

# Brand manual



Dog food with less carbs



Secondary Logo



Primary Logo



# Colors

#eab108

#bc7749

#de4d12

#33321b

#849039

#8c1724



# Typography



# Rakoon regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!

# American Typewriter

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!

# Brochure Design

# Mockup



**Doggo!**  
Dogfood with less carbs

For the love of dog

**Nutrition facts**

Serving Size:	1 cup (129g)
Calories:	650
Total Carbohydrates:	7g
Dietary Fiber:	6g
Sugars:	0g
Net Carbohydrates:	1g
Total Fat:	45g
Total Protein:	58g

More, please!

Dogs should approximately drink 1 ounce of water per pound of body weight each day.

**About Doggo!**

A good and nutritious meal for adult, active dogs. We recommend two meals a day, as our award-winning dog food consists of less carbohydrates. This will make your dog a lively, alert, curious and more playful dog.

We focus on the dog's best interests, and we can assure you that you are offering your dog a men's meal when you choose doggo!

And that's how you get a happy dog!

**We value your best friend!**

**Minerals**  
Phosphorus, calcium, sodium, magnesium, potassium, chloride and sulfur

**Proteins**  
100% lamb and poultry

**Fats**  
Vegetable, animal and marine fats

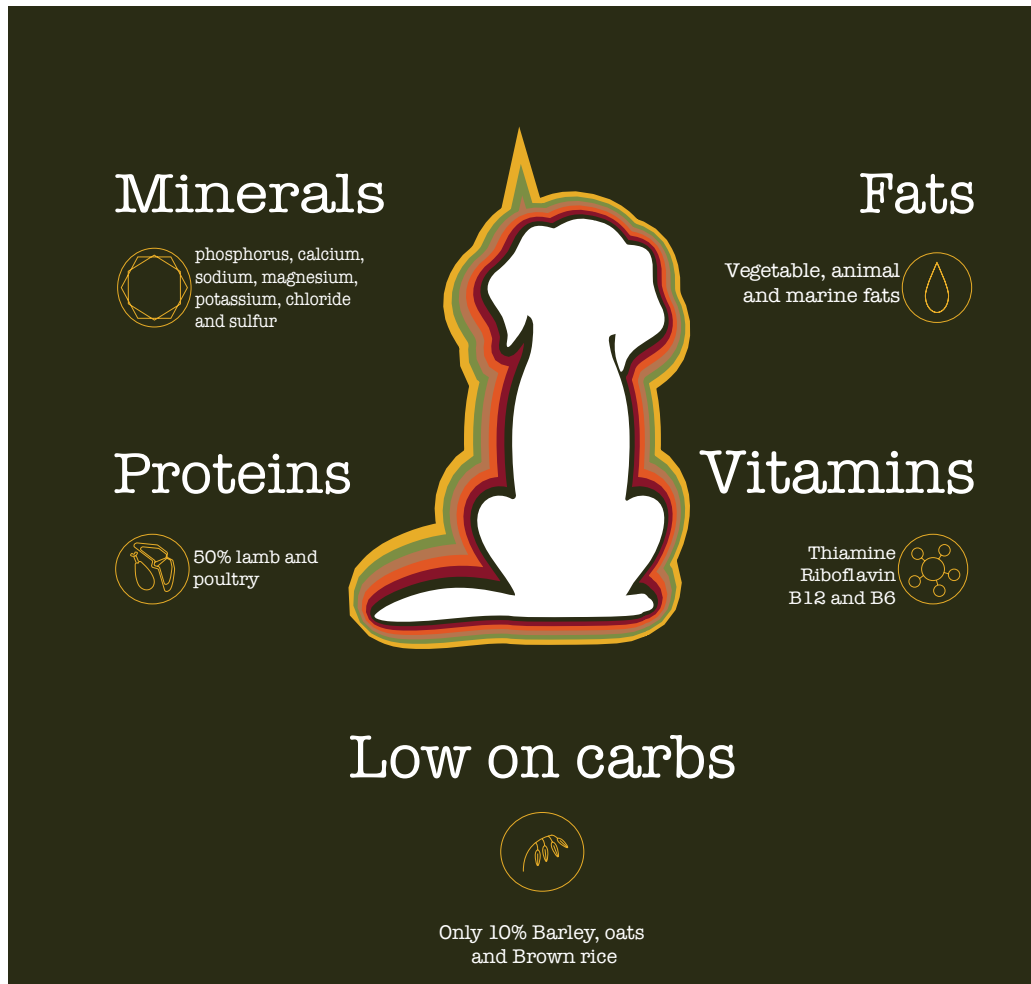
**Vitamins**  
Thiamine, Riboflavin, B12 and B6

**Low on carbs**  
Only 10% barley, oats and brown rice

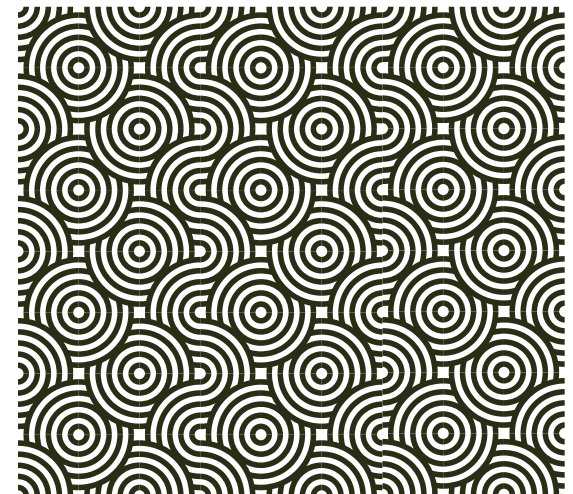
100%



# Infographic

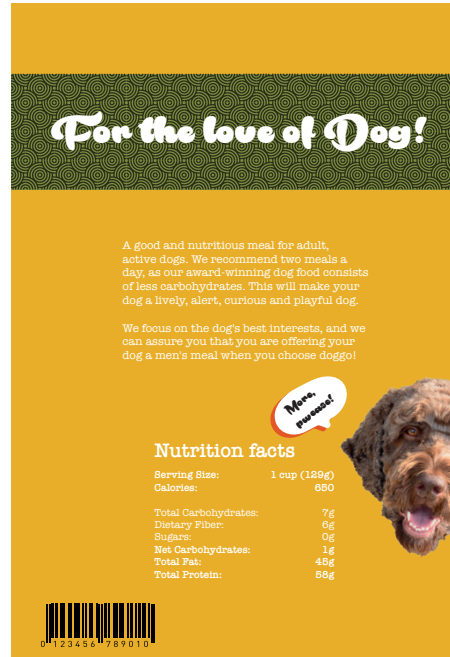


# Pattern



# Packaging Design

# Mockup Packaging



# Point of sale

