

BRAND

V 1.0 2024

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Design Objective

To lead a new era in pet wellness with science-driven, clean dog food, combining health, innovation, and minimalist design. Our technology-inspired brand speaks to modern pet owners seeking precision, transparency, and sustainability.



Brand Keyword

- 1. Innovation**
- 2. Science-driven**
- 3. Sustainability**
- 4. Trust worthy**



01

LOGOS



WORDMARK

The Root&Tail wordmark serves as a clear, recognizable anchor in branding communication. Its clean typography and subtle paw detail symbolize connection, trust, and the brand's focus on pets and their owners.

ROOT&TAIL™



WORDMARK

The Root&Tail wordmark represents a perfect balance of simplicity and sophistication. Designed with clean, modern typography, the “&” is thoughtfully crafted to resemble a paw print, symbolizing the connection between pets and their owners.

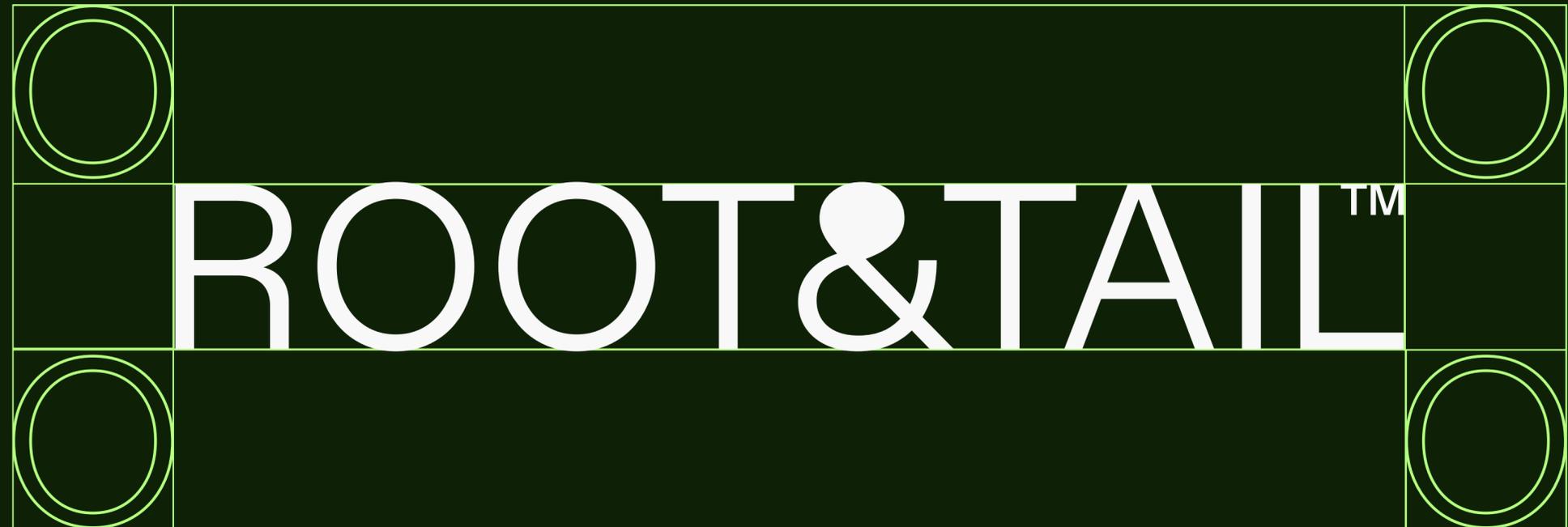
ROOT&TAIL™



WORDMARK SAFESPACE

The Root&Tail wordmark safespace ensures optimal legibility and visual balance across all applications.

By maintaining this clear zone, the logo remains clean, impactful, and free from visual distractions.



WORDMARK PALETTE

The Root&Tail wordmark is adaptable to multiple brand colors, ensuring versatility and consistency across various backgrounds while maintaining its visual impact and legibility.

ROOT&TAIL™

ROOT&TAIL™

ROOT&TAIL™

ROOT&TAIL™



WORDMARK DON'T

This slide highlights common mistakes to avoid when using the Root&Tail wordmark.

These include altering its proportions, applying textures, distorting alignment, or changing colors and opacity. Consistent usage ensures brand clarity and professionalism.

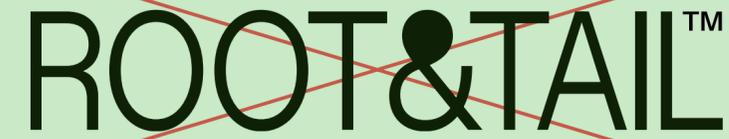
01: GRADIENT



02: REPLACE BY IMAGE



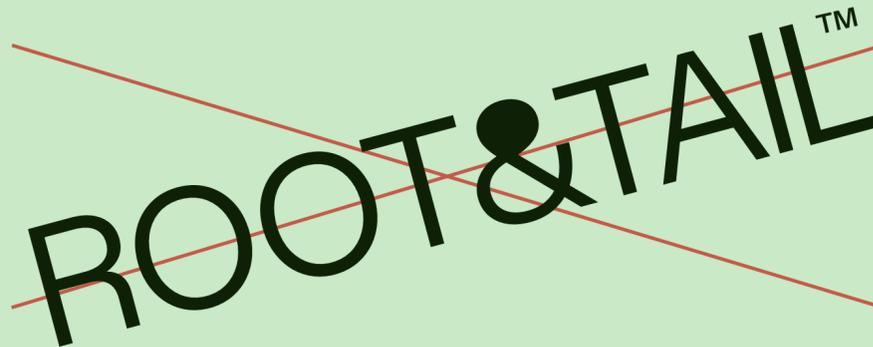
03: SCALE THE LOGO



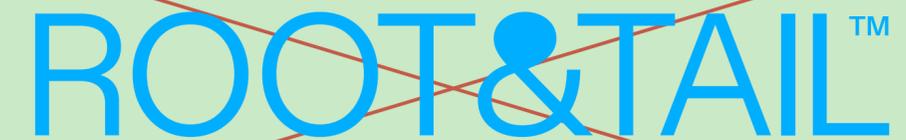
04: DROP SHADOW



05: ROTATE



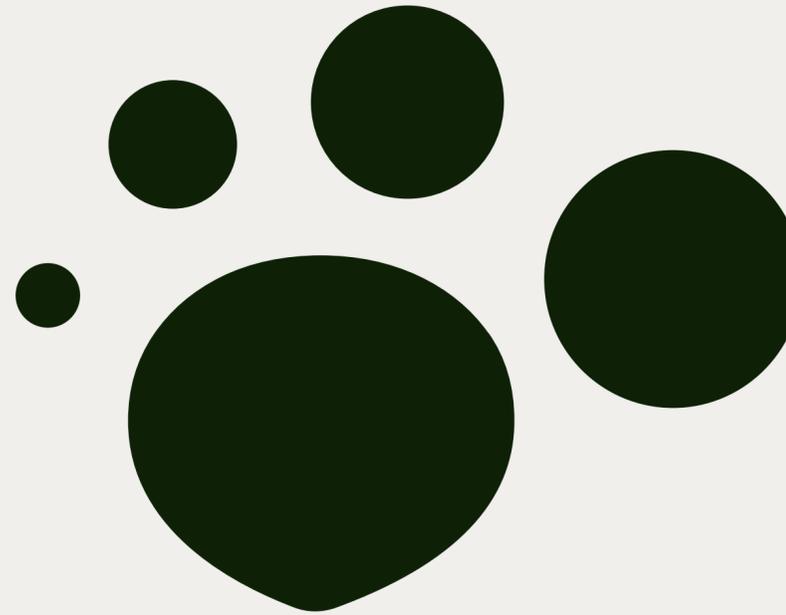
06: COLOR NOT IN THE PALETTE OR RANDOM



LOGO MARK

The logo mark serves as a versatile and recognizable symbol for Root&Tail.

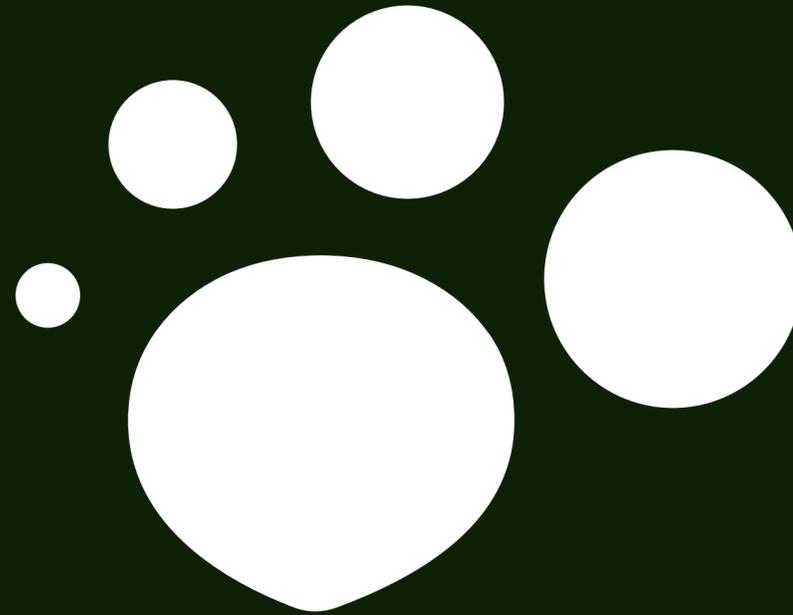
It enhances brand identity by offering a simplified, standalone graphic that reinforces brand recognition across various applications and platforms.



