TUFFY®

WORLD'S "TUFF"EST SOFT DOG TOY™

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.

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

Questions? Please reach out to Director of Operations,
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or Creative Director, Elle Phillips: design@ellephillips.com

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Brand Personality

01

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

TUFFY® Logo

The TUFFY® logo is set in Pantone 187C with black stroke. The Register mark appears as solid black with no stroke, in Arial Bold 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.

Logo Use Samples Against Solid Background colors

The Tuffy 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 mark be clearly visible and discernable. See examples below.

Pantone 187C

Tuffy logo will always incorporate Pantone 187 Red and should never be altered. Positive and Negative vapproved versions are available for proper use.

Approved Register Mark

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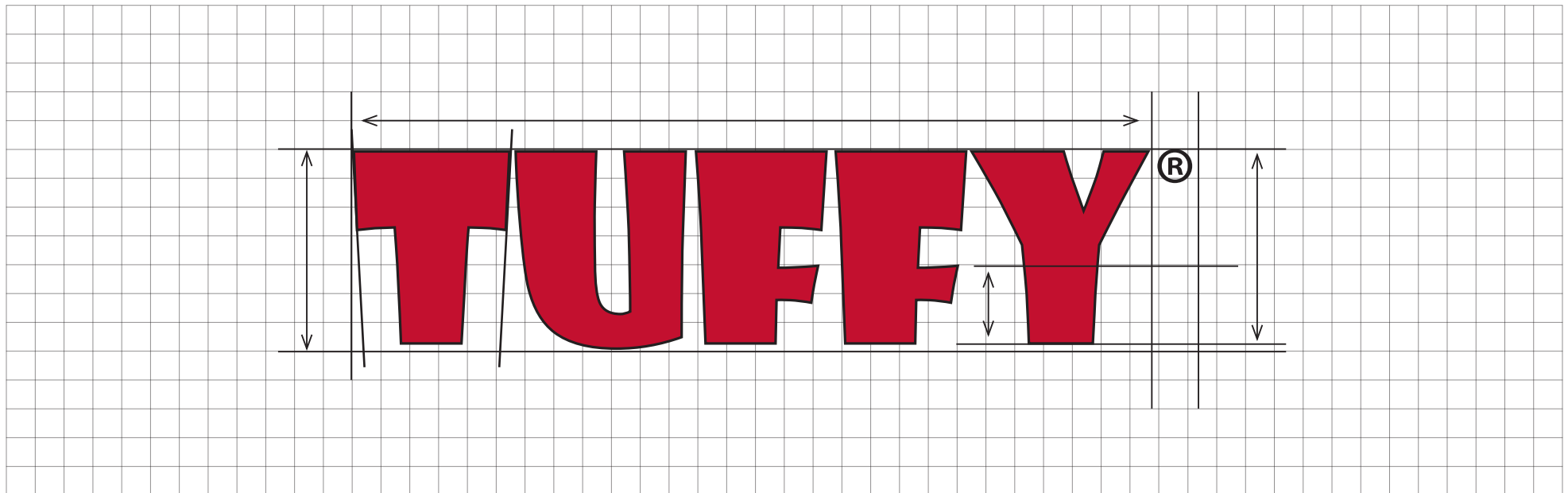
Light version

Gry scale version

Negative version

Measurements of logo

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

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

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

Horizontal logo minimum size

Print 0.675"

Digital 100 px

Logo clearspace

There should be consistent spacing around the logo, as measured by the following elements within each logo. No graphic elements should enter the clear space as determined by these guidelines.

Dedicated Logo Clearspace

T-Height determines clearspace area.

All use of the TUFFY logomark will have a clearspace around it equal to or greater than the height of the "T" 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 World's "Tuff"est Soft Dog Toy trademarked tagline which is displayed at 1/2 x-height below the TUFFY logo.

