

# Visual Identity Manual



Pet Med



Pet Med

# Index

<b>PET MED</b>	<b>4</b>	<b>COLORS</b>	<b>12</b>	<b>PAPER</b>	<b>26</b>
Who We Are	5	Brand Colors	13	Business Card	27
Our Values	6	Color Version	16	Lettered Paper	28
How to use this manual	7	Monochrome Version	17	Envelope	29
		Reduction Minimum	18	Pasta Folder	30
<b>LOGOTYPE</b>	<b>8</b>	Incorrect Uses	19		
Brand Elements	9			<b>ONLINE</b>	<b>32</b>
Brand Construction	10	<b>TIPOGRAPHY</b>	<b>20</b>	Web	33
Safety Area	11	Fonts	21	Social Media	34
		<b>IMAGES</b>	<b>22</b>	<b>PDV</b>	<b>37</b>
		Photography	23	<b>CONCLUSION</b>	<b>39</b>
		Icons	24		



# Pet Med

Pet Med was founded in 2007 by a family with a passion for animals. The idea came about after a family dog called Pietra had to undergo a mastectomy.

Since then, the company has become a pioneer in the veterinary market, introducing a concept of recovery with a higher quality of life for pets, using high-tech fabrics and constant innovation in its products.

At Pet Med, innovation in pet health is our priority, as we are constantly looking for new solutions to ensure the well-being of animals. For us, quality and safety always come first, ensuring that every service and product offered meets the highest standards.

In addition, we have a strong commitment to environmental responsibility, adopting sustainable practices to minimize our impact on the environment. We believe that caring for pets should follow a family approach, providing a service that is close, welcoming and full of affection.

Evolving is part of our essence, which is why we invest in continuous improvement and learning, ensuring that our professionals are always up to date in order to offer the best for each pet and their family.



# Who we are

## OUR VISION

Pet Med's vision is to become a global benchmark in technological solutions for animal health and well-being.

The company aspires to be present in veterinary clinics and homes around the world, making its products indispensable in the recovery of pets. The vision highlights Pet Med's ambition to expand globally, offering innovations in pet care.

## OUR MISSION

Pet Med's mission is to revolutionize veterinary medicine through innovative solutions that guarantee more comfort and safety for animals during their recovery.

The mission reflects the brand's commitment to developing high-tech, high-quality products aimed at improving the health and well-being of pets, always focusing on their recovery with a better quality of life.



# Our values

Pet Med's values are essential for reinforcing the organizational culture and brand image::

## INNOVATION:

The constant search for new technologies and solutions to improve animal care.

## QUALITY:

Commitment to excellence in all products, ensuring that each item is of the highest standard and durability.

## EMPATHY:

Understanding the needs of pets and their owners, offering solutions that bring real comfort and safety.

## PIONEERING:

Pet Med's leadership in trends and innovative solutions within the veterinary market.

## RESPONSIBILITY:

Commitment to sustainability and the use of biodegradable materials, reflecting the company's concern for the environment and the future of animals.



**Pet Med**

## HOW TO USE THIS MANUAL

This manual has been developed to guarantee the consistency and integrity of the Pet Med brand in all its applications.

It should be consulted whenever there is a need to apply the brand and its visual elements. Compliance with the guidelines set out here is fundamental to building and maintaining a strong and coherent visual identity.



# 1. Logotype

Pet Med's visual identity demonstrates a deep understanding of the balance between medical professionalism and empathetic care.

The logo, its cores and typography work in harmony to communicate the brand's core values, creating a strong link and an innovation that resonates with both veterinary professionals and pet owners.

Thus conveying a company that combines professional care with love for animals, technology with empathy, and innovation with tradition in the veterinary market.





# 1.1. Brand Elements

**The Pet Med logo combines two essential elements:**

The red cross represents the veterinary aspect, symbolizing health care, and the animal paw humanizes the brand, representing pets.

This combination with the paw integrated into the cross creates a perfect fusion and conveys the essence of the brand: specialized medical care for pets. The minimalist design conveys professionalism.



# 1.2. Brand building

## THE PET MED SYMBOL

It is constructed from precise geometric shapes.

The cross has balanced proportions, and the paw is made up of four circles of varying sizes that partially overlap the cross, symbolizing the brand's humanization.

This combination of the cross and the paw aligns with the brand's family history, conveying a connection with health, recovery, love and dedication to animals.

