



BIG ROCK
Labradoodles
Est. 2011

A GUIDE TO YOUR
LOGO + BRAND IDENTITY

Preface

Navigating Our Brand's Visual Path

Welcome to the Big Rocks Labradoodles Brand Style Guide, a comprehensive blueprint designed to articulate and preserve the essence of our brand. Within these pages, you'll discover not just the visual and verbal elements that define us but the spirit and passion that drive us. Our Australian Labradoodles are more than pets — they're a testament to joy, companionship, and the boundless wonders of life shared with these extraordinary canines.

This guide is crafted with meticulous care to ensure that every touchpoint, from photography to typography, resonates with our core values and the unique charm of our Labradoodles. We delve into the playful and majestic nature of our dogs, celebrated through themed litters and captured in heartwarming imagery that invites viewers into their enchanting world.

As you explore this guide, you'll find the keys to our visual identity—the colors, fonts, and imagery that tell our story. But beyond that, you'll find the essence of Big Rocks Labradoodles — a commitment to excellence, a celebration of life's joyful moments, and a community bonded by the love of these exceptional dogs.

Whether you're creating for us, collaborating with us, or just getting to know us, this guide serves as your compass, ensuring that every piece you touch carries the heart and soul of Big Rocks Labradoodles and our Wonderful Woofies! Together, let's continue to weave the delightful tales of friendship, adventure, and love that define our brand. Welcome to our family.

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Mission, Vision, and Promise

01 Mission, Promise, and Vision

Our Dogs, Your Family, Our Promise

Our mission

Our Mission Is to enrich lives and create lasting connections through the love and companionship of the exceptional Standard-Sized Australian Labradoodle.

Our promise

Our Promise Is to be transparent and supportive with all those we work with while providing the best care to our pups.

Our vision

Our Vision Is to give people the chance to experience this amazing breed while ethically upholding the Australian Labradoodle lineage.



Our Guiding Principles



Our Guiding Principles

Our pups mean the world to us and that's why always put the wellbeing of the dog first by adhering to our guiding principles.

- ✓ Prioritizing Dog Health
- ✓ Commitment to an Ideal Match
- ✓ Supporting Dog Owners

We believe in the magic of matching a pup with his/her perfect family. That's why we have an in-depth adoption process and a strict code of conduct. Every puppy and person deserves love and we are so thrilled we are able to make that magic a reality.



The Logo

03 The Logo



75%



50%



25%

03 The Logo

Monochrome Gold logo against a Dark Green background from the color palette.



03 The Logo

Monochrome Dark Green logo against a Gold background from the color palette.



BIG ROCK
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03 The Logo

Color logo showing spacing requirements

1/3 of the total logo height



03 The Logo

Logomark against Floral White background from the color palette.



03 The Logo

Three examples of the vertical logo against different backgrounds from the color palette.





Color Palette

04 Color Palette

Our color palette is tailored for a brand that embodies the essence of the ruler archetype, merging authority with sophistication. Dark Green and Brunswick Green form the core, symbolizing prosperity, ambition, and dignity, while Satin Sheen Gold injects a luxurious note of leadership and excellence. Bone and Floral White provide a grounded and refined backdrop, ensuring our brand communicates its regal and commanding presence effectively. This selection appeals to an audience that prioritizes superior quality and authoritative leadership.

Dark Green R 15 G 50 B 44 C 84 M 55 Y 70 K 64 Hex code #0F322C	Brunswick Green R 30 G 70 B 62 C 82 M 50 Y 68 K 47 Hex code #1E463E	Satin Sheen Gold R 199 G 157 B 49 C 22 M 36 Y 99 K 2 Hex code #C79D31	Bone R 237 G 227 B 212 C 5 M 9 Y 16 K 0 Hex code #EDE3D4	Floral White R 250 G 248 B 240 C 1 M 2 Y 5 K 0 Hex code #FAF8F0
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Typography

05 Typography

BROLIMO

The BROLIMO typeface is a modern and elegant font characterized by clean lines and subtle curves, blending contemporary style with classic typography. Its legible and versatile design makes it suitable for a wide range of applications, from digital to print. BROLIMO offers multiple weights, allowing for versatile use in headlines, branding, or body text. It's ideal for brands seeking a mix of modernity and timeless elegance.

Open Sans

Open Sans is designed for digital clarity, offering a friendly and readable style suitable for web and print. Its range from light to extra bold allows for flexible use in various design contexts.

Together

Pairing BROLIMO with Open Sans creates a harmonious balance between modern elegance and approachable warmth. This combination offers versatility, from impactful headlines in BROLIMO to clear body text in Open Sans, enhancing brand identity with a cohesive visual language.

