natural

PARADISE

Brand Guidelines

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Getting started

What is the purpose of these brand guidelines?
The Natural Paradise brand guidelines are a foundation. They outline how to implement a set of principles and how elements relate to each other to ensure the brand remains consistent. In order to maintain the spirit of the brand, always reference these guidelines when making decisions for all applications.

Remember: guidelines are not instruction manuals. They should lead you to the right decision but ultimately context is going to be the driving force.

Note:
All pictures within these brand guidelines are only placeholders. Motifs need to be shot separately in a professional way or are to be licensed as stock material.

01

Brand insights

Brand introduction

Who we are

Combining the core brand essence and brand purpose and giving due consideration to the core brand values and personality, Natural Paradise falls under the archetypes of caregiver and sage.

Our values

Curiosity
Trust
Happiness
Responsibility
Naturality

Our personality

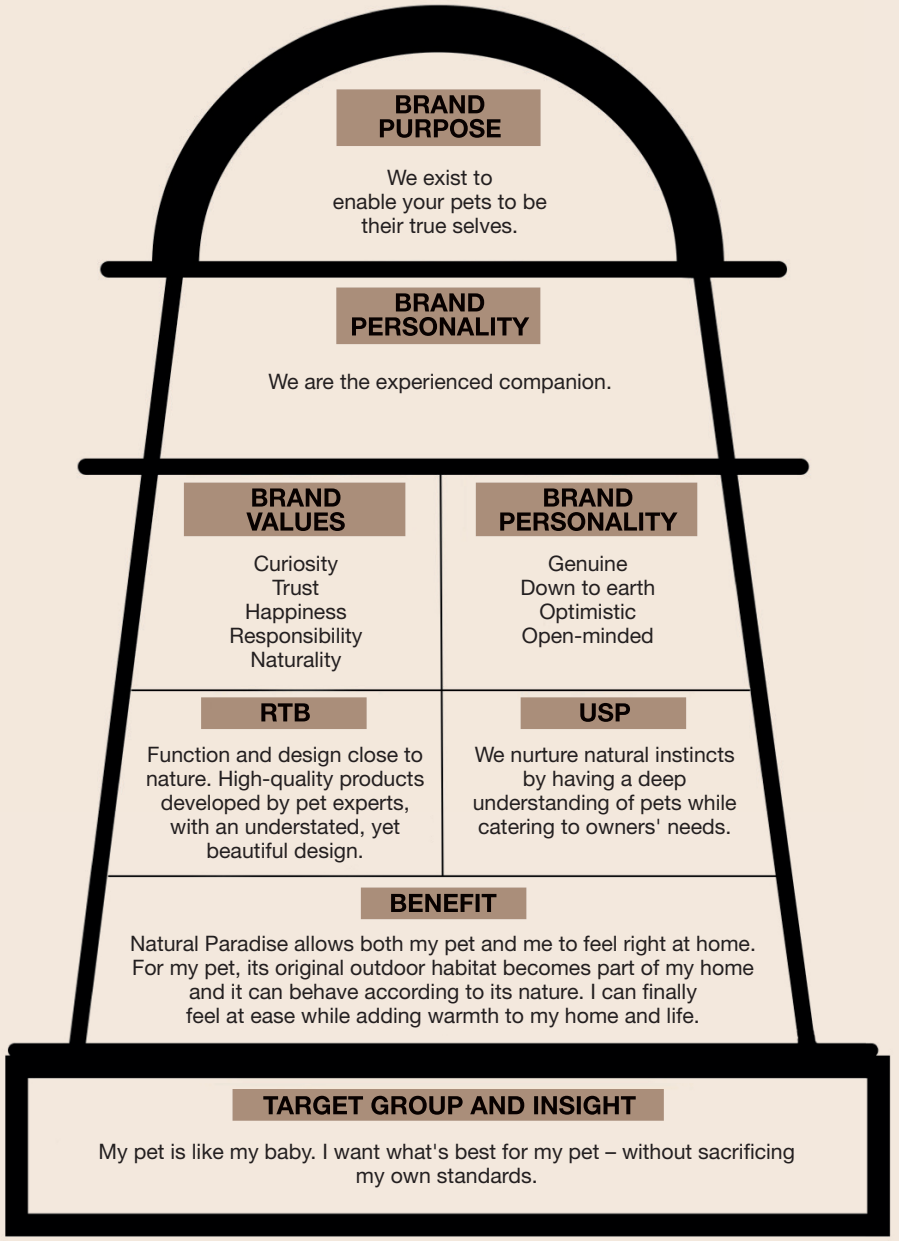
Genuine
Down to earth
Optimistic
Open-minded

The brand character is a balanced mixture of proven experience due to its association with the zooplus umbrella brand and its core purpose to enable pets to feel and behave as if they were living within their natural habitat. By that, the brand mirrors pets' behaviour and needs and it assumes the role of advising and caring companion.

Brand introduction

Brand model

Carrying a single vision requires structure, a foundation that can reinforce and guide decisions. The brand model is that sturdy structure created to articulate what we, as a brand, represent.
The brand model is an encapsulation of our purpose, essence, promise and values. Its foundations are deeply rooted in our customers and the value we aim to provide them with. It develops into a clear purpose to enable pets to be their true selves.



Concept

As we exist to enable your pets to be their true selves, we give nature a place in their everyday life.

Inspired by materials, textures, forms and colours of nature, we create a brand that turns a pet's home into their natural habitat. With our products, owners bring the outdoors indoors and show their pets how much they love them. Above all, they also show them how much they accept and understand them as animals with natural instincts.

CURIOSITY

The natural way

HABITATS

INSTINCTS

MOVES

Brand story

Natural Paradise is the best proof of your owner's respect for what and who you are: much more than a pet. You are a loved member of the family, and you deserve a comfortable and appreciative environment to feel right at home. This is what we are passionate about. We love to make sure that your owner's home becomes your natural habitat. So you can always be yourself and follow your natural instincts.

Claim

NATURAL PARADISE. DESIGNED FOR NATURAL INSTINCTS.

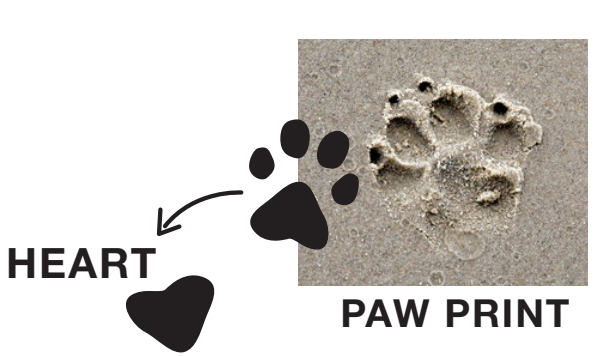
02

General design elements

Logo
Introduction and composition

natural
PARADISE

- The logo depicts naturalness in a modern way.
- A tree trunk forms the basis.
- An illustrative paw print is placed inside.
- Below this pattern, “natural” and “paradise” are written in a modern font.
- The logo can be used as a word and design mark or as a design mark without the font.
- The fonts used are **Bambusa Pro Bold** and **Angro Std Light**.



Logo

Measurement, protection zone, colour

Measurement and protection zone

The protection zone arises from factor X.
X is equal to the height of the word “PARADISE” and used for defining the distance between the logo's elements.

If only the signet is used, the protection zone arises from factor Y.
Y is equal to 1/6 of the logo's height.

Minimum size

Logo with words and image
The minimum size is defined by a width of 25 mm.

Signet
The minimum size is defined by a diameter of 8.5 mm.

