Caci

QUALITY SINCE 2020

CACI ORGANIC PUPPY FOOD

BRAND STYLE MANUAL

CONTENTS

COLOR PALLETTE

Caci Organic Puppy Food is playing off the innocence of a child or puppy, so the colors reflect this. The colors are based off baby pink and baby blue, but are modified for maximum contrast. The pink color has a variation that is more saturated and darker, which makes it useful for contrast.

The blue has a more green hue to it, which contrasts with the reddish pink.

The general rule is to use **Cinnabar** and **Blue green** for titles, or in some cases, for backgrounds where you need visual contrast. You have to use a white font if you choose to use these colors as a background.

In most cases you will use plain white for the background, with Rose Quartz and Cyan for text boxes. Use a black font for these, or if using Rose Quartz for the background, you may use **Cinnabar** as the font color.

Only use Blue green/Cyan against Cinnabar/Rose Quartz if there also are white elements there. Never place them as contrast on top of eachother, unless a low opacity is used on Cyan or Rose Quartz (20-35%).

CINNABAR

CMYK	0 85 66 0
RGB	240 79 82
WEB	#F34C50
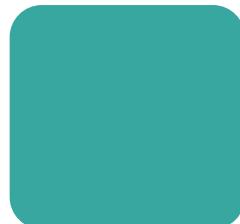
BLUE GREEN

CMYK	73 13 42 0
RGB	57 167 160
WEB	#3AA7A0

ROSE QUARTZ

CMYK	0 85 66 0
RGB	240 79 82
WEB	#F34C50
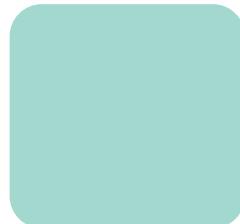
CYAN

CMYK	0 85 66 0
RGB	240 79 82
WEB	#F34C50

PALLETTE DO'S AND DON'TS

✔ **TEXT** ✔ **TEXT** ✘ TEXT ✘ TEXT

✔ **TEXT** ✔ **TEXT** ✘ TEXT ✘ TEXT
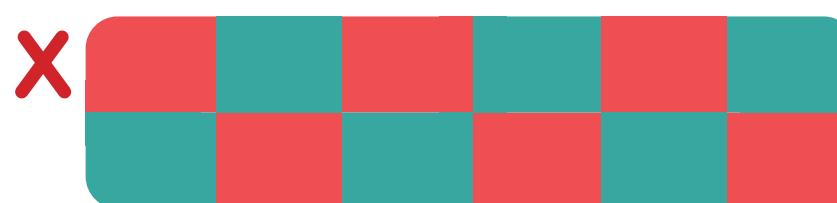
✔ **TEXT** ✔ TEXT ✘

