



**TURNKEY**  
*Dog Breeding*  
*Websites*

branding guidelines  
Turnkey Dog Breeding Websites  
Version 1  
2022

# Branding Guidelines Template



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# Branding Guidelines Template

# Hello!

# I'm happy you're here.

I'm Jules Webb. I'm an experienced website designer and developer. After re-designing a website for my sister, who breeds Australian Labradoodles, I realized that dog breeders needed a way to simplify managing their litters and selling puppies online.

Turnkey Dog Breeding Websites is more than a website—it's a customized system that enables dog breeders like you to spend less time and frustration working on their websites.

Like a "turnkey" home, these websites are "move-in" ready. Page structure and information flow are already in place and ready for you to add your own message and content. We'll change the colors, look, and feel to match your brand, and you'll revise the text, add your dogs, and start adding litters.

I created Turnkey Dog Breeding Websites as a valuable tool for breeders. I look forward to working with you to create an online presence that represents your business as the quality breeder you are.

—Jules

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# Mission, Vision, and Promise





The Logo



## 01 The Logo

A logo is a graphic symbol that represents your business. Your logo is the “FACE” of your business, and its primary role is to identify you. For us, we wanted a logo that reflects dogs, the internet, and websites. We chose to use the globe icon, which is also an icon for the internet, as a ball in the mouth of an American Bulldog puppy, which is our mascot.



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Websites*



**TURNKEY**  
*Dog Breeding  
Websites*

75%



**TURNKEY**  
*Dog Breeding  
Websites*

50%



**TURNKEY**  
*Dog Breeding  
Websites*

25%

## 01 The Logo

This is a white monochrome version of how our logo looks against one of the darker colors in our color palette.



**TURNKEY**  
*Dog Breeding*  
*Websites*

# 01 The Logo

This is a black monochrome version of how our logo looks against a "floral white" color. It also shows spacing requirements.

1/3 of the total  
logo height



# 01 The Logo

This is a black monochrome version of just the logomark presenting against a "floral white" color.



## 01 The Logo

Here are four examples of the logo presenting against different colors in the color palette.



# Color Palette

1. **Brown** is often seen as solid, much like the earth, and it's a color often associated with resilience, dependability, security, and safety. It creates a sense of warmth and connection in a comforting and calm way.
2. **Green** is universally associated with nature. It also represents growth and renewal, harmony, and balance. It relaxes, revitalizes, and rejuvenates.



### 03 Color Palette

Varying shades of brown and green always work well together and provide a warm and rich color combination. Because Turnkey Dog Breeding Websites revolve around dogs—who are often photographed in nature, on lawns, in parks, and on trails—what better way to compliment them than with colors that represent nature, dependability, warmth, balance, renewal, and connection.

Black Coffe

R 48  
G 39  
B 34

C 00  
M 19  
Y 29  
K 81

Hex code  
#302722

Cafe Au Lait

R 169  
G 132  
B 103

C 00  
M 22  
Y 39  
K 34

Hex code  
#A98467

Olive Drab

R 120  
G 140  
B 64

C 14  
M 00  
Y 54  
K 45

Hex code  
#788C40

Pale Spring Bud

R 221  
G 229  
B 182

C 03  
M 00  
Y 21  
K 10

Hex code  
#DDE5B6

Floral White

R 250  
G 248  
B 240

C 00  
M 01  
Y 04  
K 02

Hex code  
#FAF8F0



4

Typography

## 04 Typography

### Playfair Display

Playfair Display is an open-source, transitional serif typeface designed by Danish type designer Claus Eggers Sørensen in 2011. The design is influenced by typefaces from the mid- to late-eighteenth century, such as Baskerville, and expresses an old charm with a modern twist.

Playfair Display is an elegant font. An excellent choice for titles and headings and is especially beautiful when used in italics. Still, its delicate, high-contrast strokes can hinder readability, especially when used at smaller sizes. For this reason, we'll limit its use to titles, headings, and quotes.

### Open Sans

Open Sans is an open-source, humanist sans-serif typeface designed by Steve Matteson and released in 2011. It's a highly versatile font with its friendly appearance and excellent legibility.

### *Together*

Combining Playfair Display for the titles and headings and Open Sans for the body text provides contrast and makes a perfect pairing of old and new.

Aa

Aa

Aa

Aa

Open Sans Regular (400)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*23

Open Sans SemiBold (600)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*23

Playfair Display Medium (500)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*23

*Playfair Display Medium Italic (500)*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*23*



Social  
Media



## 05 Social Media

Here are some examples of variations that can be used in profile icons in social media. Be sure to include appropriate space around the logomark.



**Application Grid**  
36 field grid



**LinkedIn**  
400 x 400 pixels



**Dribbble**  
400 x 300 pixels



**YouTube**  
250 x 250 pixels



**Behance**  
1080 x 1080 pixels



**Instagram**  
180 x 180 pixels



**Club House**  
110 x 110 pixels



# 6

Photography

## 06 Photography

Turnkey Dog Breeding Websites is all about helping dog breeders manage their litters and sell puppies online. Attractive and fun photos of dogs and puppies are the perfect way to highlight our services and showcase our web design.

