



# **WORLD'S BEST** CAT LITTER™

## BRAND GUIDELINES



# 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: Due to the difference between print and web applications of the brand, this guide has sections dedicated to each of those mediums.

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# PHOTOGRAPHY USAGE

# WORLD'S BEST CAT LITTER™

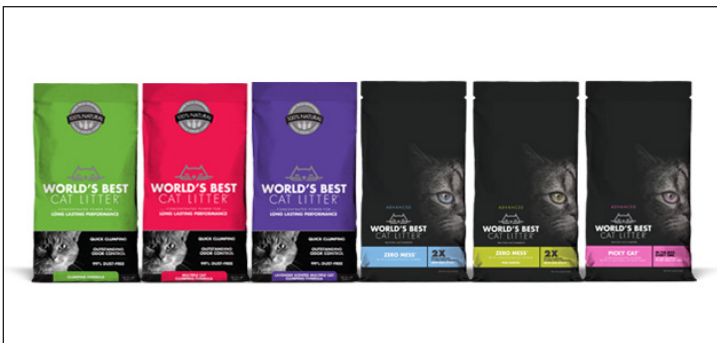
# PHOTOGRAPHY USAGE

4.

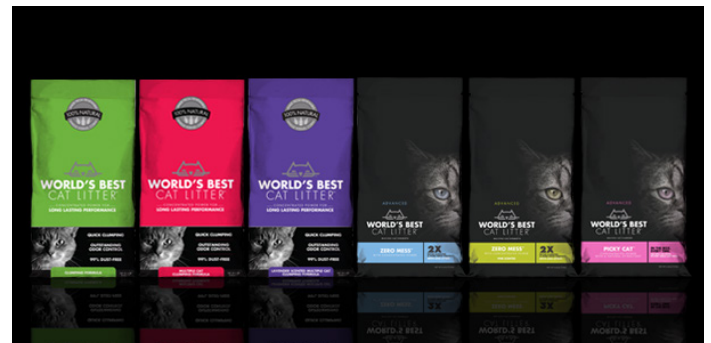
## BRAND PACKAGING PHOTOGRAPHY

### All Formulas:

- Our brand packaging photography must be used:
  - as full bag, never cropped
  - with no exaggerated angles
  - without violating the integrity of the brand logo on the bag
  - with a shadow or reflection, whether on a light or dark background
  - in a size where the logo on the bag is clearly legible (Advanced Series is an exception to this rule, when paired with the Original Series, please see extended rule for Advanced-only bags)
  - in a group shot, when the five formulas are shown on the same horizon line, it should be shown Original to Advanced Series and broken down into the correct formula order:
    - **Original Series:** green, red, purple (left to right)
    - **Advanced Series:** blue, yellow-green, pink (left to right)(reference *example A & B*)
  - in a group shot, when the five formulas are shown, not on the same horizon line, they should be shown Original to Advanced Series and broken down into the correct formula order from bag closest to the viewer, extending back towards the horizon (reference *example C*)



example A



example B



example C

# WORLD'S BEST CAT LITTER™

# PHOTOGRAPHY USAGE

5.

## BRAND PACKAGING PHOTOGRAPHY

### Original Series ONLY:

- Our Original Series packaging photography must be used:
  - as full bag, never cropped
  - with no exaggerated angles
  - without violating the integrity of the brand logo on the bag
  - 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 three formulas are shown on the same horizon line, it should be shown in the correct formula order:
    - **green, red, purple** (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*)



example A



example B



example C



example D

# WORLD'S BEST CAT LITTER™

# PHOTOGRAPHY USAGE

6.

## BRAND PACKAGING PHOTOGRAPHY

### Advanced Series ONLY:

- Our Advanced Series packaging photography must be used:
  - as full bag, never cropped
  - with no exaggerated angles
  - without violating the integrity of brand logo on the bag
  - with a shadow or reflection, whether on a light or dark background
  - in a size where the logo on the bag is clearly legible or the logo is present, separate from the bags (this rule can be adjusted when these bags are paired with the original series bags and the logo is visible on those bags)
  - in a group shot, when the two formulas are shown on the same horizon line, it should be shown in the correct formula order:
    - blue, yellow-green, pink (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 other formulas (reference *example C*)



*example A*



*example B*



*example C*

# WORLD'S BEST CAT LITTER™ PHOTOGRAPHY USAGE

7.

## BRAND CAT PHOTOGRAPHY

- Our brand cat photography must be used:
  - in full bleed
  - in black and white
  - on a black background



Sales flyer header illustrating correct use of brand cat photography.

## ADDITIONAL CAT PHOTOGRAPHY

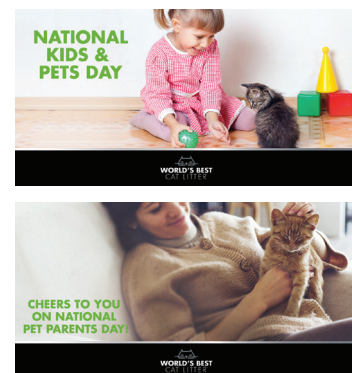
- When using other cat photography, it should be:
  - treated in full color
  - inclusive of a balanced diversity of breeds when multiple cats are shown
  - inclusive of kittens only when a kitten-specific message is being communicated



Blog image illustrating correct use of additional cat photography.