✔ **TEXT** ✔ **TEXT**
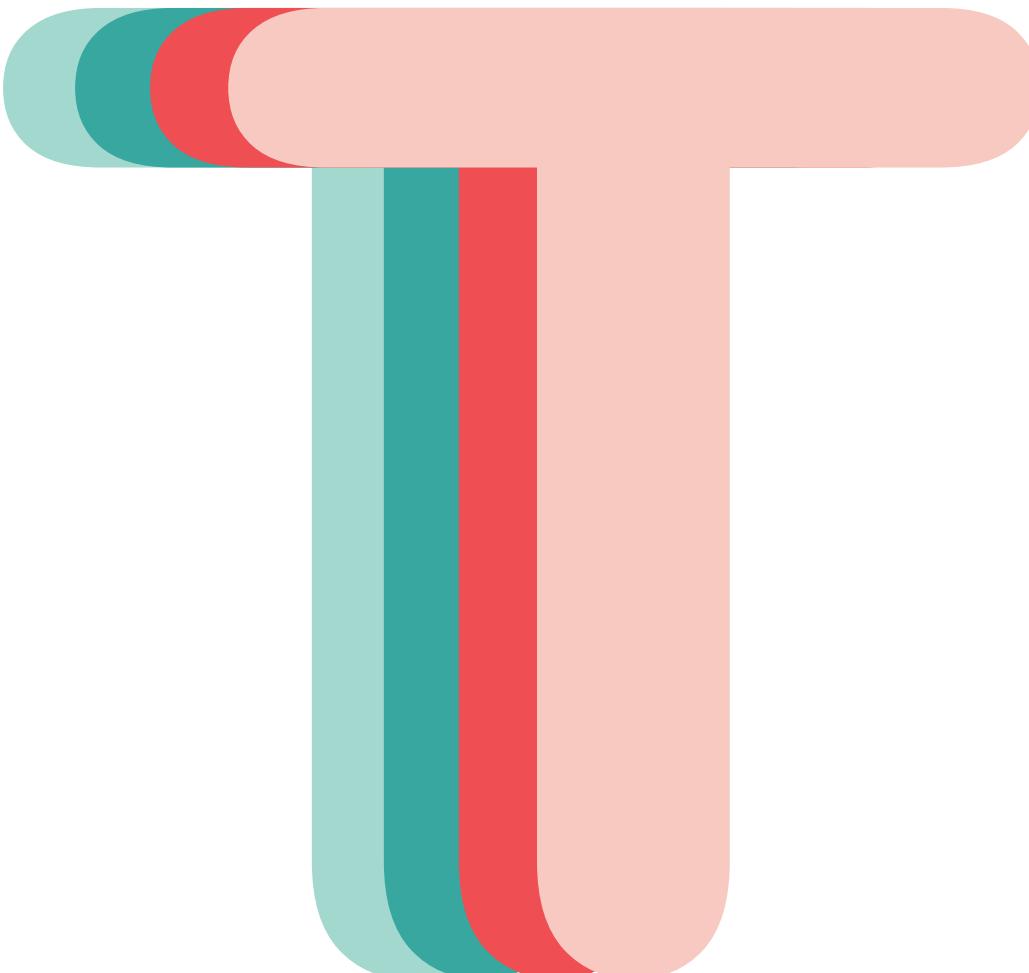
TYPOGRAPHY

Caci Organic Puppy Food uses a rounded look to most of its brand style, which also includes typography.

Headings and titles should use Arial Rounded MT Bold, usually in **'all caps'**, and if extra emphasis is needed, it's possible to add 0,25 pt stroke or the color **'Cinnabar'**. Most titles should be almost twice the sice of the body text, but rarely any smaller.

The reasoning behind this is that puppy heads are big, and it amplifies the child/puppylike feeling Caci is trying emphasize.

While headings and titles should be rounded, this doesn't apply to body text. For the body text you should use Acumin Variable Concept, a font that is much easier to read. It still keeps that rounded feeling because it's a sans serif font.

Size 12 is usually good, but you can be flexible with this. **'Bold'** or **'black'** should be used for extra emphasis on words, and **'Cinnabar'** can be used for the product name.

Pay attention to color combinations, as described in the color pallette section.

TITLES AND HEADINGS

TITLES AND HEADINGS

Body text in Acumin Variable Concept Regular

Body text in **Acumin Variable Concept** Regular with emphasis on words with **'Bold'**.

Body text in **Acumin Variable Concept** Regular with extra emphasis on words with **'Black'**.

Body text in Acumin Variable Concept Regular, with the color **'Cinnabar'** in **'bold'** or **'black'**, for extra emphasis on product names. Use sparingly!

ARIAL ROUNDED MT BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

ACUMIN VARIABLE CONCEPT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

ABCDabcd   **bold**
ABCDabcd   **black**

LOGO

The Caci logo is following the brand style, which means it is rounded, childish and simple.

The logo has a composition where each line is flowing into the other, which is something that should be considered when making new graphic material for the in the same brand style. This is something you see in the iconography used in the brochure and on the packaging.

The logo is commonly used on white, with the blue green ribbon as a background, and this is used as a compositional element. However it's also acceptable to use the logo in white on blue green, blue green on white, black on white, or white on black. The overall composition has to be considered when chosing which version to use.

Always consider line flow, if possible. Make sure the logo has enough room to breathe, as this makes the composition feel light and childish. Neither the logo, nor its stroke size, should be modified in any way.

