

LOGO + TYPEFACE

The main Pup Potential logo consists of both the Lettermark Icon and the Wordmark. The logo is a custom rendering of the typeface, Comfortaa using both Bold and Light fonts.

As an alternative, the logo may be displayed as the Wordmark only, with the Icon replacing the first "p" in "pup".

Both the Main Logo and the Alternative Logo can be shown with or without the slogan.

MAIN LOGO



ALTERNATIVE LOGO



MESSAGING + TYPEFACE

The Pup Potential Slogan should ALWAYS be displayed in either PPBlue2 or white. The Tagline and URL are to be displayed in this brand approved coloring combination or in white. The font, Comfortaa Bold is ONLY used for the URL and Tagline. The Century Gothic font family is the approved secondary brand typeface.

SLOGAN

Confident Understanding | Training Solutions

Century Gothic - Bold

TAGLINE

Unlock Your Pup Potential

Comfortaa - Bold

URL DISPLAY



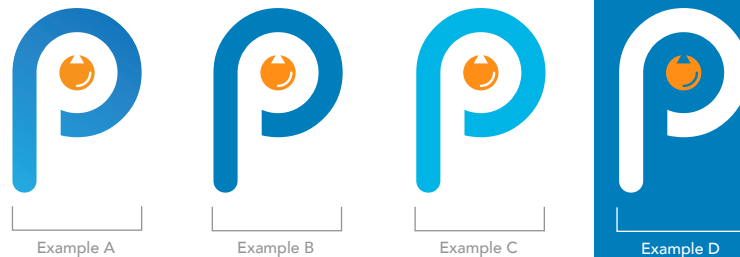
Comfortaa - Bold

ICONS

The preferred Pup Potential Icon 1 should ALWAYS be displayed in the brand approved blue gradient at a 60° gradient angle shown in Example A. It can also be displayed in either of the solid blue brand colors or in white as the background changes per application or design.

Icon 2 should ONLY be displayed in the approved Pup Potential Orange.

ICON 1



ICON 2



COLOR PALETTE

The Primary Pup Potential brand colors are shown to the right. Opaque White is also considered a brand approved color.

The Secondary brand color palette shown to the far-right is to be used as background and/or text colors throughout future print and online applications.

PRIMARY

Pup Potential Orange	Pup Potential Blue	Pup Potential Blue 2	Pup Potential Gradient
PMS: 1495 C CMYK: 0, 50, 100, 0 RGB: 247, 148, 29 Hex# f7941d	PMS: 298 C CMYK: 70, 15, 0, 0 RGB: 39, 170, 225 Hex# 27aae1	PMS: 7461 C CMYK: 85, 50, 0, 0 RGB: 27, 117, 188 Hex# 1b75bc	Combination of both Pup Potential blue brand colors.

SECONDARY

Pup Potential Gray	Pup Potential Gray 2
PMS: 425 C CMYK: 0, 0, 0, 80 RGB: 88, 89, 91 Hex# 58595b	PMS: 663 C CMYK: 0, 0, 0, 10 RGB: 230, 231, 232 Hex# e6e7e8