Logo colour

C:0 / M:0 / Y:0 / K:100	R:0 / G:0 / B:0 #000000
Print	**Digital**

Variations

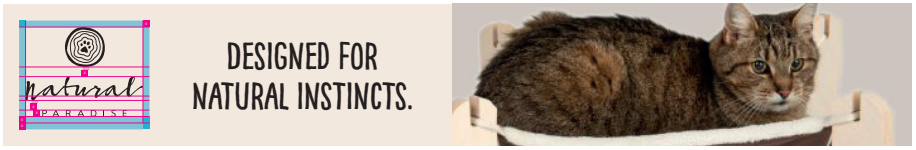
	Positive	Negative
Logo with words and image		
Signet		

Logo
Placement

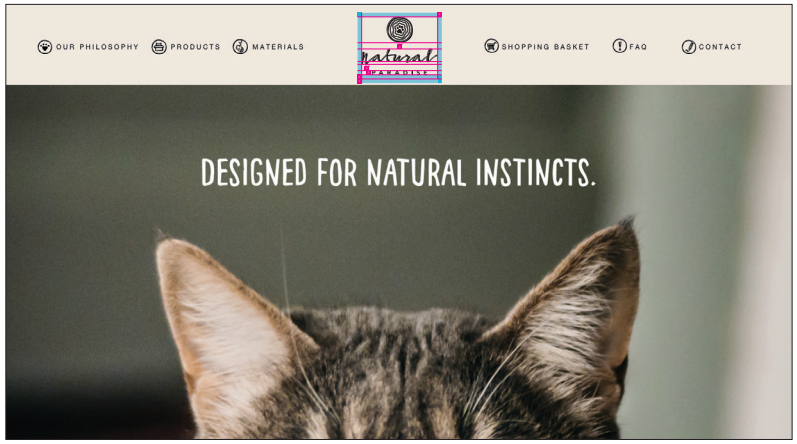
The logo is positioned in a central location within the layout and guides the design while considering the protection zone.
For a horizontal format, it is not placed at the top, but is aligned left and followed by the claim or the mood picture.
The negative variation of the logo is used if the background has only little contrast.

Example for a square format: the logo opens the ad at the top and is postioned horizontally centred.

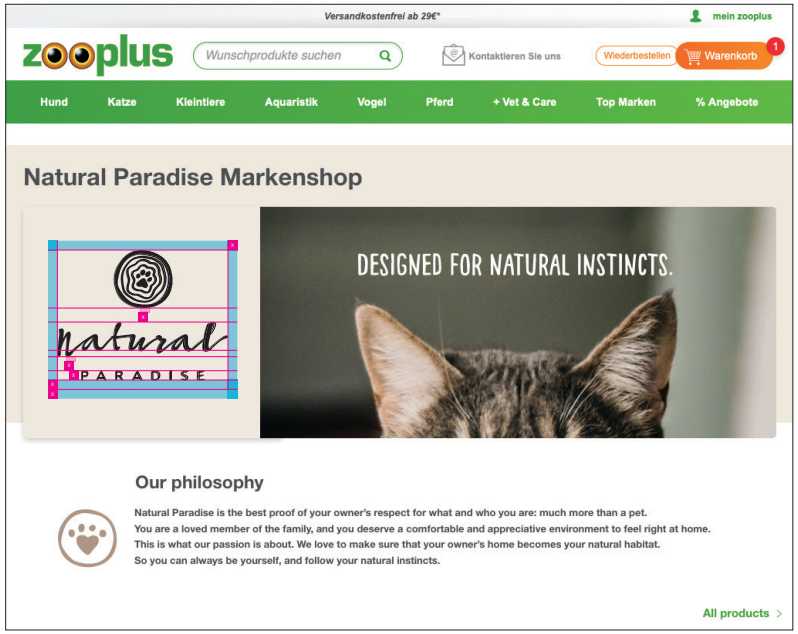
Example for a negative variation.



Example for an extreme horizontal format: the logo opens the ad on the left and is positioned vertically centred.



Example for landing page: the logo is placed horizontally centred at the top while considering the protection zone.



Example for zooplus template for the online shop: the logo is placed on the left using a sufficient protection zone.

Note: schematic visualisation.

Logo
Incorrect use

Only the correct version of the Natural Paradise logo is to be used and it cannot be changed.

Examples of incorrect logo application:

Logo with wrong colour

Logo with outline

Logo with shadow

Blurred logo

Blurred logo

Less contrast

Typography

ELEMENT	FONT AND STYLE	LETTERING
Brand claim (THE FONT IS ONLY USED FOR THE CLAIM)	PINTO	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Product title, highlight information, highlight copy	**Helvetica Neue LT Std 75 Bold**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890!.?„“ %&§/()=‘;:€@><-– +®%&+~{}·°**
Product features, copy textes, dimensions, prices	Helvetica Neue LT Std 55 Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!.?„“ %&§/()=‘;:€@><-– +®%&+~{}·°
Navigation, buttons etc.	HELVETICA NEUE LT STD 55 ROMAN, UPPER CASE	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! . ? „ “ % & § / ( ) = ‘ ; : € @ > < - – + ® % & + ~ { } · °

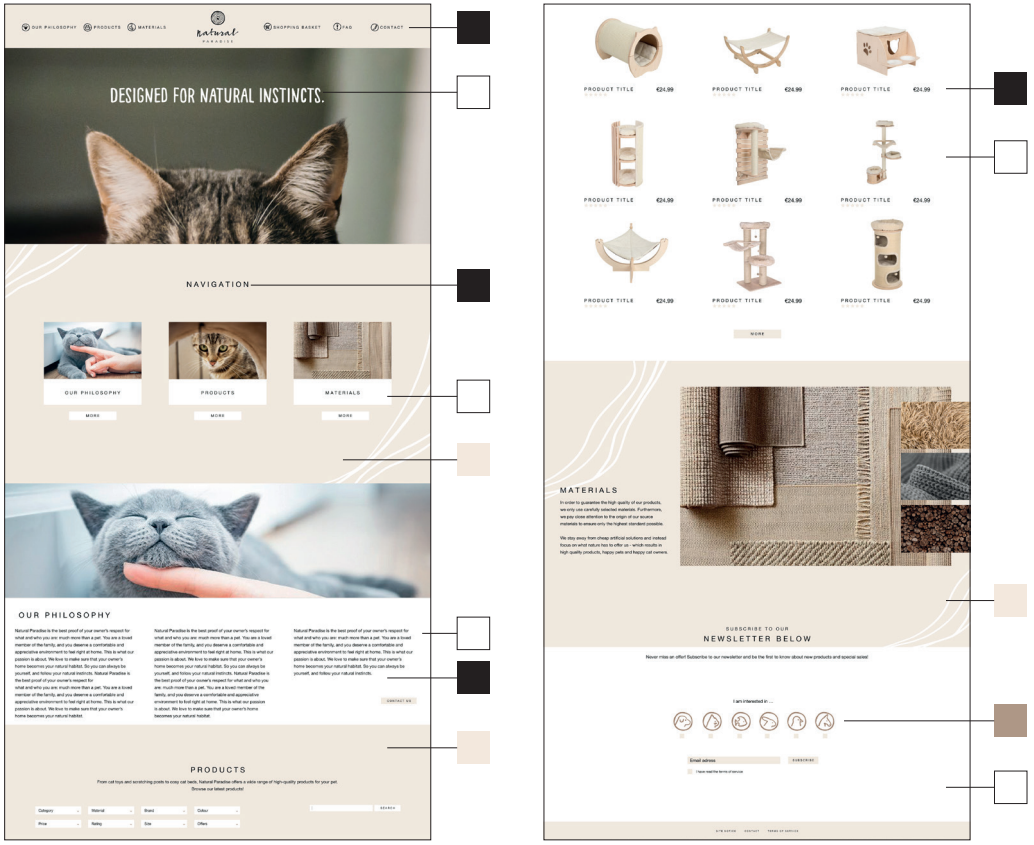
Important note:
For legal reasons, the fonts cannot be supplied and needs to be licensed separately by the company using the font. The user is responsible for the licensing of the typography.