## TYPOGRAPHY

It uses a handwritten font that conveys empathy, welcome and a genuine connection with animals and their guardians, with "Pet" in black and "Med" in red, creating contrast and highlighting the brand's duality: animal care and medical expertise.



Pet Med

Vertical logo



Horizontal logo

# 1.3. Security Area

To ensure the visual integrity of the brand, a minimum protection area must be respected around the logo.

This area corresponds to 1X on all sides, where X is the height of the letter “d” in the word “Med”.

Vertical logo



Horizontal logo



# 2. Colors

**Red:** Pet Med's red represents vital energy, passion and dynamism. According to Eva Heller in "Psychology of Colours", red symbolizes life, blood and heart - elements directly linked to health. This color conveys the love of animals that motivated the creation of the company and the transformative energy of its innovative solutions.

**Black:** Black brings elegance, power and authority to a brand. Eva Heller points out in her book "Psychology of Colors" that black communicates professional competence and reliability. At Pet Med, it represents the seriousness and technical-scientific commitment that underpins its innovations.



# 2.1. Brand colors

## The Red + Black combination

This powerful combination creates a balance between emotion (red) and technical competence (black).

It is one of the most visually striking combinations, giving the Pet Med brand a memorable and distinctive presence.

### Primary palette



PANTONE  
1795 C



PANTONE  
Black 6 C

### Complementary palette



CMYK  
81 | 21 | 49 | 0

RGB  
9 | 148 | 142

HEX/HTML  
08948d



PANTONE  
1795 C

CMYK  
8 | 94 | 82 | 1

RGB  
215 | 40 | 47

HEX/HTML  
d7282f

PANTONE  
Black 6 C

CMYK  
93 | 77 | 56 | 78

RGB  
16 | 24 | 32

HEX/HTML  
101820



Pet Med

## 2.2. Color version





## 2.3. Monochrome version

In cases where the colors available in a particular printing or engraving process are limited, monochrome versions of the mark may be used.

Red can be replaced by 60% black.

Or all of it in 100% black.

On colored backgrounds, the white monochrome version should be used.



## 2.4. Minimal reduction

To preserve the legibility and visual impact of the brand, respect the following minimum sizes:

### Vertical Version:

- **Print:** 2 cm high
- **Digital:** 230px wideSpecial applications (embroidery, etc.): Consult marketing department.



### Horizontal version:

- **Print:** 1.5 cm high
- **Digital:** 150px high



## 2.5. Incorrect Uses



Pet Med

Don't compress the logo



Pet Med

Don't stretch the logo

Pet Med

Don't just use part of the logo



Pet Med



Pet Med



Pet Med

Do not use the color version of the logo on dark backgrounds



Pet Med

# 3. Typography

The typeface used in the logo is Bradley Hand Bold.

**Style:** Bradley Hand Bold is a handwritten font with an informal and relaxed feel. It imitates handwriting, but with greater legibility due to its thicker, more defined stroke.

**Thickness:** The Bold version of the font is heavier, which gives it greater presence and prominence in the design. The strokes are thick and rounded, giving a sense of informality but also of robustness.

**Readability:** Although it is a handwritten font, Bradley Hand Bold maintains good readability, even at smaller sizes. This makes it suitable for titles, slogans or any design area that needs emphasis without losing clarity.

**Visual style:** The font is relaxed, friendly and accessible.

**Distinctive features:** The font has soft curves and rounded ends, with a very fluid and natural appearance. Its shape brings an air of spontaneity and authenticity.



# 3.1. Fonts

## Bradley Hand Bold.

The **Bradley Hand Bold** was chosen for Pet Med's logo because of its handwritten style, which conveys empathy, welcome and a genuine connection with animals and their owners. Its thick, rounded stroke gives it a friendly and trustworthy feel, reinforcing the company's mission to care for the well-being of pets.

In addition, the font maintains good legibility, allowing the logo to be easily recognized in different media and sizes. The combination of the artisanal style and technology of Pet Med's products is balanced, creating a visual identity that is both innovative and humane, in line with the values of trust and care for animals.

## Support typography: Montserrat

**Montserrat:** A geometric and elegant font that adds a contemporary touch to the design. Its solid, balanced structure creates a good contrast with the more organic nature of Bradley Hand Bold.

