



# Pergato Brand Guidelines

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Brand Introduction

## Vision

The name "Pergato" combines the 🇪🇸 Spanish words "**Perro**" – **dog** and "**Gato**" **cat**, reflecting our dedication to enhancing the lives of both cats and dogs.

"Everyone" includes **all pet lovers**, from owners and families to welfare organizations, making pet care accessible and informative for all.

**Pergato encourages everyone to care for the well-being of our pets together.**

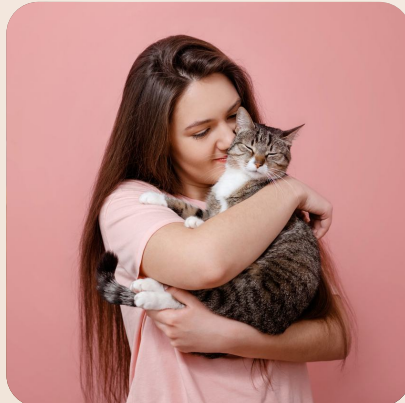
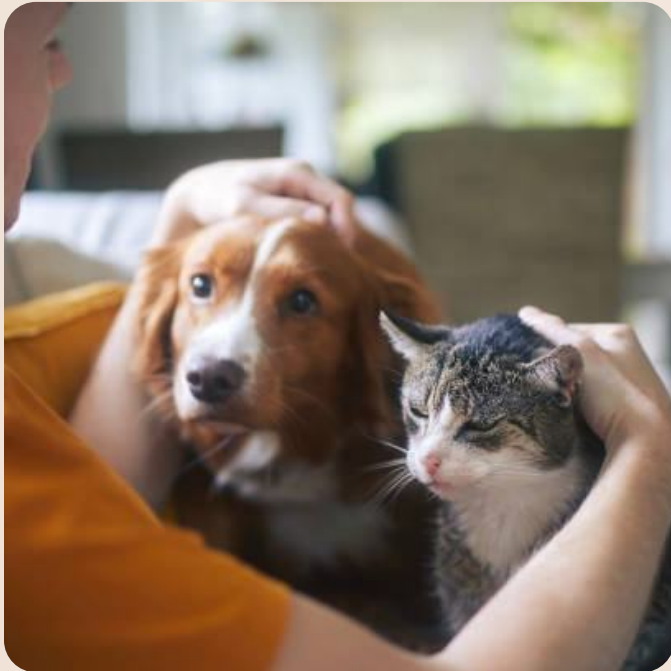
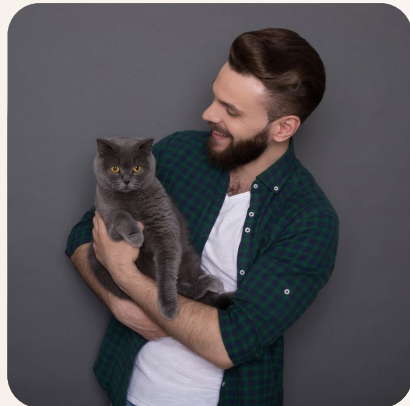
Pet well-being is our priority. The app offers expert guidance on **health and care** to ensure pets thrive.

"Together" highlights our **community-driven** approach. Users connect, share insights, and **support each other** through the app.





# Target audience



## Meet our user

Pergato is designed for a specific group of pet owners who are dedicated to their pets, live an active lifestyle, and seek digital solutions for simplifying pet care.

### Target persona

- Demographic: Men and women, 20–45 years old, from big cities and smaller towns.
- Pet Relationship: Treats pets like family, spending lots of time with them and prioritizing their needs.
- Tech-Savvy: Reliant on mobile apps for organization and daily tasks, phone is their calendar, wallet, and camera in one.
- Pet Owners: Both experienced and new, looking for guidance on pet health and care.

### Interests & lifestyle

- Outdoor Enthusiasts: Enjoys spending time in nature with family and pets (mountains, forests, slow-life approach).
- Social & Community-Driven: Active on social media, likes sharing photos and engaging with a pet-loving community.
- Pet-Focused: Prioritizes their dog's well-being and happiness above most things.

### Interests & lifestyle

- Ensures they won't miss any key pet health or care reminders.
- Convenience: Provides easy access to reminders for pet needs like feeding and vet visits.
- Entertainment & Connection: Engages with a pet-loving community and enjoys sharing their dog's life.
- Organized Living: The app simplifies tasks, allowing more relaxation and focus on quality time with their pet.





