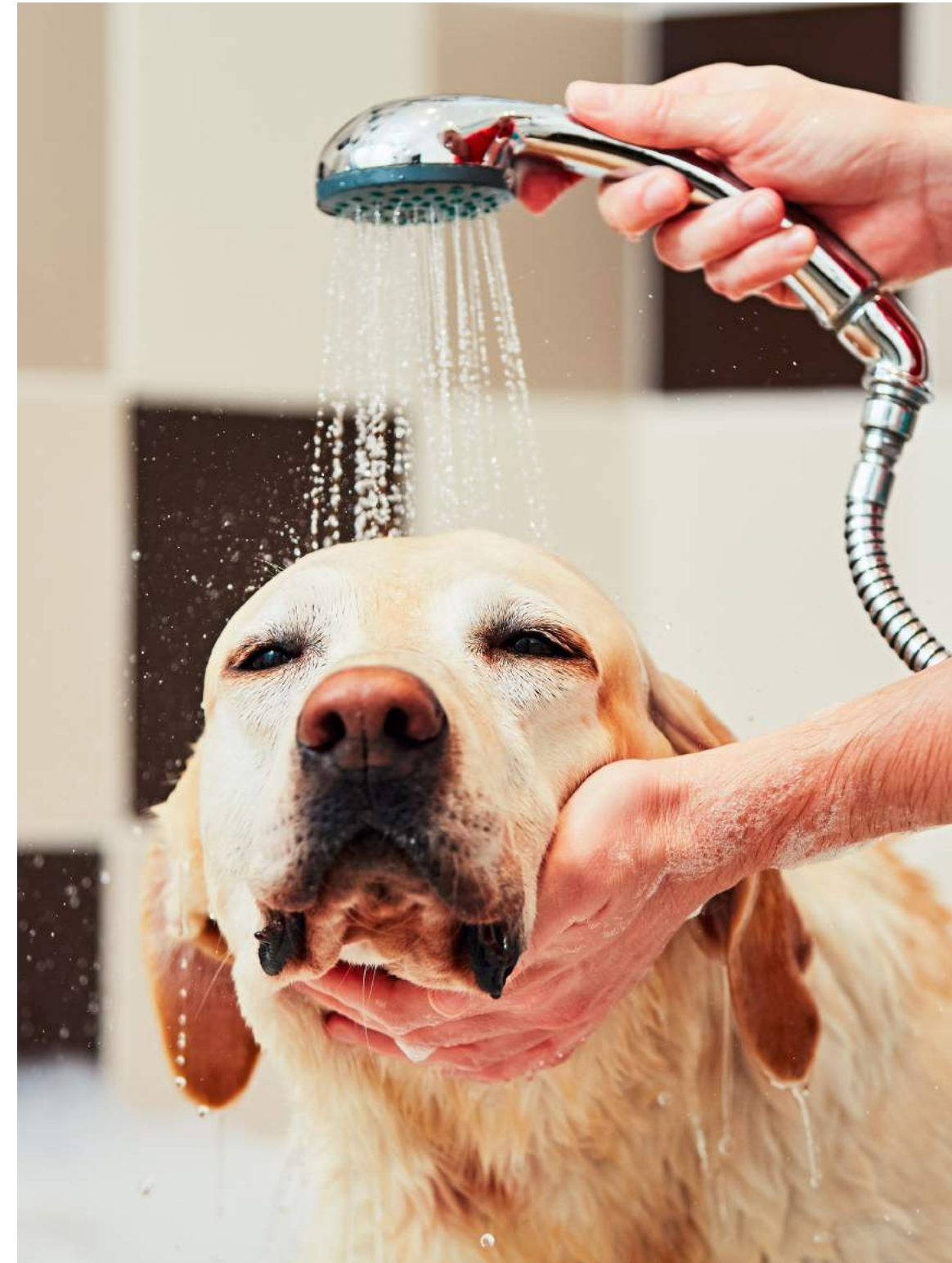
PET OWNER AUDIENCE

The Fresh 'n Clean image is that of the relationship between a happy, healthy pet, and an engaged, affectionate owner. It is about life together. It is indeed a slice of life; a shared moment between the pet and the pet parent.

The focus of the portrait should be more about a genuine moment, and less of a “smile at the camera” posed portrait. While eye contact with the camera does not disqualify an image, it should be more about the interaction between the pet and owner and less about posing for the camera. Natural situations in both indoor and outdoor environments are good candidates for Fresh 'n Clean moments. Close and cuddly interaction is better than the distance provided by a long leash.

