



**Excel<sup>®</sup>**

**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.

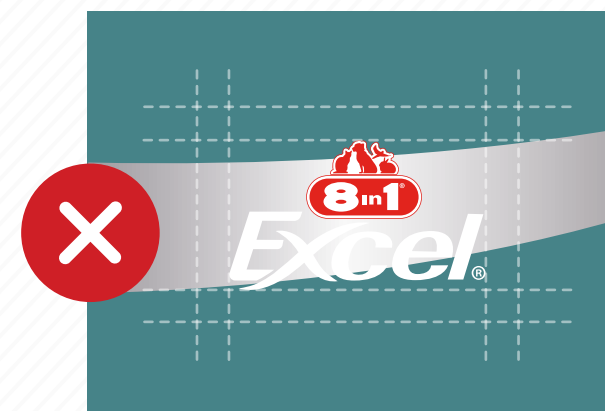


## 8in1 Excel® logo placement

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.



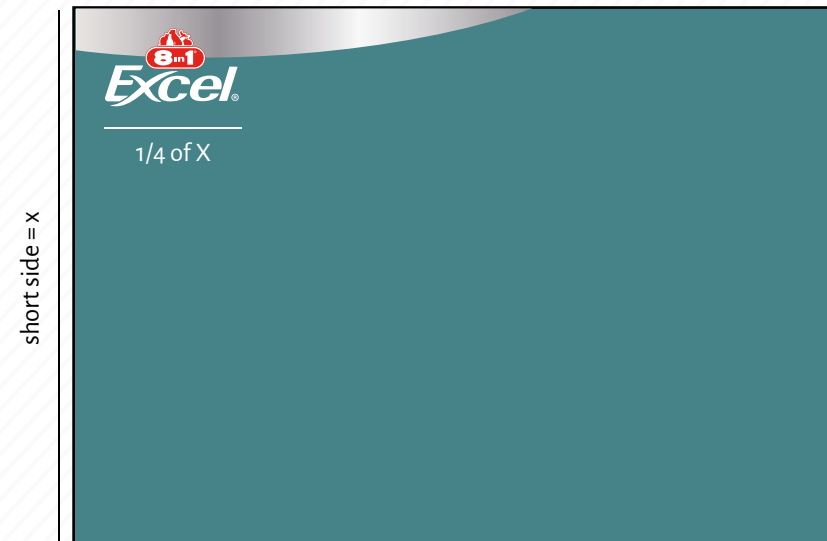
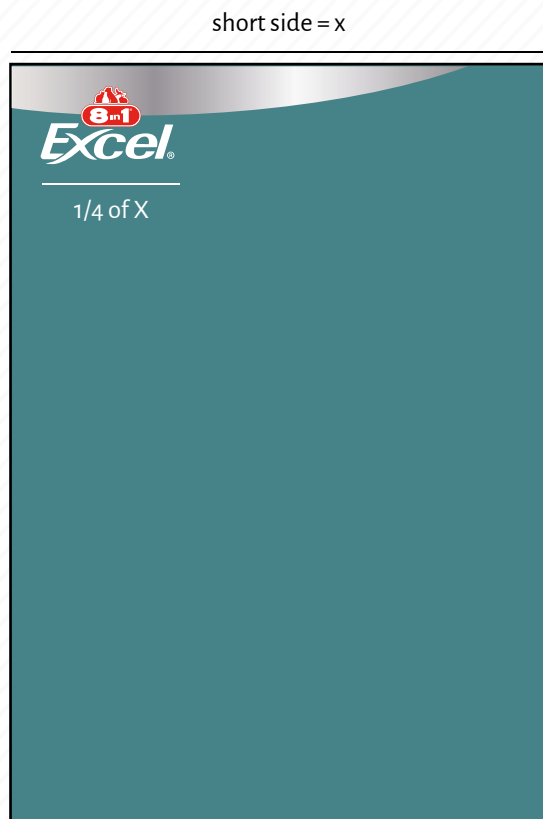
## 8in1 Excel® Logo Size & Placement - Central

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 substitute it with Roboto.

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## Excel Brand base turquoise colour

PANTONE 7475 C

C 77  
M 33  
Y 44  
K 18

R 69  
G 123  
B 125

# 447a7d

Daily  
Supplement  
  
(except for  
Senior Dogs)

PANTONE  
1955 C

C 28  
M 100  
Y 58  
K 32

R 142  
G 21  
B 56

#8d1538

Skin&Coat  
Care

PANTONE  
540 C

C 100  
M 78  
Y 42  
K 39

R 18  
G 50  
B 79

# 12314e

Teeth&Bone  
Care

PANTONE  
540 C

C 18  
M 93  
Y 82  
K 8

R 189  
G 46  
B 45

# bd2e2d

Behavioral  
Aid

PANTONE  
363 C

C 75  
M 23  
Y 100  
K 7

R 73  
G 139  
B 51

# 488a33

Joint Care  
+  
Multivitamin  
for Senior  
Dogs

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.



Silver „stripe“.

Support Your Pet's Health  
with Excel Supplements

8in1 Excel slogan.



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

Excel  
Tooth & Bone Care  
Calcium  
for Dogs  
X1700

Excel  
Chondroitine  
for Dogs  
X110

Excel  
Joint Care  
X110

Excel  
Joint Care  
X110



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Joint Care  
X110

Excel  
Joint Care  
X110

## 8in1 Excel® KV Example



**8in1 Excel®**

Support Your Pet's Health  
with Excel Supplements

DEVELOPED WITH VETS

Excel products shown include:

- Excel 8in1 Calcium & Bone Care
- Excel 8in1 Joint Care
- Excel 8in1 Digestive Health
- Excel 8in1 Skin & Coat
- Excel 8in1 Vision & Hearing



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## 8in1 Excel® KV Example - Hero Product

Additional use of the product icon and product hero colour.





## 8in1 Excel® Marketing Assets Examples





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## 8in1 Excel® Marketing Assets Examples



Support Your Pet's Health with Excel Supplements



## 8in1 Excel® Marketing Assets Examples





Support Your Pet's Health  
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