LOGO USAGE

DON'T DO THIS

BROCHURE AND INFOGRAPHIC
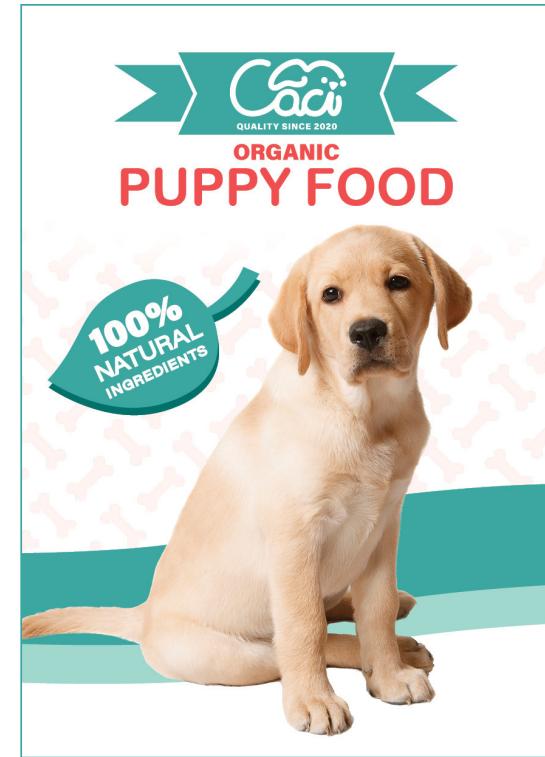
Caci
ORGANIC
PUPPY FOOD

High-quality Organic free-range chicken from Canada is the main source of proteins.

**100% all-natural Alaskan Salmon,** a great source of calcium, omega-3, vitamin B & D and minerals.

Organic vegetables, including carrots and green beans, full of iron, essential vitamins and fiber.

Sustainable and Organic dog food

YUM! YUM! YUM!
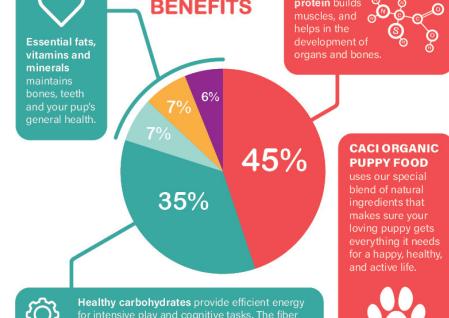
NUTRITIONAL BENEFITS

Essential fats, vitamins and minerals maintains bones, teeth and your pup's general health.

High-quality protein builds muscles, and helps in the development of organs and bones.

45%
35%
7%
7%
6%

CACI ORGANIC PUPPY FOOD uses our special blend of natural ingredients that makes sure your loving puppy gets everything it needs for a happy, healthy, and active life.

Healthy carbohydrates provide efficient energy for intensive play and cognitive tasks. The fiber also helps promote good digestive health and prevents heart disease.

SERVING SIZES

Dog weight	Portion size
800g - 1500 g	250 g
500g - 800 g	190 g
200g - 400 g	100 g

WHO DOESN'T WANT THE BEST FOR THEIR PUPPY?

Puppies come in all sizes and shapes, but their need for proper nutrition is the same.

That's why **Caci Organic Puppy Food** is quality assured by veterinarians, so you can be sure that your puppy gets everything he needs to grow and thrive, so you can focus on spending time with your new friend!

www.caci-petfoods.com

PACKAGING

Caci

ORGANIC PUPPY FOOD

Caci

QUALITY SINCE 2020

**45% PROTEIN
7% FAT**

14% ESSENTIAL VITAMINS AND MINERALS

GRAIN & GLUTEN-FREE!

ORGANIC CHICKEN, SALMON & VEGETABLES

100% NATURAL INGREDIENTS

ORGANIC PUPPY FOOD

0-12 months

1,5 Kg

OPEN HERE

Caci Organic Puppy Food®
is designed for active, curious and playful puppies!

Puppies are rapidly growing, and need proper nutrition. Our special composition of high-quality ingredients helps building bone and muscle, developing organs, and provides extra nutrients to fuel their growth and maintain good puppy health.