Aa

BROLIMO normal (400)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 &@€\$%[]!?*

Aa

Open Sans SemiBold (600)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 &@€\$%[]!?*23

Aa

Open Sans Regular (400)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 &@€\$%[]!?*

Aa

Open Sans SemiBold (600)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 &@€\$%[]!?*23



Brand Taglines

06 Brand Taglines

Our taglines are the heart of our brand, reflecting our dedication to excellence and the special bond between our Labradoodles and their new families.

When marketing Big Rock Labradoodles, it's essential to understand and convey these messages. They're not just words — they're commitments. These taglines will feature across our brand materials, adding a unique visual element that emphasizes our values and the lasting impact of our Labradoodles in their forever homes.

 Big Rock Labradoodles — Where Care Meets **Excellence**

 A Perfect Fit for Home and Heart

 Upholding The Highest Standards in Breeding

 Every Puppy's Journey From Our Home to Yours

 Discover the Big Rock Advantage™
Where each Australian Labradoodle becomes a beloved part of your family, supported by a lifetime commitment.

 Big Rock — Home of the Australian Labradoodle!

 Big Rock — Home of the Wonderful Woofie!



Social Media

07 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.

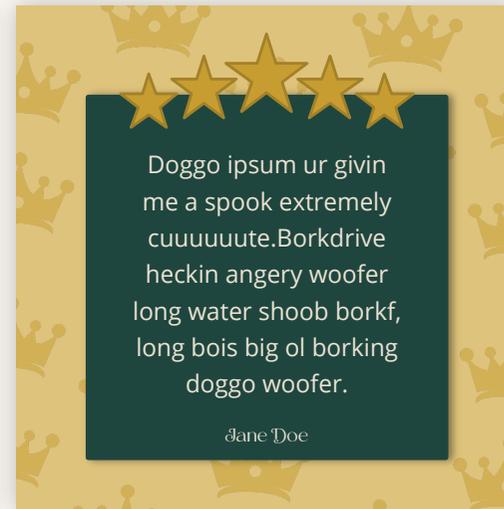
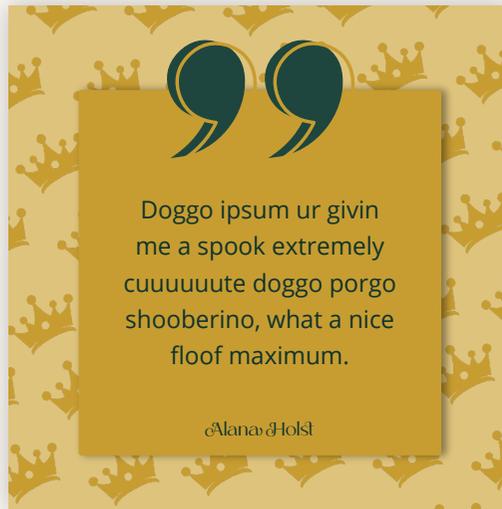
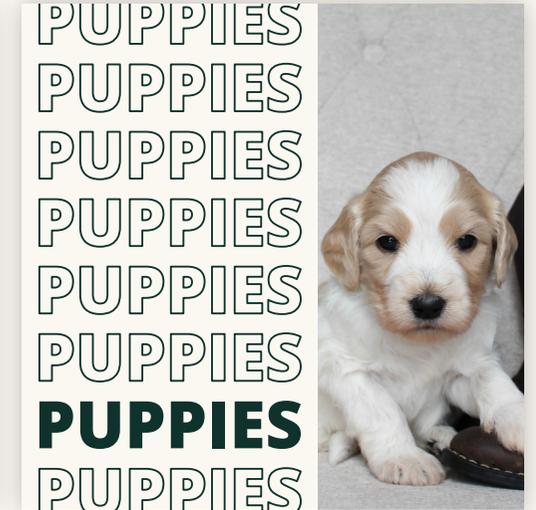
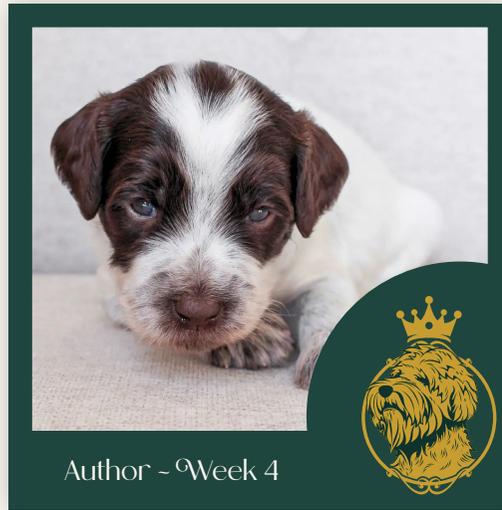
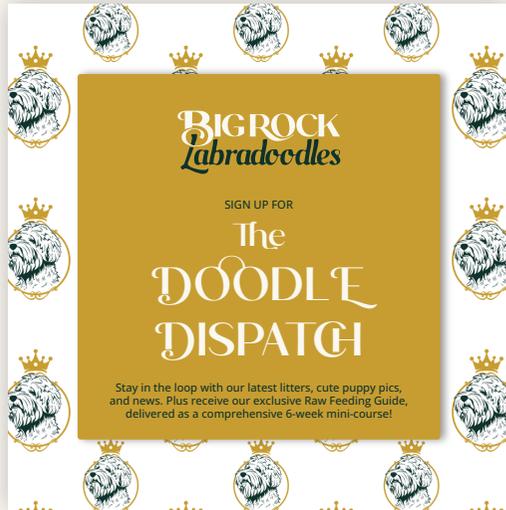