High key, lighter toned backgrounds are helpful in creating the Fresh 'n Clean look. Light backgrounds can be easier to fade into the clean white background of the page. “White Space”, in fact, is a significant part of the “look” of Fresh 'n Clean communications.

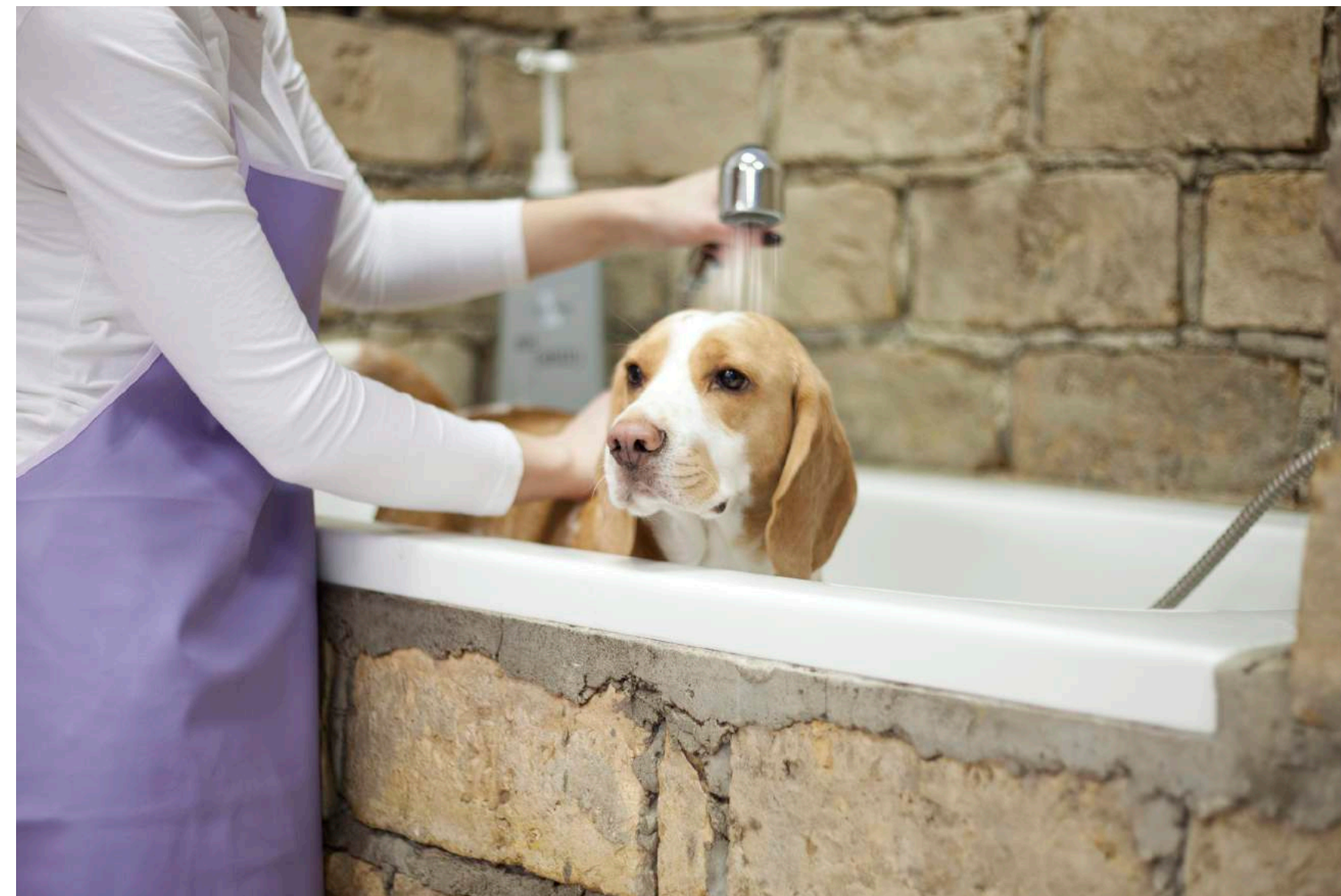
Studio portraits on white do make for good high key images, but keep in mind that they still must primarily convey relationship and interaction, rather than “smile for the camera!”



Fresh 'n Clean® Photography Style

GROOMING AUDIENCE

Similar to the photography intended for a pet owner audience, the photography that best represents Fresh 'n Clean products depicts a relational, interactive moment between a pet and the groomer. The pet should not look dirty, sick or afraid, and the groomer should be interacting with the pet in a happy and comforting way.



Contacts

For additional information or answers
to questions not addressed in these
Brand Standards, please contact:



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