

A PET
PROJECT
BY:



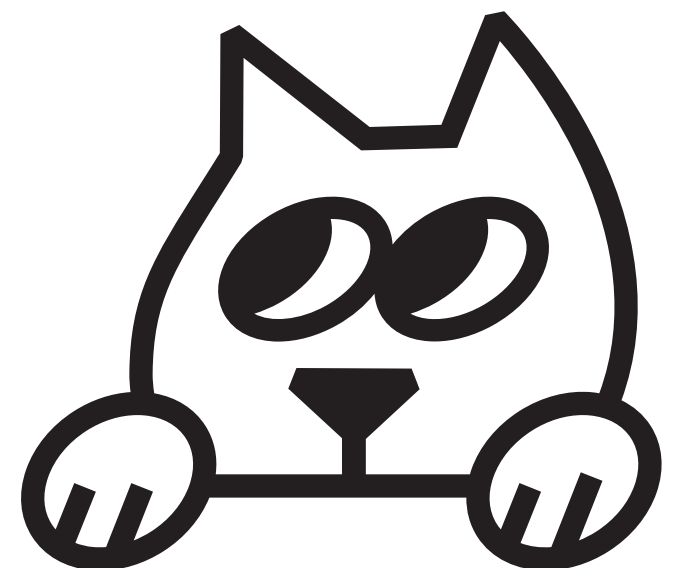
Southern Cross
Pet Insurance



**PAWS
OFF!**

Introducing Paws Off!, the first-of-its-kind warning symbol for human foods and drinks that should never be shared with dogs or cats.

Rather than appear as an ominous warning symbol, Paws Off! educates in a fun and human way. Brought to life through our species fluid character who represents both dogs and cats, our symbol communicates 'YUCK, not nice for me'.



1. Logos

Logosuite overview & uses

Logo 1 — Donut Logo



Key uses:

- Warning symbol for supporting brands' packaging

Logo 2 — Horizontal Logo



Key uses:

- Merch
- Comms

Where horizontal orientation is best suited to the canvas.

Logo 3 — Vertical Logo



Key uses:

- Merch
- Comms

Where vertical orientation is best suited to the canvas.

Logo 4 — Stand-alone Character



Key uses:

- Merch
- Comms

Reversed logosuite

Logo 1 — Donut Logo



Logo 2 — Horizontal Logo



Logo 3 — Vertical Logo



Logo 4 — Stand-alone Character

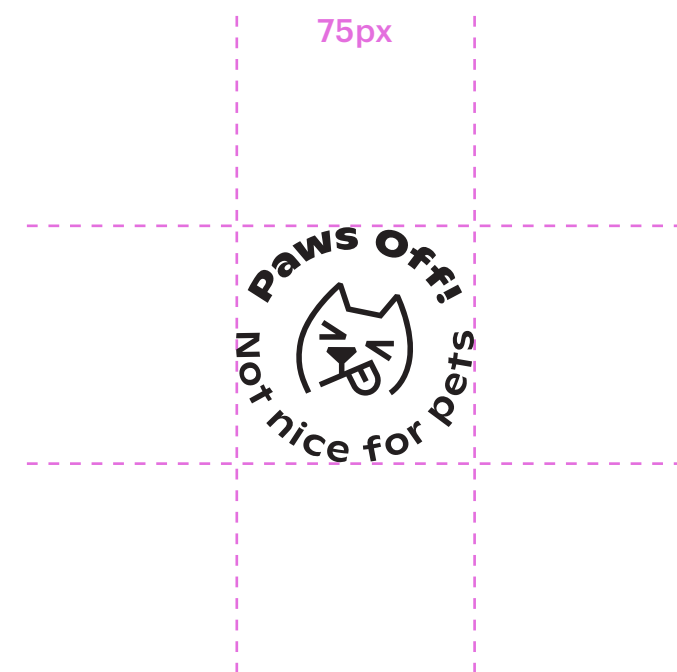
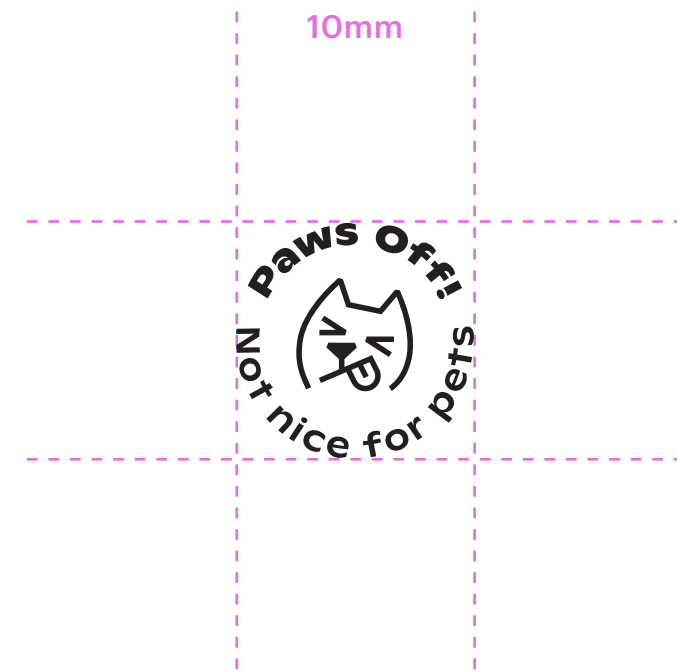


