

Global Pet Foods



Global Pet Foods

The Healthy Choice for Pets

Graphic Standards

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Introduction

Global Pet Foods is a Canadian specialty pet food and supply store, ranked third across the country, that deals with specialty brands not found in your average grocery or big-box stores, stemming from their devotion to the health of pets and being picky about what is fed to them.

There are over 170 stores located throughout Ontario, Manitoba, Alberta, British Columbia, Nova Scotia, New Brunswick, Prince Edward Island and Quebec. Global Pet Foods are franchised and independently owned and operated by people who are doting pet parents, agility enthusiasts, animal advocates, and trainers who have a wealth of knowledge about pet nutrition and pet care.

At Global Pet Foods, they specialize in natural and holistic pet food, pet treats, and supplements, and also carry a wide selection

of Health & Beauty supplies (shampoos, grooming tools, dental products, etc.), toys, carriers and crates, beds, clothing, leashes and collars, and training tools. Whether your pets are cats and dogs, birds, fish, or small animals such as hamsters and ferrets, Global Pet Foods is the place to get what you need.



Achievements

The original objective/goal behind Global Pet Foods is to offer a healthy alternative to the average pet food options available. The intent is to help make sure all customer companion pets are happy and healthy.

With this rebrand, a push to reinforce the happy and healthy objective of the brand by giving the company an organic colour palette and much more professional feel. The strength in the bold lettering is retained, but streamlined.

In addition, this new look for Global Pet Foods makes a stronger effort to bridge the gap between the English and French sides of the company, thus making a much more uniform look across the board.



Canada's Healthy Choice For Pets



The Healthy Choice for Pets



Le choix santé pour les animaux

Challenges

Some of the challenges that arose in this rebrand were:

- Creating a much more scalable-friendly design that works in small spaces just as well as it does in large ones. The current brand is ok, but is a product of its time and is in need of a revamp to adapt to the current market.
- The current identity, also working to help make the company one of the top 3 in Canada, doesn't compete on the same level as the competition. Making a new design that embodies aspects of what came before, but also takes steps towards the future with a design that rivals the competition in smoothness and professionalism is the goal with the rebrand.

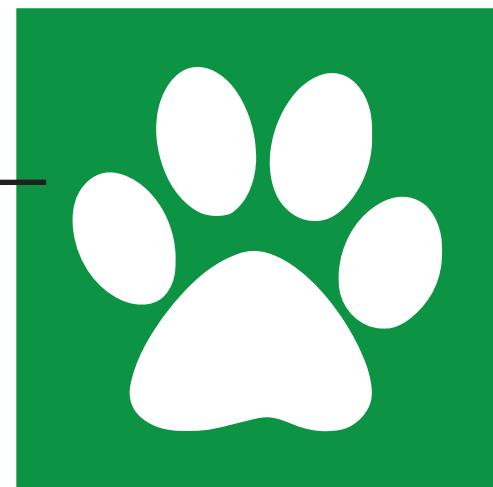


Rebrand Breakdown - Main Mark/Slogan/Colour Palette

The new colour palette focuses on presenting Global with a natural and organic feel through greens and browns, with white as an accent. The typefaces used are *Futura-Condensed Extra Bold - Thin* for the main workmark and *Source Sans Pro Regular* for the brand slogan/tagline.



Paw to give indication of association to animals, using green to counter the brown type.

