bark

chocolate for dogs

contents

brand identity

friendly | clean | special | high-quality

bark is a brand made with our best friend in mind. We make sweet treats dedicated to our furry friends who deserve a little something more than their average doggie bone.

voice + tone

the key to sounding like bark is by being approachable, relatable and obsessive over dogs.

We are dog lovers speaking to other dog lovers. Therefore, we must strive to make bark an inviting community. We should speak in an approachable and friendly manner.

We should also aim to be energetic when talking about our brand. If it is appropriate, feel free to use emoticons or fun puns in copy to help relate to our audience. However, still try to maintain a professional image.

bark logo

Our logo is composed of a chocolate
bar and our word mark.

The word mark itself includes subtle
doggie features, making it feel like a real
four-legged friend.

Combined, the two come together to
visually read as "chocolate for dogs."

family of logos

primary

We use this mark when introducing the brand to a new face.

secondary/ wordmark

We use this mark for legibility and simplicity when resizing the primary logo becomes too difficult to read.

favicon

We use this icon to represent our webpage and any/all online profiles.

monochromatic logos

Our monochromatic logos should only be used when there are not enough colors to properly reproduce our main logos. These logos should only be reproduced in black and white, gray and pinky

primary   **secondary/ wordmark**   **favicon**

logo don'ts

To keep our brand consistent throughout our communication, we've identified a handful of ways we do NOT want our logos to appear.

stretch

Don't stretch the logo to resize.

logo + 'bark'

Don't repeat the word 'bark' before or after the logo.

color

Don't use unsanctioned color combinations to represent our logo.

stylizing

Don't embellish the logo with outlines, glows or anything else.
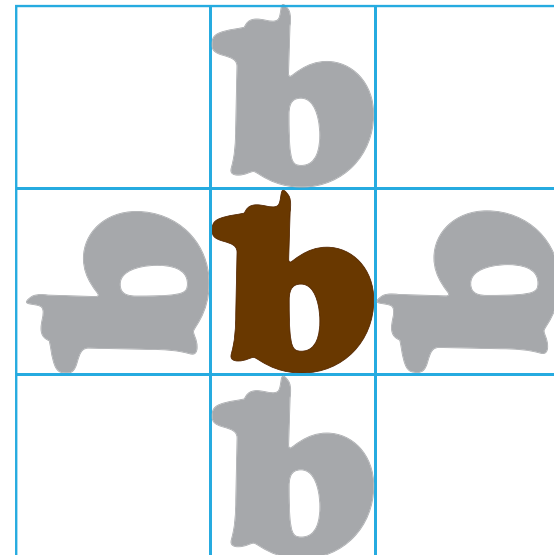
crop

Don't crop the logo.

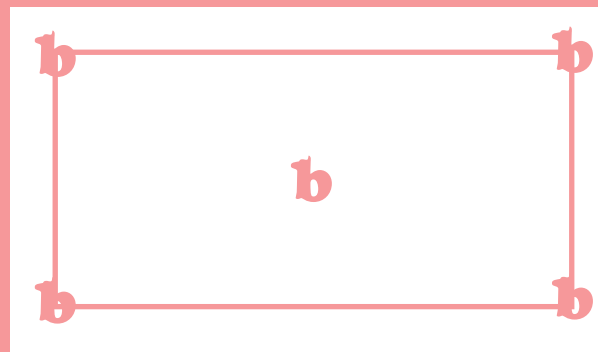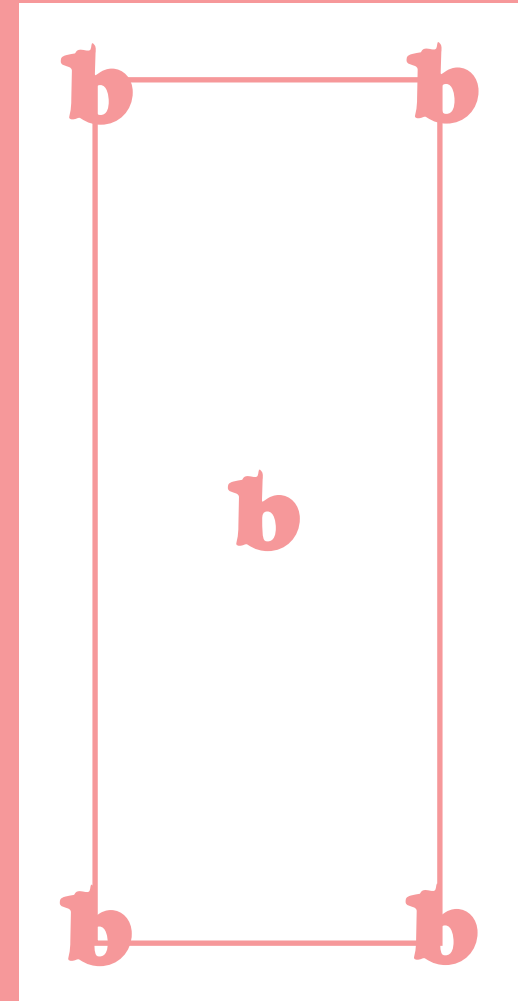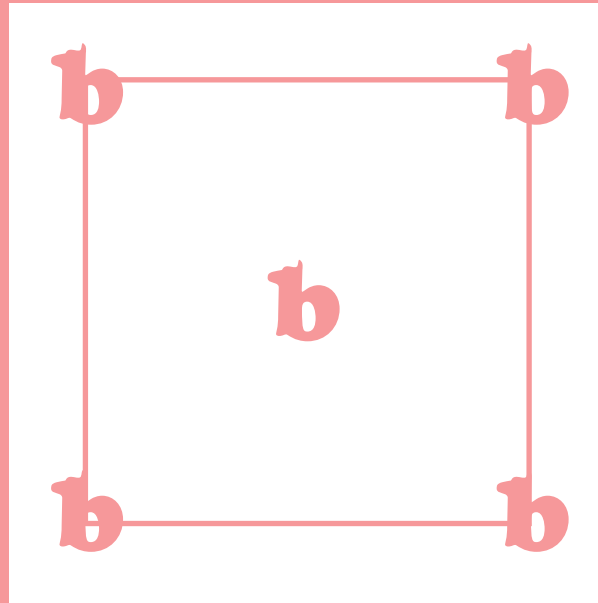**rotate**

