

*daisy's*  
**DOGHOUSE**

1448 HERTEL AVENUE  
**BUFFALO** NEW YORK 14216

**BRAND GUIDE**

MARCH 2015

DAISY'S DOGHOUSE 1448 Hertel Avenue, Buffalo, New York 14216

Questions regarding this guide can be answered by owner Lisa Samar: 716.998.1257 / daisydoghouse15@gmail.com, or graphic designer Julie Zack: 716.517.6298 / julie.zack@rocketmail.com.

**The place for pets and their humans.**

Dogs welcome!! Daisy's Doghouse believes that every person thinks their dog is the BEST dog and we whole-heartedly agree! It's ok to be sent to the doghouse - all the fun happens there.

**OVERVIEW**

Daisy's Doghouse, a privately-owned independent retail store, will offer a unique shopping experience for pet owners. All pet food will be holistic and made in the USA.

In addition to food and basic pet necessities, the doghouse will feature creative, high-quality, many hand-made, fun, design-driven products. We will be supplying beautiful items from local artists and bakers while connecting our network of artists with the animals we love in a new way.

**BRAND**

A brand is a living entity that conveys personality, recognition, and reputation. It must be regarded as the long-term identity of the company, while marketing and advertising serve as short-term, targeted communication that support the defined personality and build positive brand equity.

This guide should be used as a template for all communication associated with Daisy's Doghouse, Hertel Avenue's exclusive pet supply boutique.

**AUDIENCE**

PRIMARY - Dog and cat owners/animal lovers with middle-high income, foot traffic and drive-up, active and mature individuals

SECONDARY - Artists and friends of dog and cat owners

**COMPETITION**

Animal Outfitters - 2.7 miles - 986 Elmwood Avenue, Buffalo

Elmwood Pet Supplies - 3.2 miles - 706 Elmwood Avenue, Buffalo

Currently there are no other pet supply retailers in the Hertel Avenue area.

**CONCEPT**

DESIGN: Incorporating the personality of the owner and unique 1920's architecture of the building in the historic Hertel Avenue district provided the basis for the branding and design direction for Daisy's Doghouse.

STORE: The doghouse is a happy place where everyone will feel like cheerful old friends and will want to stay longer than expected. The products are higher-end, but the environment is without pretenses or judgment. The doghouse is organized and intelligent, but there's always an element of celebration in the air. The sense of camaraderie and collaboration is evident in the services and creative products available.

SERVICE, UTILITY & COMMUNITY: Daisy's Doghouse aims to establish a strong community presence by collaborating with area professionals to provide additional services. They may include pet grooming, workshops on behavior and socialization, youth-oriented classes, pet psychic services, adoption, and home delivery.

**KEY WORDS**

Write, speak, behave and design to these guiding words to maintain brand consistency.

