

Brand Style Guideline

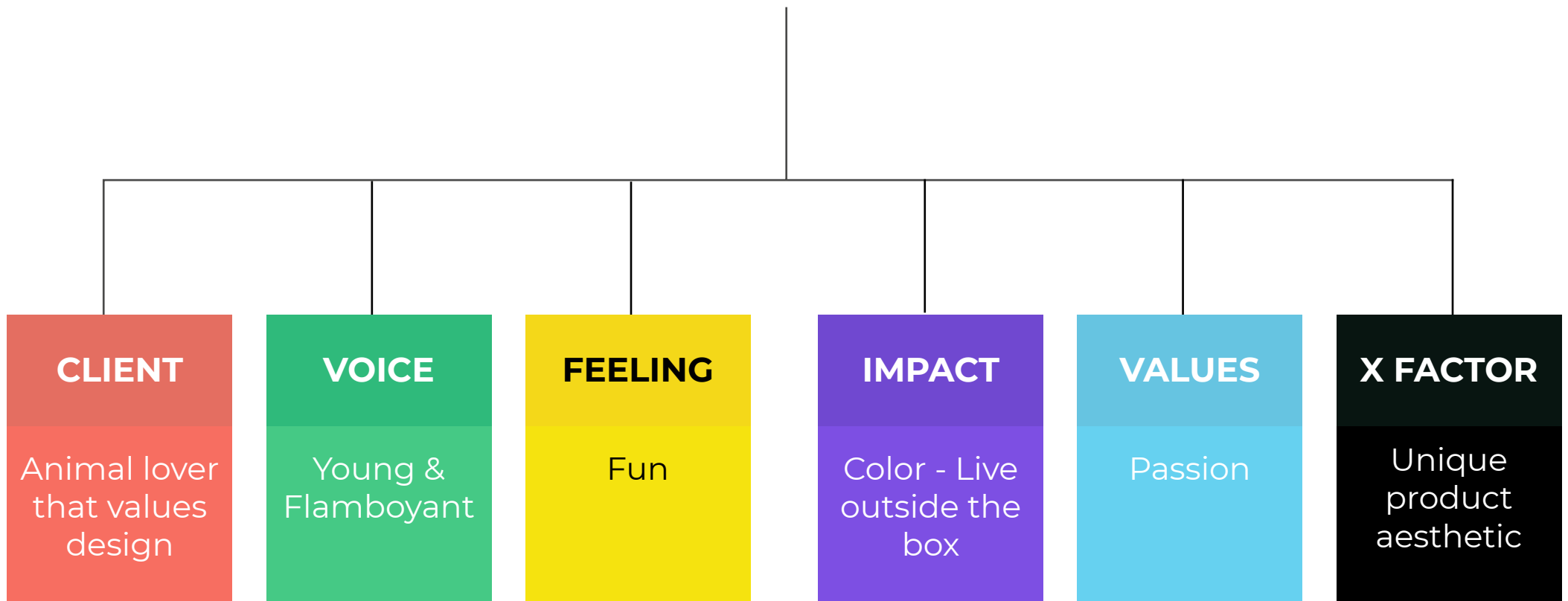


LAST UPDATED: SEPT 2022

Our Brand Essence

Brand Essence

A set of unique core attributes that represent and defines the character and personality and essence of your brand



Client

How do you describe your clients? Who are you for?
Who do you champion?

**ANIMAL
LOVER THAT
VALUES
DESIGN**

CREATIVE

**QUALITY >
QUANTITY**

**SOCIABLE &
OUTGOING**

**TRAVELLED
& CULTURED**

Voice

How do you sound to others? What attitude do you convey?



**YOUNG &
FLAMBOYANT**

**FUN &
PLAYFUL**

PASSIONATE

**SWEET -
LOVE FOR
ANIMALS**

CONFIDENT

Feeling

How do others feel after working with you? How do you look & feel to others?



FUN

UNIQUE

ENGAGED

COMFORTABLE

COOL

Impact

How do others feel after working with you? How do you look & feel to others? What tangible impact do you have on others? How do you provide value to customers?



**COLOR,
LIVING
OUTSIDE THE
BOX**

ART & DESIGN

**CREATING A
COMMUNITY**

**HANDMADE
UNIQUE
PRODUCTS**

**SUPPORTING
INDIGENOUS
WOMEN**

Brand Values

Why do you serve your ideal client? How does your brand behave?



PASSION

COMMUNITY

**LOVE FOR
ANIMALS**

SUSTAINABILITY

**LOVE FOR
CULTURE**

X-Factor

What makes you different & weird? What do you offer that differentiates you from others?



