



WORLD'S BEST CAT LITTER™

100% NATURAL. 110% PERFORMANCE.®

BRAND GUIDELINES

A GUIDE TO BRAND USAGE



INTRODUCTION

WHY BRANDING IS SO IMPORTANT

This handbook details how to use the company's logo and other brand elements. World's Best Cat Litter™ is not just a business. It's a brand. And our brand is more than a logo. It's an experience.

When it comes to our customers' experiences, we strive every day to consistently deliver only the highest quality products and services. Our business depends on this level of consistency.

NOTE: This guide is for both print and web. Due to some difference in print and web, however, some of the guidelines may have been modified to accommodate web use. (See page 20.)

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PHOTOGRAPHY USAGE

WORLD'S BEST CAT LITTER™ PHOTOGRAPHY USAGE

BRAND PACKAGING PHOTOGRAPHY

- Our packaging photography must be used:
 - as full bag, never cropped
 - with no exaggerated angles
 - never violating the integrity of brand logo on the bag
 - always paired with a shadow or reflection, whether on a light or dark background
 - in a size where the logo on the bag is clearly legible
 - in a group shot, when the 3 formulas are shown on the same horizon line, it should be shown in the correct formula order:
 - **green, red, purple, dark green** (left to right)(reference *example A & B*)
 - in a group shot, when one of the formulas is to be emphasized it should be pulled forward and flanked by the others, which will remain in formula or usage order, either extending left to right, **OR** front to back (reference *example C, D & E*)



example A



example B



example C



example D



example E



PRINT USAGES

LOGO USAGE IN PRINT

The World's Best Cat Litter™ logo is the primary element in our corporate company signature. Consistent application of this single brand signature treatment strengthens the World's Best Cat Litter™ identity throughout all of our communication materials.

WORLD'S BEST CAT LITTER™ **LOGO USAGE**

EXPLANATION OF THE LOGO

The World's Best Cat Litter™ logo represents the visual personification of the brand's identity as the best cat litter.

The use of consistent line weight in the icon creates a modern mark while the outline of the structure provides an approachable feel through its open design. Because the icon itself is simple and unique, it creates an indelible mark in the minds of those who see it. The logotype is clean and modern echoing the icon itself. Using a straightforward font void of serifs, reinforces the feeling of minimalist simplicity. By employing a bold typeface we establish confidence while the thin font makes the overall structure more welcoming.

The combination of these attributes sets the stage for how the brand comes to life in all communications.



WORLD'S BEST CAT LITTER™ LOGO USAGE

TOP THINGS TO REMEMBER

1. Always use the correct logo.
2. Other than the variations listed in this manual, the logo may not be modified in any way.
3. Do everything to maintain clear space around the logo.
4. Any scaling must retain the original proportions of the logo.
5. Always use the World's Best Cat Litter™ fonts.
6. Always use the World's Best Cat Litter™ color palette.
7. These rules are not flexible; when in doubt, ask.



MINIMUM CLEAR SPACE REQUIREMENTS

Clear, open space is an integral part of the World's Best Cat Litter™ logo. Do not place graphics, type, photographs or illustrations inside the minimum clear space area surrounding the logo as shown. This area of isolation protects the logo from other imagery, graphics and page trim. Only the World's Best Cat Litter™ website address, physical address or tagline may be placed closer to the logo.

The minimum clear space is exactly the height of the letter "C" in the word "cat."

The same clear space applies when you are using the cat icon on its own.



WORLD'S BEST CAT LITTER™ LOGO USAGE

PLACEMENT SIZE OF THE WORLD'S BEST CAT LITTER™ LOGO

Depending on usage, the size of the logo will change. The logo should be sized for clear legibility with the minimum amount of white space around it. This will often be more visually appealing than a logo that is sized too large for the space available, making it cluttered and harder to read. Let good taste be your guide when sizing the logo.