WELCOMING  
Fun  
Relaxed  
Familiar  
Collaborative  
Respectful  
Pet-centric

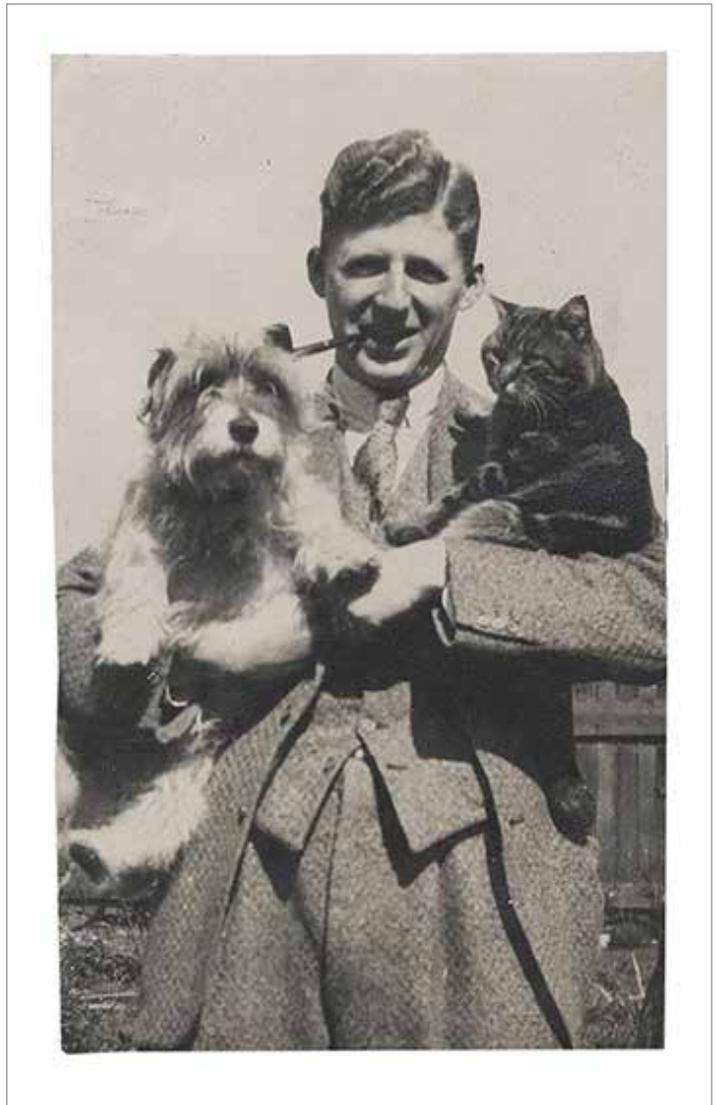
CREATIVE  
Rustic  
Historic / 1920s  
Elegant  
Clever  
Artisan

RELIABLE  
Organized  
Hard-working  
Systematic  
Streamlined  
Intelligent

PROGRESSIVE  
Natural  
Positive  
Healthy  
Helpful  
Uncomplicated

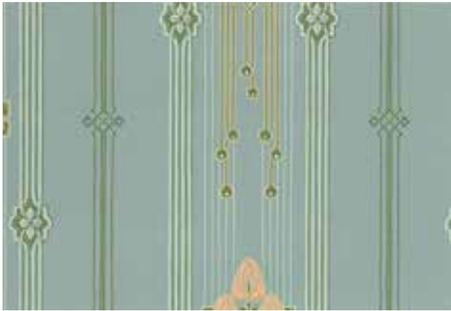
**Personality**

Welcoming, pet-centric, relaxed, familiar, respectful, "pets own humans"



**Aesthetic**

Rustic, historic / 1920s, elegant, artisan, linear paired with geometric patterns, screen printing