Colour system

Everything about Natural Paradise is inspired by nature. This also applies to the brand colours. A classic and reduced colour palette communicates naturality and harmony. Main colour is beige, accompanied by light, desaturated brown and contrasting black. Using white background and/or a white boxes helps clustering the layout.

Primary identification colours

NAME	CMYK	RGB	HEX
Beige	C:4 M:8 Y:11 K:0	R:246 G:237 B:229	# F4EDE6
• Backgrounds • Buttons • Elements			
Brown	C:25 M:33 Y:41 K:11	R:186 G:160 B:140	# BAA08C
• Icons' colour			
Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0	# 000000
• Logo colour • Text colour			
White	C:0 M:0 Y:0 K:0	R:255 G:255 B:255	# FFFFFF
• Buttons • Negative variations of logo or text • Background • Pattern lines			



Example for landing page

Elements

Icons, pattern lines, seals and third-party logos

The layout composition is linear and follows a geometrical set-up that is interrupted by organic forms. Icons, which are inspired by the logo signet, can be used for any kind of guidance, explanation or benefit communication.
The exemplary palette can be extended according to requirements. Similarly, organic pattern lines complement the design to create a unique paw print. Third-party logos can be included in the layout additionally.

Icons (examples)

The logo-inspired icons support the communication of features and benefits, such as materials, services or functions. As reiterating elements within the layout, they give additional guidance. Finally, the icons add playfulness to all communication and convey unique, simplistic and empathic elements.

An example of USP communication is the placement of an icon that indicates easy assembly not requiring tools.

Pattern lines

The pattern lines are used only in white on beige. The clear and linear raster is interrupted in a positive visual way. The pattern lines are inspired by the tree trunk, similar to the icons.

Seals and third-party logos

OEKO-TEX® INSPIRING CONFIDENCE MADE IN GREEN

OEKO-TEX® CONFIDENCE IN TEXTILES STANDARD 100

FSC®

High-quality materials are often licensed by third-party institutes which come with their own logos.
Those logos can be placed as additional features.

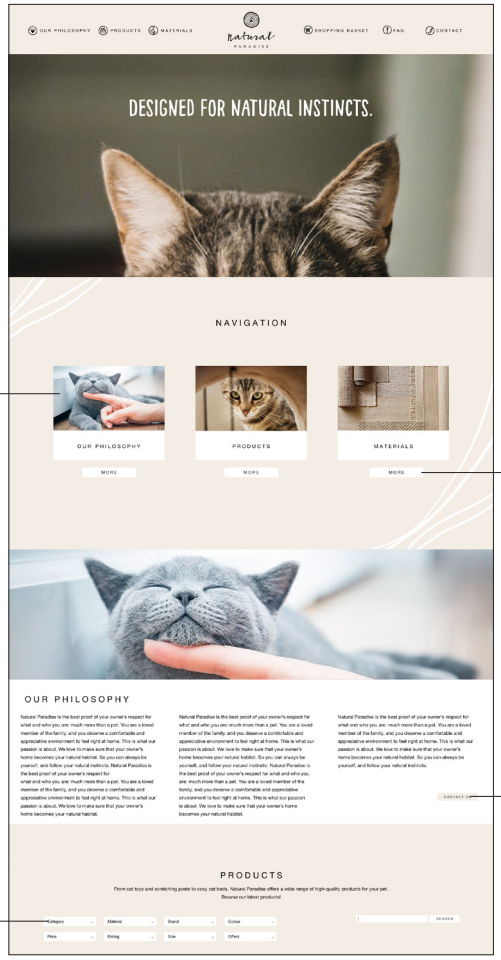
Attention: All third-party logos in these brand guidelines have to be used according to their individual style guides in terms of colour, placement and protection zone. Variations are only allowed within the individual requirements of each logo. No third-party logo is supplied in these brand guidelines. In case of realisation, those seals have to be ordered by the supplier or the company providing the logo.

Frames and structures

Grid, buttons, frames

The overall base for the layout is the rectangle. This form can be found everywhere within the layout, including as frames and buttons. Rectangles are used to support the structure of the layout and for guidance through the design.

Example for a teaser



MORE

Example for an anchor link

CONTACT US

Call-to-action button

Filters

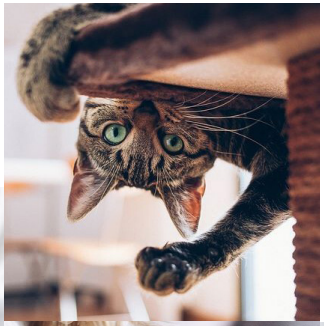
03

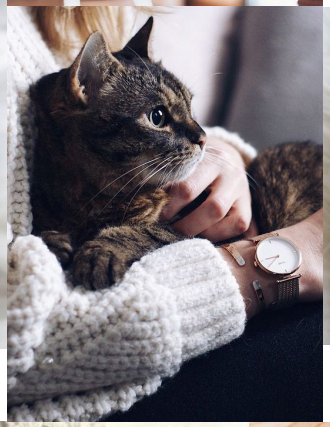
Look & feel
Tone of voice

Look and feel

Cat life and mood photography

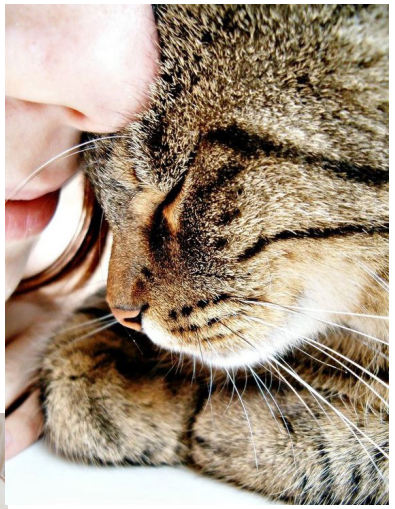
PLAYFULNESS



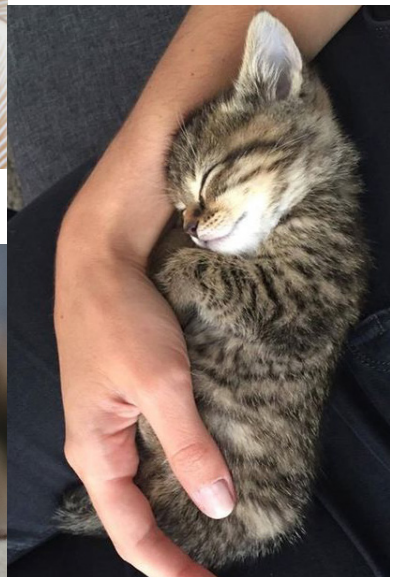


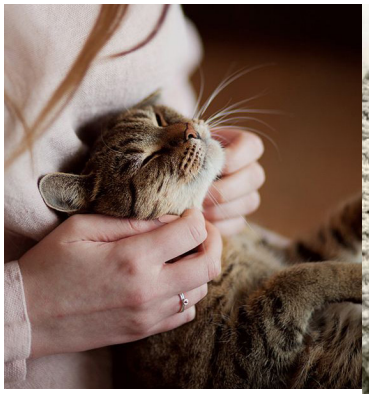
MINIMALISM

LOVE & HARMONY



EMOTIONALITY





COMFORT

MATERIALS

PROTECTION AND CARE

Look and feel

Product photography, materials, special features

The emotional look and feel of the mood photography is combined with puristic product pack shots.
Benefit communication is rendered via close-ups, i.e. in order to show special features or high-quality material.

Cut-outs

Products are presented as cut-outs as well within the online shop. The perspective has to focus on benefits and the product has to be brightly, but naturally, illuminated.

