

# Pawmenities

## Brand Guidelines

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Official brand standards for media use

Version 2.0 — 2026

# Brand Overview

Pawmenities is Boston's premier luxury cage-free dog boarding, daycare, and grooming brand. Founded in 2021, we've reimagined pet hospitality with a boutique, home-like experience that treats every dog as a valued guest — not a number in a kennel.

Our name is a playful portmanteau of **Paw + Amenities**, reflecting our commitment to providing exceptional amenities for pets.

# Brand Voice & Tone

Warm, Professional, Playful, Premium

Attribute	Description
Warm	Approachable and caring — we speak to pet parents like trusted friends
Professional	Knowledgeable and reliable — backed by expertise and awards
Playful	Fun and lighthearted — we don't take ourselves too seriously
Premium	Sophisticated yet accessible — luxury without pretension

# Brand Colors

Our two primary colors anchor the brand across all touchpoints:

Color	Hex	RGB	Usage
Brand Blue	#0069AB	0, 105, 171	Primary — headers, links, backgrounds
Brand Orange	#F26611	242, 102, 17	Accent — CTAs, highlights, energy
Dark Blue	#005A94	0, 90, 148	Hover states, dark UI elements
Light Blue	#E6F4FA	230, 244, 250	Backgrounds, cards, subtle fills
Orange Light	#FFF4ED	255, 244, 237	Warm backgrounds, highlights

# Typography

Typeface	Weight	Usage
Plus Jakarta Sans	300–800	Body text, headings, general UI
DM Serif Display	Regular & Italic	Accent italic text in headings (e.g. 'Premier')
Poppins	400–700	Navigation, buttons, labels

# Logo Usage

The Pawmenities logo features our distinctive paw-cross icon alongside the wordmark. The logo must maintain its aspect ratio and should have adequate clear space around it.

- Always maintain a minimum clear space equal to the height of the paw icon around the logo.
- Do not stretch, rotate, or distort the logo.
- Use the blue logo on white/light backgrounds and the white logo on dark/blue backgrounds.
- Minimum size: 120px wide for digital, 1 inch for print.
- Do not place the logo over busy imagery without sufficient contrast.
- Do not alter the colors of the logo — use only approved color variants.

# Photography Style

All photography should feel warm, natural, and high-quality. Dogs should appear happy and relaxed in bright, well-lit environments. Avoid overly staged or stock-looking imagery. Our style emphasizes:

- Natural light and warm tones
- Candid moments over posed shots
- Clean, modern facilities as backdrop
- Happy, engaged dogs in social settings
- Consistent color grading with warm highlights