



# Brand Manual

Baby Energy

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## Logo



*The logo for Baby Energy is made to bring out happiness, playfulness and joy. Just the way a puppy does for its owner.*

*The logo is made with a circle around it to frame the dog and font. Make sure it stays in place and are surrounded. Here you see three different ways you can use the logo, normal colour, greyscale or a simpler one that should be used if the logo needs to be very small.*

*The logo should at least have a clearness of 0,5 cm all around it when placed on different products. It should never be used on other products than Baby Energy dog products.*

*The logo should mainly be used on a white or blue background, because then the colours is visible in the best way.*

# Colour palette

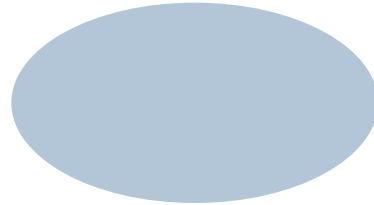
*The colours as shown in this colour palette is the colours that should be used in the products.*

*The colours are chosen because of its way of giving the design the feel off:  
youth, kindness, harmony, healthy and also energy.*

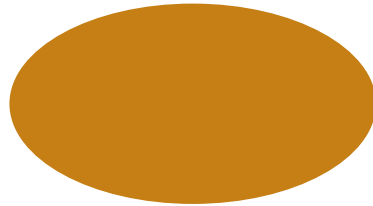
*The basic background colour is the blue one and the basic headline colour are green and orange. The bodytext colour can be chosen as you like.*



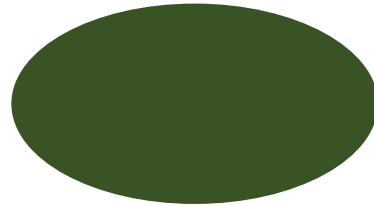
#3E3E3F



#B3C6D7



#E88012



#415623

# Font

Chalooks

Regular  
Medium  
Bold

Baby Energy  
Baby Energy  
Baby Energy

Lemongras Script

Make a good start

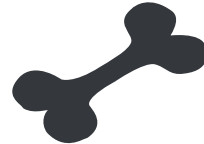
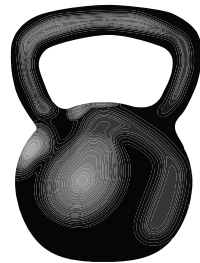
*For these products there is two fonts that are decided to use.*

*For the headlines and words that are going to be highlighted is the font Chalooks that should be used.*

*This font is playful and childisch and suite the desing and brand very much.*

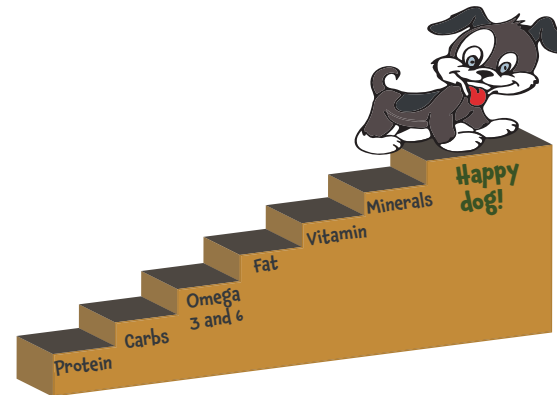
*For the body text is the font Lemongras that should be used. This font is also playful and gives a feeling of harmony and kindness. The font can be used in colour, grey, green and orange from the palette. Always be sure that the colour chosen on the font are easy to see consider the chosen background colour.*

# Infographics



**Portion Guide**

Expected adult weight	2-3 months	4-5 months	6-7 months	8-9 months	10-11 months	12-13 months	14-15 months
1-4 kg	65 gr	85 gr	95 gr	85 gr	65 gr	Adult	Adult
5-10 kg	145 gr	165 gr	180 gr	165 gr	155 gr	145 gr	Adult
10-25 kg	215 gr	235 gr	255 gr	255 gr	235 gr	225 gr	Adult



# Brochure



**What is important for the puppy's diet?**

Breastfeeding is important for optimal nutrition. Our Baby Energy food contains the same nutrients as in breast milk, including proteins, amino acids, omega-6 and omega-3 fatty acids, vitamins and minerals.

Your puppy needs a diet tailored to his needs! Puppies have different nutritional needs than adult dogs. It is therefore important that you choose a high quality puppy food, like our Baby energy products.

**Nutrients the puppy needs!**

**Protein:** Build and repair muscles  
**Carbs:** Give energy and a good digestion  
**Omega 3 and 6:** Good for the heart and health.  
**Fat:** Helps to absorb vitamins  
**Vitamin:** Good for the skin, coat and keeps the teeth and bone strong.  
**Minerals:** Good for growth and developing.

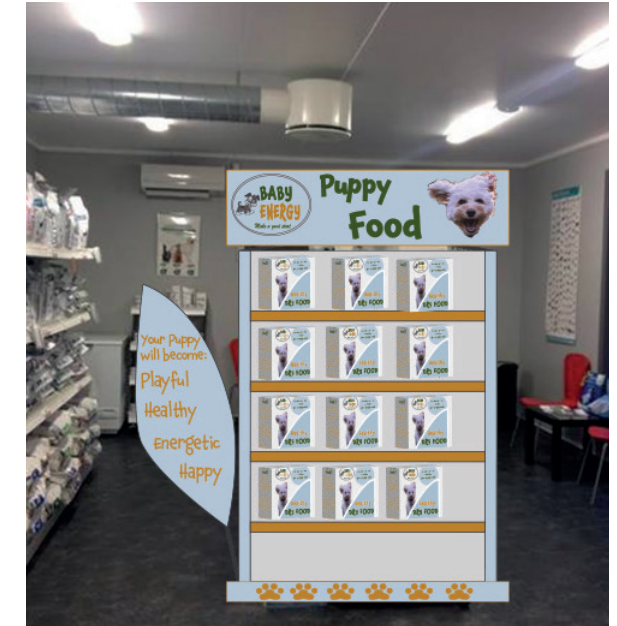
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# Packaging



# Point of sale





# Presentation of Products



# Brand identity

*The design is based on the same feeling you as a puppy owner would have. The through all brand for this Puppy Energy food is that the design should be, light, playful , neat and make you happy. Just as a little puppy do.*

*The colour palette and font is choosen as well to bring out happiness, playfullness , calmness as well as a bit of energy.*

*The products are made with the same tread of design and it should be easy for the customers to regognize that the products belongs togehter.*