LOGO MARK

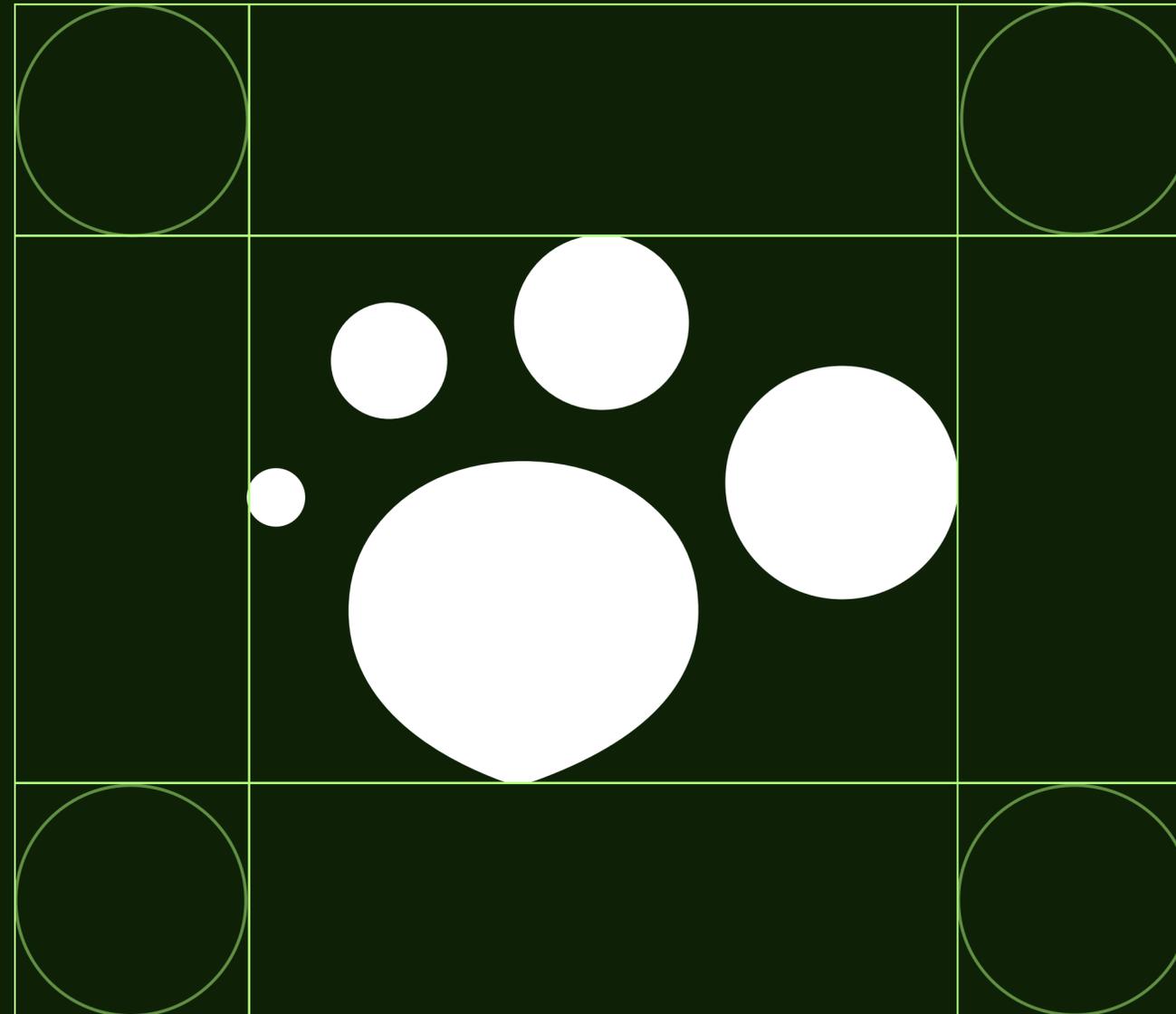
The logo mark serves as a versatile and recognizable symbol for Root&Tail.

It enhances brand identity by offering a simplified, standalone graphic that reinforces brand recognition across various applications and platforms.



LOGO MARK SAFE SPACE

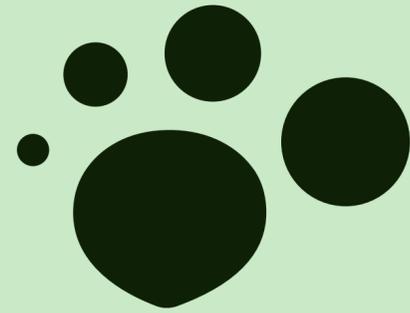
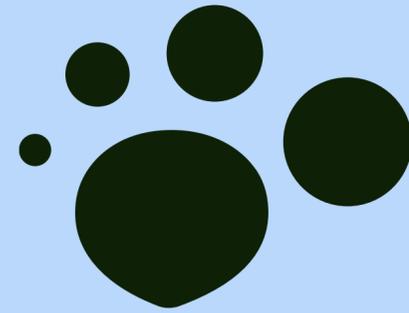
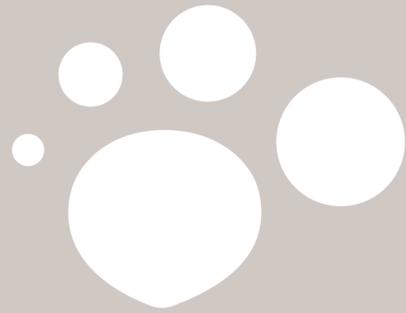
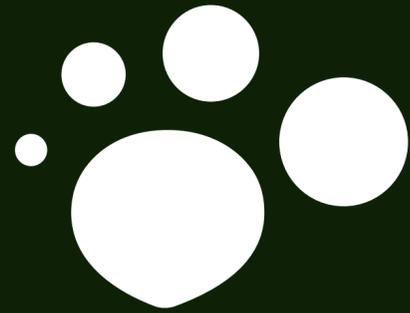
The logo mark safe space ensures clarity and visibility in branding applications. It defines the minimum area around the mark that must remain free of any elements, preserving its integrity and impact across all touchpoints.



LOGO MARK PALETTE

The logo mark palette defines the approved color variations for the mark to ensure versatility and consistency.

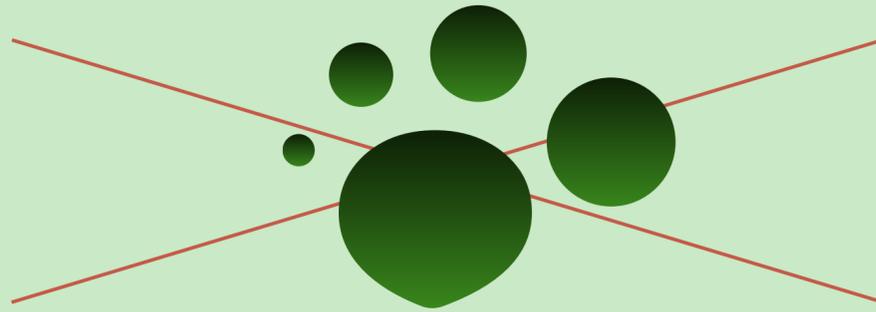
These options allow the mark to adapt seamlessly across diverse backgrounds while maintaining brand identity and visual impact.



LOGOMARK DON'T

This slide highlights improper uses of the logo mark to maintain brand consistency and clarity. Avoid altering proportions, applying textures, using gradients, rotating, distorting, or changing colors outside the approved palette. Following these guidelines ensures the logo mark remains recognizable and professional.