Incorrect use

Ensure consistent reproduction of the TUFFY 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.**

Following are examples of unacceptable treatments of the brand identity. Images of common mis-use is shown on the next page.
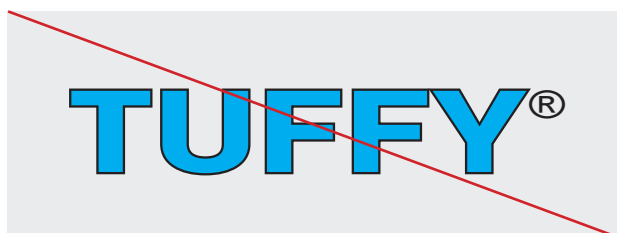
DO NOT:

- Alter the typography

- Alter the official color schemes

- Use artistic filters or embellishments

- Stretch, rotate, elongate or otherwise distort the image

- Place the images on an image that is cluttered or on a busy background

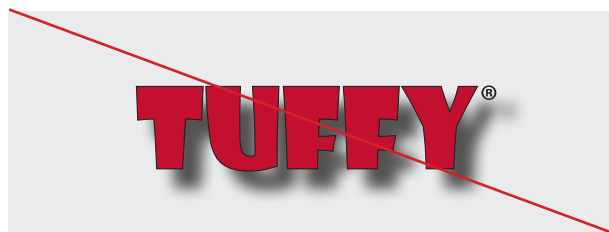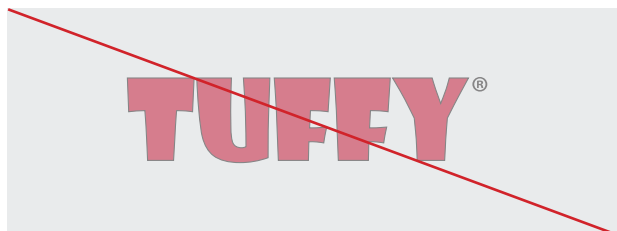- Reduce the transparency of the images

Incorrect use

Ensure consistent reproduction of the TUFFY 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/colors, or use any additional embellishments or artistic filters.

DO NOT reduce the transparency of the logomark or incorporate another design into the logo.

Typography and lettering

02

The TUFFY® brand utilizes Univers fonts to speak with a voice that is as approachable as it is readable. Showcard Gothic is used when conveying premium TUFFY-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 **Arial or Arial Narrow 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 Showcard Gothic is only to be used for TUFFY-branded premium features and in some cases, headlines.

Showcard Gothic

Showcard Gothic 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 ! @ # $ % ^ & * ( ) { } < > ?

A1

BOLD

The Showcard Gothic font family can be downloaded online here:

https://fontsgeek.com/fonts/Showcard-Gothic-Regular

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 hierachy

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, red and yellow are approved as the official color palette in TUFFY branded materials.
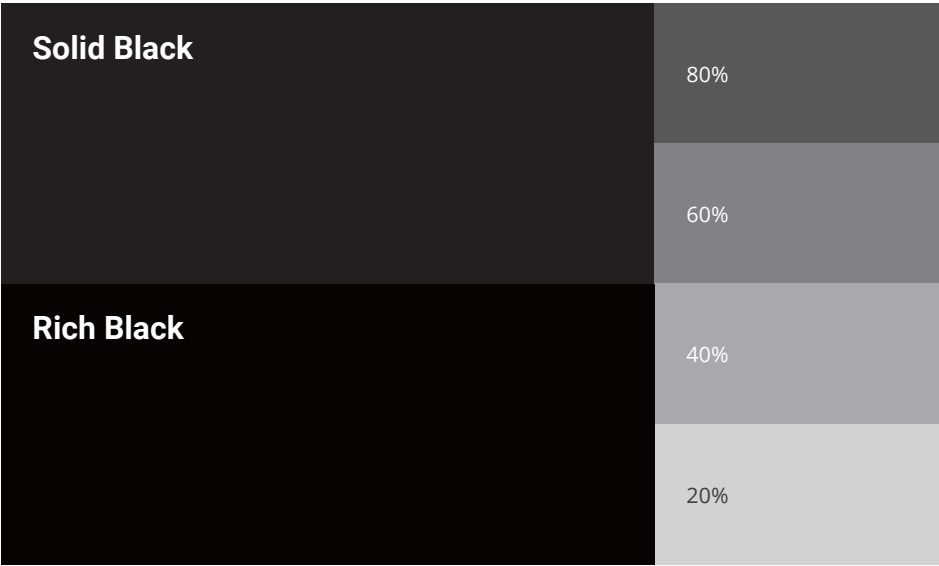
Primary color palette

