



BRAND STYLE GUIDE

LOGO

PRINCIPLE

Just Walk's primary logo should appear in its dark blue holding shape whenever possible.

It should always have adequate padding.

PRINCIPLE



PADDING



LOGO



ALTERNATE
INVERSE



ALTERNATE

ALTERNATIVES

When necessary, an alternate logo without the holding shape may be used.

The inverse version should always be used without the holding shape.

>.5"



>.5"



SMALL
VERSIONS

SMALL VERSION

If the logo must appear particularly small, a simplified version should be used. In this logo, the dog's features are exaggerated and the shadow/highlight is removed for better clarity. It should never appear less than a half inch wide.

LOGO

UPDATE DETAILS

The new Just Walk logo has captured the endearing spirit of the old logo while resolving its problems and adding dynamic depth.

The new logo should replace all iterations of the old version.

OLD



Less meek expression

Added dimensional shadow & highlights

Fixed awkward feet

Improved text proportions

Removed cluttered background and modified proportions of the holding shape

NEW



LOGO

SECONDARY FELINE LOGOS

To represent the diversity of Just Walk's services, there are also secondary logos that include cat figures. These versions can be used opportunistically or peppered into Just Walks existing communications as a way to remind existing clients that Just Walk contains multitudes.

COMBO



SOLO



LOGO



DC PRIDE DOG

ANIMALS

Like mascots, the logo's dog and cat can be adapted for additional applications to re-enforce and extend the brand.

EXAMPLE PATTERN



COLORS

PALETTE

The Just Walk palette is dominated by the two blue hues found in the logo.

The supporting secondary colors include a set of cool grays, contrast reds, and a very dark navy.

PRIMARY COLORS



C63 M24 Y3 K0 #59A1D2

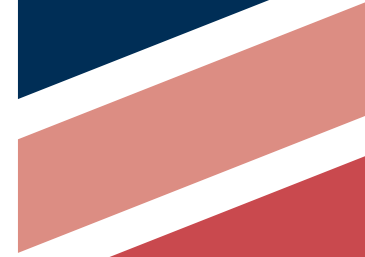


C100 M77 Y26 K10 #0C4A7D



C100 M77 Y26 K45 #002E56

SECONDARY COLORS



C4 M49 Y38 K7 #DC8D82



C7 M83 Y62 K12 #C9494E



C11 M3 Y3 K24 #B1BBC1



C17 M3 Y3 K47 #7E8C94



C35 M10 Y3 K78 #374956

HEADER 1 : HEADLINES

Barlow Cond Bold, capitalized, tracking = 0

HEADER 2 : SECONDARY HEADLINES

Open Sans Semi Bold, capitalized, tracking = 50

HEADER 3 : SUBHEADERS

Open Sans Bold, sentence case, tracking = 0

BODY COPY : PARAGRAPH TEXT

Open Sans Regular, tracking = 0

ATTRIBUTIONS : ATTRIBUTIONS, POST-SCRIPTS, ETC

Barlow Cond Semi Bold, capitalized, tracking = 25

60 PT

RIBUS, TE QUIBUSAM

15 PT

VOLES ET MAIORIO OMNIENT, QUAEPLECUS PERIORE IMENT QUO ESTET QUAT

10 PT

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9 PT

10 PT

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TYPOGRAPHY

TYPEFACES

Header 1 should always appear significantly larger than other text. For this reason, headline copy should be kept short and sweet. Text point size is provided as an example of relative sizes. [Barlow](#) and [Open Sans](#) are available from Google Fonts.



Not Secure | justwalk.coop/the-team

THE TEAM

OUR COMMITMENT TO YOU AND YOUR FOUR-LEGGED FRIENDS IS REFLECTED IN OUR COMMITMENT TO THIS PROGRAM.

Meg Levine

Born and raised in the DC metro area, I've always been around dogs, from my family's spaniels to my aunts pack of show-winning golden retrievers. In early 2008, after completing a degree in social and cultural history from University of Maryland, I found my way into pet care as career!

I concentrate my learning on animal health and wellness, as well animal behavior. I do my best to get to know each dog personally and form a relationship with them. I believe in positivity and patience when working with animals.

In my spare time, I hang out with my own two dogs and cat, help manage a letterpress print shop, go on walks around the monuments at 2am and spend time at the beach.

JUST WALKING SINCE 2013

TYPOGRAPHY

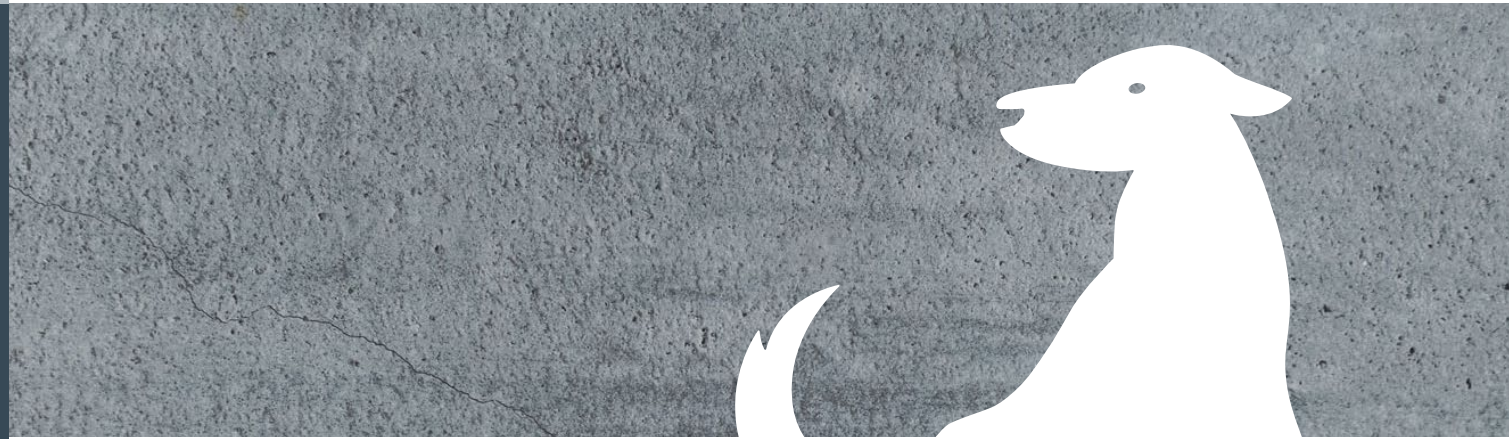
EXAMPLE

TEXTURE

CONCRETE

Just Walk has grit. Use a detailed, high-resolution concrete texture in moderation.

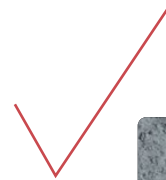
Concrete size and grain should appear consistently across all applications



NO-NO'S

Body text should not appear over a texture.

Just Walk has a flat design aesthetic. Do not use feathered drop shadows and gradients.



GOOD, SHARP, CONSISTENT WITH BANNER ABOVE

DC



BAD, GRAINY, INCONSISTENT

DC

PHOTOGRAPHY

Photographs should be bright, high quality, and reflect the energy and quirkiness of Just Walk.

They should depict a diverse set of dog breeds, ages, seasons, and locations.

