
Brand
Kit
Outdoor Dogs

Outdoor Dogs

Safe, Fun, Enriching Hikes for City Dogs

Everything you need to know to keep the Outdoor Dogs brand strong, consistent, and mission-driven.

PERSONALITY & VOICE

PERSONALITY

Trait		How it shows up
Fun & Adventurous,	We bring energy, curiosity, and a love for exploration to everything we do — from the trails we hike to the tone of our captions.	• Use playful, energetic language with a wink of humor • Imagery depicts real dogs in motion — muddy paws, wind-blown fur, wide-open spaces.
Smart & Approachable	We know dogs and the outdoors — and we share that knowledge in a way that's helpful, never preachy. We're experts, but we sound like your friend who gives the best advice.	• All copy provides clear, conversational guidance • Social posts share educational tips balanced with warmth and relatability.
Friendly	Outdoor Dogs feels like a community, not a company. We're welcoming, upbeat, and always excited to see your dog's face pop up in our feed.	• Copy has a conversational tone with inclusive language. • Social and site imagery highlights real people and dogs, not staged perfection. • Customer Interactions are prompt, kind responses that make clients feel valued and understood.
Trustworthy	We're dependable, transparent, and deeply committed to dogs' safety and well-being. Pet parents can feel confident that their dogs are in good hands.	• Copy is confident, reassuring tone focused on safety and care. • Provide consistent communication and follow-through that builds long-term trust.

VOICE

The Outdoor Dogs voice is **friendly, confident, and full of energy** — like your favorite hiking buddy who always knows the best trail (and brings extra treats). We sound smart but **approachable**, blending expertise with warmth and a little tongue-in-cheek humor.

Our voice encourages adventure, celebrates community, and always puts dogs first. Whether we're sharing a safety tip, announcing a group hike, or posting muddy paw pics, our tone stays **fun, trustworthy, and down-to-earth**. We speak like real dog people — because we are.

VISUALS

IMAGERY

Outdoor Dogs visuals are **vibrant, natural, and full of life** — capturing the joy, motion, and authenticity of real dogs in the outdoors. Every image should feel **alive and unscripted**.

Our graphics stick to brand colors and maintain a clean, modern look that complements photography without overpowering it. **Images highlight real moments** — muddy paws, wagging tails, and the energy of the trail — not overly posed or polished setups.
Together, our visuals should communicate what Outdoor Dogs is all about: **movement, authenticity, exploration, and adventure.**







LOGOS





MARKETING MATERIALS

Bold, uncomplicated, and refreshingly direct.

We believe good creative shouldn't hide behind buzzwords or fluff—it should connect instantly. Our work is built on trust through transparency. We make creative that's honest, impactful, and a little wild—in the best way.





TYPOGRAPHY

PRIMARY TYPEFACE: PEACE SANS

Type Style	Font	Size	Weight	Letter spacing	Use
H1	**Peace Sans**	48px	Bold	-1%	Page titles
H2	**Peace Sans**	36px	Bold	0%	Section headings
H3	Poppins	24px	Medium	0%	Subheadings
Body	Poppins	16px	Regular	0%	Main text
Caption	**Poppins**	12px	Bold	+2%	Image captions

COLOR PALETTE

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Primary Colors

#303A95

#DBE64C

Secondary Colors

#F6F7ED

#001F3F

#00804C

#74C365