



Logo Treatment

Primary Logo: PMS 2145 / White



Spot: Pantone 2145
CMYK: 100c 76m 6y 0k
RGB: 0r 77g 168b
HEX: 004da8

Black & White Logo



Secondary Logo: White / PMS 2145



Reversed Logo



Name Treatment

PetAg / PetAg®

- Always use PetAg® for first reference; PetAg will suffice in each subsequent reference throughout the rest of the document. In copy or graphics, no hyphen is needed.

Pet-Ag, Inc.

- When referencing the legal company entity or in formal legal documents, use Pet-Ag, Inc. with the hyphen.

Key Brand Messaging

Note: Should be used exactly as shown below

- **Trusted Quality Since 1930**
- **100% Employee-Owned USA Company**
- **#1 Brand in Newborn Kitten & Puppy Nutrition**
- **#1 Brand of Newborn Kitten and Puppy Milk Replacers**
Disclaimer: Based on reported sales data from Nielsen and Stackline for milk replacers sold in 2024.
- **83,000+ 5-star ratings and reviews**
Disclaimer: Based on Retailer X 5-star ratings and reviews as of September 2024 for PetAg brands (KMR, Esbilac, Cat-Sip, Dyne, Fresh N’ Clean, Bene-Bac, PetLac, Zoologic).

Imagery

Note: All imagery must be approved by PetAg before usage



Typography

Note: Myriad Pro should be used in all instances of web design.

Frutiger LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger LT Pro 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger LT Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger LT Pro 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger LT Pro 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Light

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abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

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abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular

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abcdefghijklmnopqrstuvwxyz

Myriad Pro Black

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abcdefghijklmnopqrstuvwxyz

Myriad Pro Italic

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abcdefghijklmnopqrstuvwxyz

Iconography



Contains 7 Strains of Healthy Probiotics



Supports Healthy Hydration



Supports Joint Health & Mobility



Supports a Healthy Immune System



Great Tasting



99% Lactose Free



Taste Dogs Love

Contact Information

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