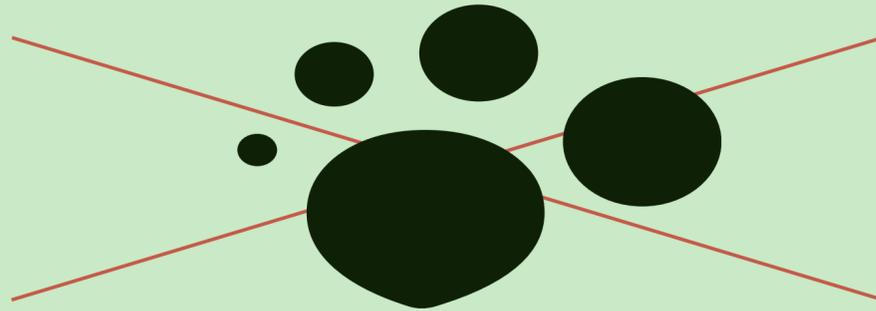
01: GRADIENT



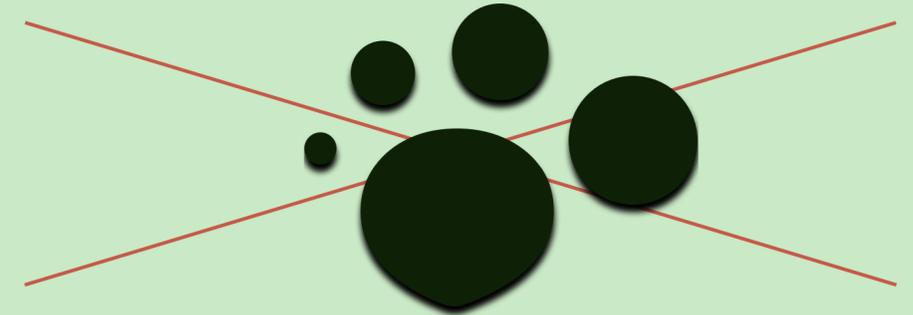
02: REPLACE IMAGE



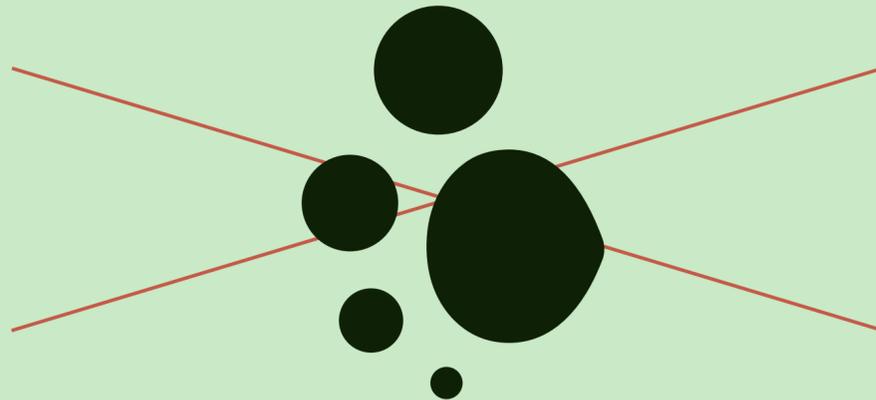
03: SCALE OR STRETCH



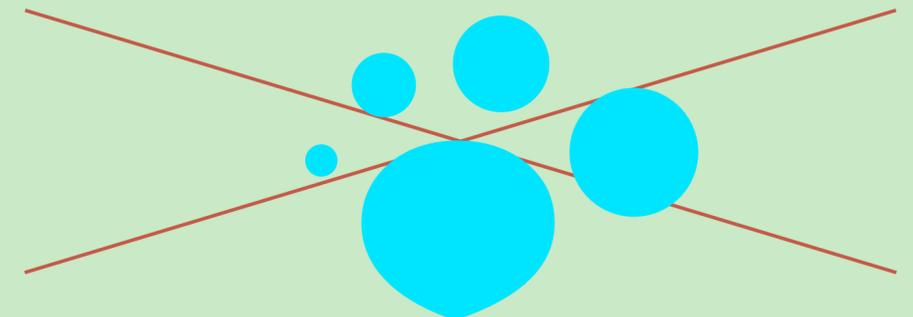
04: DROP SHADOW



05: ROTATE RANDOMLY



06: COLOR NOT IN THE PALETTE



02

TYPOGRAPHY

**HEADLINE/TITLE/BODY TEXT
INSTRUMENT SANS**

Instrument Sans is the brand's primary font for headlines and titles.

Its clean, modern lines ensure readability while delivering a bold and confident visual presence, perfect for impactful communication across all platforms.

Aa



A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

0 1 2 3 4 5 6 7 8 9 . (? & \$) !

**DISPLAY/CAPTION
MONTAGU SLAB**

Montagu Slab is the chosen font for display and captions, offering a timeless and elegant touch.

Its strong, refined serifs enhance readability while adding character, making it ideal for highlighting details and creating a sophisticated visual identity.

A a



A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

0 1 2 3 4 5 6 7 8 9 . (? & \$) !

Instrument 64PT Semibold

Instrument 32pt regular

Scent Is A Powerful Storyteller

Scent is a powerful storyteller, weaving memories and emotions with a single breath. It connects us to moments of joy, comfort, and nostalgia, transcending words to evoke feelings that linger. Whether it's the freshness of nature, the warmth of spices, or the sweetness of blooms, scent has the unique ability to transport us, grounding the present in a symphony of sensory experience.



Montagu Slab 64PT Semibold

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COLORS

PRIMARY PALETTE

This palette reflects Root & Tail's connection to nature, simplicity, and trust while maintaining a modern and refined aesthetic.

GENTLE MINT
#CAEAC6

PURE WHITE
#F1F0EC

CHARCOAL
#44403D

DARK FOREST
#0E2107



COLOR

SECONDARY PALETTE

This secondary palette complements the primary colors by adding versatility and vibrancy, enhancing the brand's approachable yet refined aesthetic.

SUNNY CREAM
#FEE399

SKY BREEZE
#BAD8FB

PETAL PINK
#F1A2CD

EARTH CLAY
#B2833F



04

PHOTOGRAPHY

ENVIRONMENTAL

This slide highlights the brand's environmental photography showcasing an active, vibrant community of dogs and their owners in a natural outdoor setting.

It communicates themes of playfulness, connection, and freedom, reinforcing the brand's identity as a fun, welcoming space for pets and their families. The visual style emphasizes bright, natural lighting and dynamic movement, adding energy and warmth to the brand narrative.



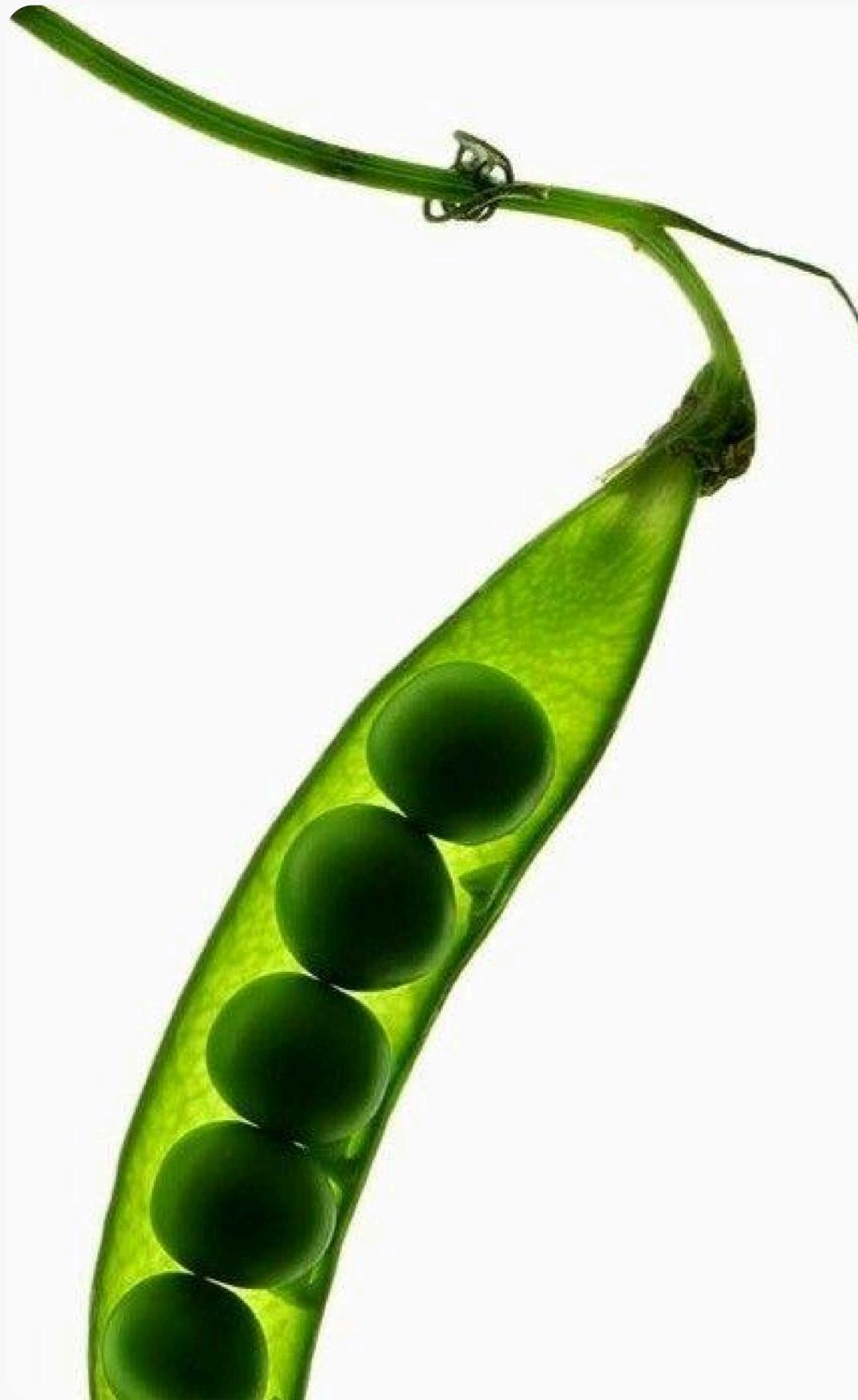
PHOTOGRAPHY

OUTDOOR ACTIVITIES



INGREDIENTS

This slide highlights the fresh, natural ingredients central to the brand's offering. The clean, vibrant imagery focuses on color, texture, and quality, reinforcing themes of purity, health, and transparency. Each photo showcases ingredients in their raw, unprocessed state, emphasizing the brand's commitment to wholesome, high-quality components.