Caci Organic Puppy Food provides a meal that your dog will adore, with carefully selected ingredients, such as:

√ **Organic Free-range Chicken**

√ **100% Natural Alaskan Salmon**

√ **High-quality Organic Vegetables**

SERVING SIZES

Dog weight	Portion size
800g - 1500 g	250 g
500g - 800 g	190 g
200g - 400 g	100 g

INGREDIENTS

Dehydrated poultry protein (chicken), dehydrated fish protein (salmon), maize flour, rice flour, animal fats, hydrolysed animal proteins, carrots, dehydrated beet pulp, fish oil, minerals, vitamins, soya oil, yeasts and parts thereof, hydrolysed yeast (0.05%), antioxidants.

VITAMINS & MINERALS (PER KG.)

Vitamins	Unit	Value
Vitamin A	1000 IE	20,00
Vitamin D3	1000 IE	2,00
Vitamin E	i.E.	500,00
Vitamin B1	mg	149,90
Vitamin B2	mg	30,00
Vitamin B6	mg	29,90
Vitamin B12	mg	0,19
Ca-D pantothenic acid	mg	33,90
Niacin	mg	49,99
Biotin	mg	0,30
Folic acid	mg	2,99

Minerals	Unit	Value
Fe, iron sulphate	mg	6,11
Fe, iron fumarate	mg	152,85
Fe, glycine chelate	mg	41,14
Cu, copper sulphate	mg	12,50
Mn, manganese oxide	mg	75,00
Zn, zinc oxide	mg	100,00
Ca, calcium iodate	mg	0,60
Sa, Na-selenite	mg	1,00
Co, cobolt carbonate	mg	0,60

ANALYSIS (PER 100G)

Protein	30 g
Fats	21 g
Fiber	2,2 g
Unorganic material	6,6 g
Calcium	1,35 g
Phosphor	0,95 g

Produced in Canada by Caci Pet Foods.

Caci Pet Foods, 937 West Academy Drive Shippagan, NB E8S 1P0, Canada.

www.caci-petfoods.com

Contact us at www.caci-petfoods.com for further information about additives and composition.

EXP. DATE:

BATCH:

Sort as cardboard

SYMBOLS

The symbols, or icons are designed for the packaging and brochure, but they may be repurposed if you need to use them in other materials. The symbols themselves are designed to be rounded and open, and are inspired by the Caci logo.

Use the color **'Cinnabar'** og **'Blue green'** when using them on a white background, and white on a **'Cinnabar'** or **'Blue green'** colored background.

POINT OF SALE
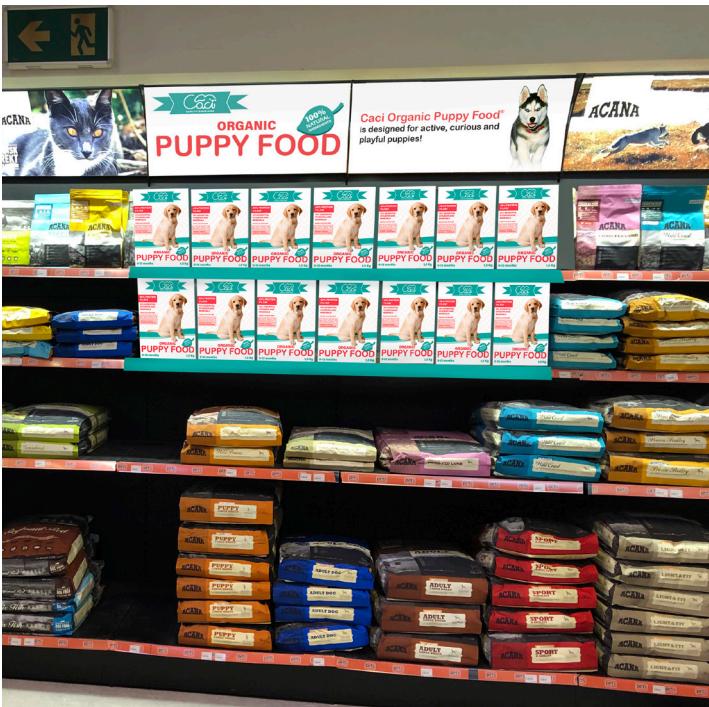
These are mockups of an in-store display, as well as how it should be placed on shelves. The backlit sign and the shelf consist of elements taken directly from the brochure, packaging and logo file. These designs must be tailored to various pet stores, as the formats of existing shelves and lights may vary. Make sure to pay attention to the useage of space in these designs, when designing for the specific measurements.