*Daisy's Doghouse brand color palette - page 10*

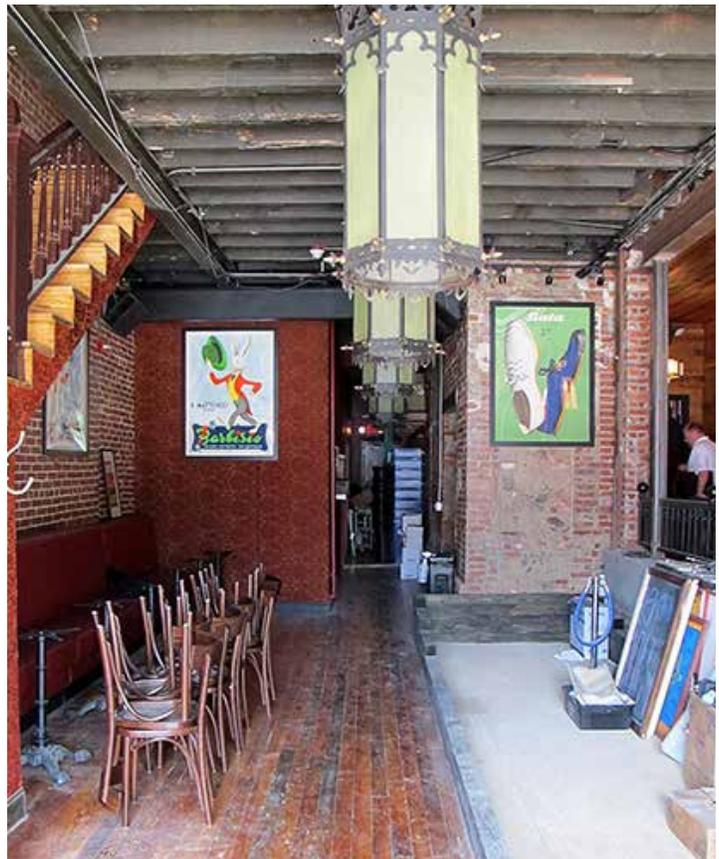
Typography

Hand-lettered feel with horizontal stabilizer, historic / 1920s, elegant, artisan, absence of digital technological processes



**Structure**

Historic / 1920s, arches/rounded corners, industrial with nostalgic warmth, rustic, metal + dark wood + painted color



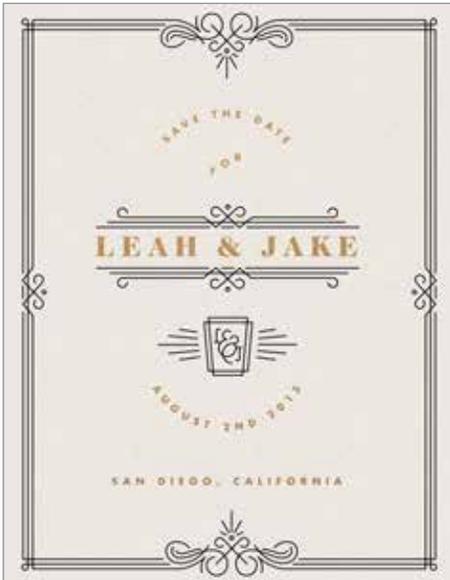
Tone

Merriment, Buffalo in its hay-day/revival, collaborative, optimistic, "Only the ones are in the doghouse"



Modernized

Progressive, inspired by 1920s Art Deco but not stuck in the past



**THE BRAND**

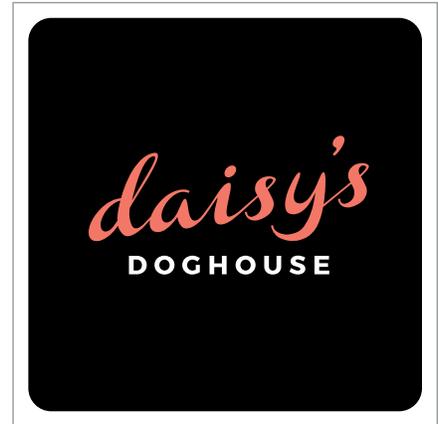
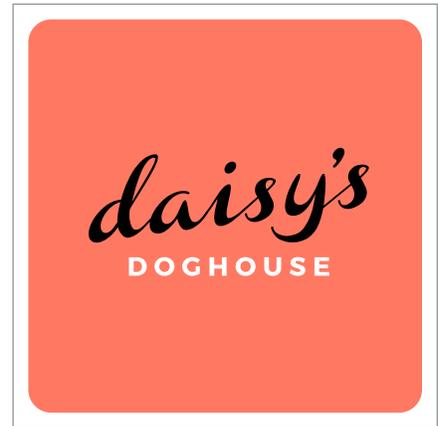
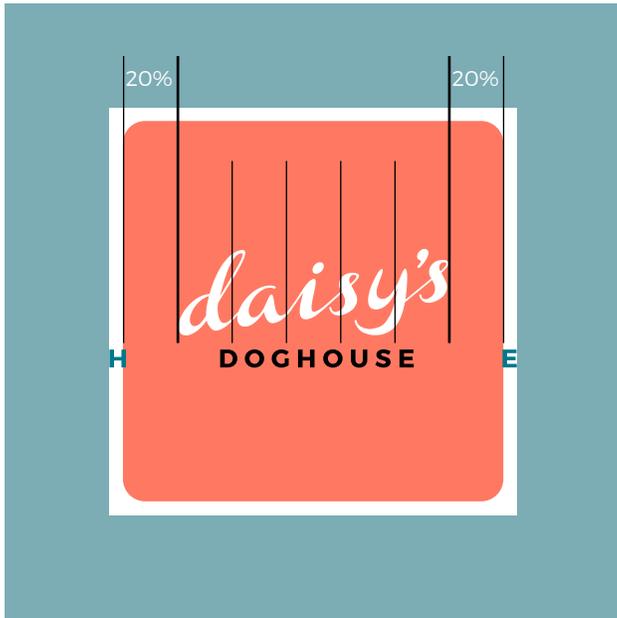
Think of the brand as the personality of the company and the logo as its face. To build positive brand equity the logo **MUST** appear consistently. Follow these graphic standards for best results.