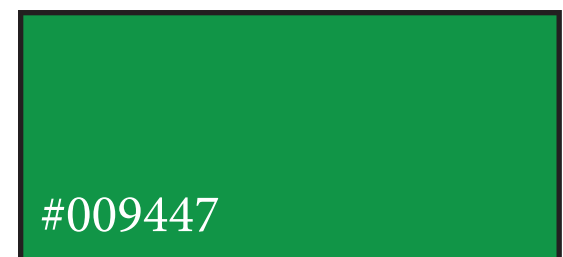


**Global
Pet Foods**

The Healthy Choice for Pets

Futura-Condensed Extra Bold - Thin

Source Sans Pro Regular



#009447



#FFFFFF



#754E2A

Rebrand Breakdown - Horizontal Variations



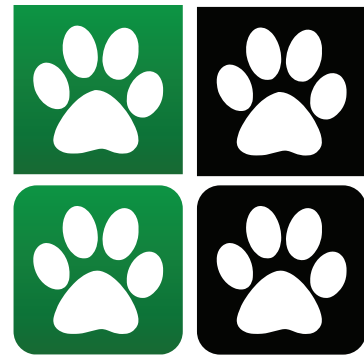
Full Logo/Wordmark with slogan, both in colour and B/W

Logo/Wordmark without slogan, both in colour and B/W

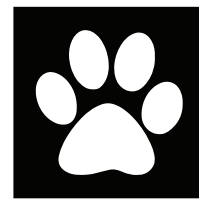


Condensed Logo/Wordmark, presented both in colour and B/W. In this style, the slogan is not included.

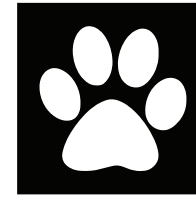
Rebrand Breakdown - Vertical Variations/Inverted/Mobile



Mobile / Social Media Icon: Rounded version ONLY used in mobile app usage. All forms of social media use squared edge.



**Global
Pet Foods**



**Pitou Minou
et Compagnons**

Vertical variation of the brand,, both in colour and B/W. Does not include the slogan



**Global
Pet Foods**



**Pitou Minou
et Compagnons**

Inverted versions of the brand, without the sloagn. Showcases usage in full colour as well as monotone colour.



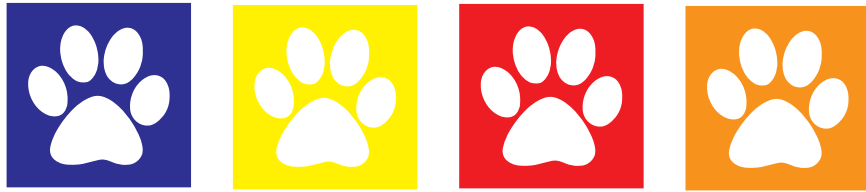
Improper Usage

Global

Do not use type without the icon included



Don't use just the paw without the box



Do not use colours outside of the colour palette



Do not distort in any way

Global Pet Foods



Do not invert the stacking of the vertical format used



Do not make the paw transparent. It must always be white (with the inverted logo as the only exception).

