

MIGHTY®

RETHINK DURABILITY



Brand Guidelines





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This is an evolving document incorporating identity guidelines for all brand subsets of VIP Products, LLC
Please request the latest version in order to assure you are utilizing the latest approved guidelines.

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This document covers MIGHTY® brand guidelines only. For other brands, refer to their individual guidelines.

Questions? Please reach out to Director of Operations,
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rev.04.17.25



Brand Personality

01

The overall tone and attitude we use to deliver our message. Brand personality is the key emotional component that determines whether MIGHTY® is a likable brand. Our brand personality evokes a relationship with target audiences. The MIGHTY logo brand invokes strength with an element of fun; a serious brand not to be taken too seriously.

MIGHTY® Logo

The MIGHTY logo is set in Pantone 1495C or its CMYK equivalent with a black stroke. Alternate approved variations of the logo are available for specific use against mid-tone and dark backgrounds. The Register mark appears as solid black with no stroke, in Arial Regular font. When used against a dark background, a white stroke and register mark is used. Always use the logo files provided — **do not re-create the logo.**



Pantone 1495C

The MIGHTY logo will always incorporate Pantone 1495C or its CMYK equivalent and should never be altered. Positive and Negative approved versions are available for proper use.

Approved Register Mark

Always use approved logo with Register mark. Do not move or alter registration.

Logo Use Samples Against Solid Background colors

The MIGHTY logo should always be shown clearly against a solid background. Use of the logo on any background that is not solid will require that the logo and registration mark be clearly visible and discernable. See examples below.

Light version



Standard version

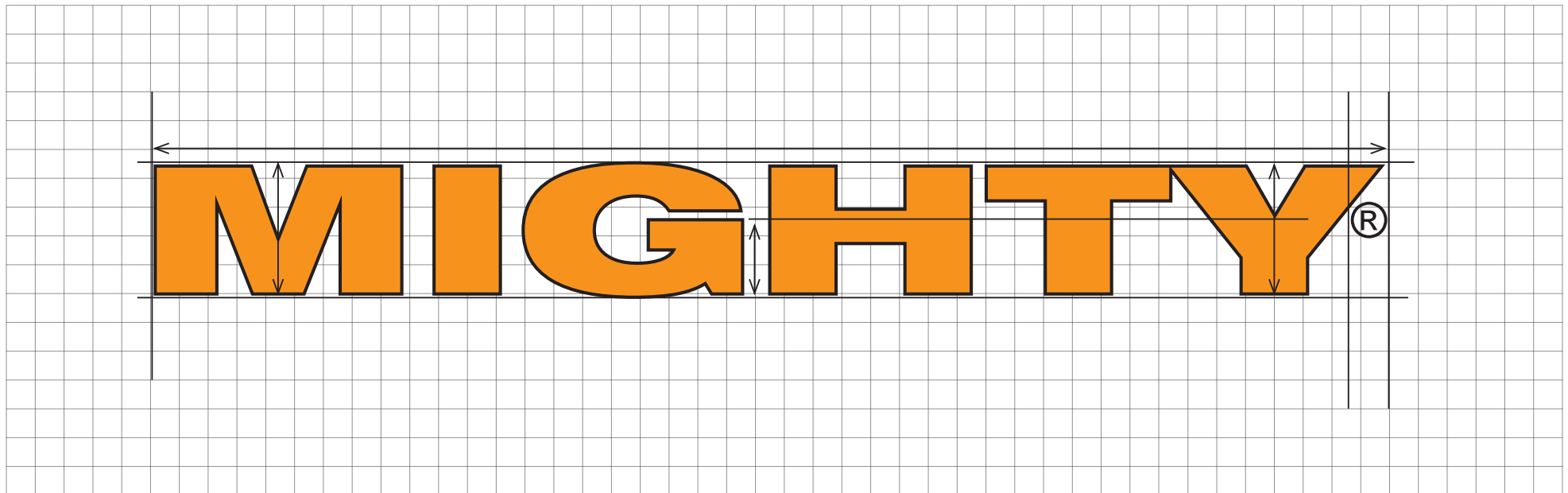


Reversed version



Measurements of logo

The MIGHTY mark should always be used to scale below, without stretching or alteration. The approved registration mark will always appear at the mid-upper-right of the MIGHTY logomark in a readable size.