## PEOPLE PHOTOGRAPHY

- When using people photography, it should be:
  - used in order to resonate with and/or emotionally connect with the target culture
  - conveying a positive and healthy lifestyle



Social posts illustrating correct use of people photography.





# PRINT USAGE

## LOGO USAGE IN PRINT

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

# WORLD'S BEST CAT LITTER™

## LOGO USAGE

9.

### 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. Void of serifs, this straightforward font 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.

**NOTE:** After reviewing all pages for logo usage, please be sure to see page 14 for specific usage guidelines for the World's Best Cat Litter™ Advanced Series logo version.



# WORLD'S BEST CAT LITTER™

## LOGO USAGE

10.

### 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

11.

## 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 online. 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.

\*When using the World's Best Cat Litter™ logotype however, the icon must always be paired with it.

**The logotype should never 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

12.

### USING 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

The cat icon 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

13.

### 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 judgment.\*

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™ LOGO USAGE

14.

## WORLD'S BEST CAT LITTER™ ADVANCED SERIES

For materials specific to World's Best Cat Litter™ Advanced series, (i.e., packaging, ads, posters, shelf talkers, etc.), the Advanced Series logo version should be used. **This logo should be used in adherence to the existing World's Best Cat Litter™ logo guidelines, as mentioned on the previous pages.**

## ADVANCED SERIES FORMULA-SPECIFIC COLORS

For Advanced Series materials, the two-color version of the logo should be used, featuring "Advanced" in white lettering (reference *example A*). For materials that are specific to one formula or the other, the "Advanced" lettering should take on the color of that specific formula as shown below (reference *examples B, C & D*).



*example A*



*example B - Zero Mess™*



*example C - Zero Mess™ Pine Scented*



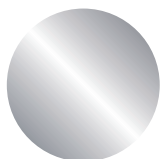
*example C - Picky Cat™*

# WORLD'S BEST CAT LITTER™

## COLOR USAGE

15.

### PRIMARY COLOR PALETTE



**COLOR 1**

METALLIC INK  
PMS 8400



**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

#### ORIGINAL SERIES



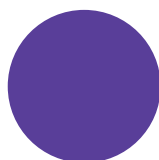
**COLOR 4**

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



**COLOR 5**

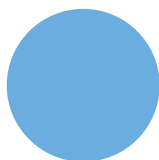
PMS 199  
Multiple Cat  
Primary Color  
C/0 M/100 Y/62 K/0  
R/237 G/23 B/39



**COLOR 6**

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

#### ADVANCED SERIES



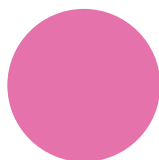
**COLOR 8**

PMS 284  
Zero Mess™ Color  
C/55 M/19 Y/0 K/0  
R/108 G/173 B/223



**COLOR 9**

PMS 390  
Zero Mess™  
Pine Scented Color  
C/22 M/0 Y/100 K/8  
R/193 G/205 B/35



**COLOR 10**

PMS 224  
Picky Cat™ Color  
C/5 M/70 Y/0 K/0  
R/228 G/112 B/171



# WORLD'S BEST CAT LITTER™ LOGO USAGE

16.

## WORLD'S BEST CAT LITTER™ LOGO COLORS

Ideally, World's Best Cat Litter™ is a two-color logo produced in the primary color pallet. Colors 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)



Advanced Series  
(100% Black)

# WORLD'S BEST CAT LITTER™

## LOGO USAGE

17.

### 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.



Please use your best judgment. When in doubt, ask.

# 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 World's Best Cat Litter™ typeface in print is Futura. This typeface complements our logo, is extremely legible and provides ample flexibility for a wide range of applications.

Use only this typeface 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 typeface is 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. In these cases, it is extremely important that the overall visual impression is still clearly World's Best Cat Litter™.

## Futura

ONLY these versions of the font should be used.

### 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

20.

## 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.



## LEGAL NOTICES / DISCLAIMERS

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# WEB USAGE

## WEBSITE USAGE

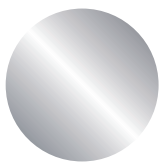
If the World's Best Cat Litter™ logo is used on a website, please refer to the web-specific guidelines listed in this section.

# WORLD'S BEST CAT LITTER™

## COLOR USAGE

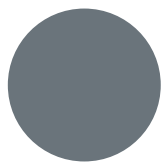
22.