Bradley Hand

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&'/\*^\_`~;:|,.-)\_

## Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'/\*^\_`~;:|,.-)\_



# 4. Images

Pet Med photographs should follow a clean, bright and authentic style. They should convey comfort, tranquillity and care.

## PRODUCTION GUIDELINES

- **Product photos:**

1. White or light neutral background.
2. Well-lit product showing technical details.
3. When applied to the pet, the animal's posture is natural and comfortable.

- **Usage photos:**

1. Clean and welcoming environment.
2. Genuine interaction between guardian and pet.

3. Expression of the animal's comfort utilizing o produto.

- **Institutional photographs::**

1. Professional but welcoming atmosphere.
2. Natural lighting when possible.
3. Professionals in a natural posture, conveying knowledge and care.



# 4.1. Photography

## PHOTOGRAPHIC STYLES

### Technical features:

- **Lighting:** Preferably natural, soft and diffused.
- **Composition:** Clean, with adequate negative space.
- **Depth of field:** Medium, keeping the focus on the main element.
- **Color palette:** Neutral tones with points of color that harmonize with the institutional colors.



## 4.2. Icons

### ICONOGRAPHY

Pet Med's icon family follows a minimalist linear style, with slightly rounded corners to maintain consistency with the institutional typography.

The icons represent the technologies used in their fabrics.





## ROUPAS PROTETORAS E PÓS-CIRÚRGICAS

**SUPREME Dry Light**

Regular | Castração de cães macho | Exclusiva para gatos

Tecnologias exclusivas do tecido



Para uma recuperação com:

- Segurança e conforto
- Qualidade de vida
- Rapidez e eficiência

Regular

Para cirurgias abdominais de cães fêmeas e machos, esterilização de fêmeas, mastectomias, tratamentos contra estresse, problemas de pele e para evitar lambeduras e mordidas.

Castração de cães machos

Para cirurgias de castração de cães machos, a roupa possui abertura para macho.

Especial para gatos

Para cirurgias abdominais de gatos fêmeas e machos, esterilização de fêmeas, mastectomias, problemas de pele e para evitar lambeduras e mordidas.

Para a escolha adequada do produto consulte o veterinário do seu pet.

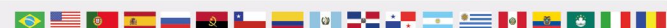
**Cuidando dos Pets do Mundo!**

WWW.PETMED.COM.BR

PARCEIROS:



@PETMED



**Pet Med**



**SUPERPET**  
SUA FEIRA DE NEGÓCIOS

VISITE NOSSO STAND I04  
CAMPINAS - 08 A 10 DE ABRIL

## ROUPAS PROTETORAS E PÓS-CIRÚRGICAS

**SUPREME Dry Light**

Regular | Castração de cães macho | Exclusiva para gatos



**Pet Med**

**Com tecnologia para melhor recuperação dos pets**

Tecnologias exclusivas do tecido



Para uma recuperação com:

- Segurança e conforto
- Qualidade de vida
- Rapidez e eficiência

**Flexível**

Mantém liberdade de movimentos diminuindo o estresse.



**Cuidando dos Pets do Mundo!**

WWW.PETMED.COM.BR

PARCEIROS:



@PETMED



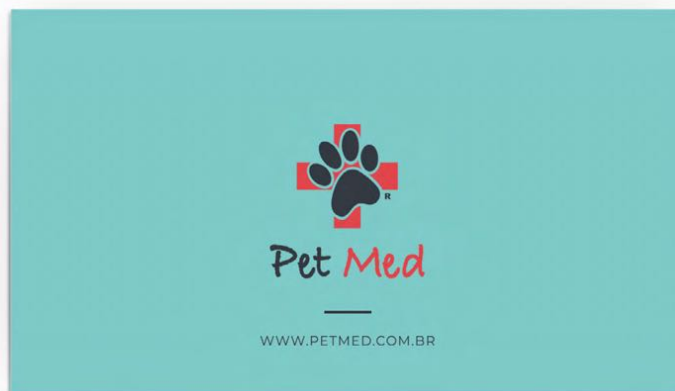
# 5. Paper

Pet Med's stationery reflects the visual identity with a clean and welcoming design, using friendly typography and soft colors, creating clear and empathetic communication with our customers, while conveying the trust and quality of our products.