In order to improve legibility, the reversed versions of the logos have been custom drawn. The standard logos should not be changed from black to white.

Minimum logo sizes

To ensure legibility the logos should not be used any smaller than the sizes shown here.

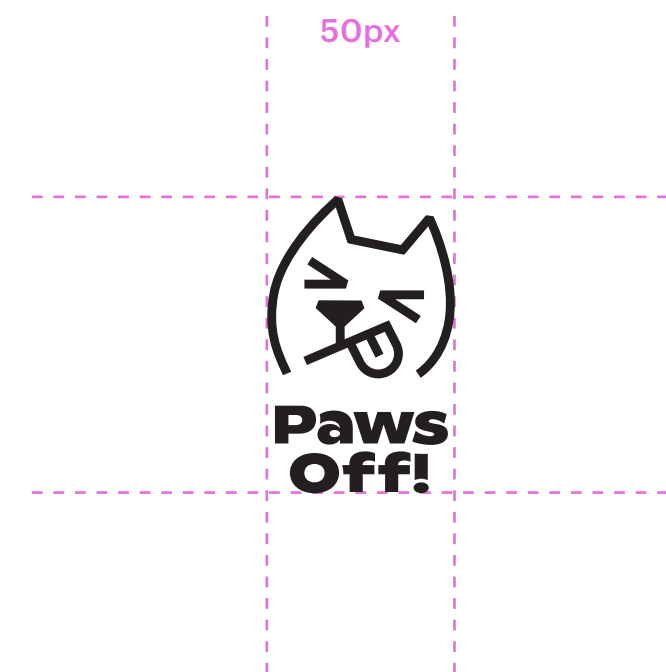
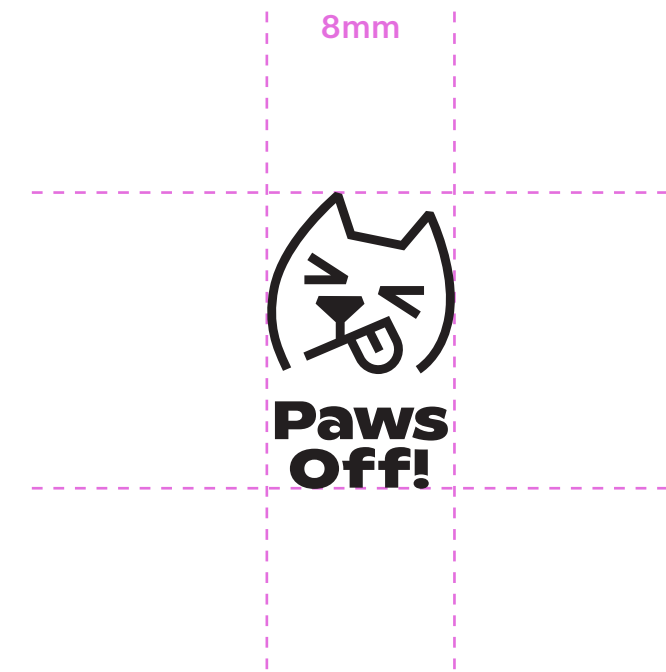
Logo 1 – Donut Logo