Brand Introduction

## Values

# What principles inspire our work?

**sharing experiences**

pet stories

user-generated content

# inspiring

We empower users to connect, share, and inspire each other, building a strong and engaged pet-loving community.

**happiness bones**

trainings

daily quests

# joyful

We create a fun and enriching experience that makes taking care of pets feel like a rewarding adventure.

**calendar & notifications**

health prevention

hygiene

# helpful

We simplify pet care, offering solutions that make life easier for both pet owners and their animals.



## Tone of voice

# How do we speak to our audience?

In our communication, we embody the **Jester** and **Everyman** archetypes, using language that provides value and clarity, making life easier for our audience.

### Engaging and playful Jester

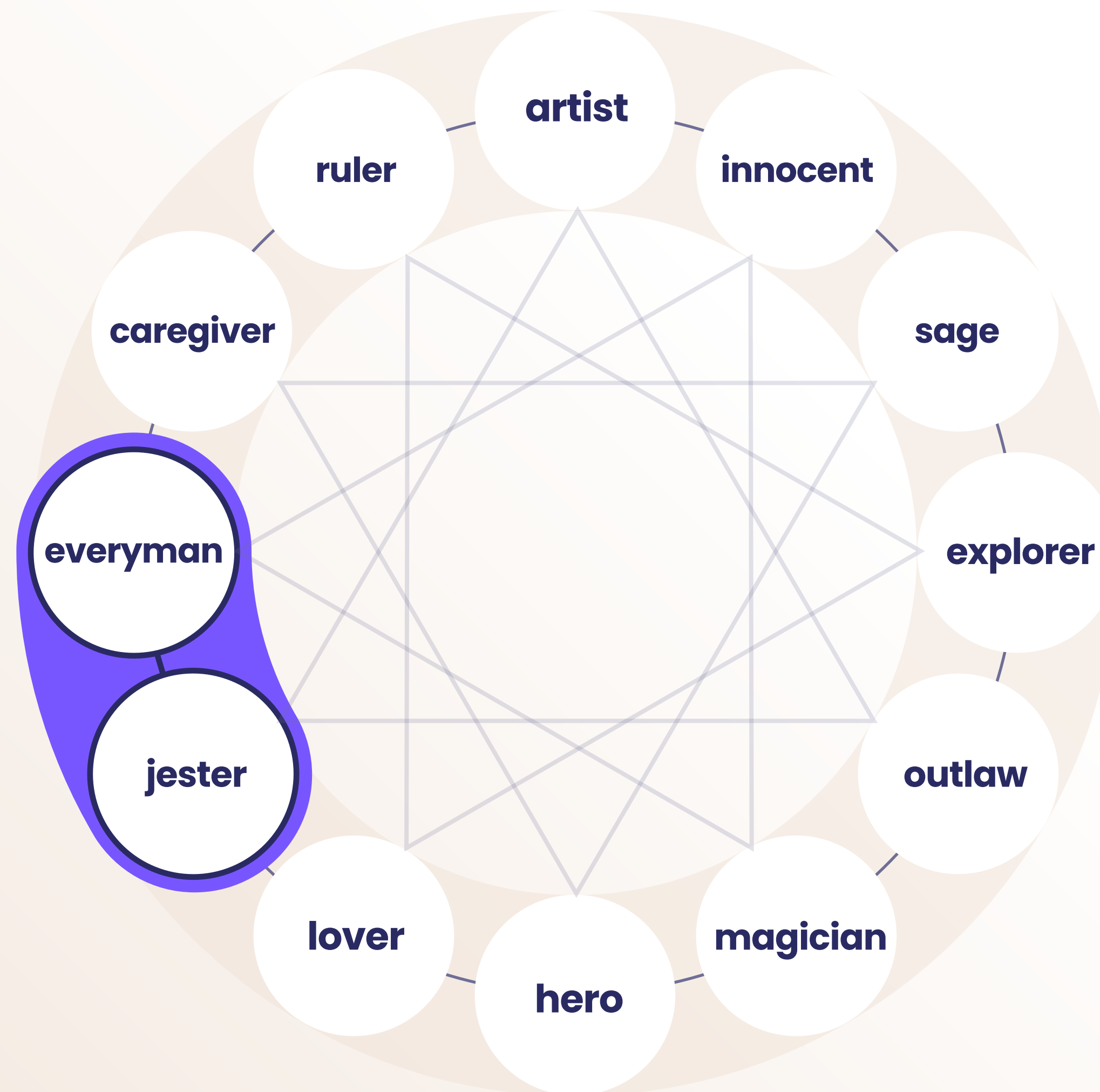
Our tone is light-hearted and fun, designed to connect with users in an engaging way.