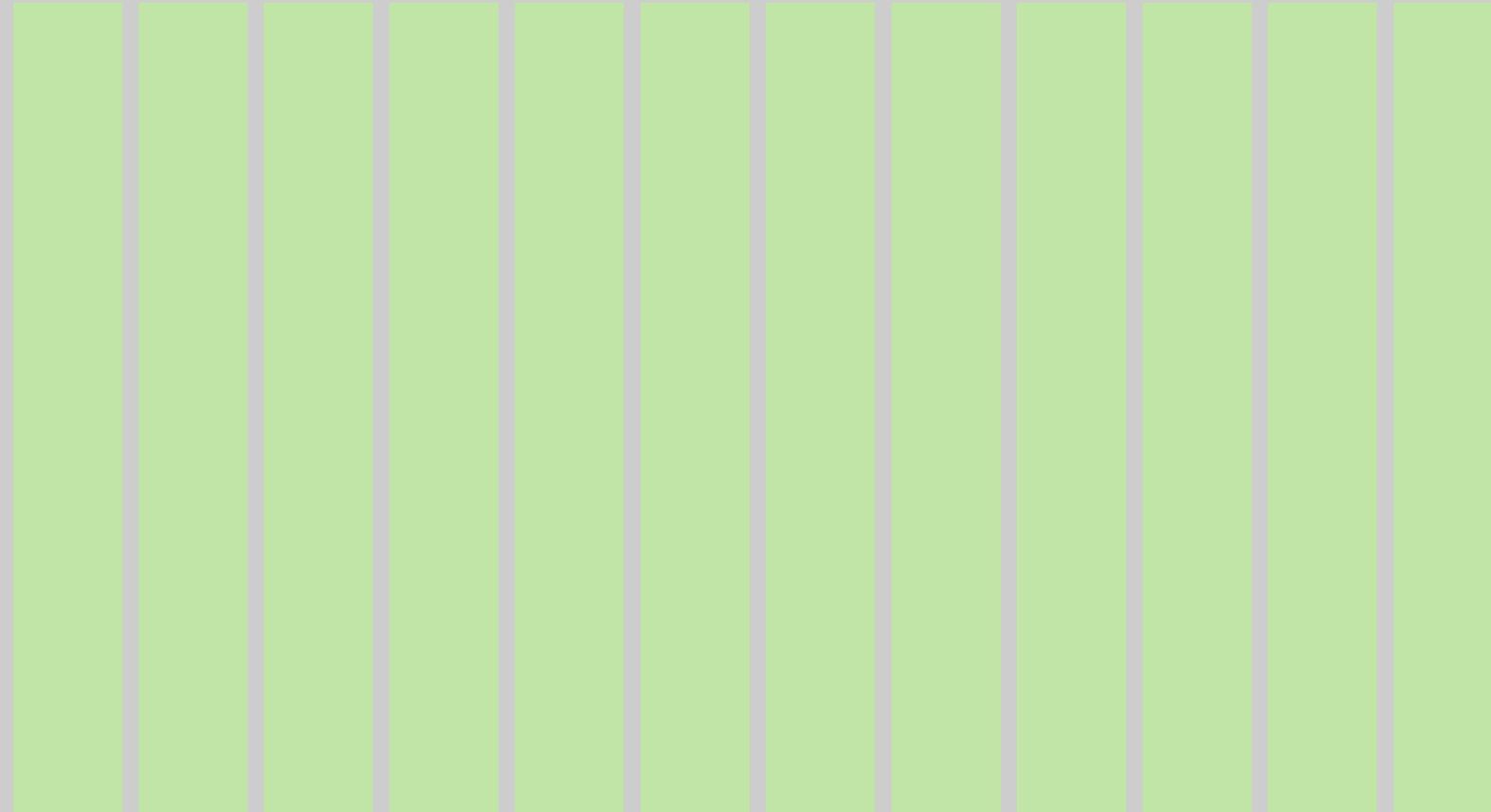






12-COLUMN GRID

The 12-column grid provides a versatile and structured framework for consistent layout design across all visual assets. This grid system ensures alignment, balance, and scalability, helping to organize content effectively while maintaining a clean and professional appearance. By following this grid, the brand achieves visual harmony across print, digital, and other platforms.