MINIMUM SIZE

The minimum size for the World's Best Cat Litter™ logo is 1.25".



CAT ICON



The cat icon is a dynamic mark that will work well in both print and web. It can be used as a solo design element if the World's Best Cat Litter™ logo is present on either the existing piece of print or in conjunction with the World's Best Cat Litter logo being present in the overall design system (example: when the pattern is used on a banner and the banner is part of the larger trade show design where the logo in its entirety is present). It may also be used as a watermark.

It may be reproduced only in the logo palette colors listed in this manual. It should never, however, be paired or combined with other elements or logos to make a separate cohesive entity. And never pair it with any other text but the logotype.

*However, when using the World's Best Cat Litter logotype the icon **MUST** always be used in conjunction.
Never will the logotype stand alone.

MINIMUM SIZE FOR CAT ICON

The minimum size for the cat icon is .5".

*** When reducing the logos to any of the above mentioned sizes, be sure to reproduce them in PMS® ink or 100% black. Avoid reproducing the logo at these sizes in four-color process.**



WORLD'S BEST CAT LITTER™ LOGO USAGE

USING THE WORLD'S BEST CAT LITTER™ ARTWORK

Do not alter the logo or icon in any way. You may use the cat icon as a decorative illustration, graphic element, background or pattern, staying within the written guidelines stated in this manual. Do not alter the size, proportions or space between the cat icon and World's Best Cat Litter™ type layout.

EXAMPLES OF WHAT NOT TO DO WITH THE CAT ICON



PATTERN

It may also be used as a background pattern to enhance graphic materials, as shown. The size may be reduced for a tighter pattern; however, the icon must not be reduced beyond the minimum size as stated in this manual.



WORLD'S BEST CAT LITTER™

LOGO USAGE

COLOR KNOCK-OUT LOGO

The logo is also available in a color knock-out version. The knock-out version should be used in place of the original logo when background color or photographic backgrounds make the original logo illegible. It is only possible to use the color knock-out version of the logo on colored backgrounds that provide adequate contrast. Please use your best judgement.*

If using the color knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.

*An easy way to determine if there is enough contrast between the logo and a background color is to squint your eyes. If any part of the logo appears to blend into the background or completely disappear, there is not enough contrast. You would then need to adjust your background color, either darker or lighter, until every part of the logo is clearly visible when squinting your eyes.

TWO-COLOR REVERSE FOIL



TWO-COLOR REVERSE PMS 431



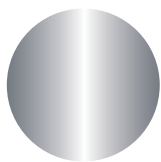
COMPLETE KNOCK-OUT



WORLD'S BEST CAT LITTER™

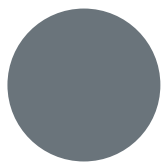
COLOR USAGE

PRIMARY COLOR PALETTE



COLOR 1

FOIL
PMS 877
(FS-SS 76 C)



COLOR 2

PMS 431
C/45 M/27 Y/17 K/51
R/94 G/106 B/113



COLOR 3

BLACK
C/0 M/0 Y/0 K/100
R/30 G/30 B/30



COLOR 4

PMS 369
C/59 M/0 Y/100 K/7
R/117 G/192 B/68

SECONDARY COLOR PALETTE



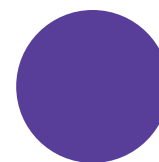
COLOR 4

PMS 369
Clumping Formula
Primary Color
C/59 M/0 Y/100 K/7
R/117 G/192 B/68



COLOR 5

PMS 199
Multiple Cat
Primary Color
C/0 M/100 Y/62 K/0
R/237 G/23 B/39



COLOR 6

PMS 266
Lavender Scented Multiple Cat
Primary Color
C/79 M/90 Y/0 K/0
R/90 G/63 B/153

WORLD'S BEST CAT LITTER™ LOGO USAGE

WORLD'S BEST CAT LITTER™ LOGO COLORS

Ideally, World's Best Cat Litter™ is a two-color logo produced in the primary color pallet. Color 1 and 2 are reserved for the cat icon. And Color 3 is for the logotype. The ideal color application for the cat icon is the foil (Color 1). In instances where foil cannot be used—i.e., newspaper ads, magazine ads, web applications, etc.—the default color choice should be the PMS 431 (Color 2) or its equivalents.