Close-ups

Example for high-quality textile material.

Example for high-quality wooden material or special shapes.

Material

In terms of general material communication, we focus on the surface, which should be clearly visible and can be shown using a top-down perspective.

Tone of voice

Natural Paradise is knowledgeable about the natural needs of animals. That's why we choose an equally exceptional approach. We address the real consumers: the pets. In doing so, we always communicate on equal terms and in a friendly tone. We simply talk like a good friend. Or a good partner.

Positive examples

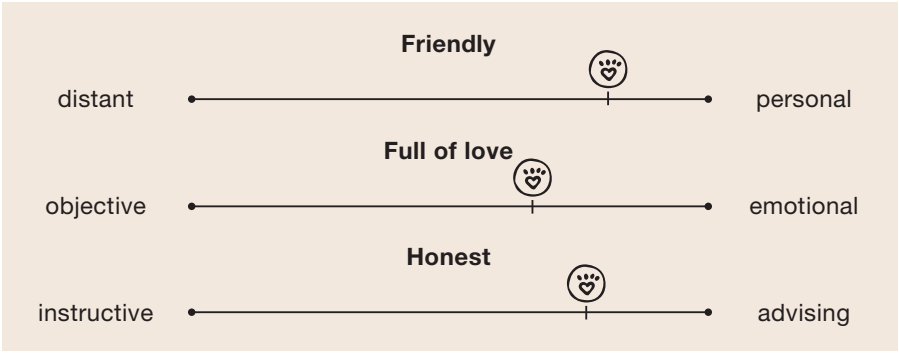
1. This may look like a scratching post, but it's actually more like a real tree from outside.
Your claws have never been so good and sharp.

2. Have you ever seen something that looked so scratchy?
Extend your claws and make your human get you that scratching post!

Negative example

1. Hey, cat lovers! Our brand new scratching post is here!
Come on, it's only a stone's throw away – click here!

SCALE



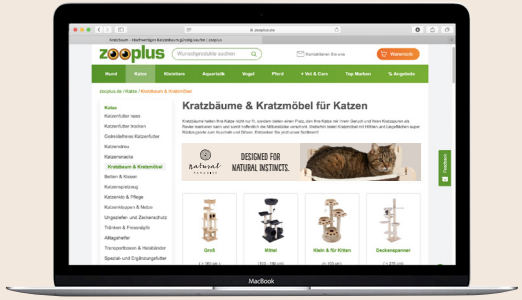
04

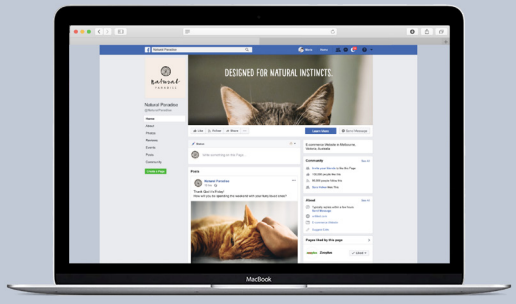
Visualisation

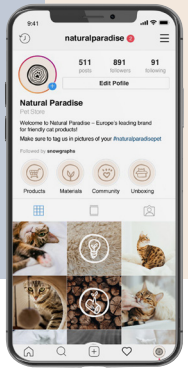
Visualisation

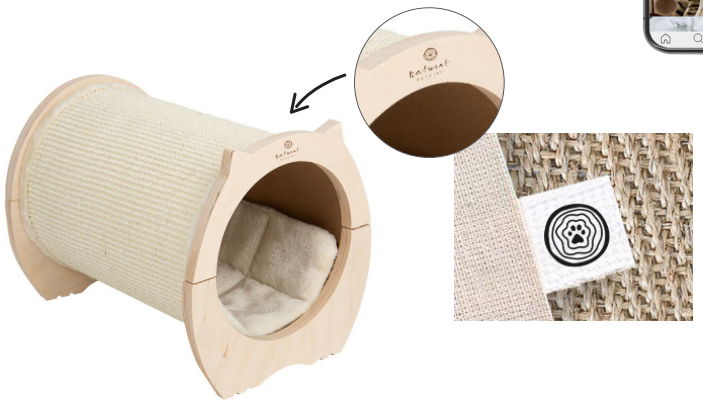
Overview of different marketing material

On the following pages, we show exemplary layouts which show the proper implementation of different elements of the design across diverse applications.





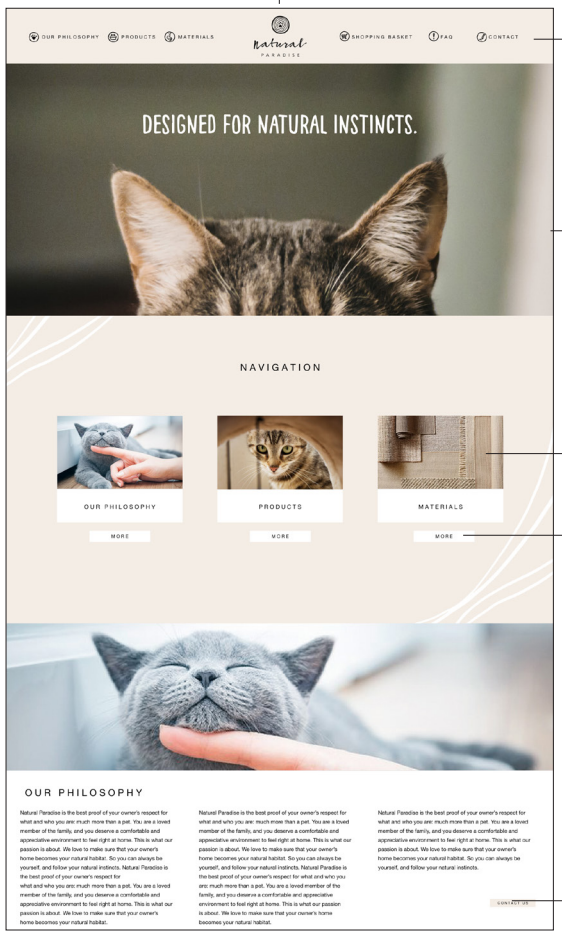


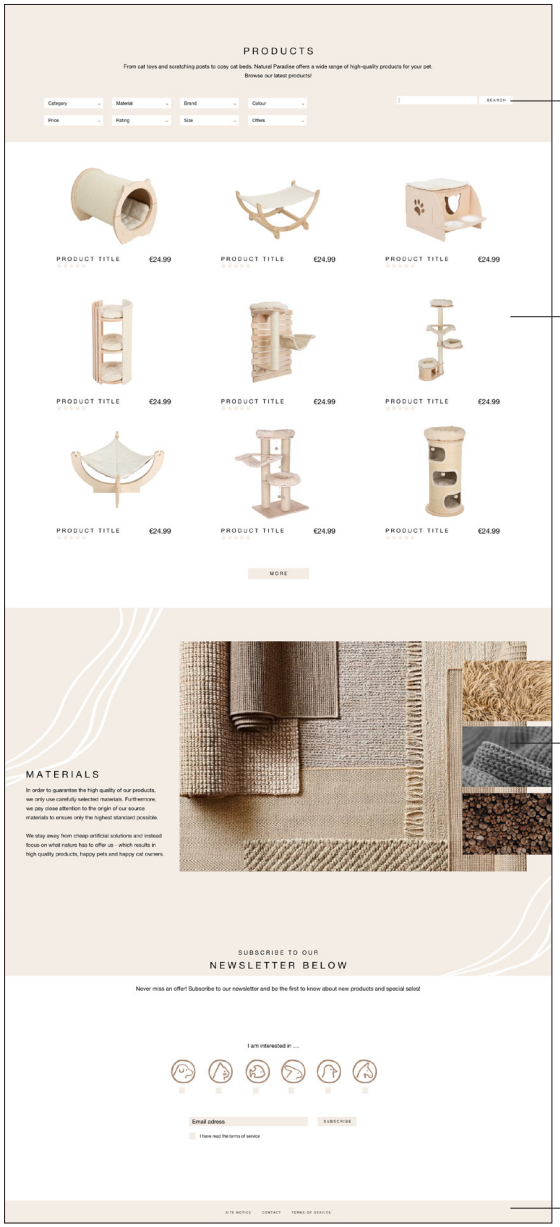


Website

Layout composition

The pure naturalness is also shown in the layout design.
It is minimalist and user-friendly – you feel you are in good hands. Just like with our products.