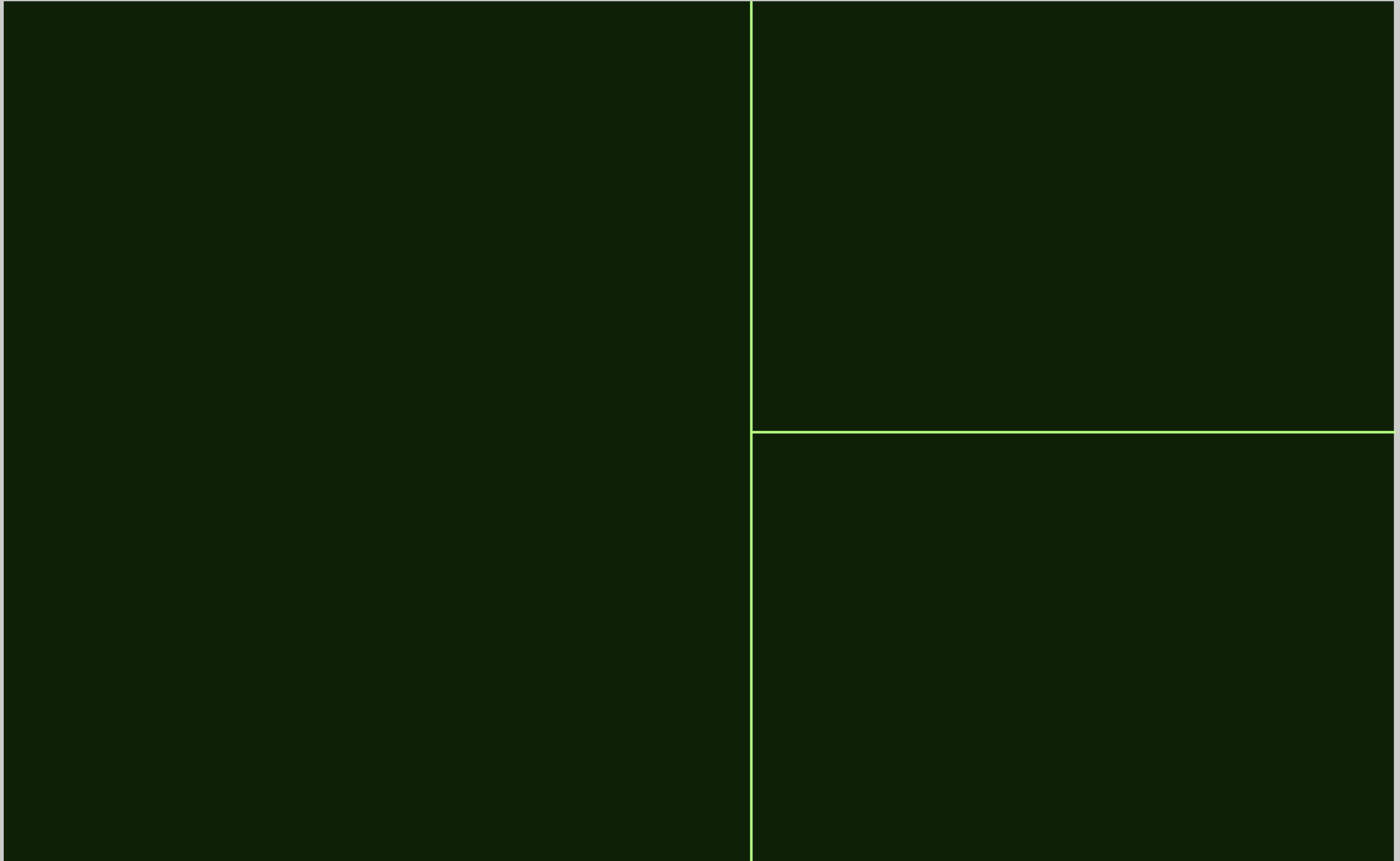


GRID



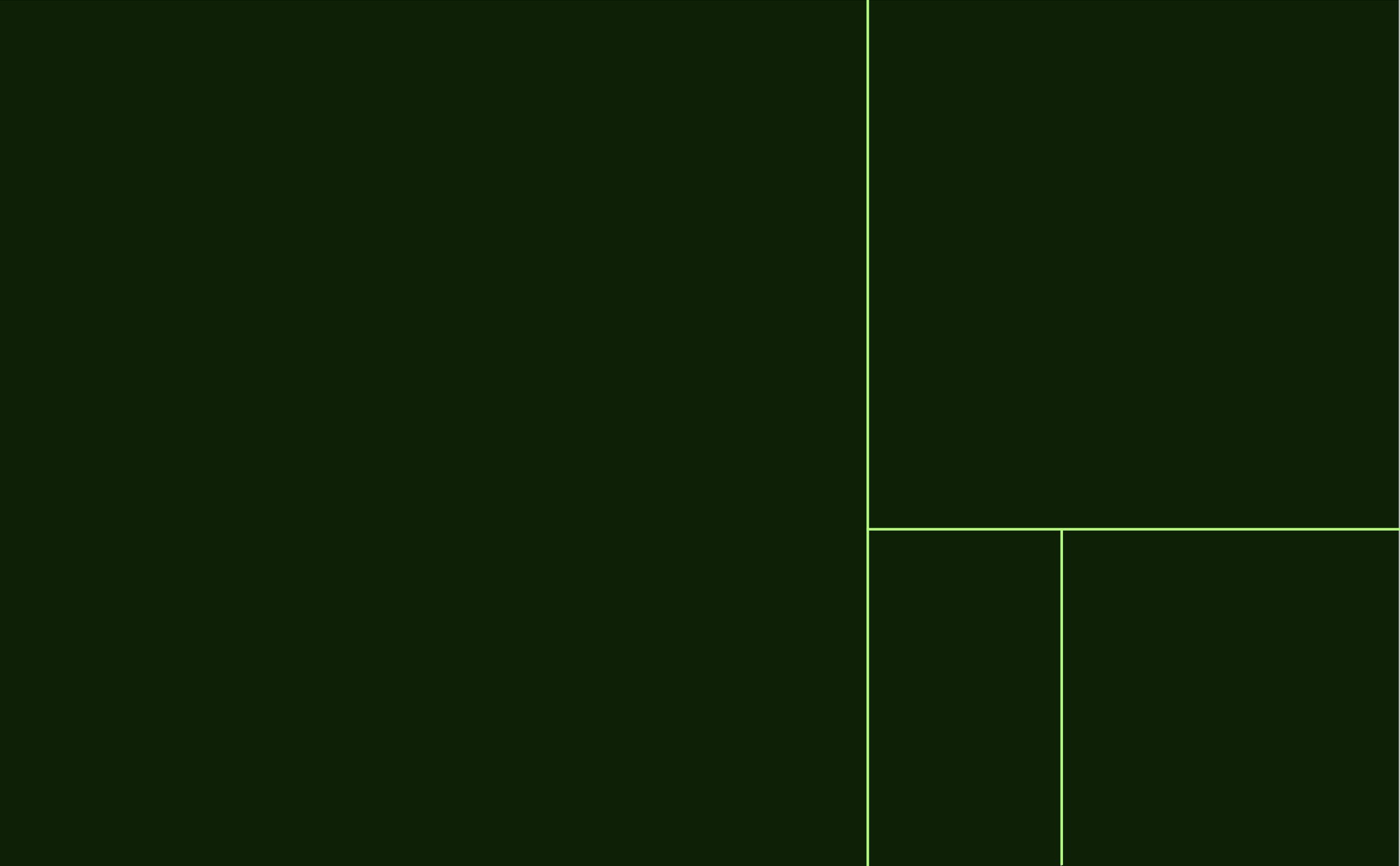
GRID

SLIDE
PRESENTATION



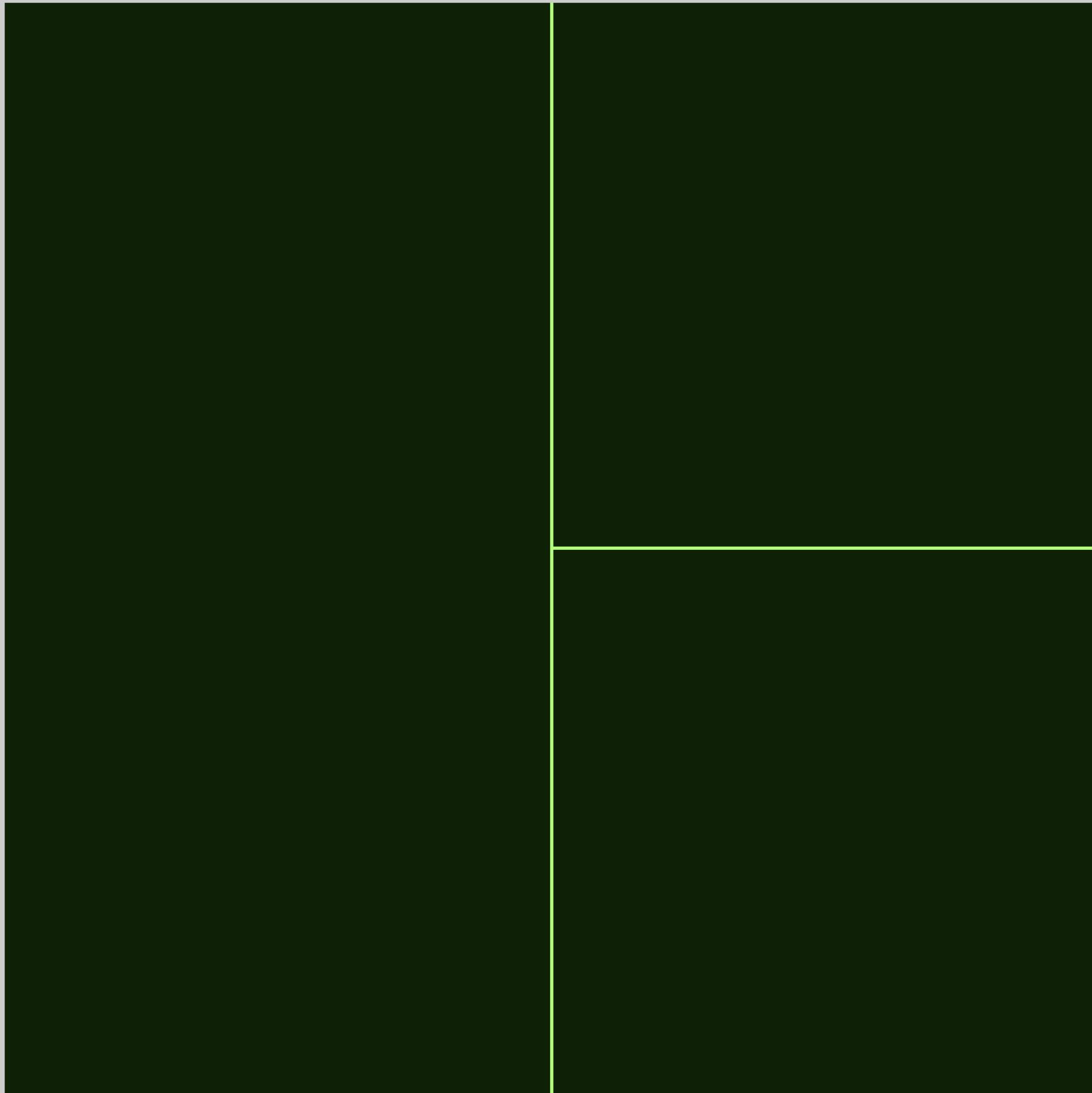
GRID