Approved primary colors for use in conjunction with TUFFY branded materials are Red and Black. Please note the different authorized uses of Solid Black v/s Rich Black.
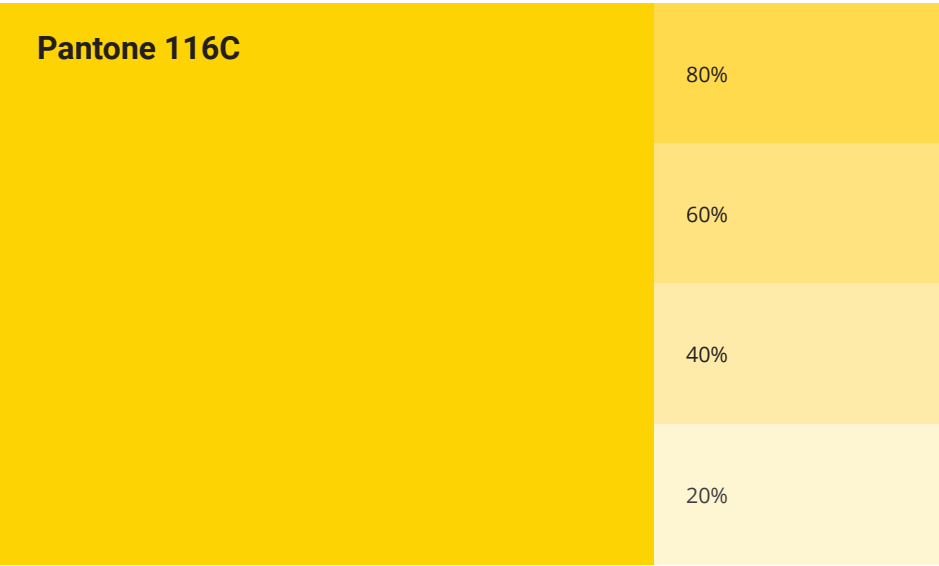
Pantone 187C

