

DOG CLUB BRAND GUIDELINES

THE LOGO



WITH TYPE FACE



TWO TONE LOGO



HORIZONTAL ALTERNATE



THE DOG CLUB



THE DOG CLUB

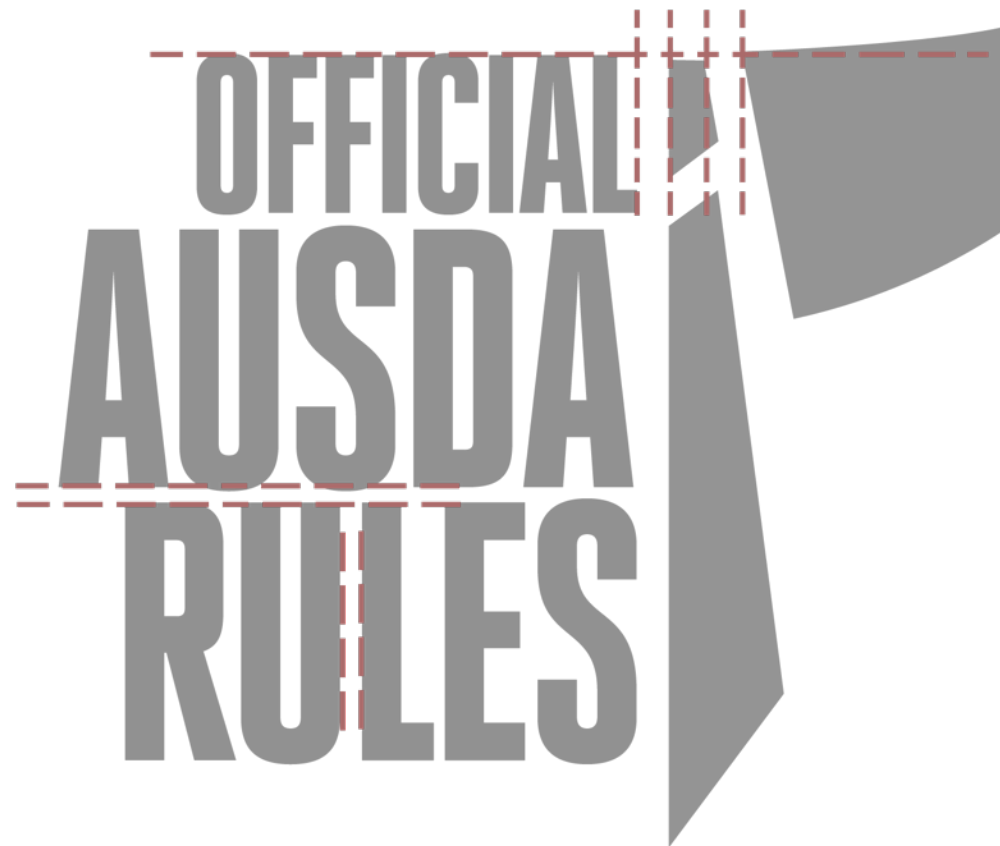
ALTERNATIVE TEXT EXAMPLES



ALIGNMENT

TEXT NEXT TO THE LOGO SHOULD ALWAYS BE CAPITALIZED, ALIGNED RIGHT WITH THE SAME MARGIN BETWEEN THE TEXT AND THE TIE AS THE TIE AND THE MAIN LOGO.

THE TOP OF THE TEXT SHOULD BE PARALLEL WITH CHIN OF THE DOG.



DOG CLUB OFFICIAL COLOR PALLETTE

DCF BLU
008DCF

BLU33
023355

AUS-WHITE
E7E7E7

ANONYMOUS
888888

ANTIQUE TIN
555555

DOGU BLU
035187

WHITE
FFF

BEAX
000

PRIMARY TYPEFACES

OFFICIAL LOGO FONT
SHOULD BE USED FOR
HEADLINES AND ALL
THINGS LOGO RELATED

1. HEROIC CONDENSED HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

SUBHEADING FONT
ALTERNATIVE LIGHTER
LOGO FONT. TO BE USED FOR
SUBHEADINGS

2. HEROIC CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

PRIMARY TEXT FONT
The main font used for
content and writing .

3. FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

SECONDARY TYPEFACES

**OFFICIAL FONT OF
DC ORIGINS, ODC
& THE ORDER**

1. 1820 MODERN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

**WHEN YOU
NEED TO BE
LOUDER**

2. DIN PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

APPENDIX BRAND COLLATERAL



Axshog

Secretary of Judgment

323.283.5151

axshog@gmail.com





O F F I C I A L



S I T C H E R



SHOGRAZ DOG
THE DOG CLUB

1234 SE 4th St - Suite A1
Deerfield Beach, FL 33442

THE DOG
CLUB

1234 SE 4th St - Suite A1
Deerfield Beach, FL 33442

704.555.0816
ThomasMaxson@gmail.com
www.ThomasMaxson.com