SLIDE
PRESENTATION



GRID

SQUARE
1X1



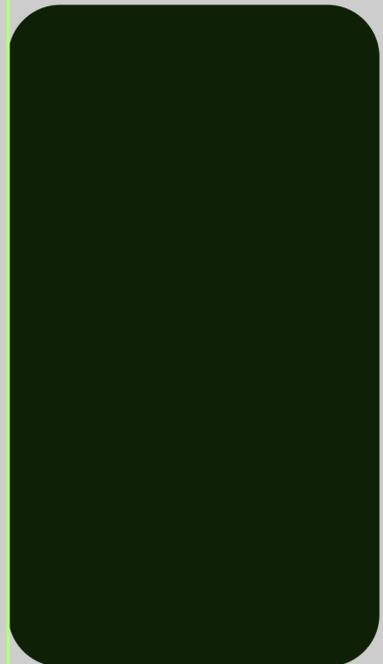
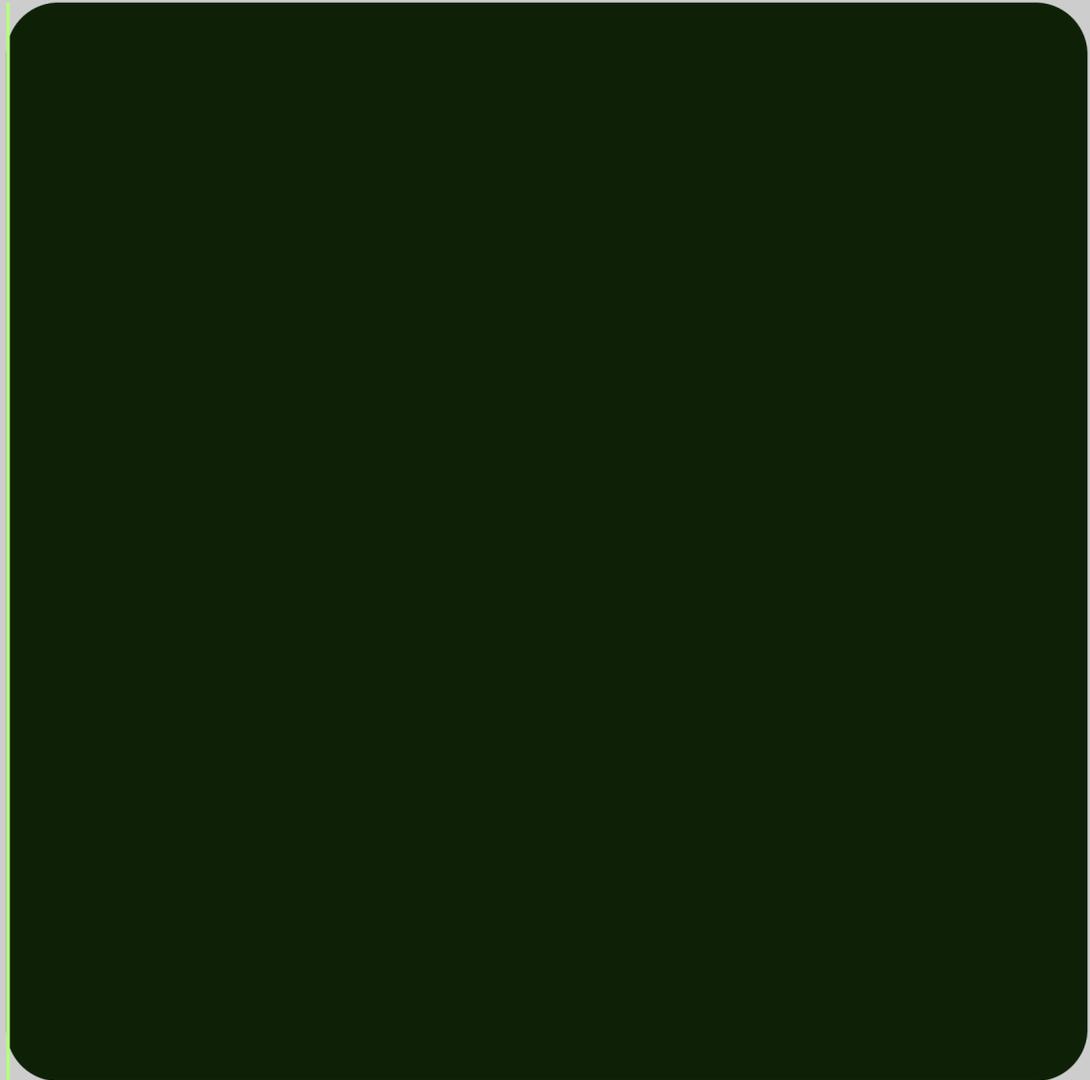
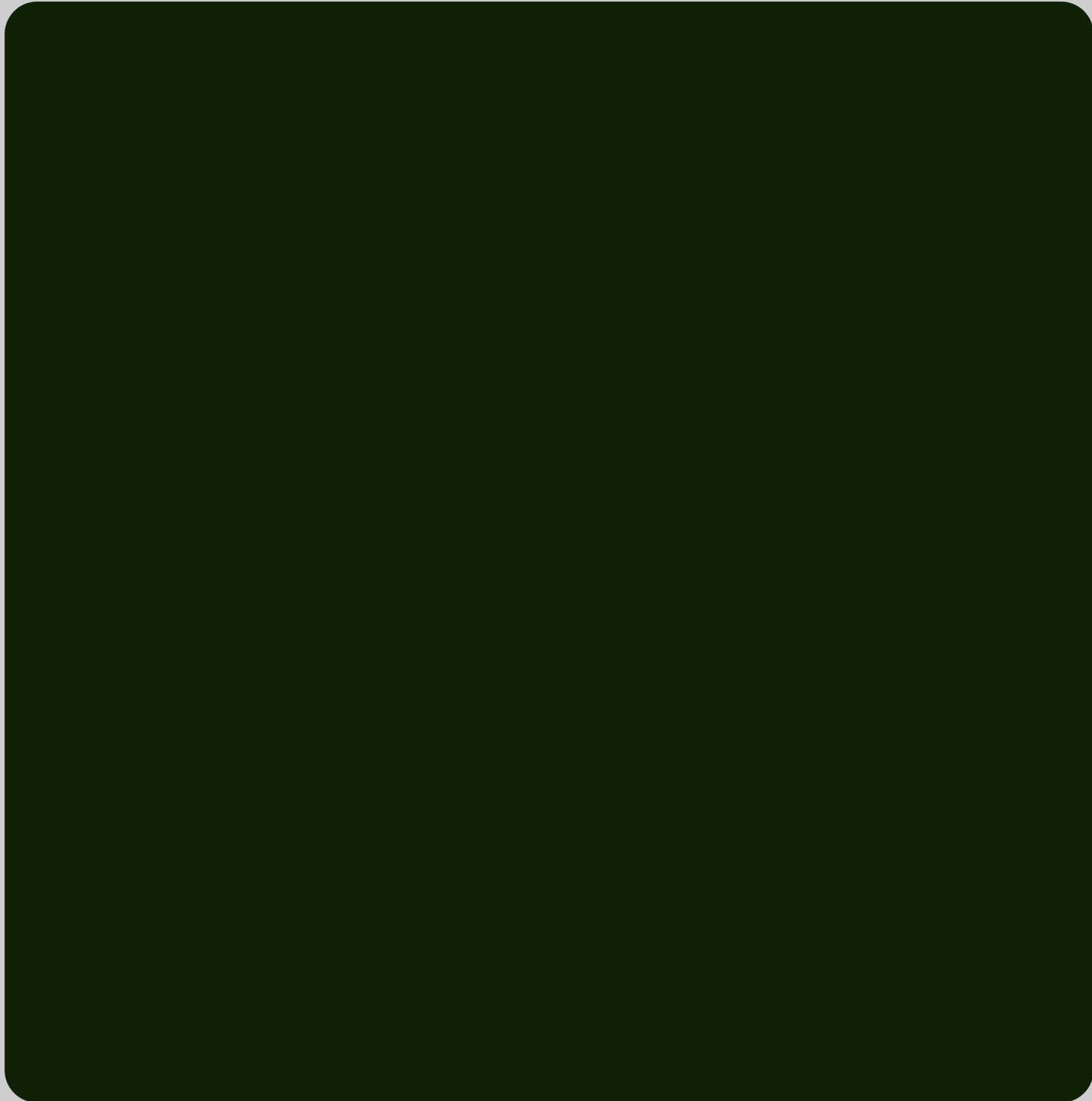
GRID

