

1 2 3 PETS

Branding Guide



Company Logo

In branding, our logo represents the different aspects of our company. The 123 represents our three-step process of purchasing. The animals in the logo represents the variety of animals that we offer as a business.

Color Palette

On White Surfaces
and Branding Items

■ R: 0
G: 0
B: 0

On Dark Surfaces

■ R: 9
G:171
B:137

□ R: 255
G: 255
B: 255





Company Letterhead



170 E Kingston Springs Rd,
Kingston springs, TN 37015
615-952-2811
123petsmarketing@gmail.com

Company Description

At 123 Pets, we strive to match our customers with the highest quality exotic and domestic pets. As a company, we only use the best breeders with the most reputable services and a proof of license to breed animals. It is our goal to match the perfect pet with their lifelong pal. Our target market is financially stable individuals looking for a new member of their families. We specialize in the distribution of the highest quality domestic and exotic pets available. Our company includes a three-step buying process to aid our customers. The first step is the purchase of a pet. The second step gives the customer the option to purchase accessories for their pet. Lastly, the third step of our business is to offer packages for our customers that save them money by bundling frequently bought items at a discounted price.

Font Selection

1 2 3 Pets uses Maiandra GD as our primary font. We use this font because of its slight curves of its lettering that provide a professional yet slightly fun feel. This is necessary to further the fun environment that is created by interacting with our animals.



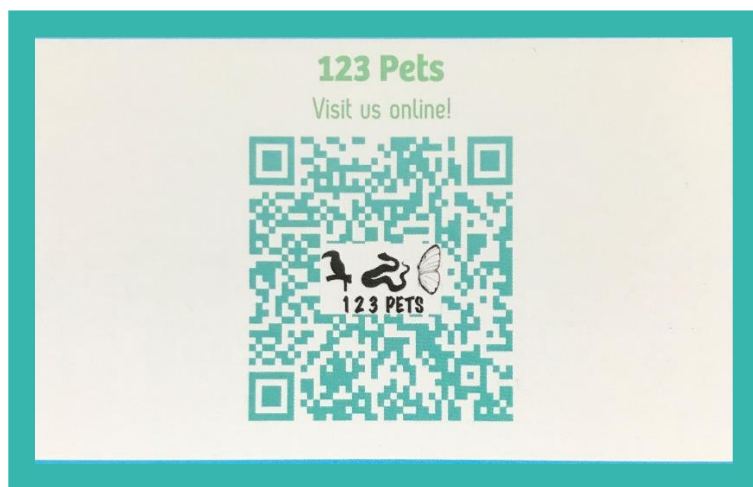


Business Card

Front



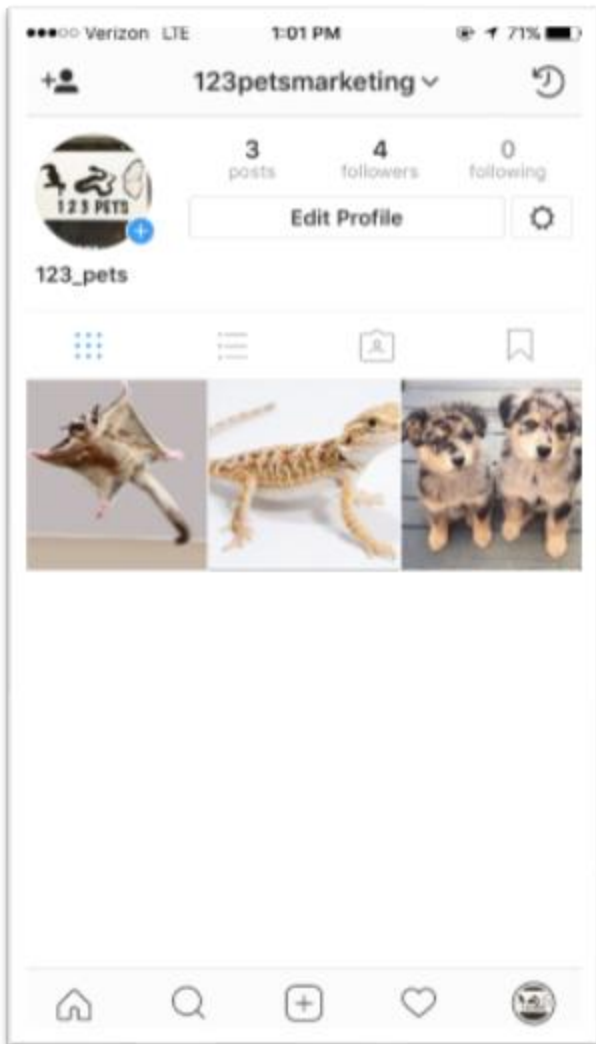
Back





Social Media

Instagram



Twitter

