

chloe's corner

Brand & Style Guide

Created by Katerina Moss for Carrie Straszheim - Version 1

Color System

Puppy Love Pink

Hex: #F49AC0

RGB: 244, 154, 192

CMYK: 0%, 37%, 21%, 4%

A sweet pink shade symbolizing the nurturing and compassionate affection and care for pets. This is the main color and identity of the brand.

Chloe's Blush

Hex: #FFD9E9

RGB: 255, 217, 233

CMYK: 0%, 15%, 9%, 0%

A soft pink shade evoking sweetness and comfort while resembling Chloe's delicate ears.

Silky Paws

Hex: #FAF4FF

RGB: 250, 244, 255

CMYK: 2%, 4%, 0%, 0%

This color is reminiscent of a soft, luxurious texture akin to the silky fur of a dog, fitting well with the delicate and light tone of the color. This color can be used in place of a pure white.

Golden Leash

Hex: #FFEBC8

RGB: 255, 235, 200

CMYK: 0%, 8%, 22%, 0%

A warm, golden color symbolizing loyalty and service. The golden hue symbolizes warmth and care, perfect for a pet-centric business.

Midnight Muzzle

Hex: #25231F

RGB: 37, 35, 31

CMYK: 0%, 5%, 16%, 85%

A deep, luxurious black that resembles Chloe's nose. It has a subtle undertone that adds dimension and character, making it both classic and sophisticated.

Typography

The Chloe's Corner brand typefaces are Playfair Display and Public Sans.

Playfair Display: This serif typeface exudes elegance and sophistication and evokes a sense of timeless beauty and refinement, which resonates well with the premium white-glove service offered by Chloe's Corner. The serif style also adds a touch of warmth and familiarity, making it approachable yet sophisticated. The Playfair Display type should be used for all titles, headings, and subheadings.

Playfair Display Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890

*?!@#%&*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

Playfair Display Regular Italic

abcdefghijklmnopqrstuvwxyz 1234567890

*?!@#%&*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

Public Sans: In contrast, Public Sans is a modern sans-serif typeface designed for clarity and versatility. It offers excellent readability across various digital and print mediums, ensuring that information is communicated effectively without sacrificing aesthetic appeal. Public Sans's clean lines and geometric shapes convey a sense of professionalism and reliability, which are crucial for a service-oriented brand like Chloe's Corner that emphasizes trustworthiness and efficiency in its operations. The Public Sans type family should be used for all body text. Both fonts are available on Google Fonts and Canva.

Public Sans

abcdefghijklmnopqrstuvwxyz 1234567890

?!@#%&*ABCDEFGHIJKLMN OPQRSTUVWXYZ

Headings

Subheadings

Body Text

chloe's corner

for the love of pawes

Chloe's Corner provides white glove service to their customers.

Icon



Full Color



Black+White



2 Color



1 Color

Logos



*chloe's
corner*

FOR THE LOVE OF PAWS

CC



chloe's corner

FOR THE LOVE OF PAWS