- Use humor to make messages more relatable and enjoyable.
- Encourage playfulness without being overly casual or unprofessional.
- Add a touch of creativity and surprise to keep the audience entertained.

### Friendly and approachable Everyman

We speak in a way that makes everyone feel welcome and understood, creating an inclusive and down-to-earth experience.

- Use simple, everyday language that's easy to understand.
- Be conversational and warm, avoiding technical jargon or overly formal speech.
- Focus on building trust by being empathetic and supportive.







Basic styles

# Brand colors

## Gradient



Sunset Glow

HEX #FF9A05 › #F27D4C  
RGB 255 154 5 › 242 125 76  
CMYK 0 40 98 0 › 0 48 69 5  
Pantone Pantone 10123 C (Rose Gold)

## Solid colors



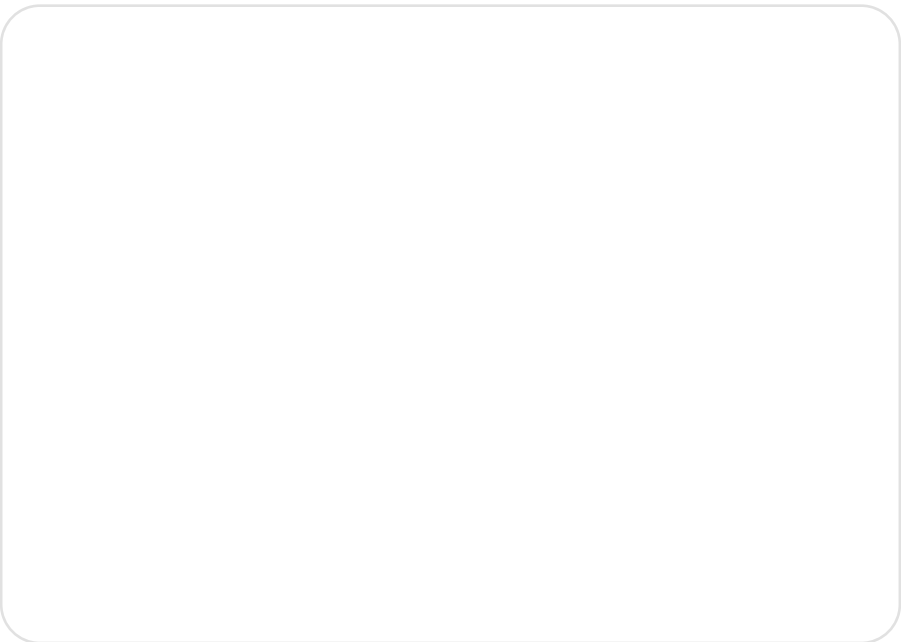
California

HEX #FF9A05  
RGB 255, 154, 5  
CMYK 0%, 40%, 98%, 0%  
Pantone Pantone 1375 C



Jakarta

HEX #2A2A63  
RGB 42, 42, 99  
CMYK 58%, 58%, 0%, 61%  
Pantone Pantone 7528 C



White

HEX #FFF  
RGB 255, 255, 255  
CMYK 0%, 0%, 0%, 0%  
Pantone Pantone White



# Signature colors

## Main colors



### Sunset Glow

Design token: Gradient-Primary

HEX #FF9A05 › #F27D4C  
RGB 255 154 5 › 242 125 76  
CMYK 0 40 98 0 › 0 48 69 5  
Pantone Pantone 10123 C