PRIMARY TWO-COLOR SIGNATURE



BLACK AND WHITE

For black-and-white publications or when color is not an option, the entire logo—icon and logotype—should be executed in black (Color 3). Be sure the background provides adequate contrast.



ON PACKAGING

Although our package colors vary by product, the logo colors remain the same.



Clumping Formula
(PMS 369)



Multiple Cat
Clumping Formula (PMS 199)



Lavender Scented Multiple Cat
Clumping Formula (PMS 266)



Forest Scented
Clumping Formula (PMS 3435)

WORLD'S BEST CAT LITTER™ LOGO USAGE

WHAT NOT TO DO

Do not redraw the logo or set in a similar typeface.
Use only master artwork.



Do not reverse the colors of the logo.
Use only master artwork.



Do not change the color of the logo.
Use only master artwork.



Do not move or resize the elements of the logo independently from each other.



Do not reverse the logo from a non-brand color. Use only complementary colors and values. You may add colors to your design as long as the integrity of the brand remains. We do not recommend using hot, fluorescent or jarring colors.



Do not reverse the logo from a patterned background.

Refer to current World's Best Cat Litter™ print samples to assist you.



WORLD'S BEST CAT LITTER™ **LOGO USAGE**

WORLD'S BEST CAT LITTER™ TYPEFACE FAMILY

Typography is a fundamental building block of the World's Best Cat Litter™ design architecture, providing a uniform structure to reinforce our identity throughout all of our communications.

The two World's Best Cat Litter™ typefaces in print are Futura and Clarendon. These two typefaces complement our signature, are extremely legible and provide ample flexibility for a wide range of applications.

Use only these typefaces when creating print materials for World's Best Cat Litter™.

When creating electronic communications such as PowerPoint presentations or web-based pages, use Arial as the secondary typeface. Because Arial is a standard font on PCs, it provides the best choice when our two typefaces are not available.

In certain instances, it may be appropriate to use additional typefaces to call interest, coordinate with other marketing efforts or capture the feeling not possible with World's Best Cat Litter™ Futura or Clarendon. In these cases, it is extremely important that the overall visual impression is still clearly World's Best Cat Litter™

Futura

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

LIGHT OBLIQUE (available in all weights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

WORLD'S BEST CAT LITTER™

LOGO USAGE

TRADEMARK USAGE RULES

- The World's Best Cat Litter™ logo must always appear with the common law mark (TM).
- The (TM) trademark notice is aligned to the top right of the letter R in "LITTER."
- The cat icon should always appear with the registered trademark (R), when it is alone, as well as when it is locked-up as part of the full logo.
- The (R) trademark notice is aligned to the bottom of the cat icon, and placed under the whisker.
- The color of these notices should always be the color of the item they are linked to.



- The following phrases should always appear with registered trademarks (R) in content and design:

100% natural. 110% performance.®

Like your litter. Love your cat. Respect the planet.®

Hassle-Free Cat Care.®

- The following phrases should always appear with common law marks (TM) in content and design:

Litter Box Problem Solved.™

LEGAL NOTICES / DISCLAIMERS

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WEB USAGES

WEBSITE USAGE

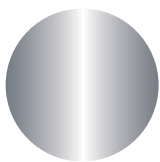
If the World's Best Cat Litter™ logo is used on a website, please refer to the following guidelines listed in this section.

NOTE: All guidelines in this section pertain to web usage. The following web guidelines do not pertain to printed communication materials for World's Best Cat Litter™.

