



Company Branding

2020-2021

Company Logo



Our company logo was chosen mainly focusing on the connection of the owners and their pets. It represents their pet peeves solved through our products and involves the company with the pet owners.

Color Palette and Fonts

112C4F RGB: 17, 44, 79 CMYK: 78%, 44%, 0%, 69%

0E6AAB RGB: 14, 106, 171 CMYK: 92%, 38%, 0%, 33%

2798E8 RGB: 39, 152, 232 CMYK: 83%, 34%, 0%, 9%

BD1515 RGB: 189, 21, 21 CMYK: 0%, 89%, 89%, 26%

401818 RGB: 64, 24, 24 CMYK: 0%, 63%, 63%, 75%



- Denk One: Regular
(Titles, subtitles, important information)
- Calibri: Bold
(Graphs, numbers and letterhead)





1401 South Grand
Santa Ana, CA 92705

November 12, 2020

To whom it may concern,

Pet peeve is a company mainly dedicated to the pet owners and their peeves. Our company is constantly looking for new ways to help pet parents relief their pet peeves. We are focused on developing technology products to help them take care of their pets while they are not home by their cell phone. These items are available for all type of customers that own pets and struggle with a busy schedule while trying to take care of their pets.

Best regards,

Jocelin Mendez

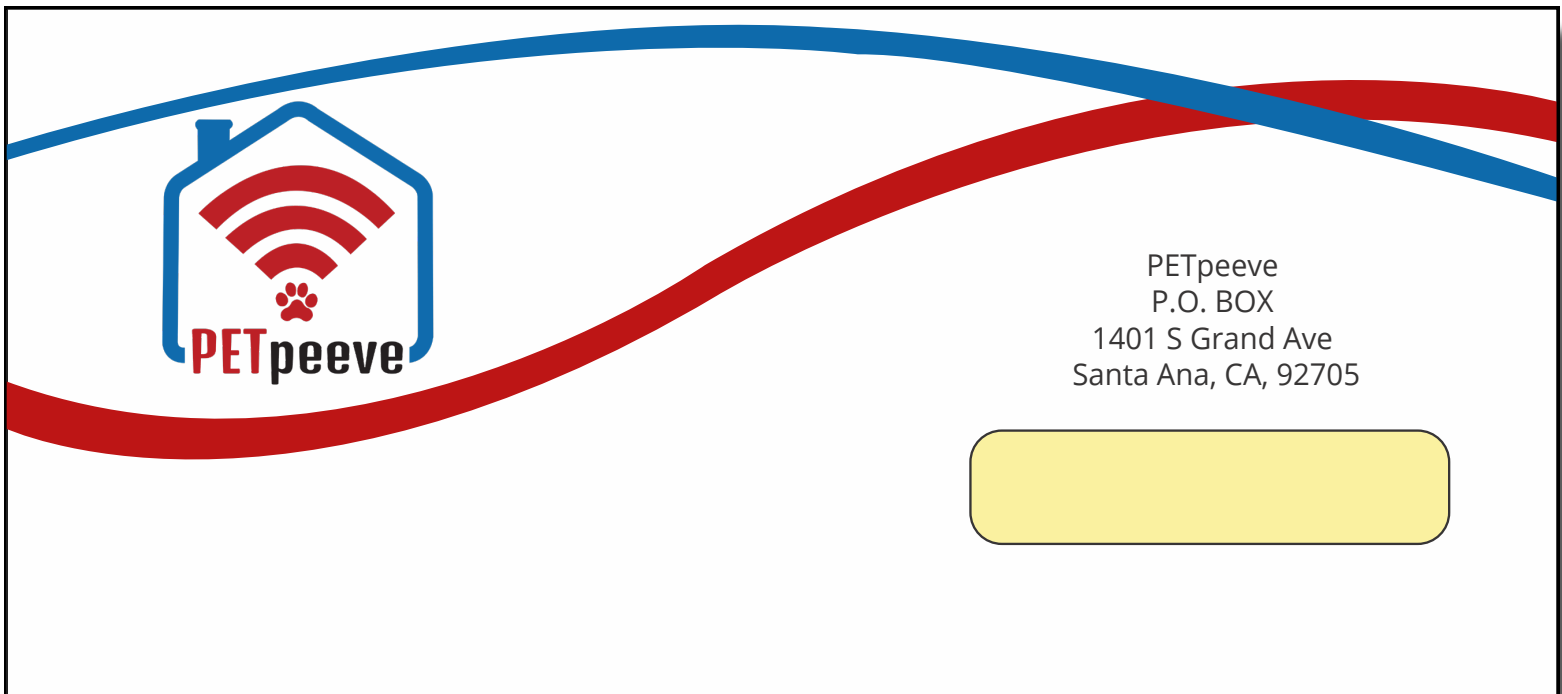
Vice President of Art and Publications, PETpeeve

(123) 456-7890
petpeeve.ca@gmail.com

Business Card



Envelope



Trade Show Banner

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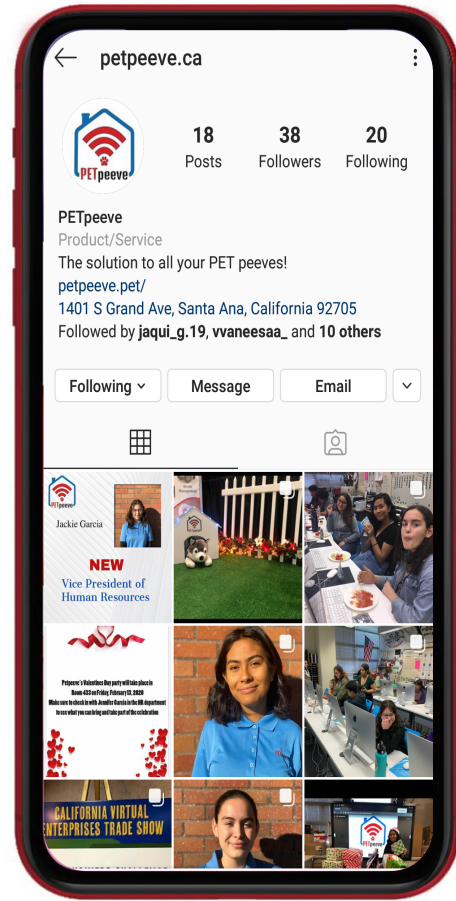
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