**LOGO**

This logotype consists of 2 elements: daisy's and DOGHOUSE. The proportion, relationship, and registration of the 2 elements must remain intact. No portion of this logo may be recreated, altered or distorted. No drop shadows or outlines may be added.

The logo may only appear in ORANGE, BLACK, and WHITE.  
Only ONE element can be orange.

*See page 10 for specific color formulas.*



**SHAPES**

Daisy's logo must appear alone OR on a rounded square field if emphasis or increased legibility is needed on patterns, images, or busy backgrounds. The aesthetic is inspired by linear Art Deco with rounded corners and geometric patterns, but uses a modern square to move it forward and convey a progressive tone. The square should retain a margin of 20% of the logo on the left and right sides to ensure the logo is never crowded or competing for hierarchy.

A slightly larger, sharp-cornered identical shape may be added to provide a visual rest between colors of similar value and prevent the illusion of vibration where the colors meet. The measurement of the border should be just under the width of any letter in "DOGHOUSE."

**ALTERNATES**

Maintaining consistency in the logo is important, but legibility must not be compromised in different formats or spaces. Consider these alternates.

**HORIZONTAL FORMAT**

The colors from the previous page must be maintained, but the arrangement can change if needed.

**MARGINS**

Maintain a breathable margin around the logo at all times by placing a proportionate distance between the logo and all edges, borders, images, or copy.

When adding copy below the logo, leave space to ensure the logo reads well without crowding. The copy shown here is grouped by proximity.

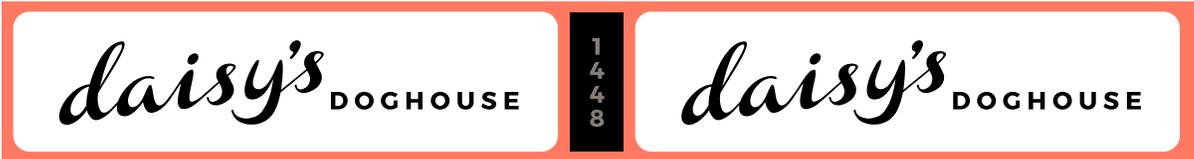
**PARAGRAPHS**

Paragraphs, long sentences, and larger bodies of copy will need more space after the logo.

Assign a flush left paragraph arrangement to larger bodies of copy (not shown here). Left justified or full justified are also acceptable. Aligning a paragraph to a center axis (centered or center justified) decreases its legibility and should only be used for short copy.



1448 HERTEL AVENUE **BUFFALO** NEW YORK 14216



Sample arrangement for exterior building sign



**TYPOGRAPHY**

Elegant, lower-case script is paired with strong, sans serif to convey key brand personality words.

**FONTS**

The script font “daisy’s” is a modified version of a digital font and must be used exclusively for the logo in its vector or rasterized form. “DOGHOUSE” was created with the font Montserrat Bold.

The Montserrat font family members Bold, Regular, and Light may be used for all text and secondary text. Adobe Caslon Italic should be reserved for accent, light use, or to add limited texture.