Website

Layout composition

Product description

Each product is shown as a cut-out on a white background. The product description is ordered as follows:

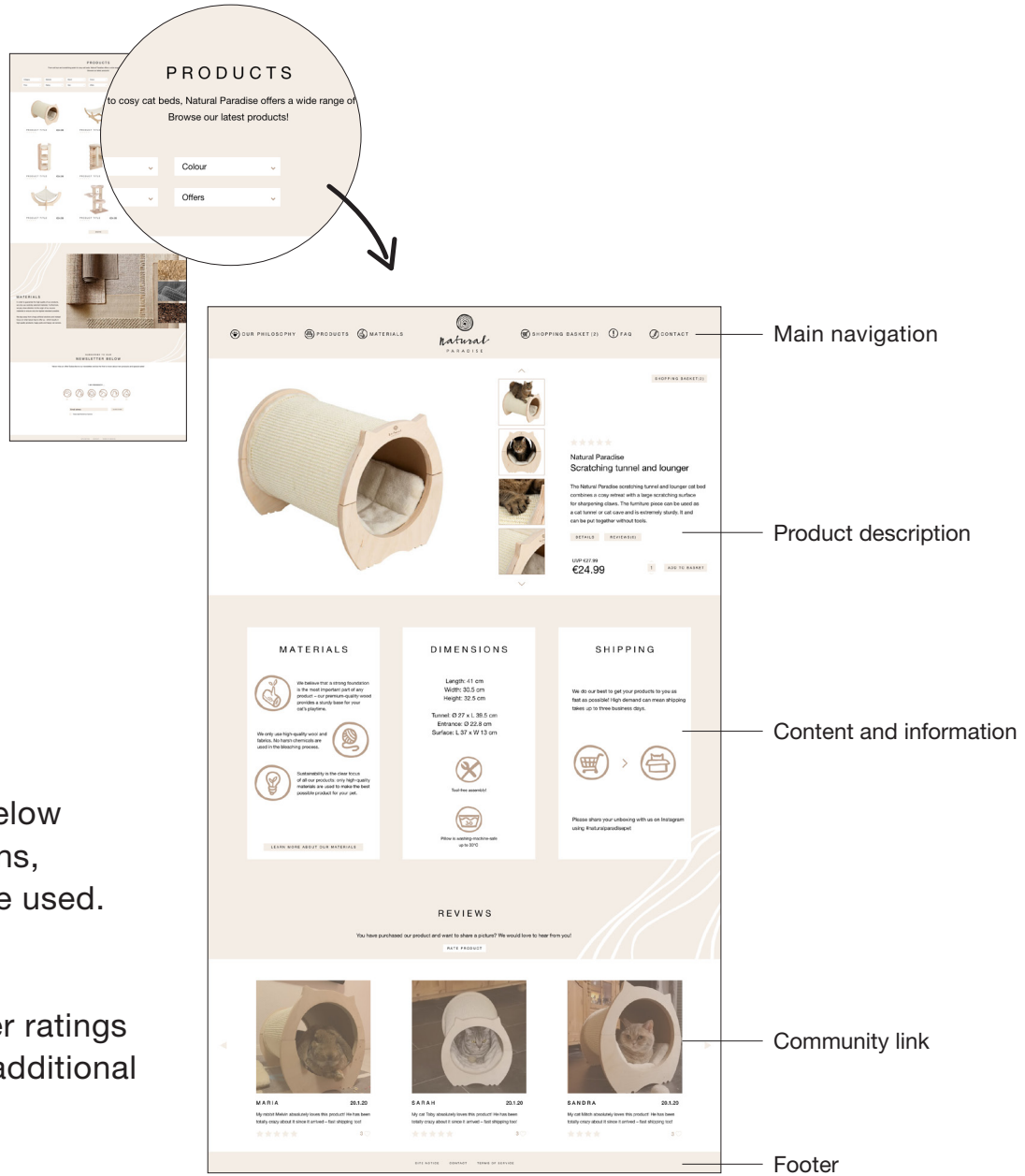
- Customer rating
- Product title placed in bold
- Benefits in short, clear sentences
- Additional cut-outs can be placed to underline the benefit communication
- Possible buttons for further information
- Pricing
- Button for the shopping basket

Content and information

Additional information is placed within the next area below product details. Here, additional content like dimensions, shipping information and assembly instructions may be used.

Community link

In order to combine the digital world with real customer ratings and reviews, a slideshow of their comments provides additional and trustworthy information.

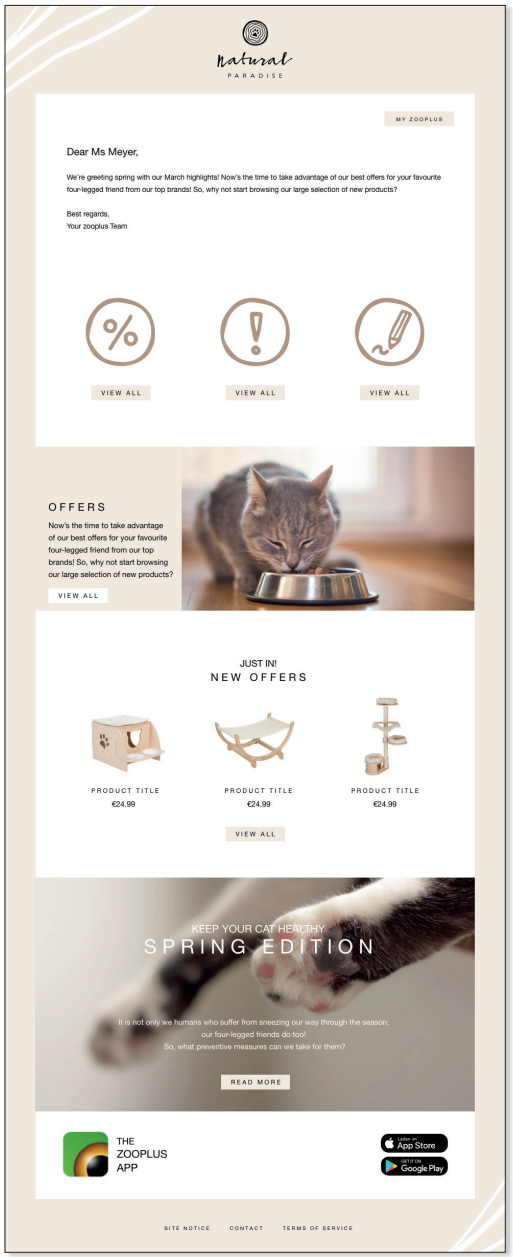


Newsletter

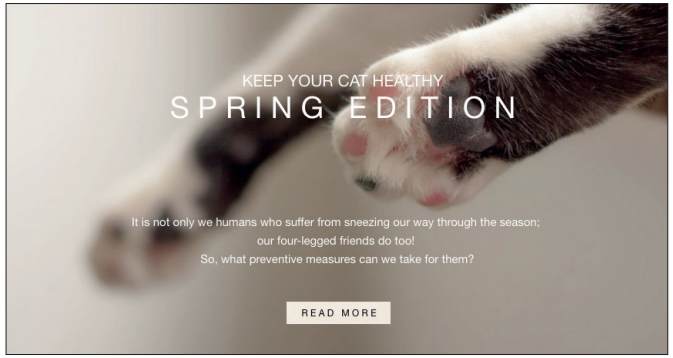
Layout composition

The structure of the newsletter is as pure and minimalistic as the website. Handmade style icons add some playfulness to the design.