# 5.1. Business card

- **Format:** 90 x 50 mm
- **Paper:** Couché matte 300g
- **Finish:** Spot varnish on logo



## 5.2. Letterhead

- **Format:** A4 (210 x 297 mm)
- **Paper:** 90g Offset
- **Printing:** 4x0 colors



## 5.3. Envelope

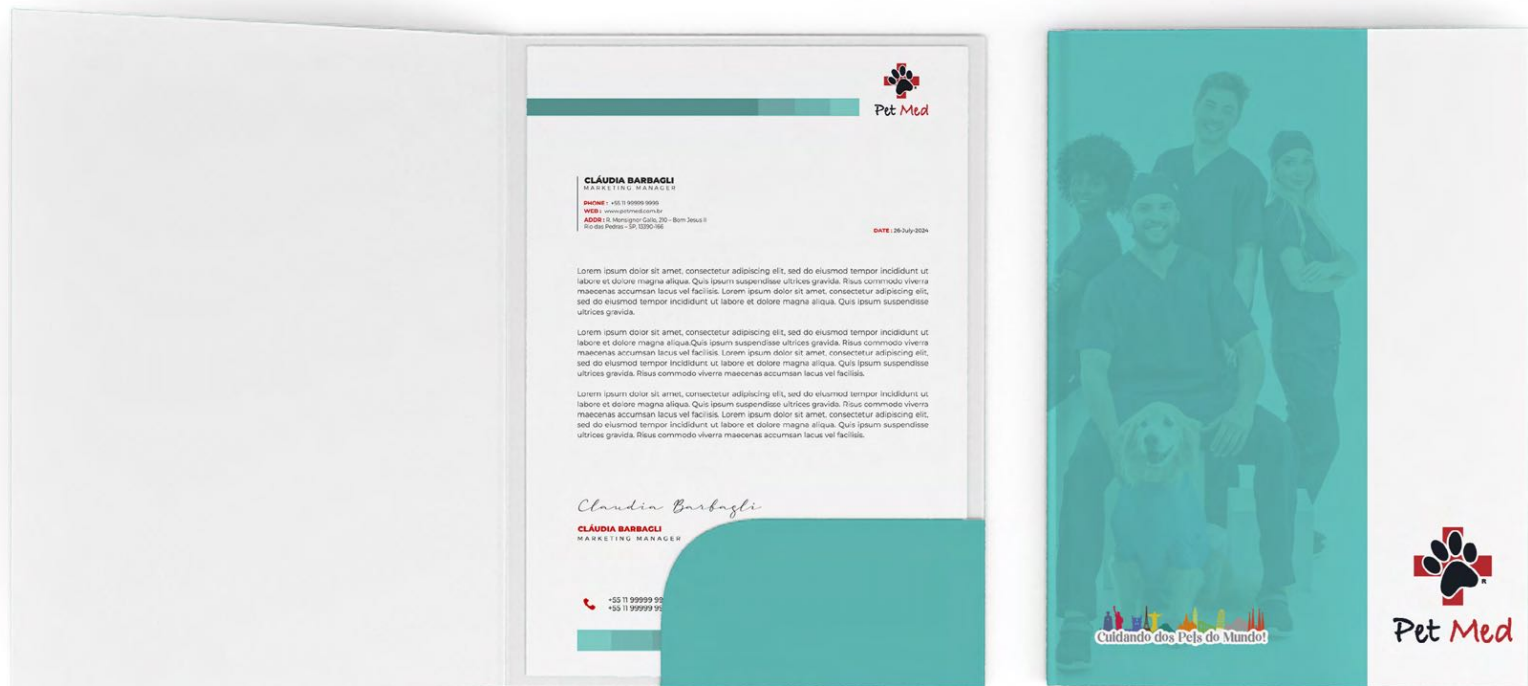
- **Format:** 229 x 114 mm
- **Paper:** Offset 120g
- **Printing:** 4x0 colors

