



Brand Style Guide

8in1 Excel® logo

If possible, try to place the logo on a turquoise or dark background, so the lettering can stay white.



Black-and-white logo alternative.

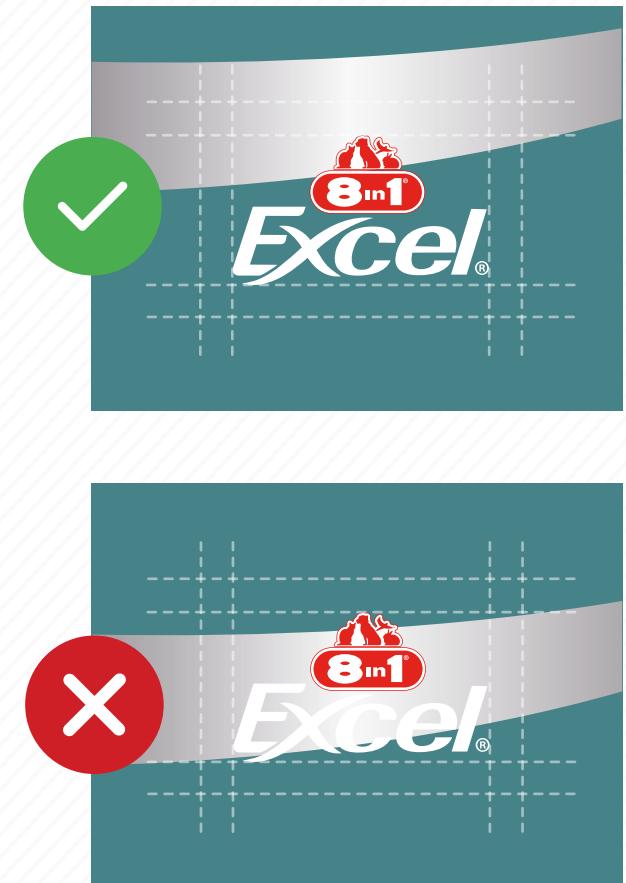


8in1 Excel® logo placement

Please keep the minimum safe space from the logo - the distance equal to the top part of the 8in1 logo.



Notice, that the silver stripe can be under the 8in1 part of the logo, but don't place it under the Excel part of the logo, as it will lose clarity.



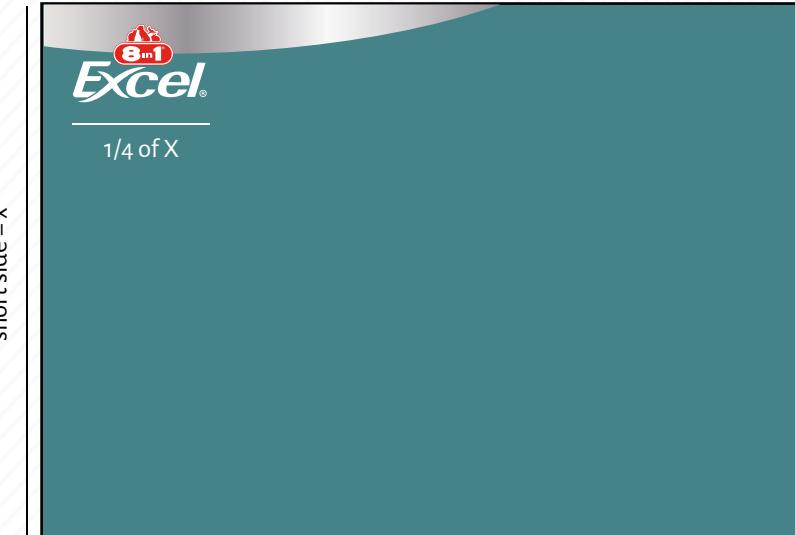
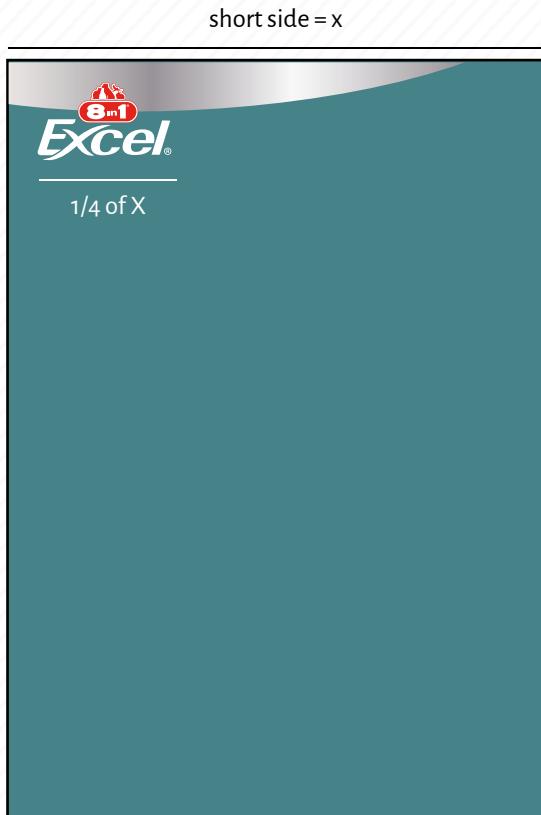
8in1 Excel® Logo Size & Placement - Central