Don't rotate the logo.

clear space

All logos should be spaced NO less than one "b" width and height from any other obstructing items.

placement

When we place logos, all marks must be situated in either a corner or the center of the space.

brand colors

Use our brand colors for any layout or design. Our primary colors are Choco Brown along with Milky White and Pinky Pup.

Text should be in any of the primary shades + black.

Blue and yellow can only be used to highlight external links or information. The assortment of browns/tans are used for designing elements.

Avoid any gradients.

choco brown

R:103, G:59, B:23
C:39, M:71, Y:98, K:46
#673b17

milky white

R:100, G:100, B:100
C:0, M:0, Y:0, K:0
#ffffff

pinky pup

R:255, G:153, B:153
C:0, M:0.4, Y:0.4, K:0i
#ff9999

R:255, G:85, B:156
C:0, M:0.67, Y:0.39, K:0
#559cff

R:255, G:211, B:106
C:0, M:0.17, Y:0.58, K:0
#ffd36a

R:0, G:0, B:0
C:0, M:0, Y:0, K:1
#000000

R:139, G:94, B:60
C:0, M:0.32, Y:0.57, K:0.45
#8b5e3c

R:173, G:139, B:109
C:0, M:0.2, Y:0.37, K:0.32
#ad8b6d

R:141, G:85, B:36
C:0, M:0.07, Y:0.13, K:0
#ffecde

typography: cooper std black

Cooper Std Black is playful, approachable and serves as a friendly face.

We use Cooper Std Black for standout words, names or titles that are short and sweet. It is also the typeface used in our bark logo.

Avoid long sentences.

Type in lowercase.

Cooper Std Black

The quick brown fox jumps over the lazy dog.

typography: avenir

Avenir, Heavy **(titles and Cooper Std substitute)**
The quick brown fox jumps over the lazy dog.

Avenir, Medium (body copy)
The quick brown fox jumps over the lazy dog.

Avenir, Light (body copy)
The quick brown fox jumps over the lazy dog.

The Avenir family is used for supporting sentences and body copy. Avenir Heavy's primary role is to lend a hand to Cooper Std Black. It is the primary title font when Cooper Std Black becomes too heavy and hard to distinguish. The rest of the family, including Medium and Light, are used for body copy. Headlines/titles should be typed in lowercase.

type example

H1
Cooper Std Black, 36

H2
Avenir, Heavy, 26

H3
Avenir, Medium, 20

P
Avenir, Light, 15

chocolate for dogs*

Treat them to something more.

What if dogs could eat chocolate? Well, here at bark, they can! We've carefully formulated each of our treats so our furry friends can safely enjoy some ooey gooey chocolate love withs us.

Dogs deserve to feel the love from the cupid of candy, chocolate. And that's what we've set out to give them. By substituting the dog toxin in chocolate—theobromine—with carob, we've developed a snack that will safely satisfy any dog's sweet tooth.
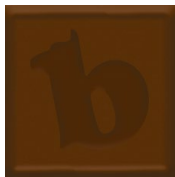
additional elements

Our icons, patterns and any additional elements should reflect bark's fun, friendly, and approachable personality. Aesthetics should be clean and minimal.

product icons

flat
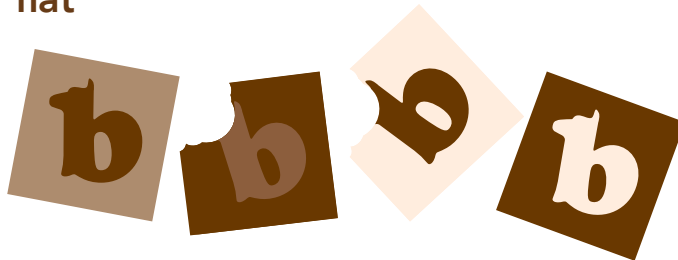
3D product mockup

patterns

imagery + photography

Like our elements, our imagery should reflect bark's fun loving and approachable personality. Photography should strive to emphasize patterns, blocked colors and product details. Photos should only portray dogs, unless human interaction is needed to make images more dynamic and engaging.

questions?

For any brand or bark related inquiries, please contact **brand@barkchoco.com**.

thank you for making bark so paw-some!