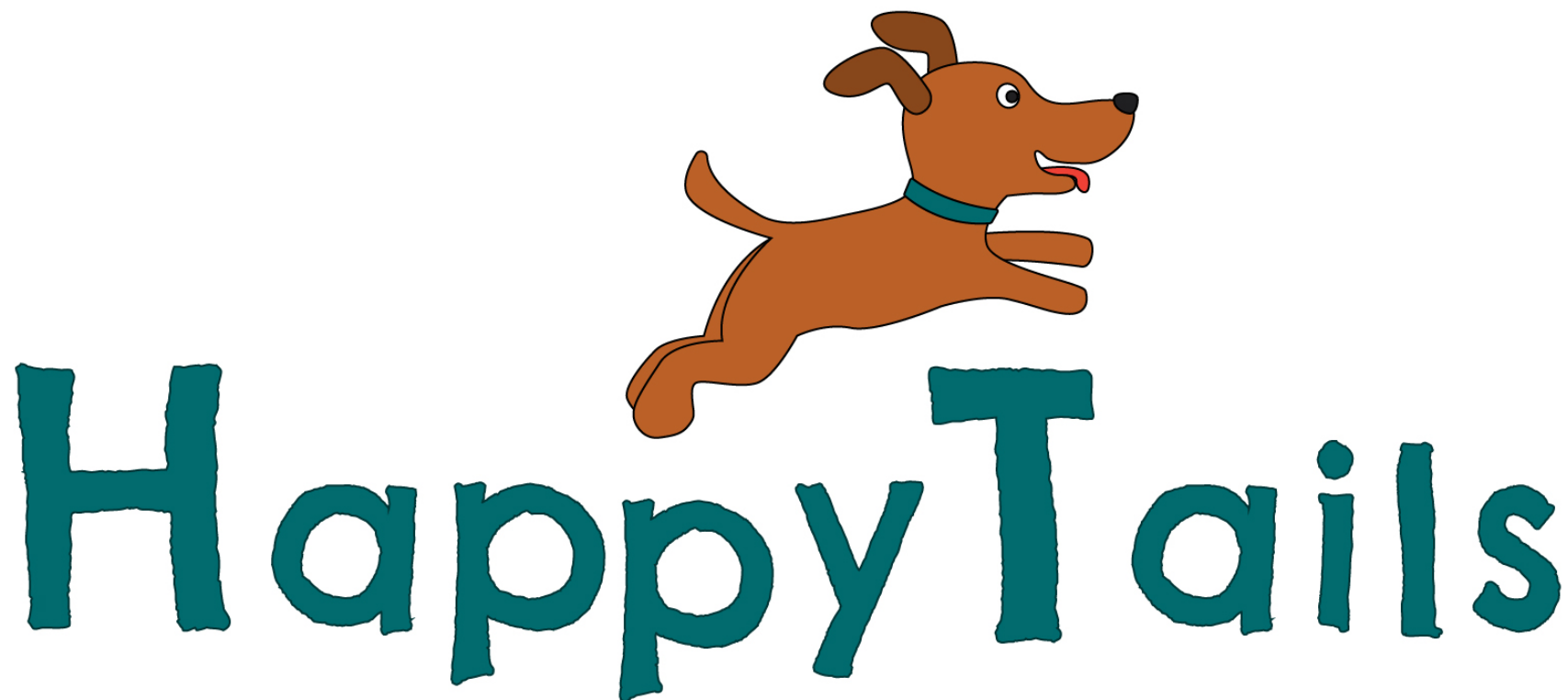




Brand manual - HappyTails

October 2020 - Randi Kløve - Noroff

INTRODUCTION

HappyTails was inspired by a beautiful Nova Scotia Duck Toller Retriever called Frank. His owner wanted to make sure his best friend in the whole world got the best possible nutrition. This became the mantra for the company he named HappyTails. And to this day, we still work as hard as we can to keep those tails wagging! Only the best is good enough for your best friend!

This is a guide of how to use the basic design elements of HappyTails.