If the layout permits, place the logo in the center, sizing it 1/2 of the layout's short side, making sure the silver stripe doesn't go under the Excel part of the logo.



8in1 Excel® Logo Size & Placement - Top

If the layout is busy, place the logo in the to left corner, sizing it 1/4 of the layout's short side. Remember not to put the silver stripe under the Excel part of the logo.



8in1 Excel® Typography

Alegreya and Alegreya Sans are the brand's fonts.

Alegreya Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alegreya Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alegreya Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alegreya Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If a web-frendly font is needed,
please substitite it with Roboto.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Excel Brand base turquoise colour	Daily Supplement (except for Senior Dogs)	Skin&Coat Care	Teeth&Bone Care	Behavioral Aid	Joint Care + Multivitamin for Senior Dogs
PANTONE 7475 C C 77 M 33 Y 44 K 18 R 69 G 123 B 125 # 447a7d	PANTONE 1955 C C 28 M 100 Y 58 K 32 R 142 G 21 B 56 # 8d1538	PANTONE 540 C C 100 M 78 Y 42 K 39 R 18 G 50 B 79 # 12314e	PANTONE 540 C C 18 M 93 Y 82 K 8 R 189 G 46 B 45 # bd2e2d	PANTONE 363 C C 75 M 23 Y 100 K 7 R 73 G 139 B 51 # 488a33	PANTONE 153 C C 20 M 63 Y 100 K 9 R 192 G 106 B 22 # bf6a15

8in1 Excel® layout elements



8in1 Excel logo.



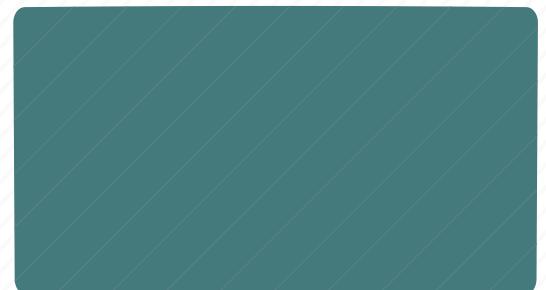
Support Your Pet's Health
with Excel Supplements



Brand packshots.



Brand turquoise background colour.



Brand turquoise background colour
with stripes going top right to bottom left.
(Please don't change the direction of the lines).

8in1 Excel® Iconography



Brand core iconography.



Image of the pill.



Daily
Supplement



Skin&Coat
Care



Teeth&Bone
Care



Behavioural
Aid



Joint Care

Brand supplement category iconography.

8in1 Excel® KV Example



8in1
Excel[®]

Support Your Pet's Health
with Excel Supplements

DEVELOPED WITH VETS



8in1
Excel[®]

Support Your Pet's Health
with Excel Supplements

DEVELOPED WITH VETS

Support Your Pet's Health with Excel Supplements

8in1 Excel® KV Example



Support Your Pet's Health with Excel Supplements

8in1 Excel® KV Example - Hero Product

Additional use of the product icon and product hero colour.



8in1 Excel® Marketing Assets Examples



8in1 Excel® Marketing Assets Examples



8in1 Excel® Marketing Assets Examples



8in1 Excel® Marketing Assets Examples



Support Your Pet's Health with Excel Supplements

8in1 Excel® Marketing Assets Examples





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