Application Grid
36 field grid



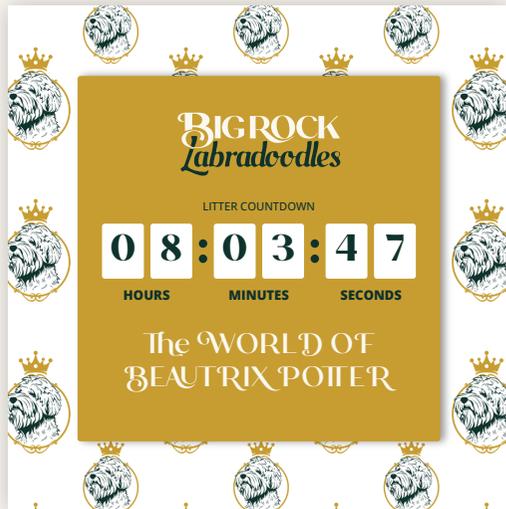
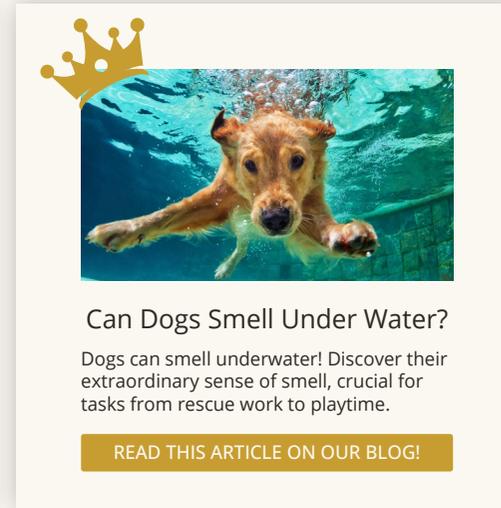
07 Social Media

Maintaining a cohesive and engaging social media presence is essential for building and sustaining brand identity. This section of the style guide provides an overview of our social media templates, which are designed to ensure consistency across all platforms while allowing the flexibility to showcase our playful, affectionate, and family-friendly personality. These templates serve as a blueprint for creating Instagram stories and Facebook posts that resonate with our followers and reinforce our brand, ensuring a uniform and professional appearance across channels.



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Photography

08 Photography

Photography to captures the warmth and charm of the Australian Labradoodle. With each litter celebrated in unique, themed photoshoots, their playful and charming qualities are spotlighted. These images weave captivating tales of the breed's elegance, character, and the happiness they promise, enchanting viewers with their cuteness, fun, and the delightful moments they'll bring to their future forever home.





Stationery

09 Stationery

Stationery and Business card designs should reflect the brand, look, and tone.

The stationery and business cards should exude a blend of sophistication and modernity, aligning with its visual identity. Utilizing a color palette of dark greens and golds, each piece should feature a clean, minimalist design that prioritizes elegance. High-quality paper with a subtle texture will enhance the tactile experience, reinforcing the brand's commitment

to luxury and detail. Business cards, in particular, should be crafted to leave a lasting impression, with the use of gold accents to highlight key information. Overall, the stationery set should not only serve its functional purpose but also act as an extension of the brand's ethos, embodying a sense of exclusivity and refined taste.



Cheers!

These guidelines lay the visual foundation for Big Rock Laradoodles and hint at the exciting possibilities the brand identity holds. I'm so excited to explore this potential with you!

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