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01

TYPOGRAPHY

Chelsea Market Pro - regular

Phoreus Cherokee - regular

Phoreus Cherokee - light italic

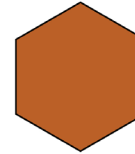
Phoreus Cherokee - bold

02

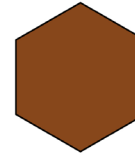
COLOUR



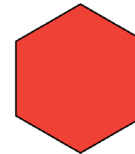
#016B6E	R	1	C	99
	G	107	M	3
	B	110	Y	0
			K	57



#BB6128	R	187	C	0
	G	97	M	48
	B	40	Y	79
			K	27



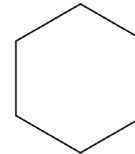
#88471B	R	136	C	0
	G	71	M	48
	B	27	Y	80
			K	47



#EF4136	R	239	C	0
	G	65	M	73
	B	54	Y	77
			K	6



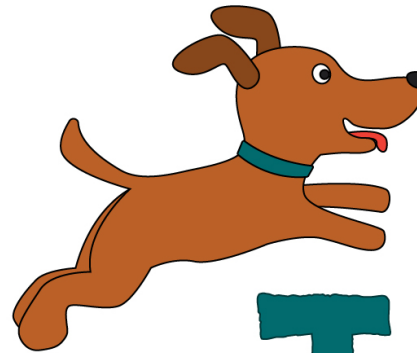
#221E20	R	34	C	0
	G	30	M	12
	B	32	Y	6
			K	87



#FFFFFF	R	255	C	0
	G	255	M	0
	B	255	Y	0
			K	0

03

LOGO



HappyTails

Clearspace

The size of the first letter in the logo indicates the clearspace needed around the logo.



04

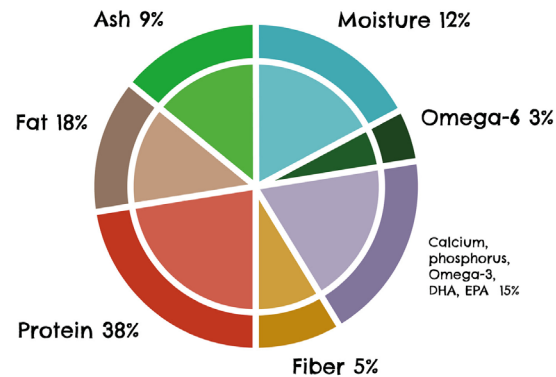
BROCHURE

Backcover and frontcover



BROCHURE

Middle pages



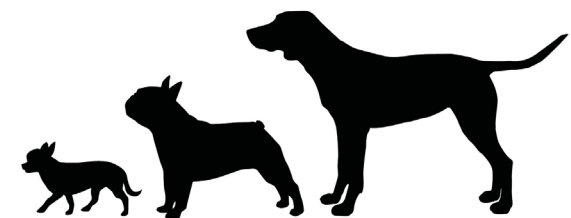
In **HappyTails** you will find:

Fresh chicken meat (13%), fresh turkey meat (7%), fresh cage-free eggs (7%), fresh chicken liver (6%), fresh whole herring (6%), fresh whole flounder (5%), fresh turkey liver (5%), fresh chicken necks (4%), fresh chicken heart (4%), fresh turkey heart (4%), chicken (dehydrated, 4%), turkey (dehydrated, 4%), whole mackerel (dehydrated, 4%), whole sardine (dehydrated, 4%), whole herring (dehydrated, 4%), whole red lentils, whole green lentils, whole green peas, lentil fibre, whole chick-peas, whole yellow peas, whole pinto beans, whole navy beans, herring oil (1%), chicken fat (1%), chicken cartilage (1%), chicken liver (freeze-dried), turkey liver (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole Red Delicious apples, fresh whole Bartlett pears, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, whole Saskatoon berries,

HappyTails brings you the **best**
your **best** friend can get!

Inspired by a natural diet, **HappyTails** provides everything your dog needs to thrive. With a reputation of trust spanning more than 15 years, **HappyTails** gives you peace of mind and keeps your best friend happy, healthy, and strong.

How much to feed your dog? Every dog is different, but this will give you an idea. Consult your veterinarian to make sure your best friend gets the right amount of food.



Small

1,5 kg - 9 kg

75 g - 300 g
pr day

Medium

10 kg - 25 kg

350 g - 600 g
pr day

Large

26 kg - 45 kg

650 g - 1000 g
pr day

BROCHURE

Mockup



OS

PACKAGING

Label

This is an example of the label of the Vitamin and Omega Supplements for dogs.