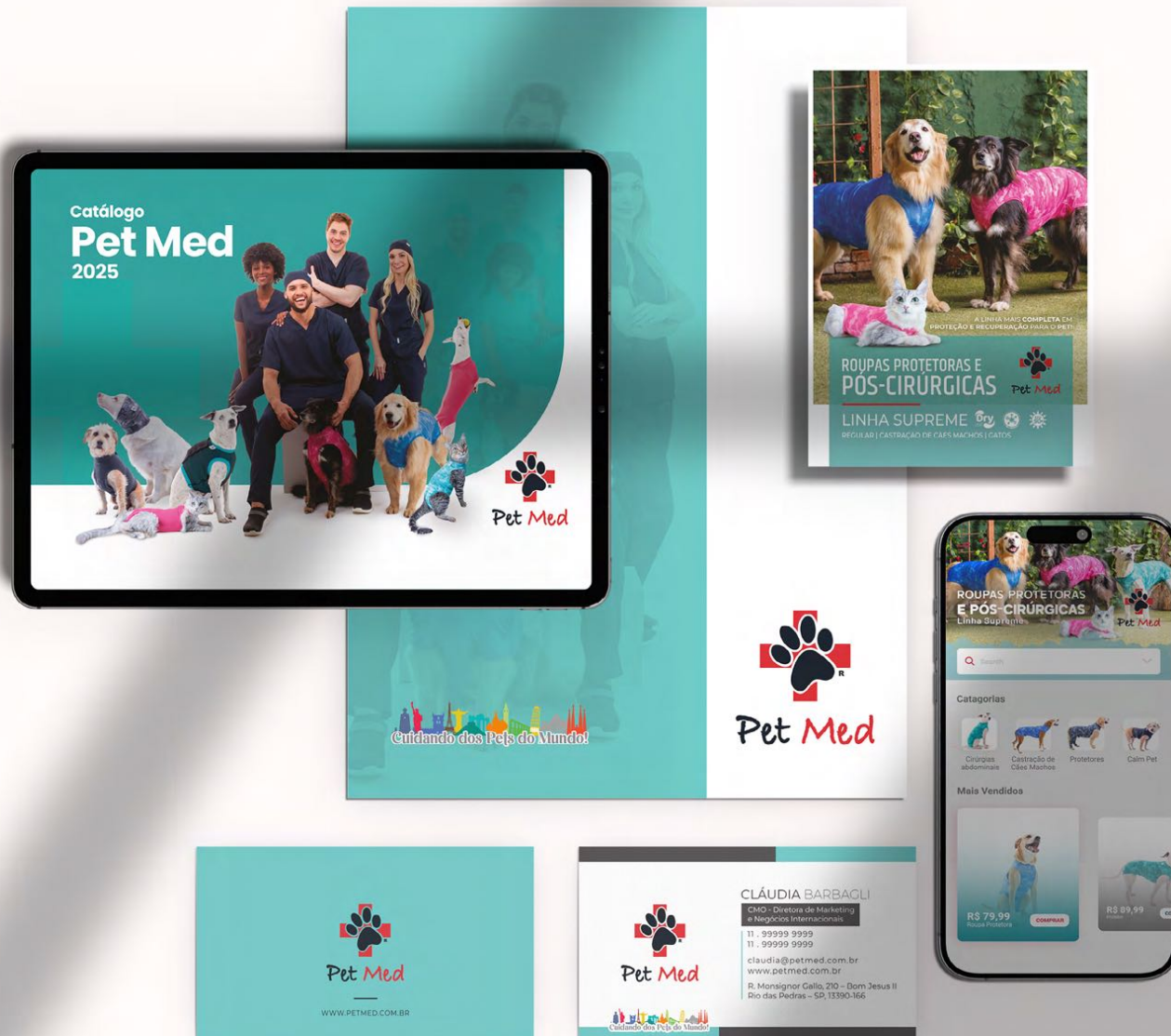




## 5.4. Folder

- **Open Format:** 460 x 325 mm
- **Paper:** Triplex 300g
- **Finish:** Matte lamination + spot varnish





# 6. Online

Pet Med always values the care and well-being of animals, offering innovative, high-quality solutions with post-surgical clothing for dogs and cats.

The digital presence allows the company to reach and support pet owners around the world, offering convenience, quick access and detailed product information.

The online platform will reflect Pet Med's commitment to technology, animal comfort and proximity to its customers, guaranteeing an agile, safe and efficient service.





