Doggy Duber Brand Identity
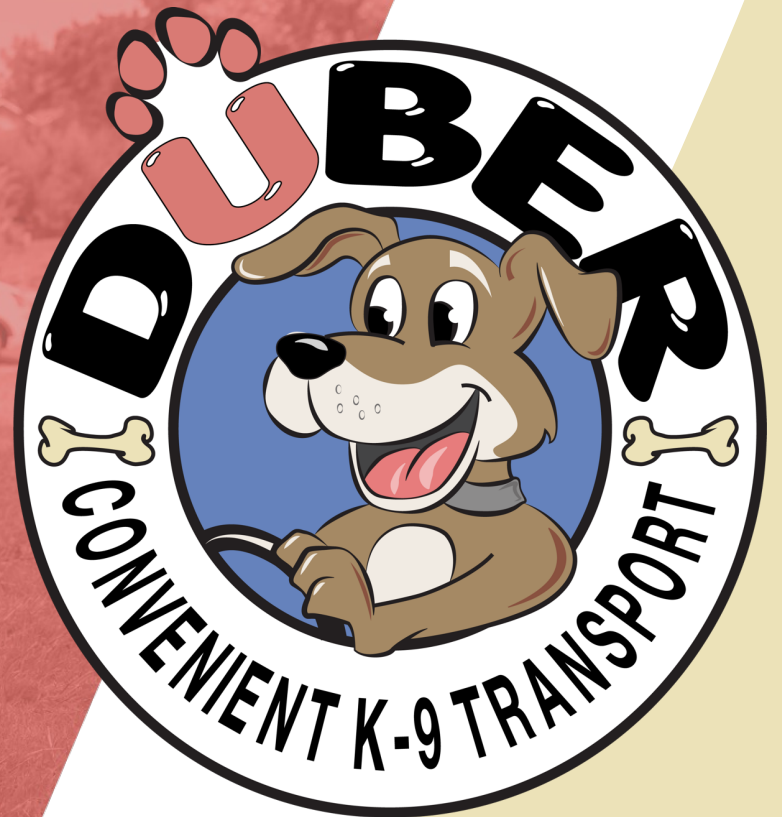
Safe Rides. Happy Tails.
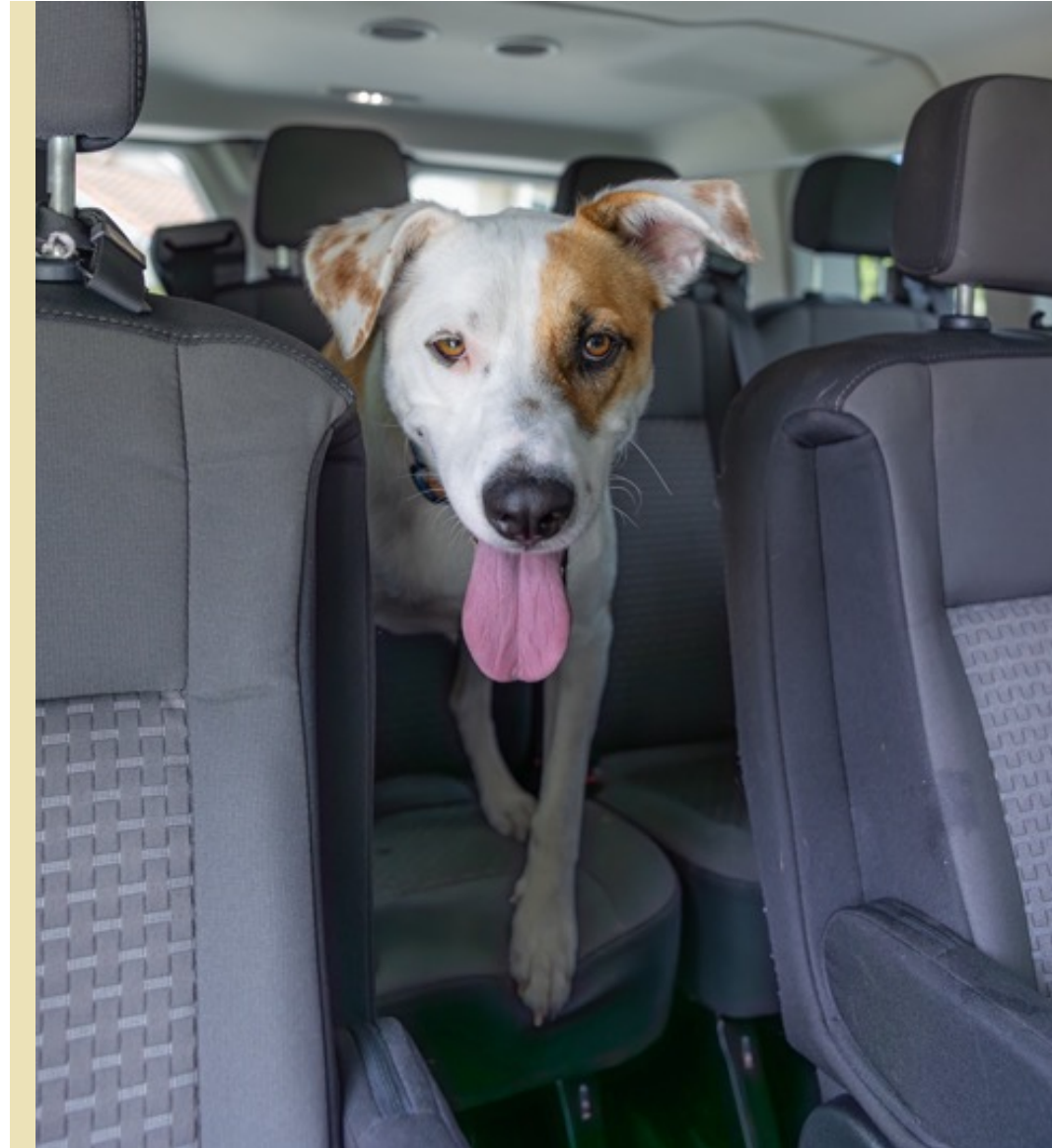
Brand Essence