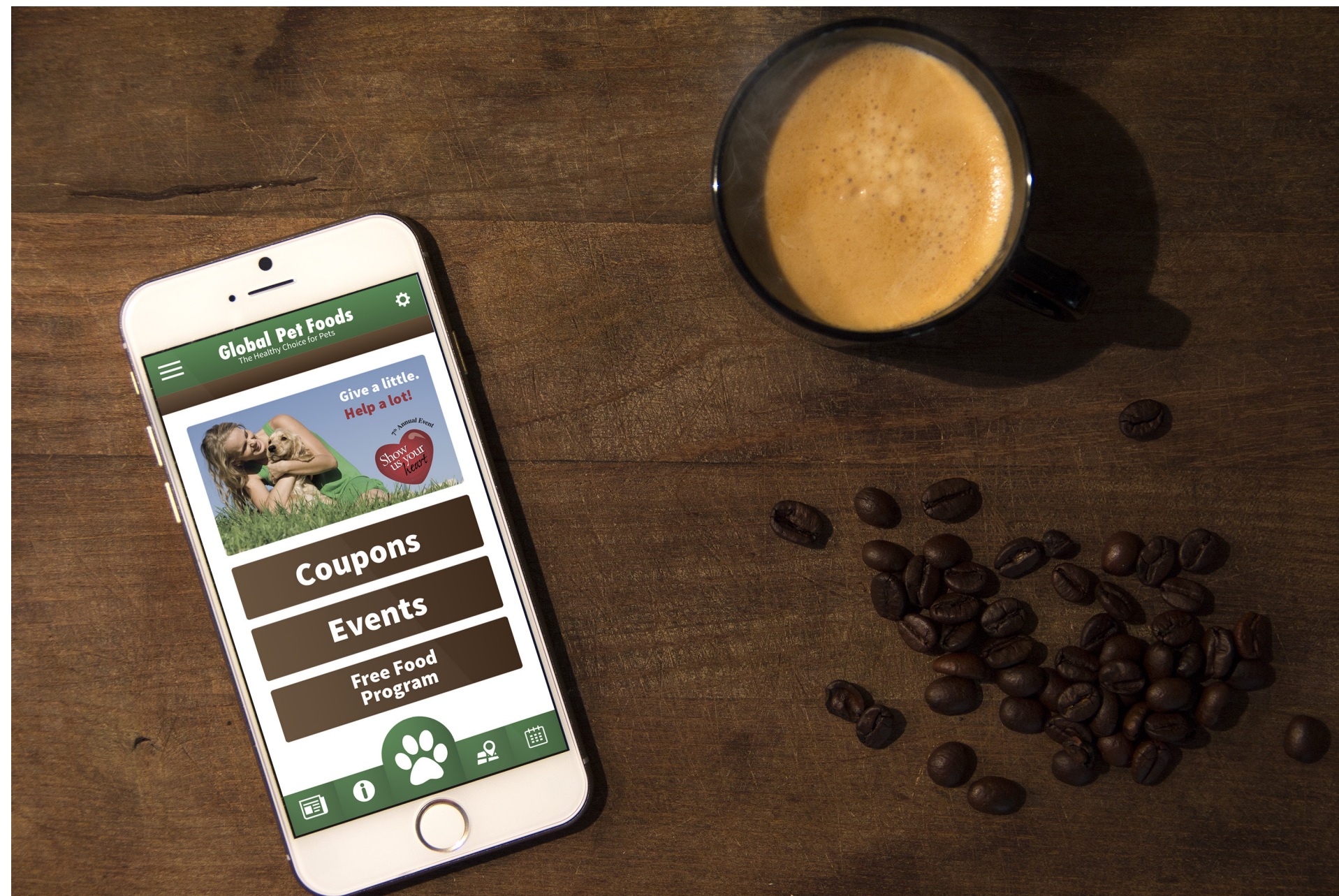
Proper Photography



Improper Photography



Applied Usage



Mobile App

Made for both Apple and Android devices, free to download



Mobile Icon



My Pet

Password protected area where users can input personal information regarding their animal.



Store Locator

Help for locating the nearest Global Pet Foods location to you.



News / Updates

Pet-related news involving Global, as well as the world abroad.



Calendar

Calendar for planning events and pet schedules for appointments.



About

Information about Global Pet Foods can be found here.