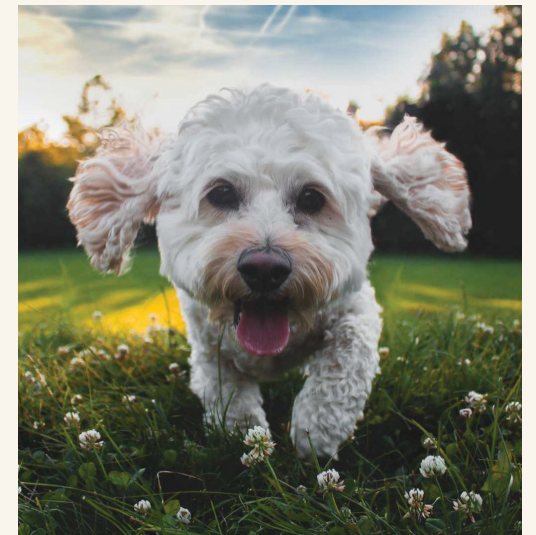
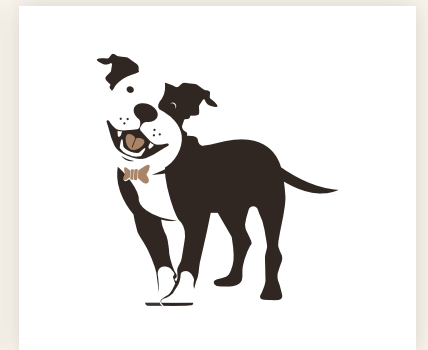
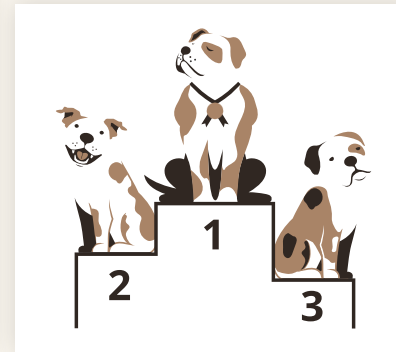
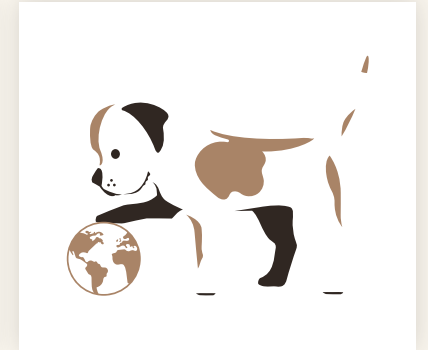
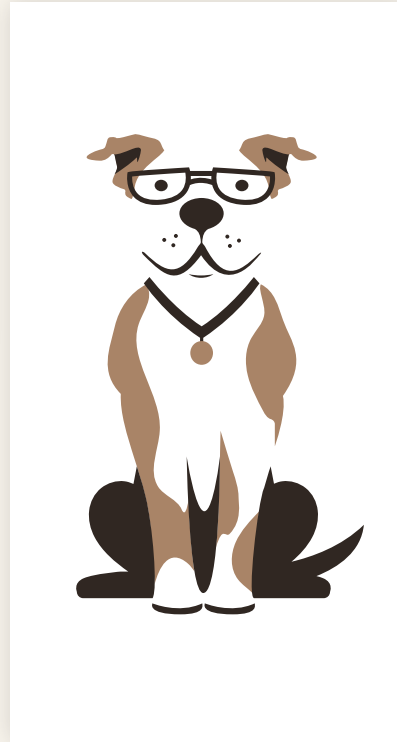
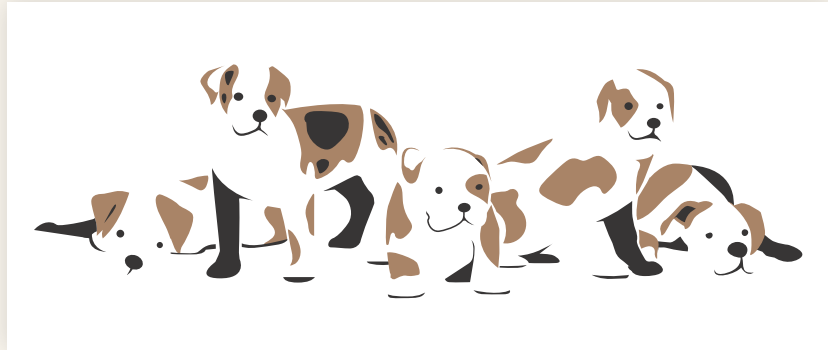




Illustration  
Style

## 07 Illustration Style

Custom illustrations using the American Bulldog, our mascot, represent the selling points and services we provide.





Icon Set



## 08 Icon Set

Custom icons that reflect the brand, look, and tone represent the selling points and services provided.



Code of Ethics



Health Guarantee



Enrichment &  
Socialization



Our Policies



Puppy Pricing



Application Process



Adoption Application



Prepare for Puppy



Puppy Supplies



Training



Grooming



Forever Home



Testimonials



Badge



Heart Paw



Heart Paw



Pawprint



Square Check



Shield Check



Circle Check



Check Mark



Product Placeholder



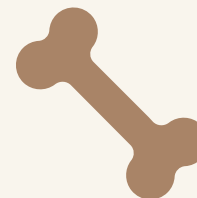
Product Placeholder



Product Placeholder



Product Placeholder



Product Placeholder



Stationery

## 09 Stationery

Business card and letterhead design that reflect the brand, look, and tone.

Business Card Size: 3.625" x 2.099"

Letter head size: 8.5" X 11"