### PRIMARY COLOR PALETTE



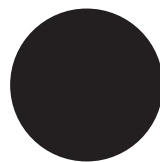
**COLOR 1**

Gradient  
Hex 737B84 > FFFFFFFF > 737B84  
Angle: 45°



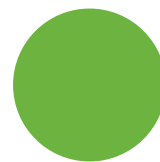
**COLOR 2**

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

#### ORIGINAL SERIES



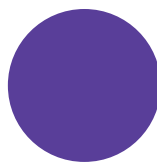
**COLOR 4**

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



**COLOR 5**

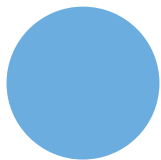
Multiple Cat Clumping  
Primary Color  
R/237 G/23 B/39  
Hex ED1727



**COLOR 6**

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

#### ADVANCED SERIES



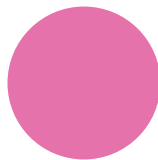
**COLOR 8**

Zero Mess™ Color  
R/108 G/173 B/223  
Hex 6CADDF



**COLOR 9**

Zero Mess™  
Pine Scented Color  
R/193 G/205 B/35  
Hex C1CD23



**COLOR 10**

PMS 224  
Picky Cat™ Color  
R/228 G/112 B/171  
Hex e470ab

## 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 typeface (Futura, 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.

## 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



### ADVANCED LOGO

Gray cat, black type



Gray cat, white type



Zero Mess™ version, white type



Zero Mess™ Pine Blend version, white type



### CAT ICON (NO LOGO TYPE)

Black



White



Gray



### BACKGROUND PATTERN

Black



### PRESS KIT

Reference documents and imagery



more ...



























# WORLD'S BEST CAT LITTER™

# DOWNLOADS

26.

## ELEMENTS AVAILABLE FOR DOWNLOAD

### ORIGINAL SERIES STANDARD PACKAGING

7 lb Clumping (front)	 High Resolution (.zip)	 Low Resolution
14 lb Clumping (front)	 High Resolution (.zip)	 Low Resolution
28 lb Clumping (front)	 High Resolution (.zip)	 Low Resolution
Clumping Family	 High Resolution (.zip)	 Low Resolution
7 lb Multiple Cat Clumping (front)	 High Resolution (.zip)	 Low Resolution
14 lb Multiple Cat Clumping (front)	 High Resolution (.zip)	 Low Resolution
28 lb Multiple Cat Clumping (front)	 High Resolution (.zip)	 Low Resolution
Multiple Cat Clumping Family	 High Resolution (.zip)	 Low Resolution
7 lb Lavender Scented Multiple Cat Clumping (front)	 High Resolution (.zip)	 Low Resolution
14 lb Lavender Scented Multiple Cat Clumping (front)	 High Resolution (.zip)	 Low Resolution
28 lb Lavender Scented Multiple Cat Clumping (front)	 High Resolution (.zip)	 Low Resolution
Lavender Scented Multiple Cat Clumping Family	 High Resolution (.zip)	 Low Resolution
Full Product Family (7 lb Bags Only, in a line)	 High Resolution (.zip)	 Low Resolution
Full Product Family (7 lb Bags Only, layered)	 High Resolution (.zip)	 Low Resolution

### FULL BRAND FAMILY STANDARD PACKAGING

6 & 7 lb Brand Family Fronts (in a line)	 High Resolution (.zip)	 Low Resolution
6 & 7 lb Brand Family Fronts (layered)	 High Resolution (.zip)	 Low Resolution























# WORLD'S BEST CAT LITTER™

# DOWNLOADS

27.

## ELEMENTS AVAILABLE FOR DOWNLOAD

### ADVANCED SERIES STANDARD PACKAGING

6 lb Zero Mess™	 High Resolution (.zip)	 Low Resolution
12 lb Zero Mess™	 High Resolution (.zip)	 Low Resolution
24 lb Zero Mess™	 High Resolution (.zip)	 Low Resolution
Zero Mess™ Family	 High Resolution (.zip)	 Low Resolution
6 lb Zero Mess™ Pine Scented	 High Resolution (.zip)	 Low Resolution
12 lb Zero Mess™ Pine Scented	 High Resolution (.zip)	 Low Resolution
24 lb Zero Mess™ Pine Scented	 High Resolution (.zip)	 Low Resolution
Zero Mess™ Pine Scented Family	 High Resolution (.zip)	 Low Resolution
6 lb Picky Cat™	 High Resolution (.zip)	 Low Resolution
12 lb Picky Cat™	 High Resolution (.zip)	 Low Resolution
24 lb Picky Cat™	 High Resolution (.zip)	 Low Resolution
Picky Cat™ Family	 High Resolution (.zip)	 Low Resolution
Full Product Family (6 lb Bags Only, in a line)	 High Resolution (.zip)	 Low Resolution
Full Product Family (6 lb Bags Only, layered)	 High Resolution (.zip)	 Low Resolution

### FULL BRAND FAMILY STANDARD PACKAGING

6 & 7 lb Brand Family Fronts (in a line)	 High Resolution (.zip)	 Low Resolution
6 & 7 lb Brand Family Fronts (layered)	 High Resolution (.zip)	 Low Resolution

# WORLD'S BEST CAT LITTER™ **BRAND MANUAL**

28.

For more information:

Kent Pet Group  
2905 N Hwy 61  
Muscatine, IA 52761

1-877-367-9225

[www.worldsbestcatlitter.com](http://www.worldsbestcatlitter.com)



**WORLD'S BEST**  
CAT LITTER™

**THANK YOU!**