PACKAGING



06

POINT OF SALE

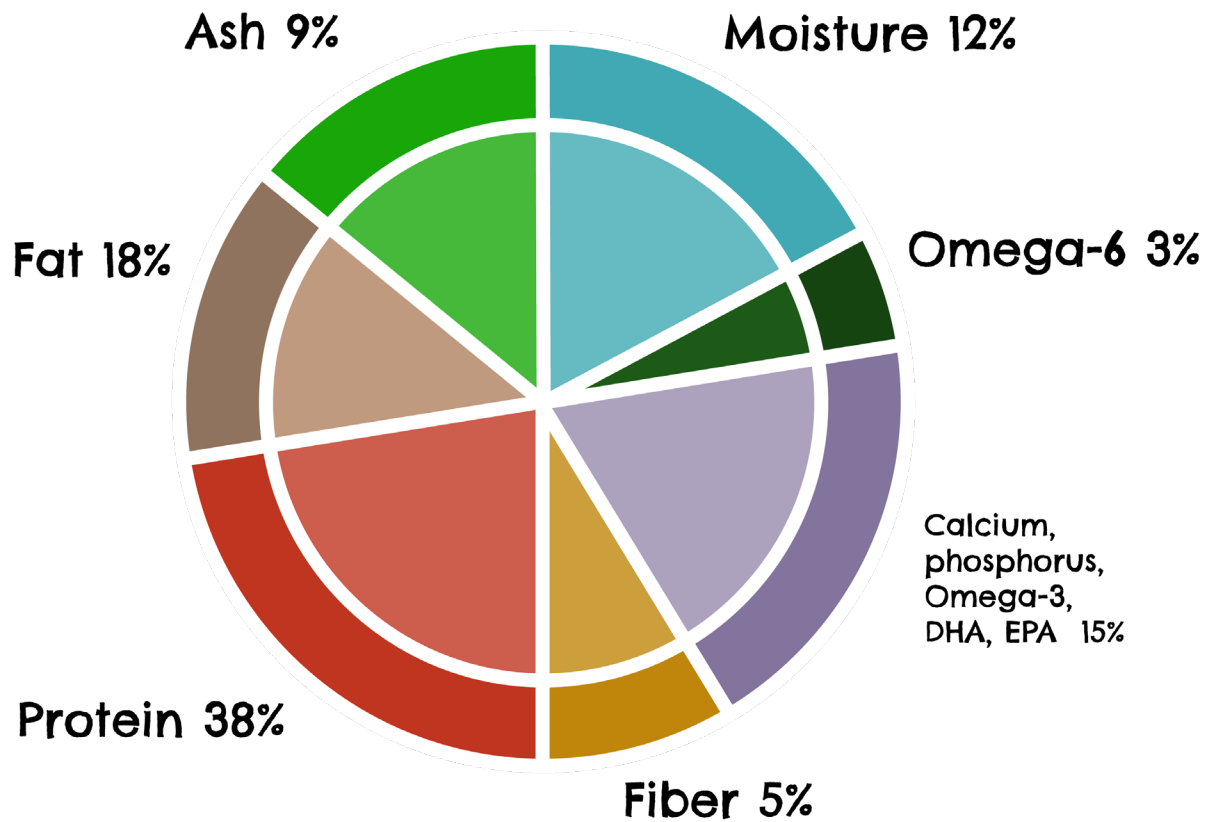
Roll up banners

Roll up banners may be used in promoting HappyTails in supermarkets, pet shops etc. When portraying dogs together with the logo, preferably use dogs that look similar to the dog in the logo, a “toller”.

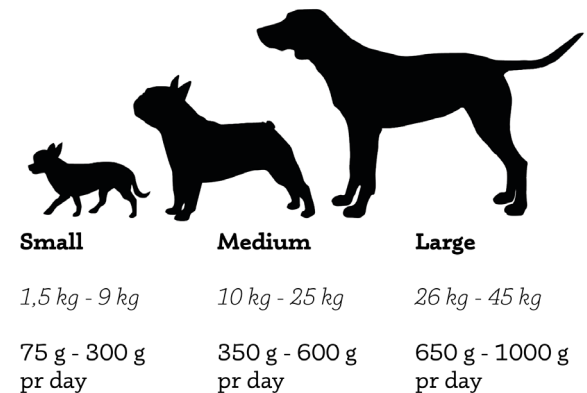


07

INFOGRAPHIC



These infographics were made for the dry dog food from HappyTails.



08

ELEMENTS

For more information, go to:

HappyTails.com

Only the **best** is good
enough for your **best**
friend!

HappyTails.com

09

DO NOT...

Do not use
on black
background



Do not scale
incorrectly



Do not change
typography