Offers and announcements are presented in a horizontal format.



The language within the newsletter shall be as personal as possible and based on individual customer profiles.

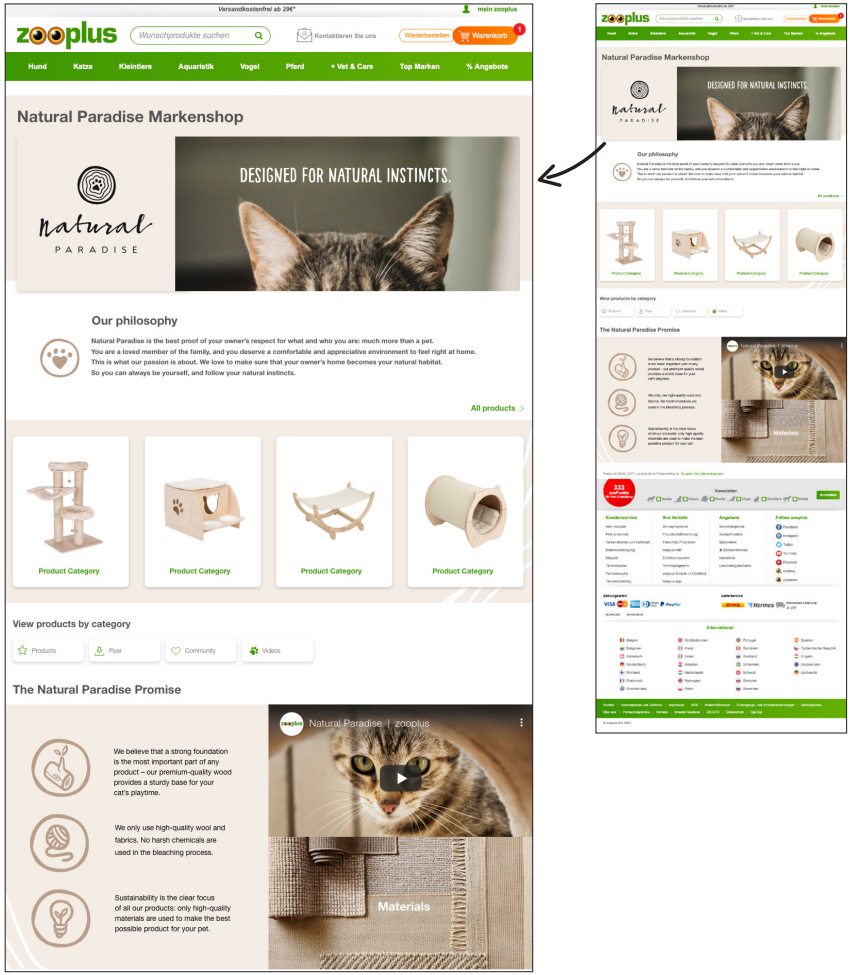


In case of dark backgrounds and to keep a good contrast, texts can be set in negative white on pictures.

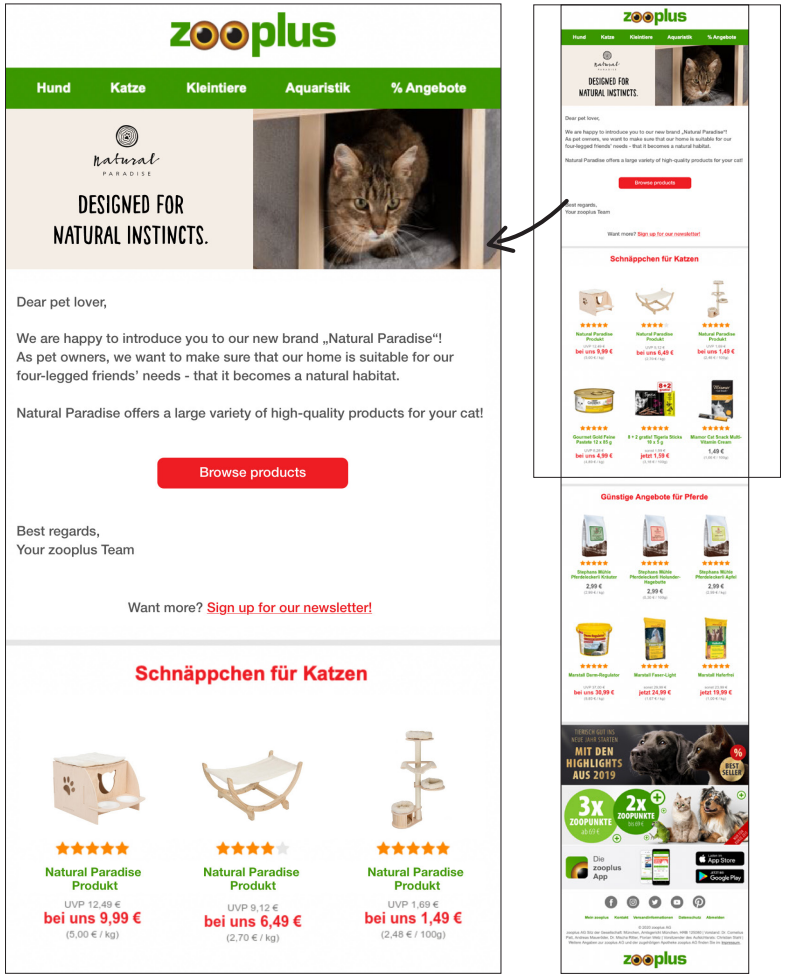
zooplus templates

Layout implementation within given templates

The implementation of layout elements can also be arranged according to previous guidelines within existing templates.
It is clearly recommended that an individual landing page be set up in order to support a strong and independent brand image.



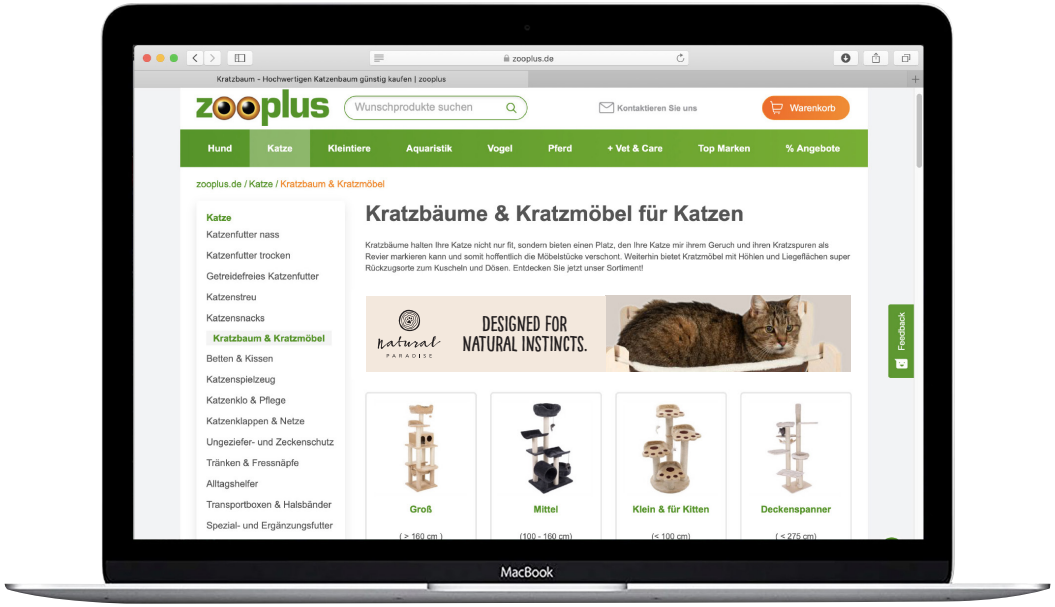
Example for zooplus online shop template