WORLD'S BEST CAT LITTER™

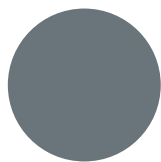
COLOR USAGE

PRIMARY COLOR PALETTE



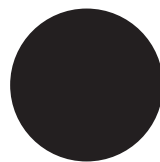
COLOR 1

Gradient
Hex 737B84 > FFFFFFFF > 737B84



COLOR 2

R/94 G/106 B/113
Hex 5E6A71



COLOR 3

BLACK
R/30 G/30 B/30
Hex 000000



COLOR 4

R/117 G/192 B/68
Hex 75C044

SECONDARY COLOR PALETTE



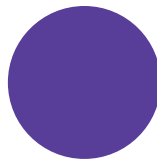
COLOR 4

Clumping Formula
Primary Color
R/117 G/192 B/68
Hex 75C044



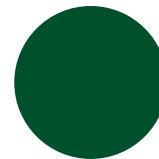
COLOR 5

Multiple Cat
Primary Color
R/237 G/23 B/39
Hex ED1727



COLOR 6

Lavender Scented
Multiple Cat
Primary Color
R/90 G/63 B/153
Hex 5A3F99



COLOR 7

Forest Scented Clumping
Primary Color
R/0 G/80 B/47
Hex 004631

WORLD'S BEST CAT LITTER™

TYPOGRAPHY USAGE

TYPOGRAPHY FOR THE WEB

Because of type restrictions on the web, the primary electronic typeface for World's Best Cat Litter™ is Arial. Arial should be used for any live HTML type. Because Arial is a standard font on PCs, it provides the best choice when our two typefaces are not available. For any type that will be developed as an image, the print typefaces (Futura and Clarendon, detailed on page 20) can still be used.

Arial should be used at a minimum type height of 10 pt. when the situation calls for it, but ideally should be set at 11 pt. for all web content.

NOTE: This guideline is only for the web. All printed graphic communications and marketing materials for World's Best Cat Litter™ must adhere to typography guidelines listed on page 20 of this manual. Only under special circumstances and approval can typefaces other than the ones listed in this manual be used.

Arial

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;!?!&



DOWNLOADS

WORLD'S BEST CAT LITTER™ DOWNLOADS

ELEMENTS AVAILABLE FOR DOWNLOAD

LOGO

All black



Gray cat, black type



Gray cat, white type



All white



CAT ICON (NO LOGO TYPE)

Black



White



Gray



BACKGROUND PATTERN

Black



PRESS KIT

Reference documents and imagery













































[more ...](#)

WORLD'S BEST CAT LITTER™

DOWNLOADS

ELEMENTS AVAILABLE FOR DOWNLOAD

INTERNATIONAL PACKAGING

3.18 kg Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
3.63 kg Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
6.35 kg Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
6.80 kg Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
12.7 kg Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
3.18 kg Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
3.63 kg Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
6.35 kg Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
6.80 kg Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
12.7 kg Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
3.18 kg Lavender Scented Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
3.63 kg Lavender Scented Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
6.35 kg Lavender Scented Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
6.80 kg Lavender Scented Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
12.7 kg Lavender Scented Multiple Cat Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
2.72 kg Forest Scented Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
5.44 kg Forest Scented Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
10.89 kg Forest Scented Clumping Formula Front	 High Resolution (.zip)	 Low Resolution
Full Product Family (3.18/2.72 kg Bags)	 High Resolution (.zip)	 Low Resolution
Full Product Family (6.35/5.44 kg Bags)	 High Resolution (.zip)	 Low Resolution
Full Product Family (12.7/10.89 kg Bags)	 High Resolution (.zip)	 Low Resolution

WORLD'S BEST CAT LITTER™
BRAND MANUAL

24.

For more information:
Kent Pet Group
2905 N Hwy 61
Muscatine, IA 52761

1-877-367-9225

www.WorldsBestCatLitter.com



WORLD'S BEST
CAT LITTER™

THANK YOU!