STORY
9X16

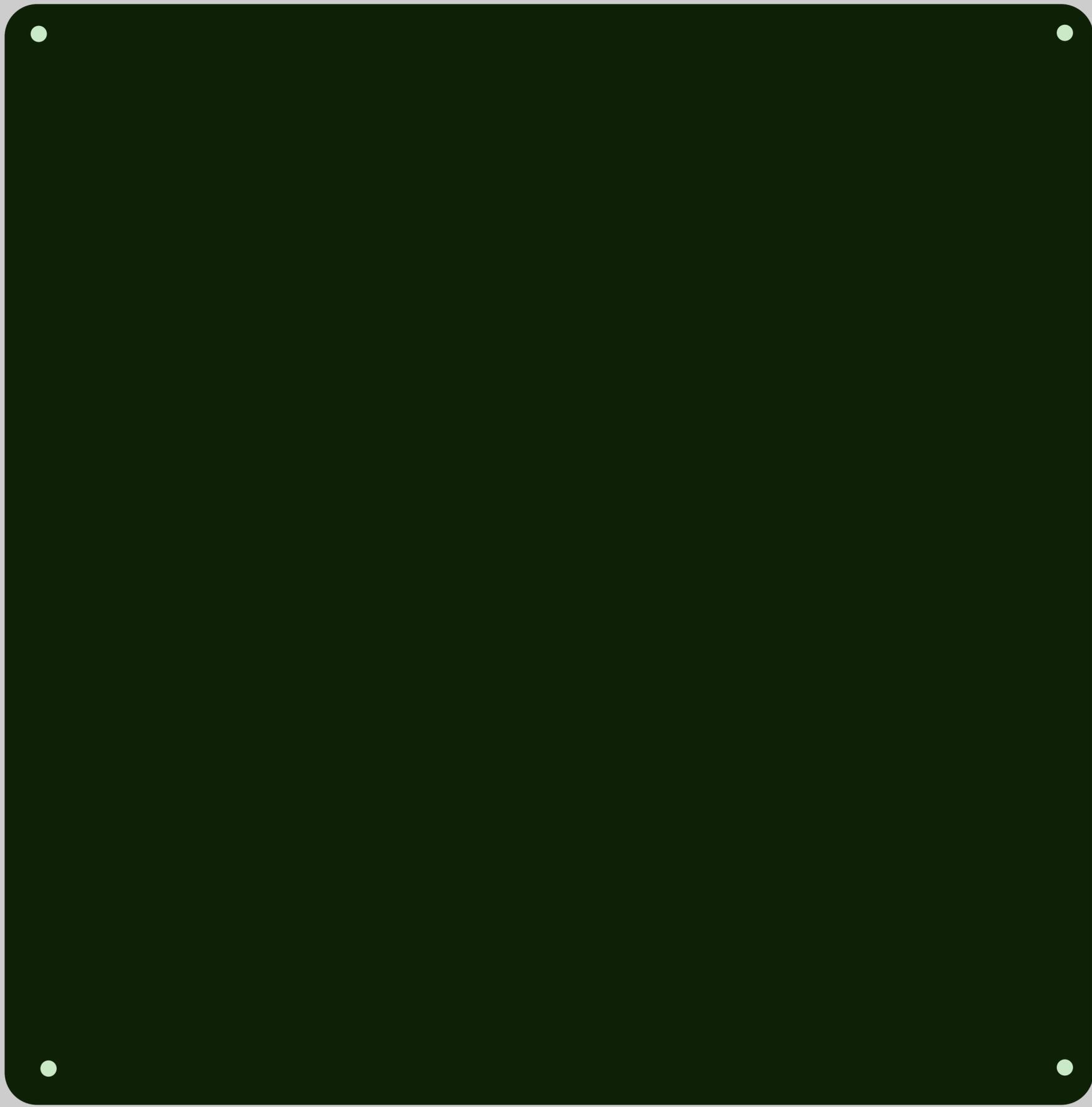


GRID

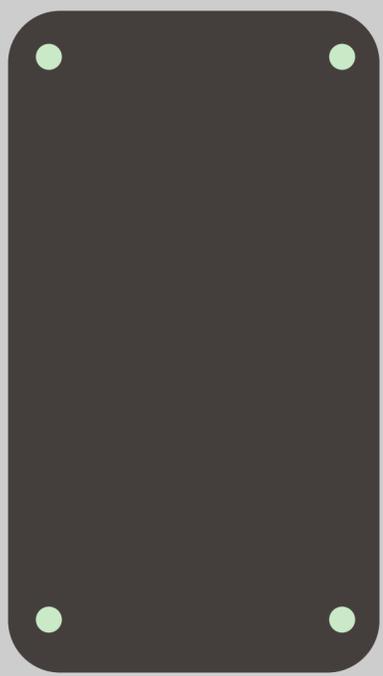
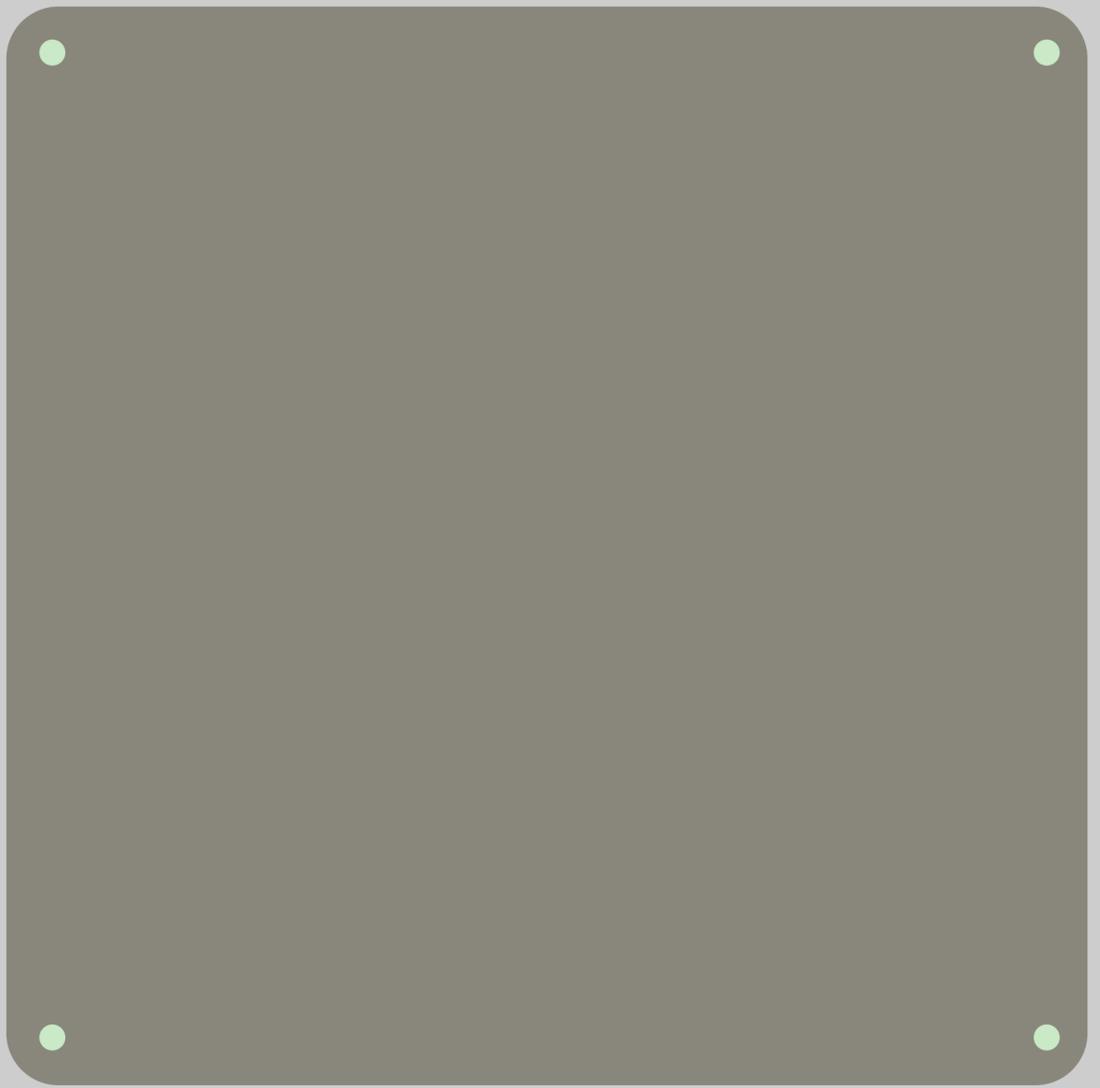
TREATMENT