# 6.1. Web

- Mobile site
- Online catalog

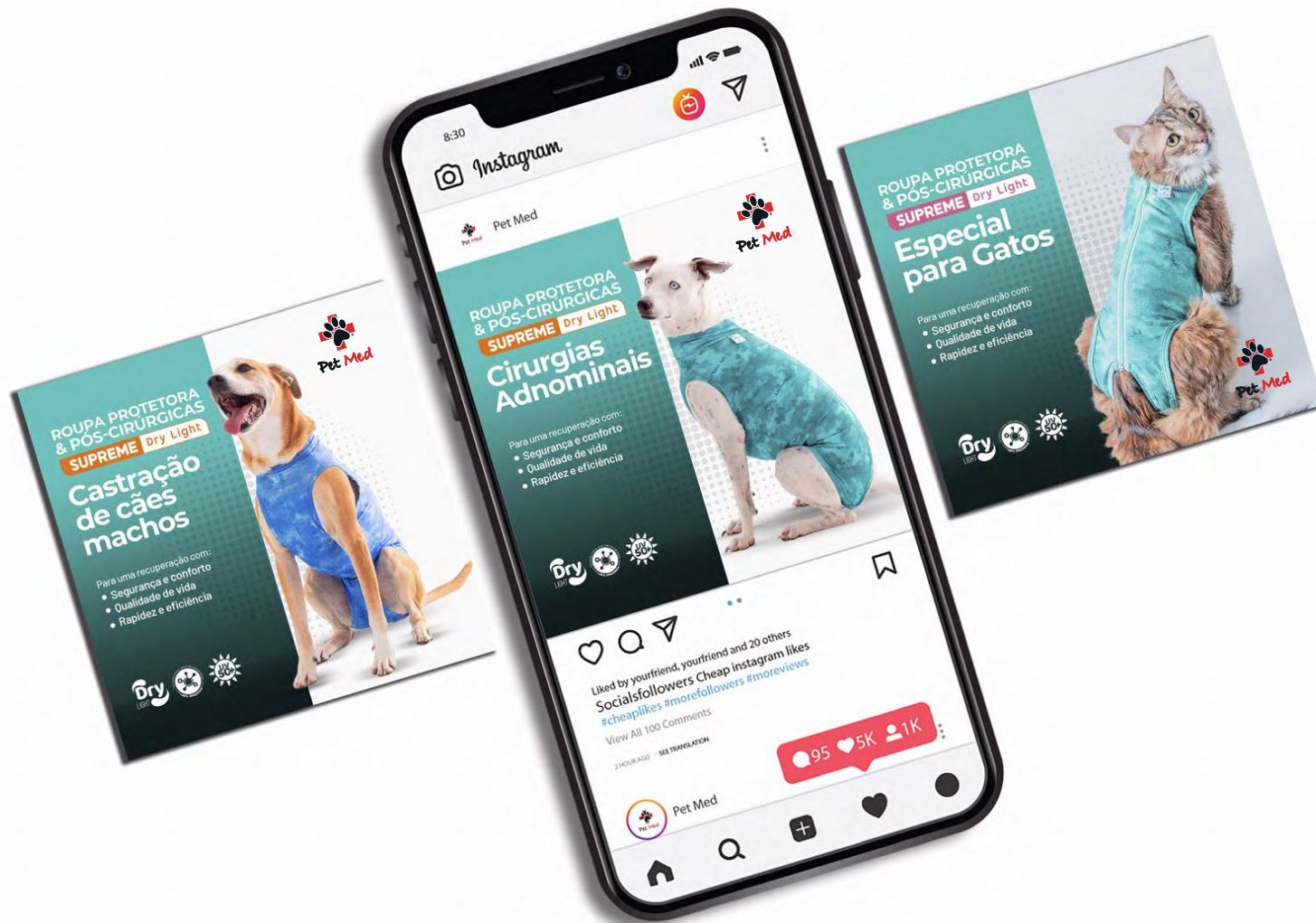


## 6.2. Social Media

An online presence is fundamental to communicating Pet Med's mission and values in an accessible and innovative way.

In addition, maintaining a constant connection with pet owners, offering relevant information and presenting our products, is of the utmost importance and essential to Pet Med's success.





# 7. PDV

## POINTS OF SALE

In order to maintain its visual identity, Pet Med's communication balances technical professionalism with empathy and care in all the materials used to promote its products.







# 8. Conclusion

This manual establishes the fundamental guidelines for applying Pet Med's visual identity. All visual expressions of the brand must follow these guidelines to ensure consistency and strengthen brand recognition in the market.

If you have any doubts or specific needs that are not covered in this manual, please consult the marketing department.

Pet Med's visual identity should evolve organically, always respecting its essence and fundamental values, while remaining contemporary and relevant to its audience.



**Development:**

Elaine Cristina Lima Freitas

Agnes Granero

Leandro Toledo

Claudia Barbagli





Pet Med

[www.petmed.com.br](http://www.petmed.com.br)