### California

Design token: Primary

HEX #FF9A05  
RGB 255, 154, 5  
CMYK 0%, 40%, 98%, 0%  
Pantone Pantone 1375 C



### Cornflower Blue

Design token: Secondary

HEX #7856FF  
RGB 120, 86, 255  
CMYK 53%, 66%, 0%, 0%  
Pantone Pantone 2725 C

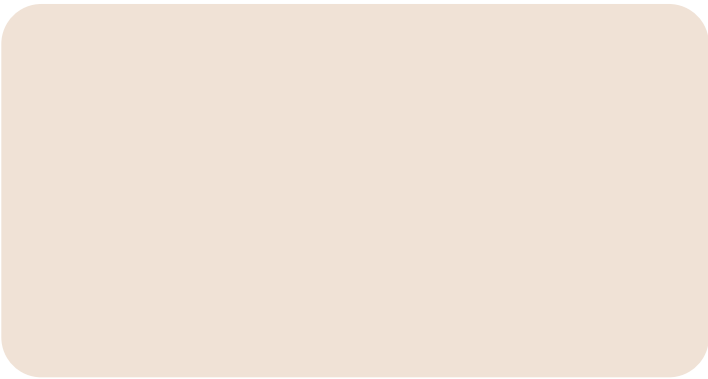


### Emerald

Design token: Success

HEX #51D66E  
RGB 81, 214, 110  
CMYK 62%, 0%, 49%, 16%  
Pantone Pantone 2252 C

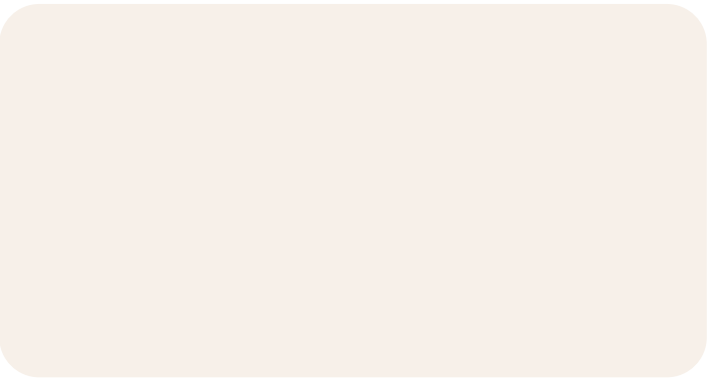
## Neutrals



### Pot Pourri

Design token: Surface-Container-Low

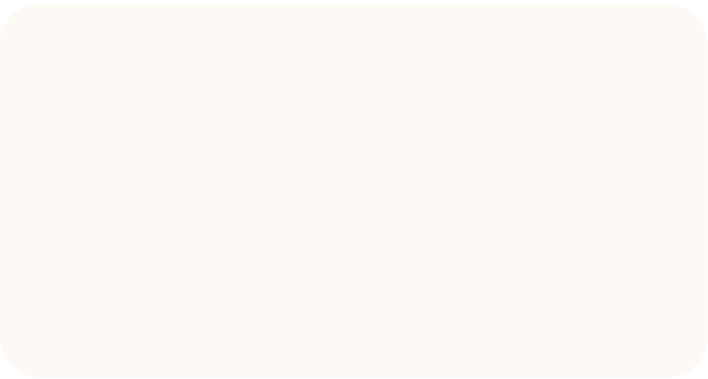
HEX #F0E2D6  
RGB 240, 226, 214  
CMYK 0%, 6%, 11%, 6%  
Pantone Pantone 7527 C



### Merino

Design token: Surface-Container

HEX FDF9F5  
RGB 253, 249, 245  
CMYK 0%, 2%, 3%, 1%  
Pantone Pantone 488 C



### Linen

Design token: Surface

HEX #F0E2D6  
RGB 240, 226, 214  
CMYK 0%, 6%, 11%, 6%  
Pantone Pantone 7527 C



### Jacarta

Design token: On-Surface-Primary

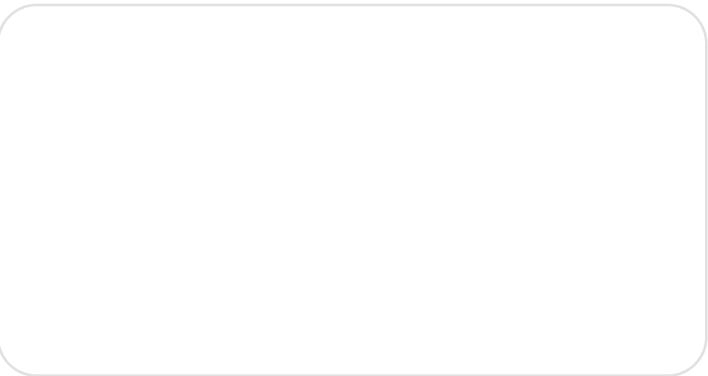
HEX #2A2A63  
RGB 42, 42, 99  
CMYK 58%, 58%, 0%, 61%  
Pantone Pantone 7528 C