GRID



TREATMENT



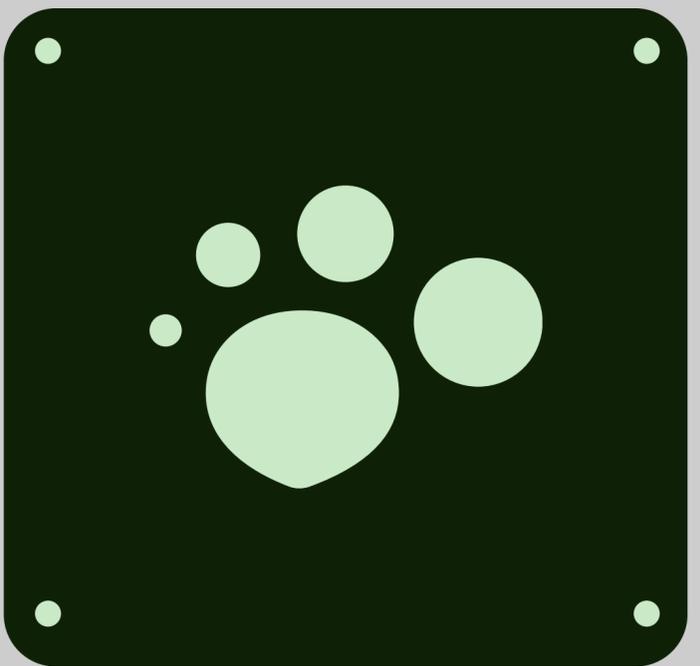
GRID



Vegetables

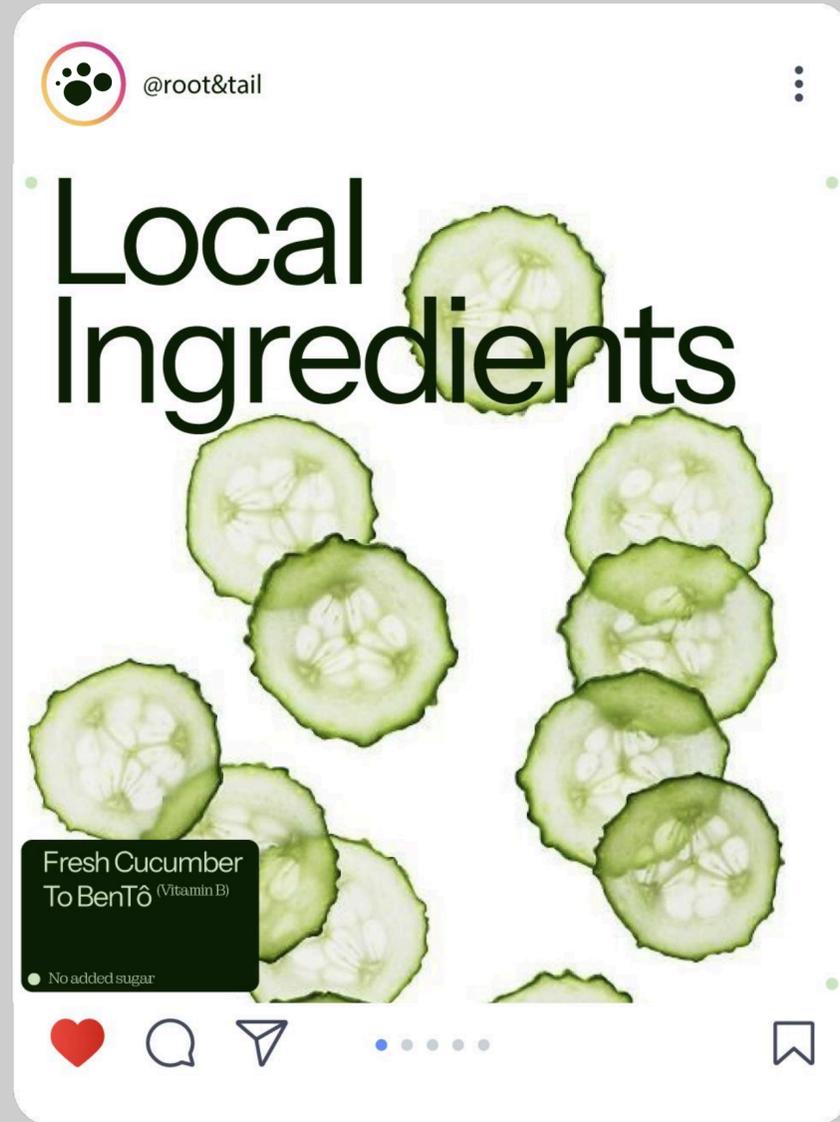
Water

Corn



05

DIGITAL



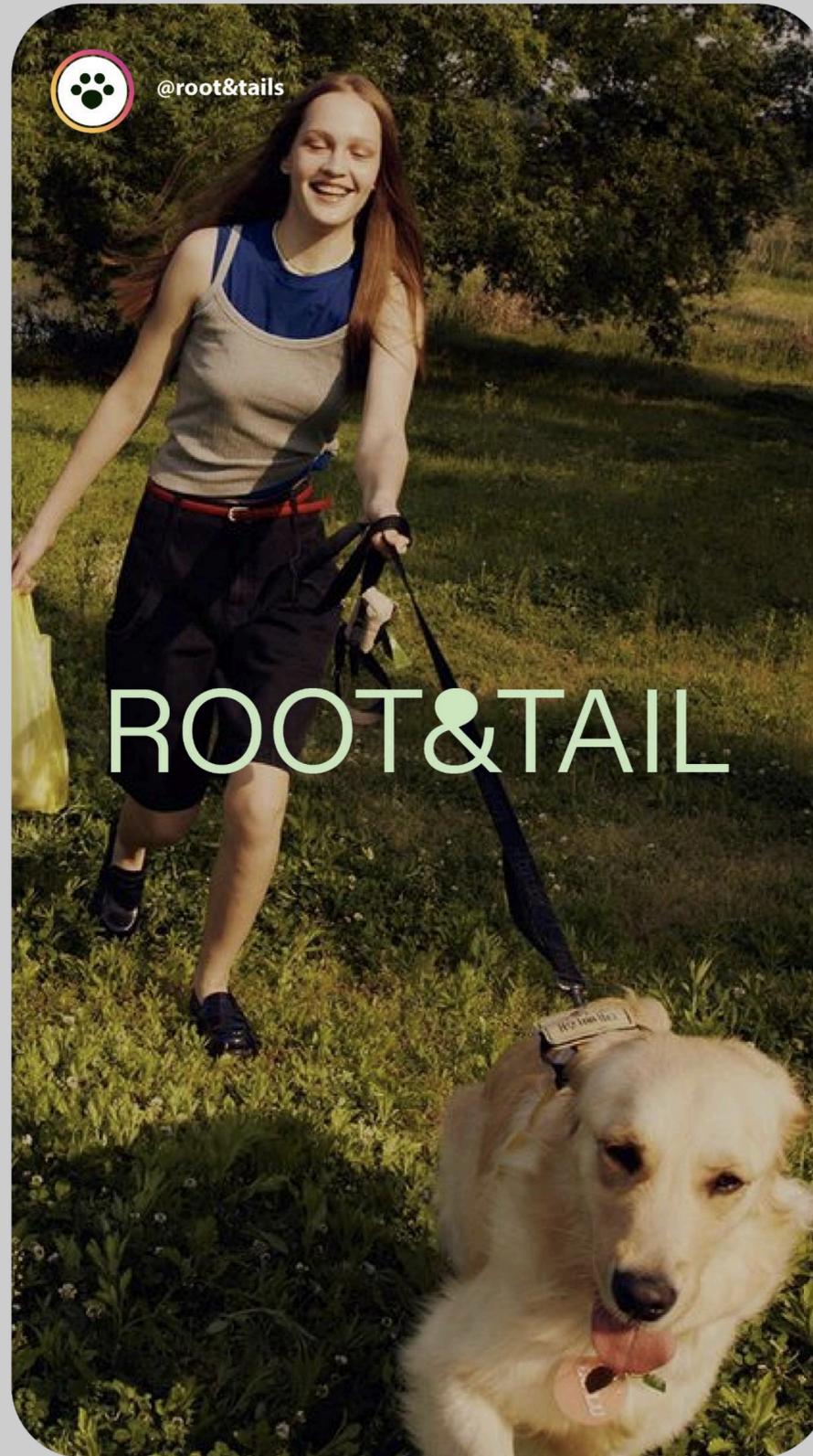
DIGITAL



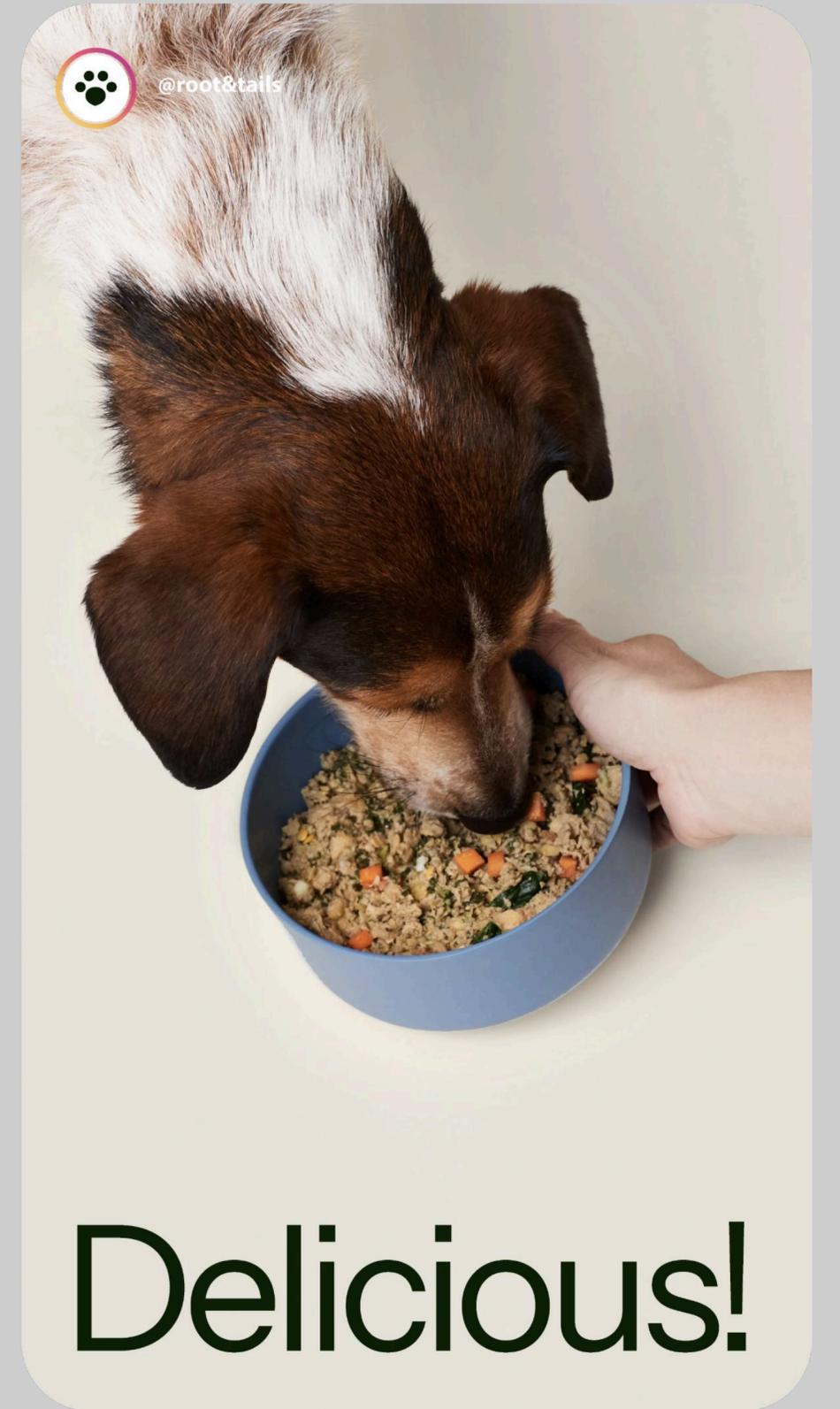
@root&tails

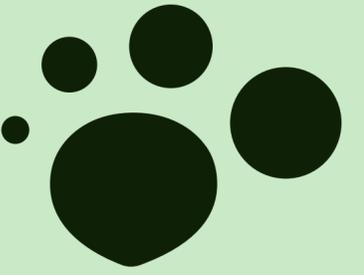


@root&tails



@root&tails





THANK YOU