



TopDawg

BRAND STYLE GUIDE

www.topdawg.com

Introduction

These guidelines describe the visual and verbal elements that represent TopDawg's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect TopDawg's commitment to quality, consistency and style.

The TopDawg brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the TopDawg name and marks.

Table of Contents

1. Our Core Identity
2. Our Color Palette
3. Our Typography

01 Our Core Identity

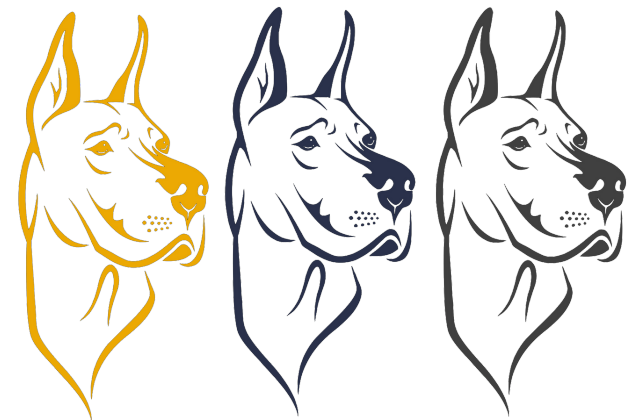
We've created a complete set of design guidelines to ensure consistency over just about every instance of customer contact. The core design elements are the essential visual elements of our brand – our logo, color palette, and typography.

Our Signature

TopDawg

Our signature has a unique logotype and is based on the Blackthorns typeface.

Don't separate or rearrange the logotype.



Our Logo

TopDawg

Clear Space



Minimum Size



Print = .75 height
Digital = 54 pixels height

Colors

Primary

TopDawg

Yellow

CMYK 7-36-100-0

RGB 236-168-6

HEX eca806

Secondary

TopDawg

White

CMYK 0-0-0-0

RGB 255-255-255

HEX ffffff

TopDawg

Dark Blue

CMYK 87-77-45-42

RGB 42-50-75

HEX 2a324b

02 Our Color Palette

TopDawg Color Swatch



HEX eca806

HEX d82921

HEX 2a324b

HEX 404040

HEX ffffff

Primary

Yellow

CMYK 7-36-100-0
RGB 236-168-6
HEX eca806

Dark Blue

CMYK 87-77-45-42
RGB 42-50-75
HEX 2a324b

Red

CMYK 10-97-100-1
RGB 216-41-33
HEX d82921

Gray

CMYK 68-61-60-47
RGB 64-64-64
HEX 404040

White

CMYK 0-0-0-0
RGB 255-255-255
HEX ffffff

Secondary Only When Needed

Light Gray

CMYK 0-0-0-14.5
RGB 218,218,218
HEX dadada

03 Our Typography

Open Sans is our font. It is modern, friendly and versatile, it has five weights; Light, Regular, SemiBold, Bold, and Extrabold.

Open Sans SemiBold, Bold, and ExtraBold are used for headlines and subheads.

Open Sans Light and Regular are used for body copy, legal information and captions. Typographic clarity and hierarchy are extremely important for shopper accessibility.

Say hello to Open Sans

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

() Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

() ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Our Logo Combinations

TopDawg



TopDawg

TopDawg



TopDawg

TopDawg



TopDawg



TopDawg

TopDawg



TopDawg

TopDawg



TopDawg



TopDawg

TopDawg

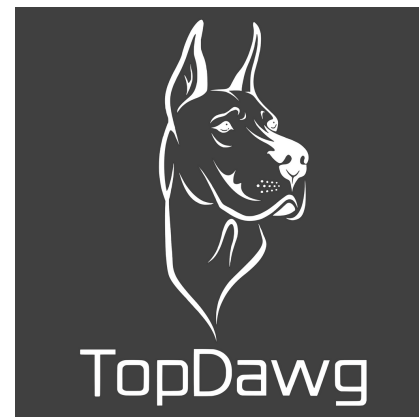
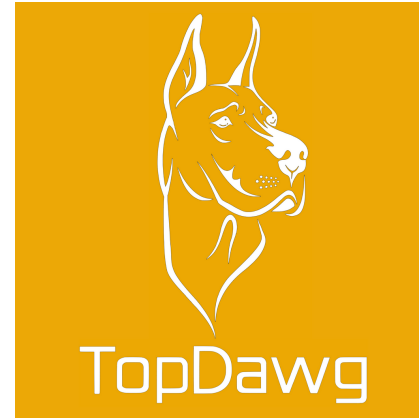
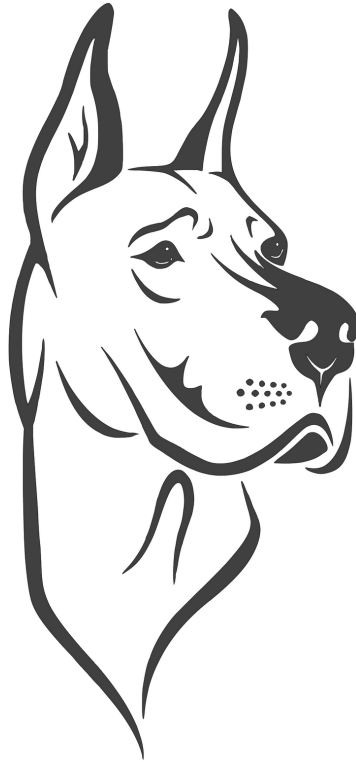


TopDawg



TopDawg

Our Logo Combinations



TopDawg TopDawg TopDawg



TopDawg.com Brand Contact

For questions about art direction or branding regarding topdawg.com, please contact:

Media Relations

Phone: 954-251-3176

Email: press@topdawg.com

Website: www.topdawg.com