	80%
	60%
	40%
	20%

Solid Black

	80%
	60%

Rich Black

	40%
	20%
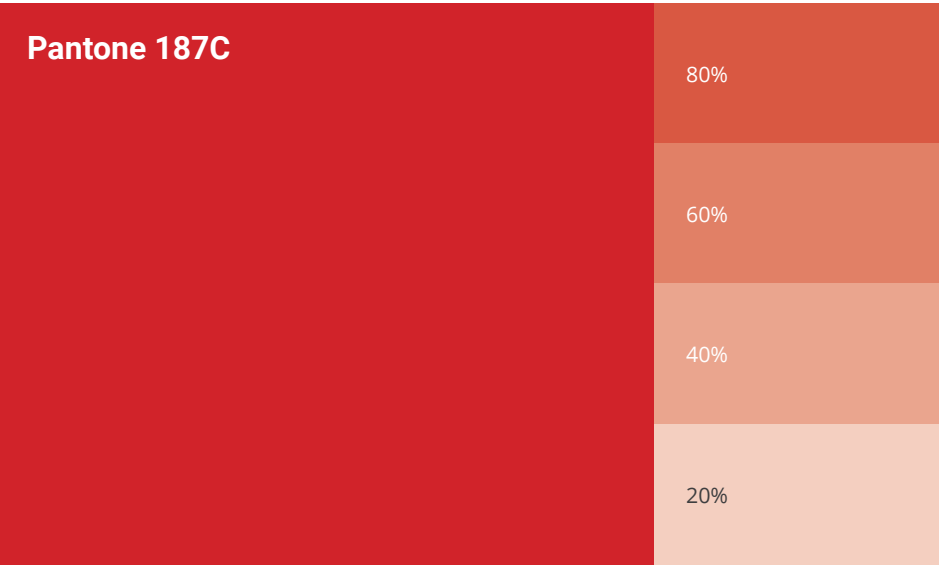
COLOR CODES

CMYK   C15 M100 Y100 K0
Pantone 187C
RGB   R210 G35 B42
Web   d2232a

Red

Pantone 187C or equivelant color breakdown is the only approved red for use with the TUFFY brand. Any other use of unapproved red 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 TUFFY branded materials are "Tuffy Yellow" and white.

Pantone 116C

80%

60%

40%

20%

White

COLOR CODES

CMYK   C0 M15 Y100 K0
Pantone 116C
RGB   R255 G206 B0
Web   ffce00

Yellow

Pantone 116C or equivelant color breakdown is the only approved yellow for use with the TUFFY brand. Any other use of unapproved yellow color breakdowns are deemed inappropriate.
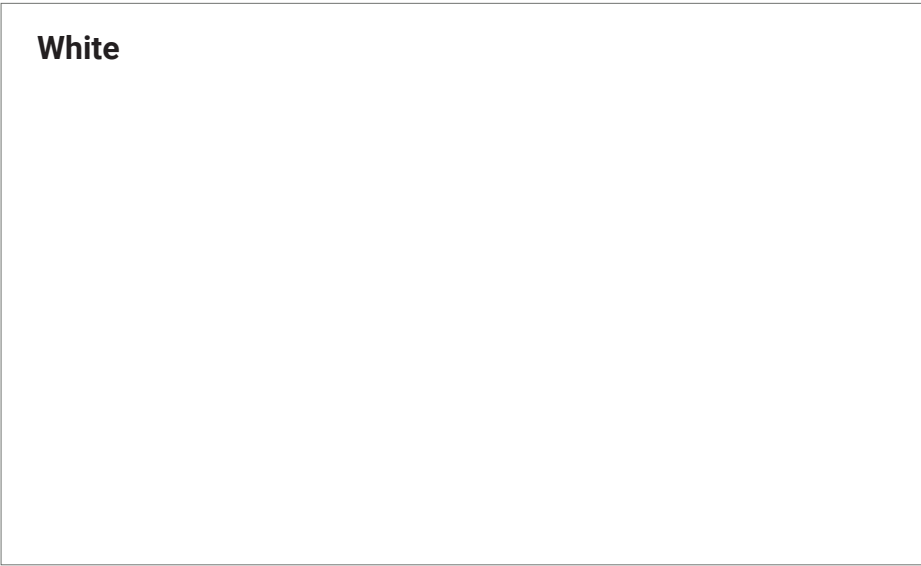
COLOR CODES

CMYK   C0 M0 Y0 K0
RGB   R255 G255 B255
Web   FFFFFF

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 Tuffy® toys are custom-created and specifically selected for brand enhancement.

Dog with Toy Lifestyle Image

Approved dogs for display with Tuffy toys should be front-facing, have a friendly appearance, and be of a breed/size appropriate to the Tuffscale level of toy they're shown with (i.e. Ultimates should be displayed with large-breed "tough" 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.

Ultimate Ring Dog Lifestyle Image   **Junior Ring Dog Lifestyle Image**   **Ultimate 3-Way Tug Dog Lifestyle Image**

Dog with Toy Feature Images

In some cases an "action" image showing dogs with Tuffy 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 Tuffy dog toys.

Vip Products
Product Design and Manufacturing

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

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