The MIGHTY Logo must remain at a readable size with a minimum of 0.155" height requirement.

On print and online advertising, the MIGHTY logomark will be the dominating feature and must be showcased in a clear fashion with the highest hierarchy.

Horizontal logo minimum size

Print 1.45"

Digital 100 px



Logo clearspace

There should be consistent spacing around the logo, as measured by the x-height of the “Y” within the logo. No graphic elements should enter the clear space as determined by these guidelines.

Dedicated Logo Clearspace



Y-Height determines clearspace area.

All use of the MIGHTY logomark will have a clearspace around it equal to or greater than the height of the “Y” in the logomark, as shown. This includes textual elements, images, additional logomarks, and any other competing factors. Exceptions may be made only in regard to official use with the “Rethink Durability” or descriptive “Dog Toys” tagline which is displayed at 1/2 x-height below the MIGHTY logo.

MIGHTY®
RETHINK DURABILITY

MIGHTY®
DOG TOYS

Incorrect use

Ensure consistent reproduction of the MIGHTY brand logo marks. Some examples of common misuse are shown on the next page. Although these do not represent every instance of misuse, they illustrate common situations to avoid. **Use only approved digital art files.**

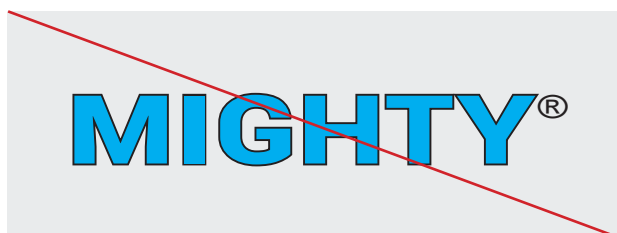
Following are examples of unacceptable treatments of the brand identity. Images of common misuse are shown on the next page.

DO NOT:

- Alter the typography
- Alter the official color schemes
- Use artistic filters or embellishments
- Stretch, rotate, elongate or otherwise distort the image
- Place the logo on an image that is cluttered or on a busy background
- Reduce the transparency of the images

Incorrect use

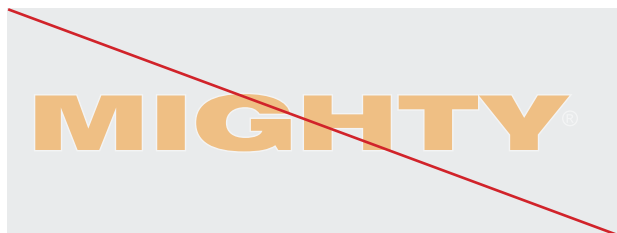
Ensure consistent reproduction of the MIGHTY brand images. Some examples of common misuse are shown on the next page. Although these do not represent every instance of misuse, they illustrate common situations to avoid. **Use only approved digital art files.**



DO NOT alter the typeface, use in any colors other than those specified, or skew, stretch, or rotate in any way.



DO NOT display logomark against competing backgrounds, unflattering colors, or use any additional embellishments or artistic filters.



DO NOT reduce the transparency of the logomark or incorporate an unauthorized tagline into the logo.



Typography & Lettering 02

The MIGHTY® brand utilizes Univers fonts to speak with a voice that is as approachable as it is readable. Myriad Pro Bold is used when conveying premium MIGHTY-branded features.

Primary font

The primary font of Univers Condensed in various weights is to be used for all body copy, disclosures, descriptions, and any other copy-heavy text required. Alternatively, if Univers is unavailable, use of **Myriad** or **Myriad Pro** is an acceptable alternative.

