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STYLE GUIDE

LOGO GUIDELINES

THE petLENS LOGO

This modern, credible logo positions petLENS as an authoritative, insight-driven industry intelligence report. The logo immediately signals clarity, foresight and expertise, reinforcing petLENS as a must-have resource for pet industry professionals seeking data-backed guidance.

PRIMARY LOGO (PREFERRED)

NO TAGLINE



WITH TAGLINE



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LOGO MARK



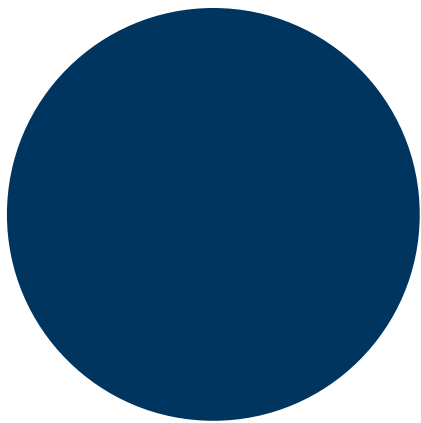
LOGO GUIDELINES

LOGO COLORS

The petLENS logo is available in a two-color version, as well as solid black and white.

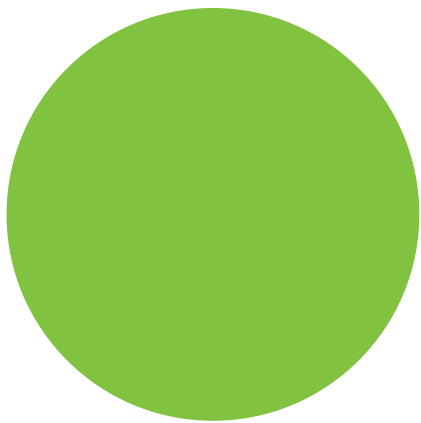
The preferred version is the two-color, blue-and-green logo. Black-and-white versions should only be used when color reproduction or legibility is compromised.

Two-color, solid blue and solid green logo marks are also available, with the two-color mark as the primary choice. Black-and-white marks may be used when color is not an option.



BLUE

PANTONE 2955 C
C/100 M/60 Y/10 K/53
R/0 G/56 B/101
#003865



GREEN

PANTONE 376 C
C/54 M/0 Y/100 K/0
R/132 G/189 B/0
#84BD00

PRIMARY LOGOS



LOGO MARKS



LOGO GUIDELINES

MINIMUM SIZE

Print use: The petLENS logo should not be used under 1.25 inches in width.

Digital use: The petLENS logo should not be smaller than 192 pixels in width.

SAFE AREA

To ensure strong visibility, a clear space must always surround the petLENS logo. The safe area is defined using the height of the top section of the “e” in “pet.” When using the logo within any design, the safe area (highlighted in green to the right) should be free of competing graphic elements.



Print minimum size: 1.25 inches
Web minimum size: 192 pixels



x = height of the top section of the “e” in “pet”



LOGO GUIDELINES

LOGO RESTRICTIONS ON IMAGES

Legibility of the logo is the priority, especially when used on images. Make sure the logo is not placed on top of an image that is busy and choose a logo color that contrasts best with the image where it is placed.



INCORRECT LOGO + IMAGE USE

The image behind the logo is busy and distracting, and the color of the logo blends in too much with the coloring of the image.



CORRECT LOGO + IMAGE USE

The image behind the logo is clear, and the color of the logo contrasts well with the coloring of the image.

LOGO GUIDELINES

COMBINING PRIMARY LOGO AND LOGO MARK

The primary logo and logo mark can be used together within any creative, but should not be displayed next to or above one another. When they are used within the same creative, the primary logo should be used to identify the petLENS brand, while the logo mark should be used as a design element.



INCORRECT LOGO + MARK USE

The logo mark is placed too close to the primary logo and is not being used as a design element.



CORRECT LOGO + MARK USE

The mark and primary logos are reasonably spaced apart and the mark is used as a design element.

LOGO GUIDELINES

INCORRECT LOGO AND MARK USAGE

Do not adjust any version of the primary logos or logo marks in any way. Listed to the right are examples of incorrect use. These apply to all primary logos and logo marks.

DO NOT



CHANGE THE FONT



CHANGE THE ORIENTATION



DISTORT THE LOGO



OUTLINE THE LOGO



ADD EFFECTS



ADD ELEMENTS



CHANGE OPACITY



CHANGE COLORING



ADD A FRAME



CHANGE THE ORIENTATION



DISTORT THE LOGO



ADD EFFECTS



CHANGE OPACITY



ADD A FRAME