



Peak Pet and Home Care

Brand Guidelines

Colorado Springs, CO

01 LOGO



Primary · Light backgrounds

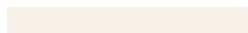


Reversed · Dark backgrounds

RECOMMENDATIONS

- **Do not stretch or distort** Keep proportions locked at all times.
- **Maintain clear space** Try to leave at least one logo-size of space on all sides.
- **Minimum size** 1 inch in print · 120px in digital.
- **Try not to recolor** Use the provided logo files or stick to the color palette.

02 COLOR PALETTE



Ivory
#F6F2EA
Background



Wheat
#E8D9BE
Soft fill



Ochre
#D4A843
Primary accent



Clay
#B8715A
Secondary accent



Umber
#352820
Text / dark

03 TYPOGRAPHY

HEADING FONT

DM Serif Display

Aa Bb Cc 0 1 2 3 4 5 6 7 8 9

Headlines, wordmark, section titles.

BODY FONT

Lato

Aa Bb Cc 0 1 2 3 4 5 6 7 8 9

Body copy, navigation, captions, labels, UI text.

TYPE HIERARCHY

Your home, in good hands.

Trusted, personal care for your pets and home.

Services · About · Book

PET CARE · HOME WATCH · COLORADO SPRINGS

04 VOICE & TONE

Warm — Write like a neighbor, not a corporation. Use short, human sentences.

Trustworthy — Be specific and honest about what actually happens during a stay.

Personal — Every client and pet is different. Ask lots of questions.

Grounded — Colorado is part of the identity. We're local, not a franchise.

05 IMAGERY STYLE

Natural light, warm tones, candid over posed. Genuine moments of comfort, like a dog resting in a sunbeam, a cat on a windowsill, or a clean room in the afternoon.

Warm shadows, soft highlights, slightly muted saturation.

Animals in home environments, close-up textures, Colorado exteriors, quiet domestic detail.