*Business card and letterhead header provided as examples.*



**HEADINGS**

**MONTSERRAT BOLD** – *All caps*  
**Montserrat Bold** – *Upper and Lower Case*  
**MONTSERRAT REGULAR** – *All caps*

**SUBHEADINGS**

**MONTSERRAT REGULAR** – *All caps*  
**Montserrat Regular** – *Upper and Lower Case*

**SECONDARY SUBHEADINGS**

**MONTSERRAT LIGHT** – *All caps, smaller*

**BODY COPY**

Montserrat Light – *Upper and Lower Case*

**ACCENT TEXT**

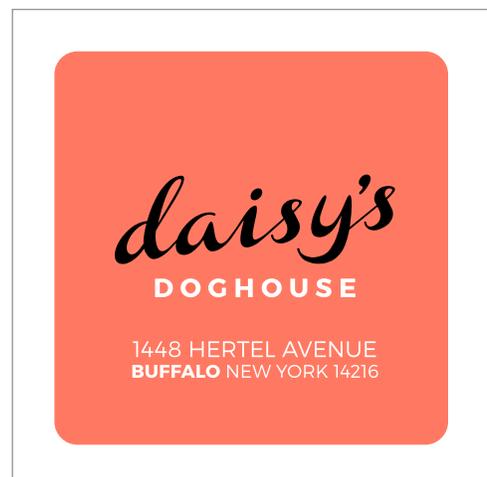
*Adobe Caslon Pro Italic – Upper and Lower Case*

**COMBINATIONS**

Incorporating various members of the Montserrat type family will provide emphasis and texture when appropriate. Altering the size of the text may be explored minimally for the same result.

**PARAGRAPH ALIGNMENT**

Centered or justified paragraph arrangements may be implemented for small amounts of text as illustrated here. Adhere to **flush left** paragraph arrangements for large bodies of copy, such as this brand guide, letters of correspondence, or paragraphs of text.



**COLOR**

Energetic, modern warmth is complimented with the stability of dark colors and cool vintage values reminiscent of the historic Buffalo-Niagara region.

**LOGO**

The logo must appear in orange, black and/or white ONLY. The orange in the logo must be used minimally. It can be used in only ONE element of the logo or as an accent color to maintain the value and heirarchy of the Daisy's name. It is meant to be a focal point when paired with secondary colors.

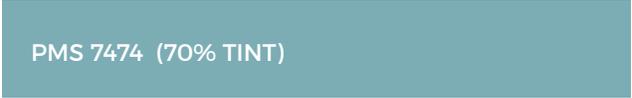
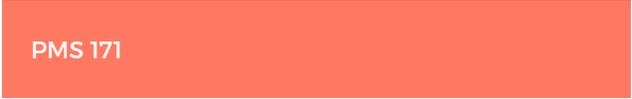
White is a necessary addition when the logo appears in its rounded-square form or on darker backgrounds. *See page 8 for details regarding the colors of the logo.*

To strengthen the identity of the Daisy's Doghouse brand, the color palette on this page must be incorporated in all aspects of long-term collateral including logo usage, branding, business systems and stationery, and collateral that does not constitute advertising campaigns or targeted marketing.

Other appropriate and unspecified colors may be added to convey more effective messages in short-term advertising or marketing. The logo colors must remain intact regardless of the application.

**PALETTE**

The cool color palette is designated as a contrasting field for the accent orange to become a focal point. The varying tints of vintage blue speak to Buffalo's history, the tradition of relationships with pets, a familiar nostalgia, and the reliability of the company. The warm gray and black help to neutralize gender-specific associations with other colors and typefaces while adding strength and stability to the palette.