Univers Condensed

Aa

47 Light Condensed, 47 *Light Condensed Oblique*,
57 Condensed, 57 *Condensed Oblique*,
67 Condensed, 67 *Condensed Oblique*

Univers Condensed Font Family

A B C D E F G H I J K L M N O P R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

A B C D E F G H I J K L M N O P R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } < > ?

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } < > ?

The Univers font family can be purchased and downloaded online here:

<https://www.myfonts.com/collections/univers-font-linotype>

Secondary font

The secondary font of Myriad Pro is only to be used for MIGHTY-branded premium features and in some cases, headlines.

Myriad Pro

A1

Myriad Pro Font Family

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } < > ?

Bold

The Myriad Pro font family can be downloaded online here:

<https://fonts.adobe.com/fonts/myriad>

Type hierarchy

Hierarchy in type use is important for conveying important headlines and features, while keeping noted important disclaimers and subtext clearly readable.

Examples of type hierarchy

Headline / Headline

52 Headlines are to be used sparingly and should briefly convey a direct message or call to action.

Subhead

22 Subhead text is used to differentiate sections in large bodies of text in order to improve flow and readability.

FEATURE TEXT

18 Feature text includes toy feature callouts such as “7 Layers of Material” or product-specific features such as “Machine Washable” and “They Float!”

Body Text

9 Body text should never appear below 9pt. Certain exceptions apply. Please contact us for approval.

Caption and Disclaimer Text

6 Caption and disclaimer text should never appear below 6pt. Certain exceptions apply. Please contact us for approval.



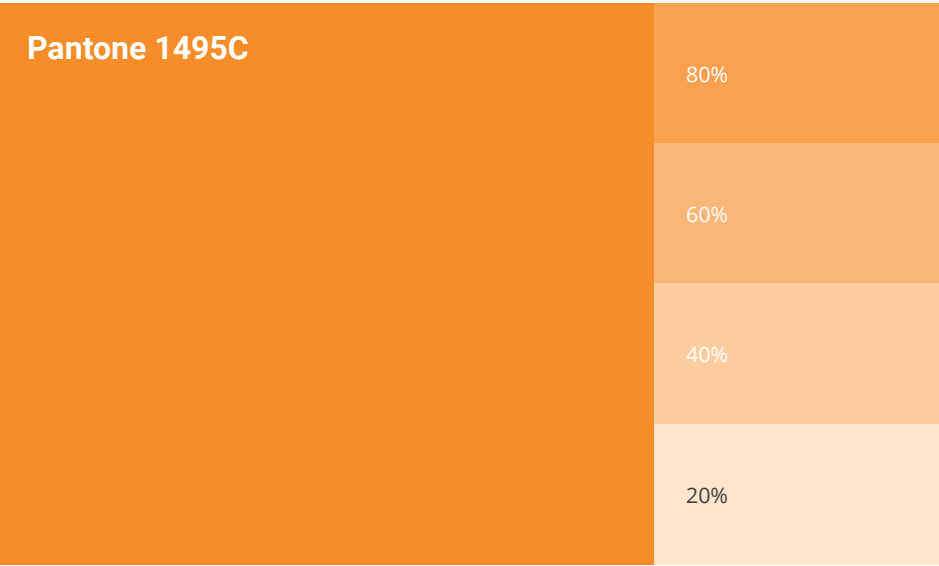
Brand Color Palette

03

Only approved shades of black, orange and cream are approved as the official color palette in MIGHTY branded materials.

Primary color palette

Approved primary colors for use in conjunction with MIGHTY branded materials are Red and Black. Please note the different authorized uses of Solid Black v/s Rich Black.