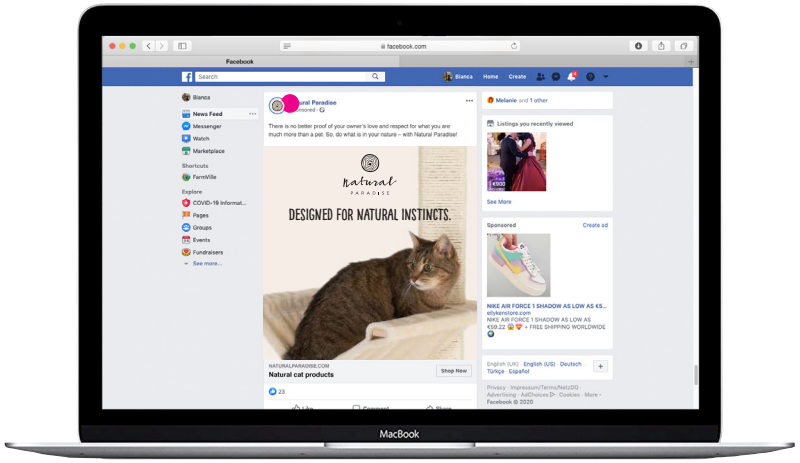
Example for zooplus newsletter template

Banners and paid media

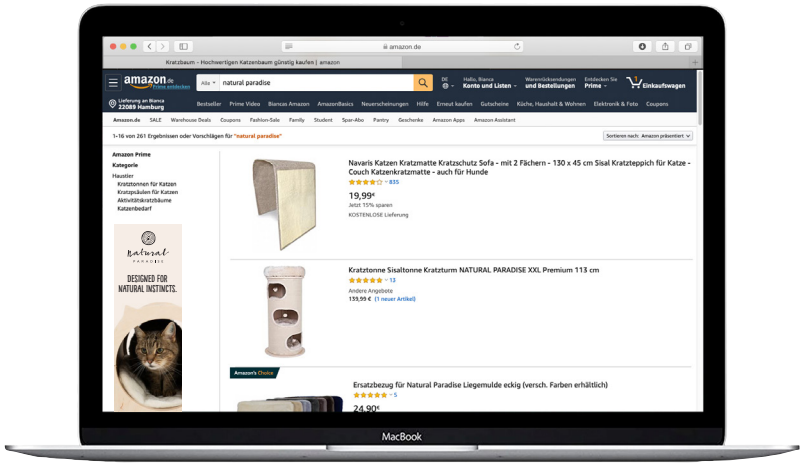
Banners are set up according to page 12
and the description on the following pages.



Example 01



Example 02

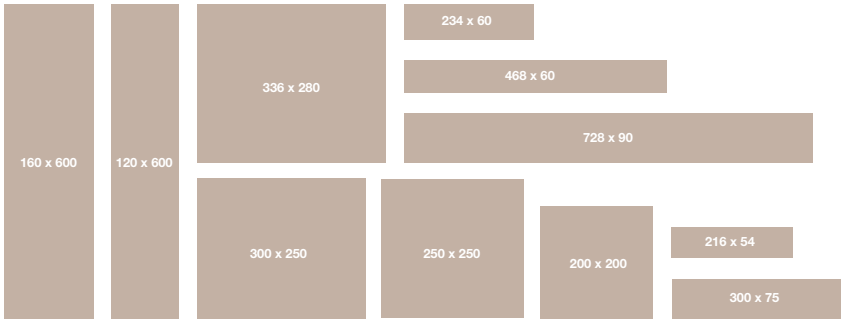


Example 03

Banners

Different formats

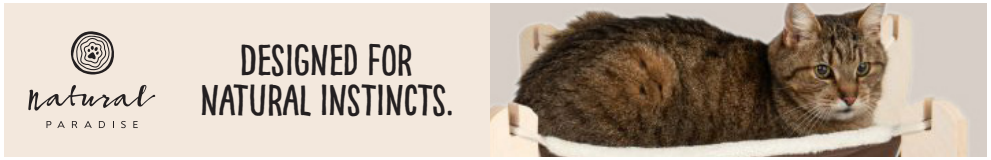
The easy and clear layout composition can be adapted for banners.
The logo and the claim are placed either directly in the mood picture (example 01 and 02) or using a side-by-side composition (example 03). Especially in the case of formats with limited space, this handling is recommended. In every case, the logo and claim have to be positioned with adequate background contrast. If this cannot be realised with the black logo and lettering, negative white variants can be used as an exception.