**UNIQUE
PRODUCT
AESTHETIC**

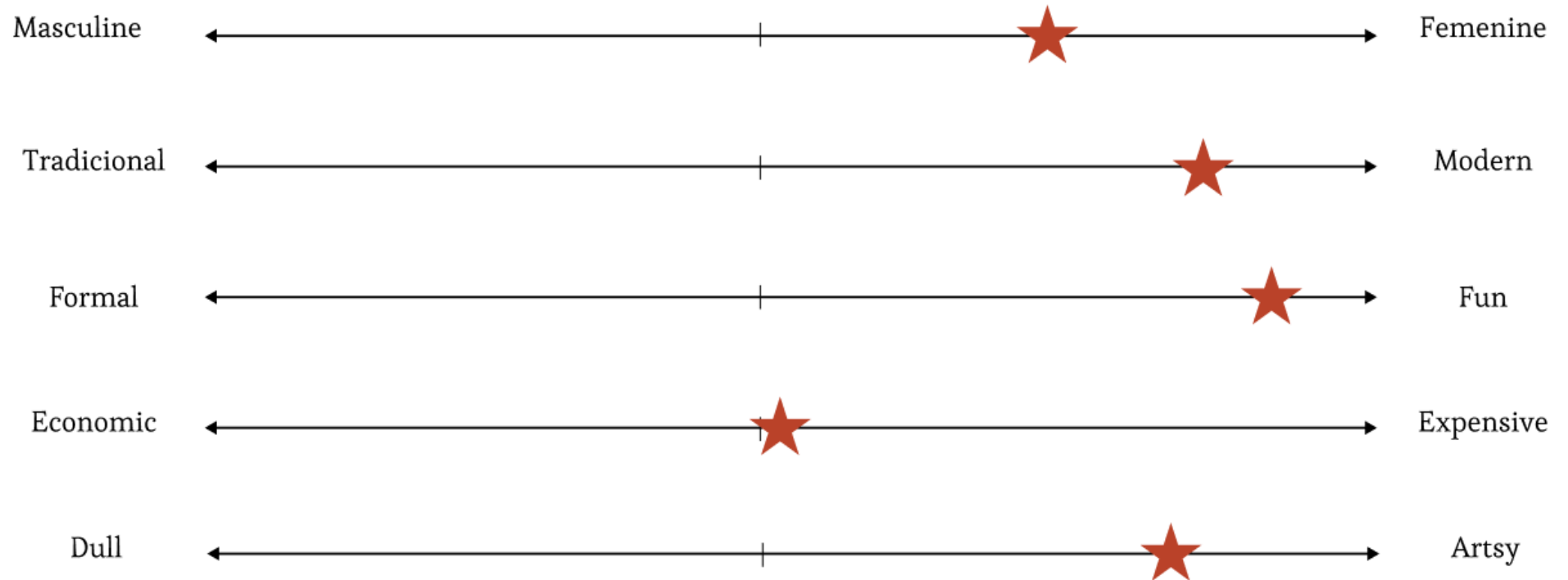
**ONE STOP
ONLINE PET
SHOP**

**SUPPORT
INDIGENOUS
WOMEN**

**ALWAYS ON
TREND**

**ALWAYS NEW
PRODUCTS**

Positioning



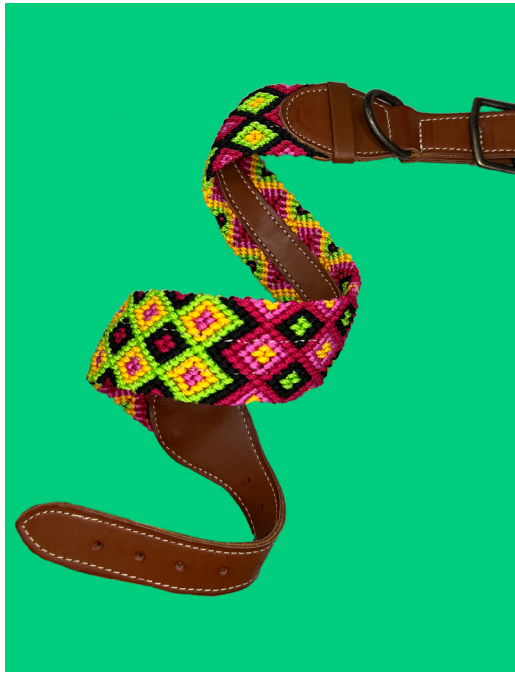
Online Statement

Your brand statement is a sentence that guides your marketing message.

Cosmo Boy is a super fun and unique pet accessories boutique that offers one of a kind handmade dog accessories. While supporting mexican indigenous women by paying them a fair price for their work. We offer a wide variety of pet accessories for cosmical beings out there. The coolest pet accessories in the Cosmos! Not just a brand, a community, a LIFESTYLE.

Branding

THE HEART, SOUL & CENTER



LOGO with tagline



COSMO BOY

PET ACCESSORIES FOR COSMICAL BEINGS

PRIMARY LOGO



ICON



BRAND COLORS

Primary Color

#F86E60

R= 248 G= 110 B= 96

C= 0% M= 69% Y= 56% K= 0%

Secondary Color

#7C4FE2

R= 124 G= 79 B= 226

C= 74% M= 74% Y= 0% K= 0%

Secondary Color

#45CA84

R= 69 G= 202 B=132

C= 66% M= 0% Y= 62% K= 0%

Secondary Color

#F4E210

R=244 G= 226 B= 16

C= 9% M= 4% Y= 92% K= 0%

Secondary Color

#67D2F0

R= 103 G= 210 B=240

C= 56% M= 0% Y= 7% K= 0%

Neutral Color (white)

#FFFFFF

Accent Color (black)

#1D1D1B

BRAND FONTS

GHOUST SOLID

PRIMARY FONT

Avenir Black
Avenir Medium
Avenir Book

SECONDARY FONT