Applied Usage



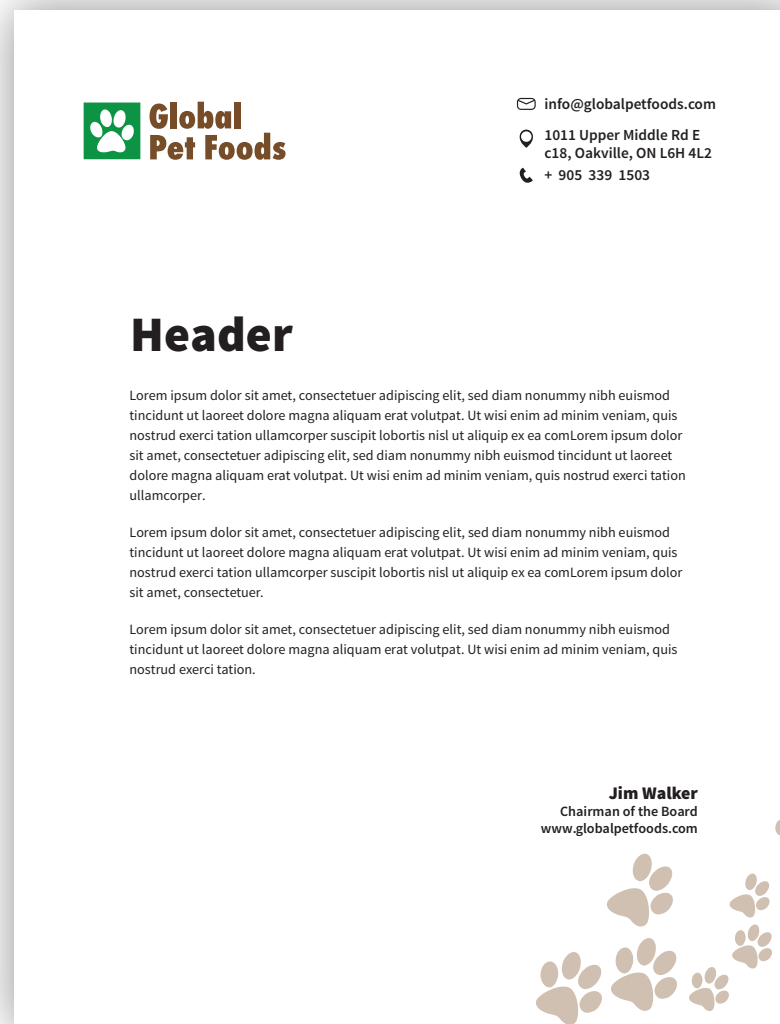
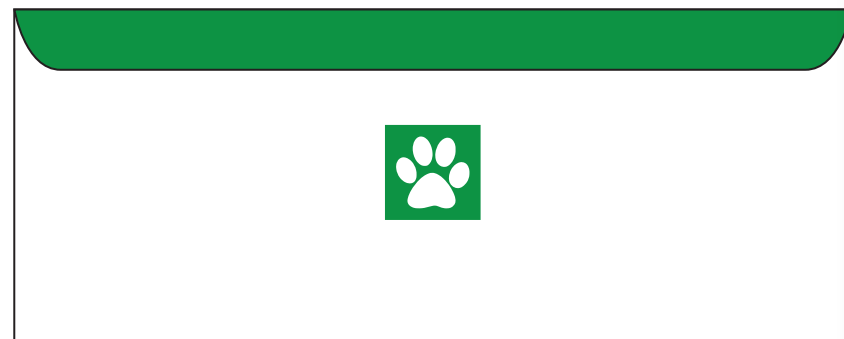
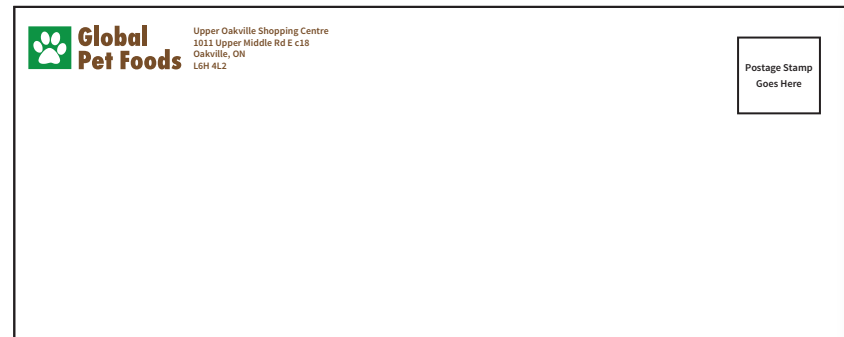
Website

Made to work in all browsers and adaptable to mobile devices (for those not using the Global mobile app).

Built for 1920 x 1080



Applied Usage



Business Communications Package

- Business cards
- Envelopes
- Letterheads

Green paw icon on business all cards will be engraved

Applied Usage



Vehicle Graphics

On large trucks, use mono-colour logo and a span 2/3 of the side of the truck with a green background.

Posters

3D Exterior





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