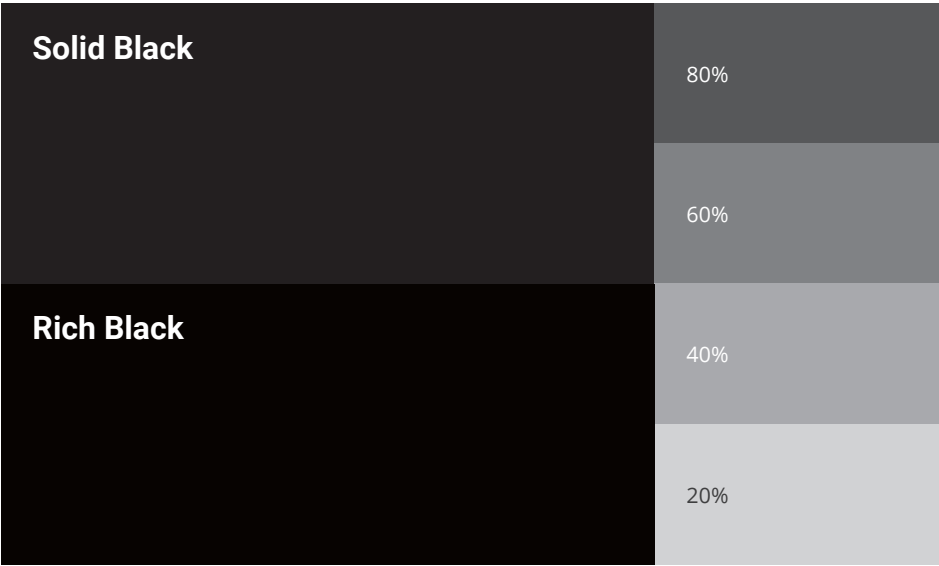


COLOR CODES

CMYK C0 M50 Y100 K0
Pantone 1495C
RGB R247 G148 B29
Web F7941D

Orange

Pantone 1495C or equivalent color breakdown is the only approved orange for use with the MIGHTY brand. Any other use of unapproved orange color breakdowns are deemed inappropriate.



COLOR CODES

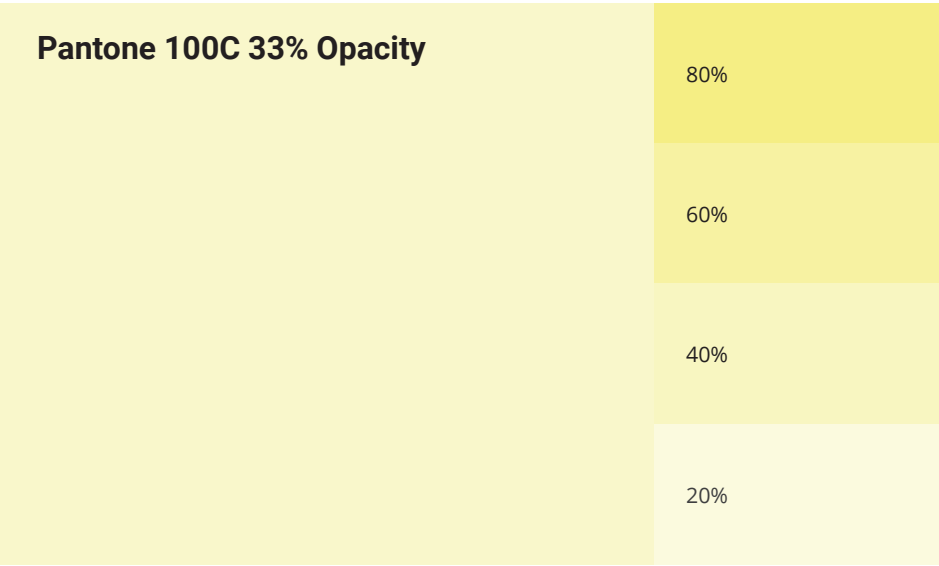
Solid Black
CMYK C0 M0 Y0 K100
Rich Black
CMYK C30 M30 Y40 K100
RGB R0 G0 B0
Web 000000

Solid Black & Rich Black

Solid black should be used for all textual elements and set to overprint for printed media. Rich black may be used as a background element to achieve richer, truer black coverage. Rich black should never be used with text.

