



INDEX

INTRODUCTION

CONCEPT

LOGO

COLORS

TYPE

MOCKUPS



This manual supplies the fundamental principles for effectively and attractively displaying the K9LIN brand across various mediums. It is designed to cater to the needs of those responsible for interpreting, conveying, and executing the brand. Consistently and correctly utilizing this trademark will assist in accomplishing the brand's objectives and enhancing its reputation of the brand. It is a collective effort in which we all play a role in making K9LIN a successful and respected brand.

C O N C E P T

H O M E / U N I T Y / A C C E P T A N C E

Welcome to K9Lin! We are a dog education brand dedicated to paving a way for all dogs to receive the education they deserve. Our goal is to provide innovative and interactive educational programs that are tailored to the individual needs and abilities of each canine.

We believe that all dogs should have access to highquality education, so we are committed to providing the best experience possible. Our slogan, "Land of all Canine" reflects our commitment to creating a safe and nurturing environment for all dogs. We are passionate about providing the best education possible to our furry friends and look forward to helping them reach their full potential. Thank you for being a part of the K9Lin family!

BRAND BOOK K9LIN

K9

O L D L O G O



NEW LOGO

The details in the first two letters of the brand name “K9” make up the image of a cartoon puppy with the two dots above being the eyes, and the top of the 9 being the nose.

This Cartoon dog design is extremely visible to most and unperceived by some, but soon as you see it, there is no un-seeing it.

The image intends to convey a cute, friendly, and approachable tone for the brand.

The enclosing cloud is to convey a friendly tone and a message of tranquility because K9lin provides a dream-like education to you, and your pup.



The custom lettering in the Logo is very imperfect and almost gives a handwritten feel as if a child wrote it. Yet it is very legible and recognizable at different scales. This is meant to convey the brands catering to families with children.

Shows that the dogs trained at K9Lin are family pets, and you can trust them to teach your dogs well as a school would educate children. for the brand.

K'9LIN

This logo is not perfectly symmetrical with the objective of conveying both a cartoon puppy, and handwritten lettering.

HORIZONTAL LOGO





LOGOMARK





ENCLOSED LOGO



COLORS

The main colors used in this brand are beige, and orange to represent the simplicity but also the excitement of modern day dog education.



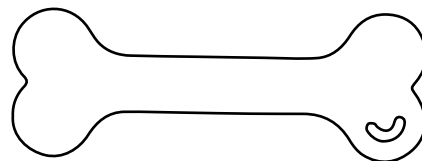
C: 0 M: 50 Y: 100 K: 0
R: 255 G: 149 B: 2
FF9502



C: 2 M: 5 Y: 18 K: 0
R: 255 G: 239 B: 210
FFEFD2



C: 60 M: 50 Y: 50 K: 100
R: 0 G: 0 B: 0
000000



C: 67 M: 0 Y: 100 K: 0
R: 255 G: 255 B: 255
000000

K'9

K'9

K'9

K'9

K'9

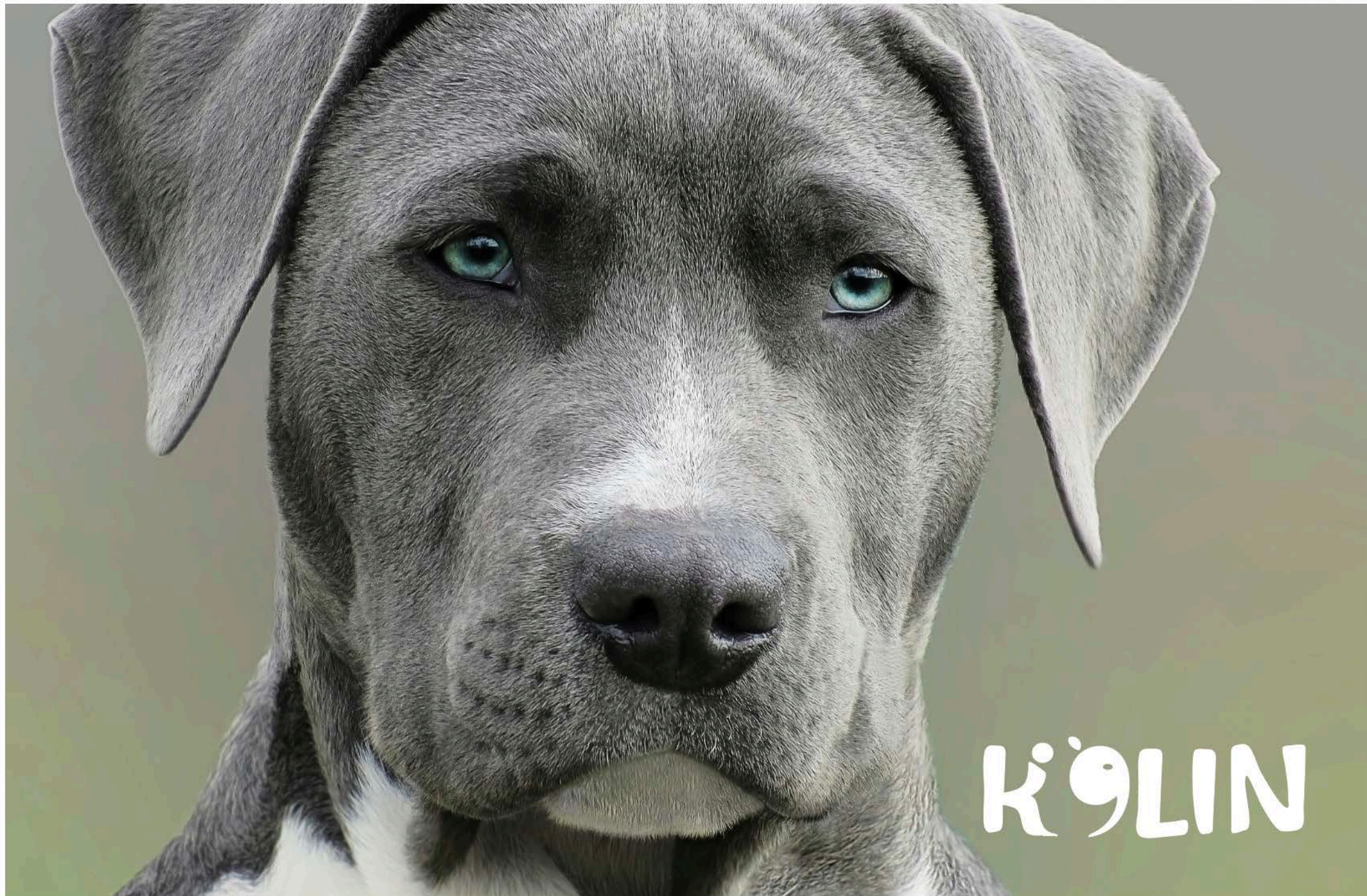


K9

COLORED LOGOMARK WITH IMAGE



POSITIVE LOGOMARK WITH IMAGE



NEGATIVE LOGOMARK WITH IMAGE

K'9LIN



TITLES

The main corporate typeface besides the custom type is Monserrat. This will be used for short texts and titles.

SECONDARY

The secondary typeface is the Helvetica family in its light or regular version, it can be used in italic. This typeface will be used for subtitles and texts to be highlighted.

MOCKUPS

KÖLIN





