

 **boss**pet™

SIT. STAY. EAT. PLAY.





Overview of Our Branding Guidelines

These branding guidelines have been created to ensure proper brand implementation and use of the **Boss Pet** brand logo.

Whether **Boss Pet's** logo appears in print, web, PowerPoint presentations or any other use, the logo must be used in a consistent manner in order to strengthen the **Boss Pet** brand.

These branding guidelines will show the proper use of the brand, logo sizing, colors, and how to combine all of those elements.

Customers may use this document to help ensure proper execution of branding identity standards.

To download an electronic file of the official **Boss Pet** logo, visit: BossPet.com -> ABOUT -> MARKETING MATERIALS

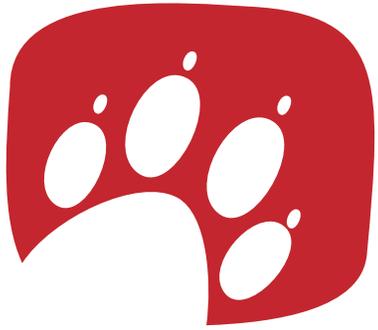
Please note, all product images in low and high resolution can be downloaded directly from our website by clicking on the thumbnail image and saving it, or clicking on the thumbnail image to enlarge it, you may then save this version as a high resolution file. An official user account may be needed.





MEET BOSS PET

Since 1936, Boss Pet has manufactured and distributed high-quality pet products including restraints, tethering devices, health products and toys from beloved brands like KONG, Loving Pets and Prestige. We're passionate about providing the innovative items and support that distributors need to stay ahead. As a full-line vendor, Boss Pet is committed to providing one-stop-shop service with fast turnaround, delivering what you need as soon as you need it.

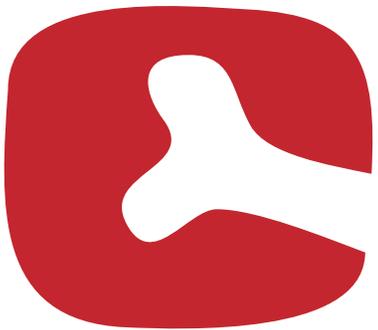


BEST IN SHOW.

The Boss Pet story began nearly 80 years ago, when HiLo Products was founded as a unique manufacturer of flea dips and pet ear mite remedies. After half a century of success, HiLo purchased Prestige Products, Inc. and became a major player in the cable pet tethering device business. After a sale to RocCorp, Inc. in the late 1980s, HiLo continued to grow and expand, and as a result was asked to join the Boss family in 2002.



Today, Boss Pet operates out of Cleveland, Ohio, and is a proud member of the American Pet Products Manufacturers Association. We're a leader in pet tethering, pet health care products and total pet care distribution — a distinction we hope our distribution partners will agree with.





Acceptable Uses of the Logo

Priority should be given to the **Boss Pet** logo to appear in its Pearl logo form of 100% white on a colored background.



When this is not obtainable, the **Boss Pet** logo should appear as two-color dark red and black logo. The logo, only if absolutely necessary, can be displayed in 100% Process Black. The logo may appear stacked by only when space is limited thus making the horizontal logo difficult to read.



ACCEPTABLE



ACCEPTABLE



ACCEPTABLE

Area of Logo Isolation

When the **Boss Pet** logo is in use, no strong graphic elements, photographs, typography, or imagery should intrude into the logo area of isolation.

The **Boss Pet** logo may be placed over patterns and/or imagery IF the patterns and/or imagery is subtle, monochromatic, or created at a low opacity where the **Boss Pet** logo is the dominant element that can be clearly seen and read.

The area of required logo isolation can be determined by using the “b” in **Boss** and/or “p” in **pet** as a measurement tool. Placing the “b” or “p” at the top and side edges of the oval design will indicate the clear space needed around the logo in which any other graphic element should not interfere.

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Typography

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Typography

UNACCEPTABLE

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Typography

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UNACCEPTABLE



Unacceptable Uses of the Logo

The **Boss Pet** logo should never be altered in color, shape, or appearance. A stroke, shadow, bevel, 3D, or other secondary effect or treatment should never be applied to the **Boss Pet** logo. The **Boss Pet** logo described in these guidelines cannot be used in any manner that falsely suggests an association with **Boss Pet** or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with **Boss Pet**.

Not true in scale.
Disproportionate.

Logo may never appear in
another color other than
assigned white, red, or black
in promotional materials.

Logo may never appear
inside an oval shape. Oval
shape can never be assumed.



Legal Notice

When using the **Boss Pet** logo please be sure to include the legal notice below on all printed materials and wherever legal information appears on other communications.

Boss Pet is a registered trademark of Boss Pet Products, Inc.

Logo can not be altered.

Logo can not have a substituted font.

Logo must never appear tilted.

Logo may never have registration symbol left off unless it is so small that it becomes unrecognizable.





Typography Use

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Font - Florencesans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Basic paragraph text, descriptors, bullet points, etc.

Font - Helvetica Regular or Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

If the above mentioned fonts are unavailable, then please use Century Gothic.



Distributed and Promotional Materials

To ensure the proper representation and distribution involving the **Boss Pet** logo, all materials must be officially approved by **Boss Pet's** marketing team.

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