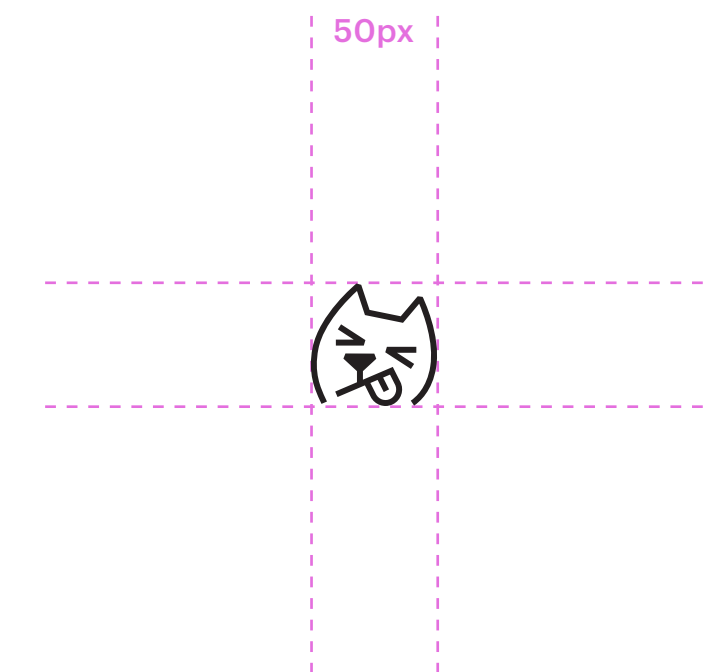
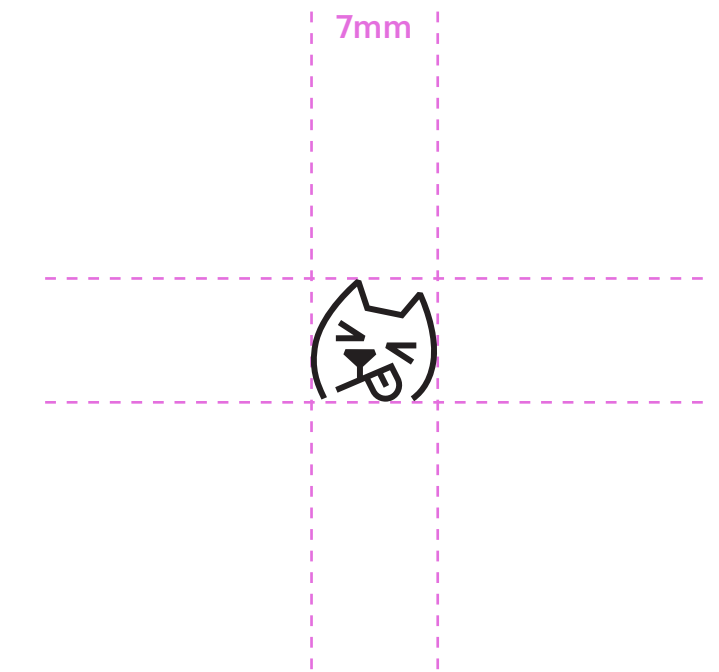
Logo 2 – Horizontal Logo



Logo 3 – Vertical Logo



Logo 4 – Stand-alone Character



2. Packaging warning symbol

Packaging warning symbol

The Donut Logo should be used on packaging.



Spacing & sizing

Recommended clearspace

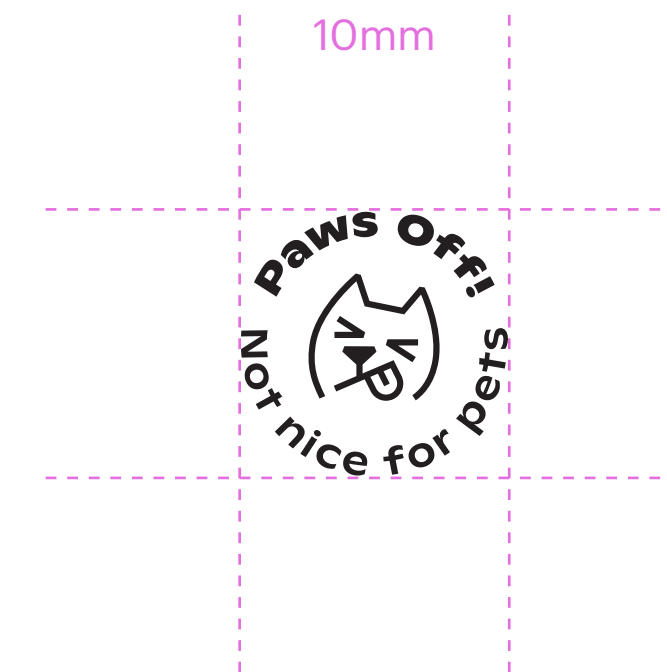
Follow this rule to allow the symbol clearspace from other packaging elements.



Recommended size for use on supporting packaging



Minimum size for use on supporting packaging



Colour

On packaging the Donut Logo can be used in black, white or one of the prominent packaging colours.

Example of application



Colour option 1 — adopt a brand colour



Colour option 2 — black



Colour option — white (reversed logo)

Do nots



DO NOT SCALE THE SURROUNDING TYPE SEPARATELY FROM THE CHARACTER



DO NOT USE THE LOGO IN MORE THAN ONE COLOUR



DO NOT LAYER THE LOGO ON BUSY PATTERNS



DO NOT EDIT OR REPLACE THE TYPE
The type has been crafted to ensure correct letterspacing and sizing.