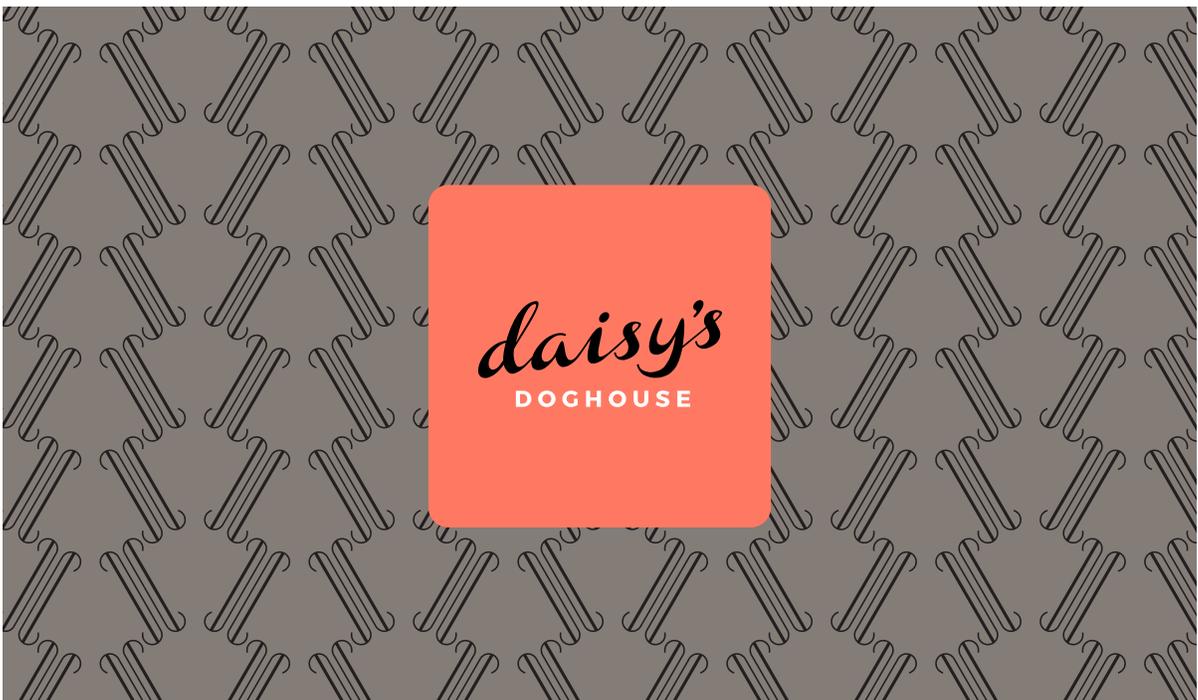
<b>LIGHT BLUE</b>	PMS 5513 C33 M11 Y18 KO R172 G201 B203	 PMS 5513
<b>MEDIUM BLUE</b>	PMS 7474 (70% TINT) C53 M23 Y26 K2 R124 G172 B180	 PMS 7474 (70% TINT)
<b>DARK BLUE</b>	PMS 7474 C75 M32 Y37 K3 R68 G137 B147	 PMS 7474
<b>ORANGE</b>	PMS 171 C0 M67 Y57 KO R255 G121 B98	 PMS 171
<b>GRAY</b>	PMS Warm Gray 10 C49 M45 Y47 K9 R132 G124 B119	 PMS Warm Gray 10
<b>BLACK</b>	C0 M0 Y0 K100 R0 G0 B0	 Black

**TEXTURE**

When appropriate, break up large fields of color with textures such as patterns or photographs.  
*Art Deco dog bone and patterns created exclusively for Daisy's Doghouse.*

**PATTERNS**

Subtle patterns of linear, geometric elements will add texture and energy to fields of color when appropriate. These pieces can be found **minimally** in items such as upholstery, draperies, envelope liners, wrapping paper, liners on shelving surfaces or display cases, and sections of wallpaper to interrupt larger painted surfaces. Patterns make type difficult to read so avoid placing copy directly over patterns.



**DESIGNING "ON BRAND"**

The following are examples of the logo in use to inspire creativity while maintaining consistency.

**IMAGES**

Grayscale photos will convey a vintage nostalgia while maintaining strength with the contrasting color values. Images should convey a pet-centric focus.

Incorporate a minimal presence of rounded corners and compliment with sharp-cornered elements.

One ORANGE component must appear in all pieces, but only as an accent color or to draw emphasis. The orange portion must reinforce the logo, not diminish or compete.

The elegant use of orange will reinforce the Daisy's brand.