Secondary color palette

Approved secondary colors to be used in conjunction with all MIGHTY branded materials are “MIGHTY Yellow” and white.

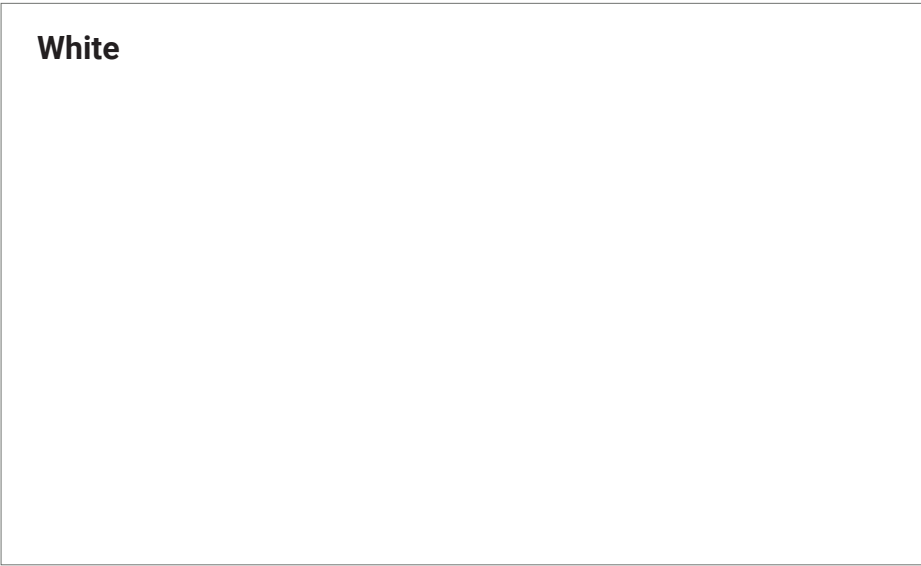


COLOR CODES

CMYK C1 M0 Y26 K0
Pantone 100C 30% Opacity
RGB R254 G249 B202
Web FEF9CA

Cream

Pantone 100C at 30% Opacity, or equivalent color breakdown, is the only approved cream for use with the MIGHTY brand. Any other use of unapproved cream color breakdowns are deemed inappropriate.



COLOR CODES

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Web FFFFFFFF

White

White is a color! Proper use of white can create striking contrast against heavy color coverage. Use it as white space, white accents, or white text against a contrasting background.





Lifestyle Images

04

Lifestyle images of dogs with MIGHTY® toys are custom-created and specifically selected for brand enhancement.

Dog with Toy Lifestyle Image

Approved dogs for display with MIGHTY toys should be front-facing, have a friendly appearance, and be of a breed/size appropriate to the Durascale level of toy they're shown with (i.e. Large Balls should be displayed with large-breed dogs; JRs should be displayed with young and/or small-breed dogs, etc.). Dog images should be isolated against a solid white background and include a light shadow for a natural look.

No Stuff Large Ball Dog Lifestyle Image



Junior Bee Dog Lifestyle Image



Massive Kangaroo Dog Lifestyle Image



Dog with Toy Feature Images

In some cases an “action” image showing dogs with MIGHTY toys and a full background may be utilized as a feature image for marketing mediums such as emails, social media, and catalogs. These images must feature happy/content dogs, front-facing with toys in their mouths, against a background that does not distract from the dog or the toy. Feature images are often used to reinforce holiday themed toys or give a feeling of happiness and playful fun with MIGHTY dog toys.







**For questions, concerns, or clarification,
please contact us directly.**

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rev.04.17.25