- Mission: Provide safe, reliable, stress-free rides for dogs

- Vision: Be the trusted leader in dog transportation

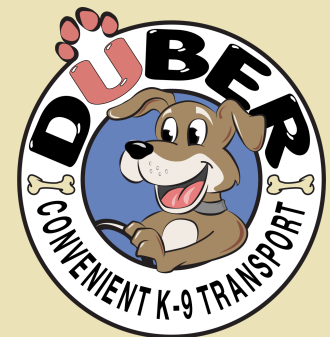- Core Values: Safety, Trust, Care, Convenience, Fun

Logo Design

Color Palette

Primary Colors

| Doggy Red #e85037 |
| Tail Wag Blue #6582bc |

Secondary Colors

| Pale Red #d97a74 |
| Bone White #ece2b8 |
| Brown #453b39 |
| Charcoal #222222 |

Typography

- Headline:
  Poppins Bold

- Body:
  Lato Regular

- Accent:
  # Glowworm
  (logo, playful)

Tagline

- Primary
  - 'Safe Rides. Happy Tails.'

- Alternatives
  - 'Where Every Ride is a Treat.'
  - 'Reliable Rides for Your Furry Sidekick.'

Visual Elements

- Shapes: Rounded corners, paw-print accents, motion lines

- Patterns: Paw trails, leash-inspired lines

- Photo Style: Bright images of joyful dogs in cars
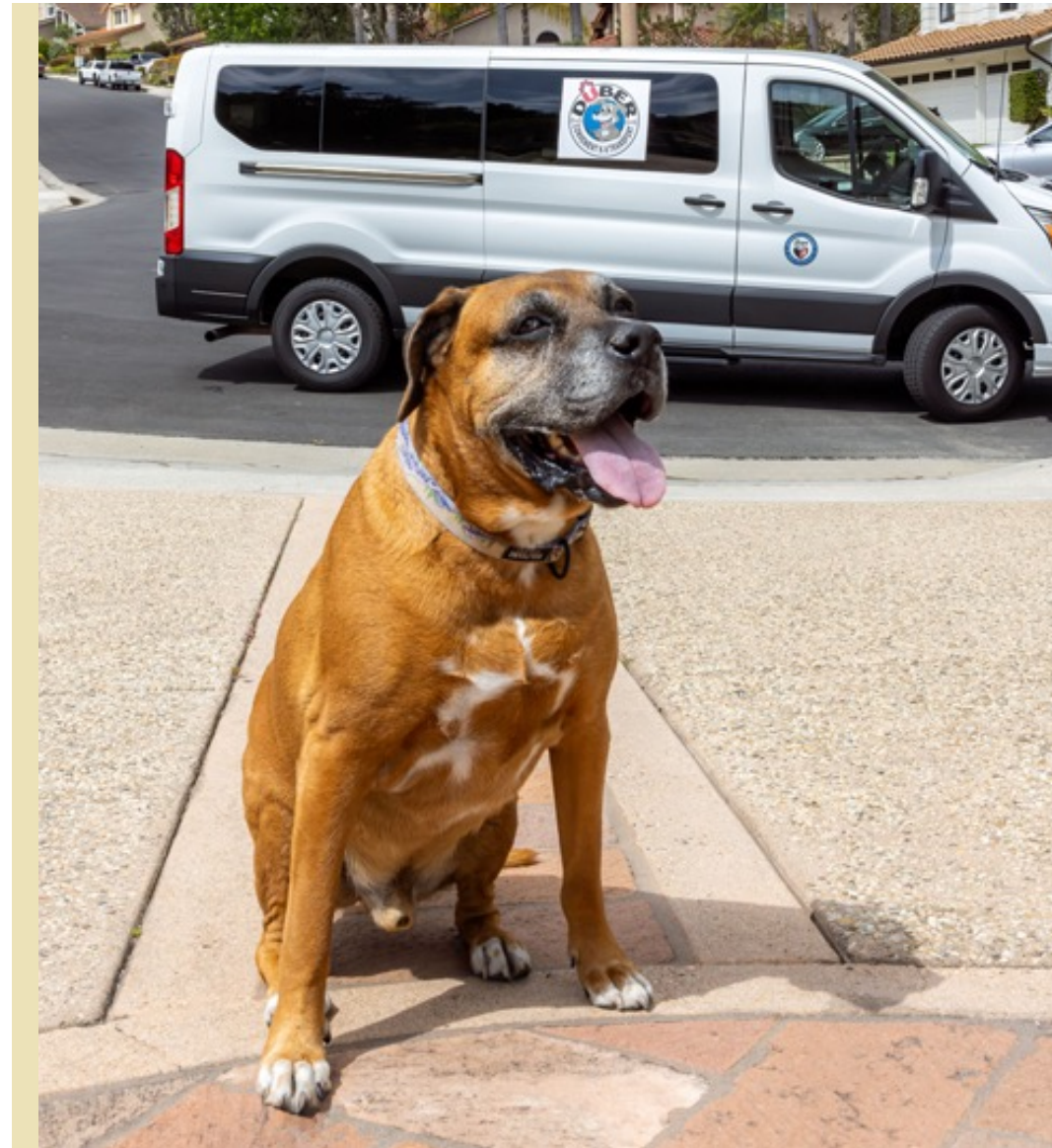
Tone of Voice

- Personality: Friendly, playful, trustworthy

- Style: Conversational, light humor

- Example: 'Your pup deserves more than a car ride—they deserve a Doggy Duber adventure.'
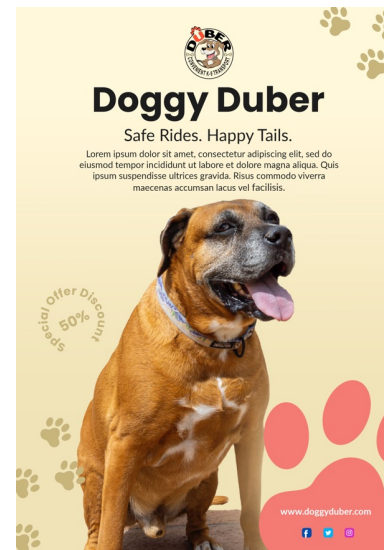
Applications

- Social Media Templates

- Print Collateral (flyers, posters, car decals)

- Digital Assets (website banners, icons)

- Merch: Bandanas, polos, paw-print magnets

Mockup Ideas

- Car decal with slogan

- Instagram grid design

- Business card with logo + slogan