Different formats

Example 01

Example 02

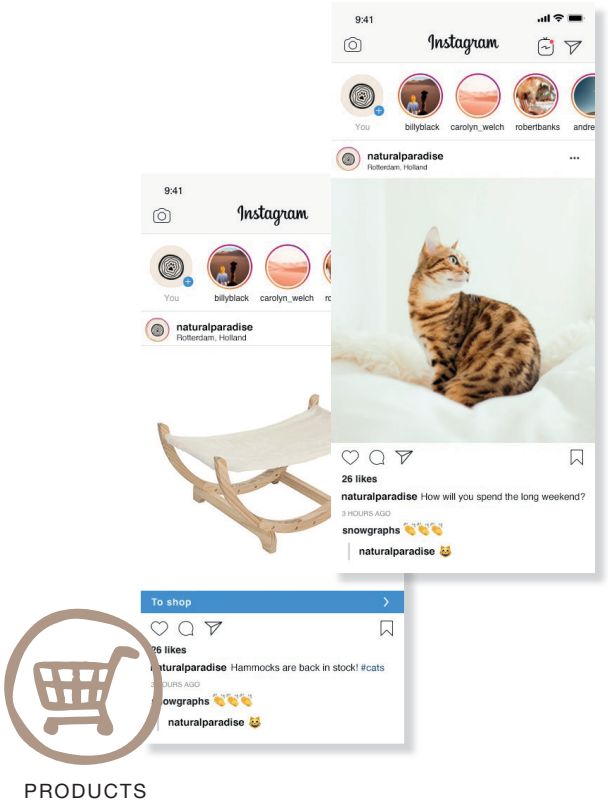


Example 03

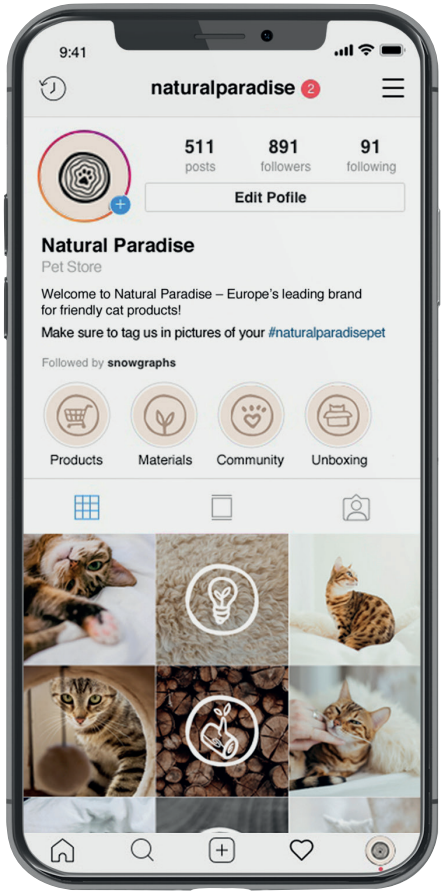
Social media

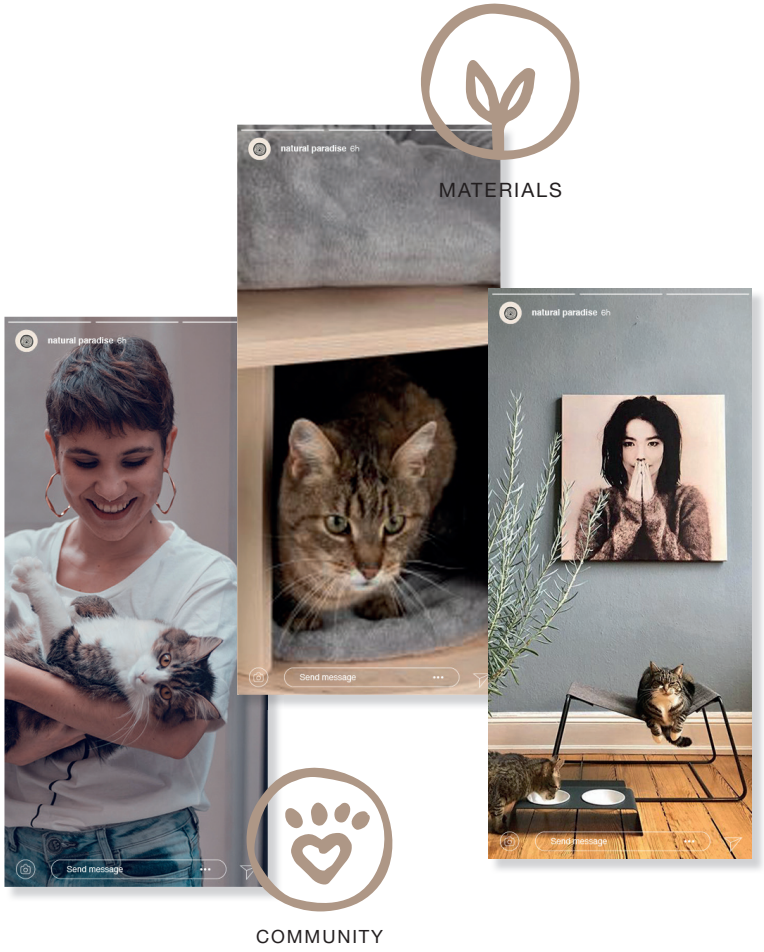
Instagram

On social media platforms, the look and feel can be used in the most prominent way. Content, community and product offers come together. While the Instagram feed can combine each of these elements, it is rather recommended that an Instagram story be used to present inspiring and emotional content.



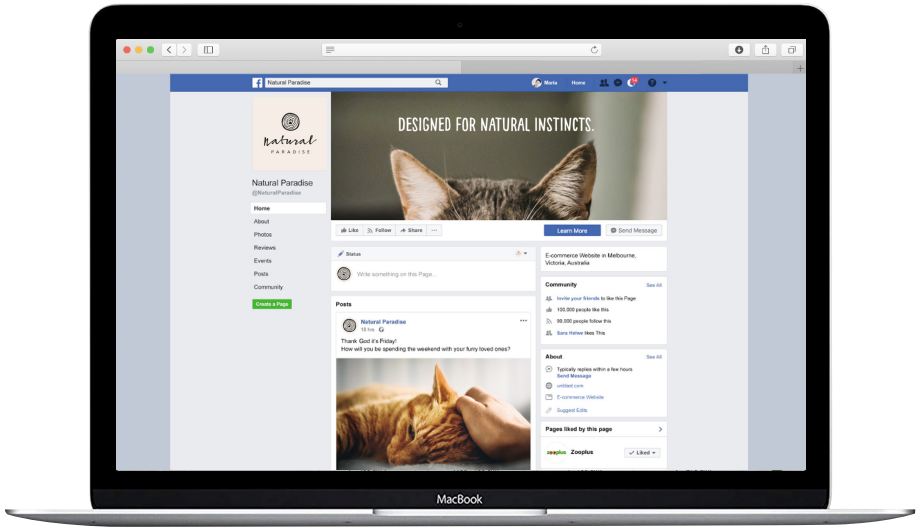
PRODUCTS





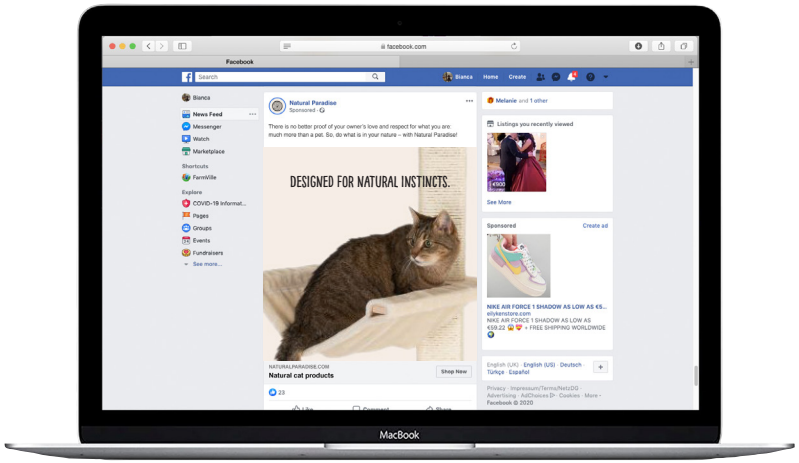
Social media
Facebook

Natural Paradise timeline
Because of the square and horizontal formats of Facebook, the set-up follows instructions such as those for the landing page entry (page 24) or the set-up of ads (page 29). In terms of Facebook, a focus should be placed on emotional content and dialogue communication.

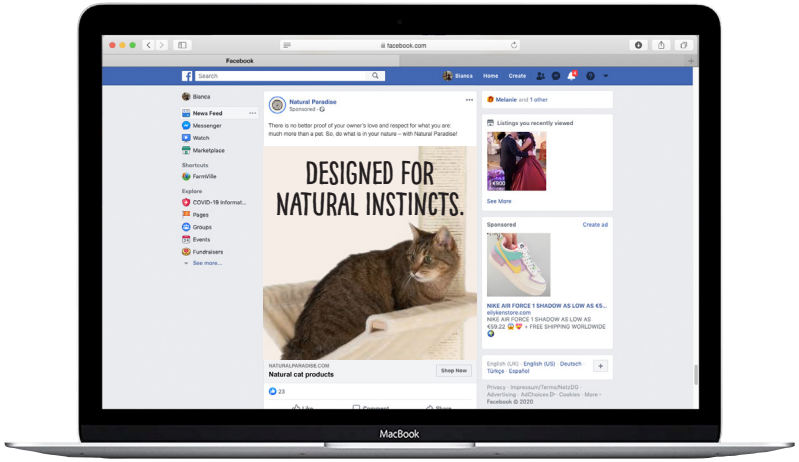


Note: for social media placement, the text rules of the platform must be observed, e.g. a picture on Facebook may contain a maximum of 20 % in the image.

Positive example for max 20/80 %



Negative example



Print

In the case of printed materials, the guidelines of realisation are still valid. Different versions for reduced printing opportunities as well as 4C solutions are possible, depending on the budget and specifications.

The logo should be presented in the most prominent way.

Usage of natural materials to support the brand's identity and character are recommended.

Product branding

The signet and the logo with words and image are also possible ways to brand products directly. In any case, the minimum size has to be considered as well as the protection zone. If enough space is available, the claim can be added.

Branding can be realised directly on the product itself or, in the case of textiles, using care labels.

natural

PARADISE

DESIGNED FOR NATURAL INSTINCTS.

Note: Please contact Yasminah Auckburally for questions / further information.