### Kimberly

Design token: On-Surface-Secondary

HEX #6E6E96  
RGB 110, 110, 150  
CMYK 27%, 27%, 0%, 41%  
Pantone Pantone 7528 C



### White

Design token: Surface-Container-High

HEX #FFF  
RGB 255, 255, 255  
CMYK 0%, 0%, 0%, 0%  
Pantone Pantone White



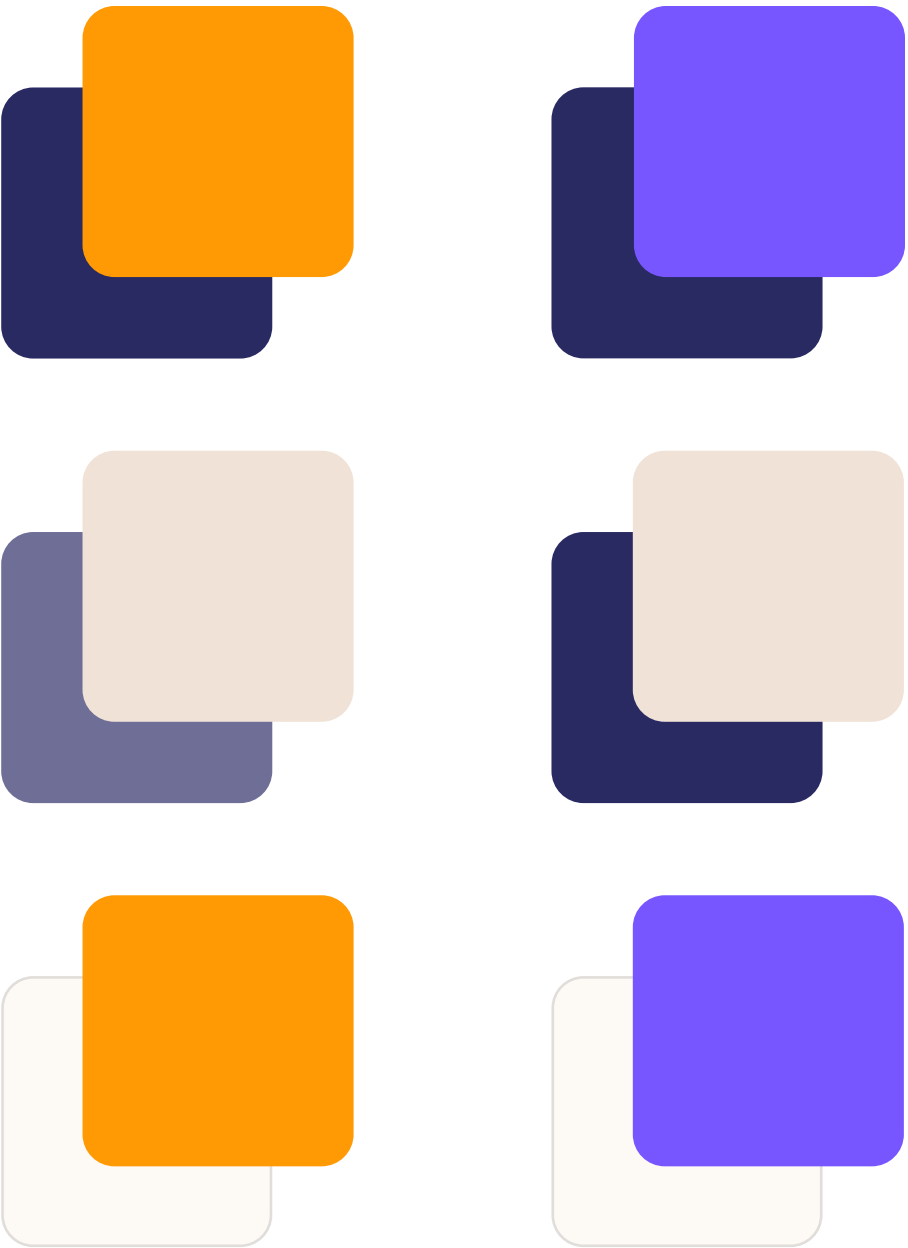


Basic styles

# Preffered color pairings

## Basic pairings

A selection of two-color combinations that work harmoniously together for simple and effective design.



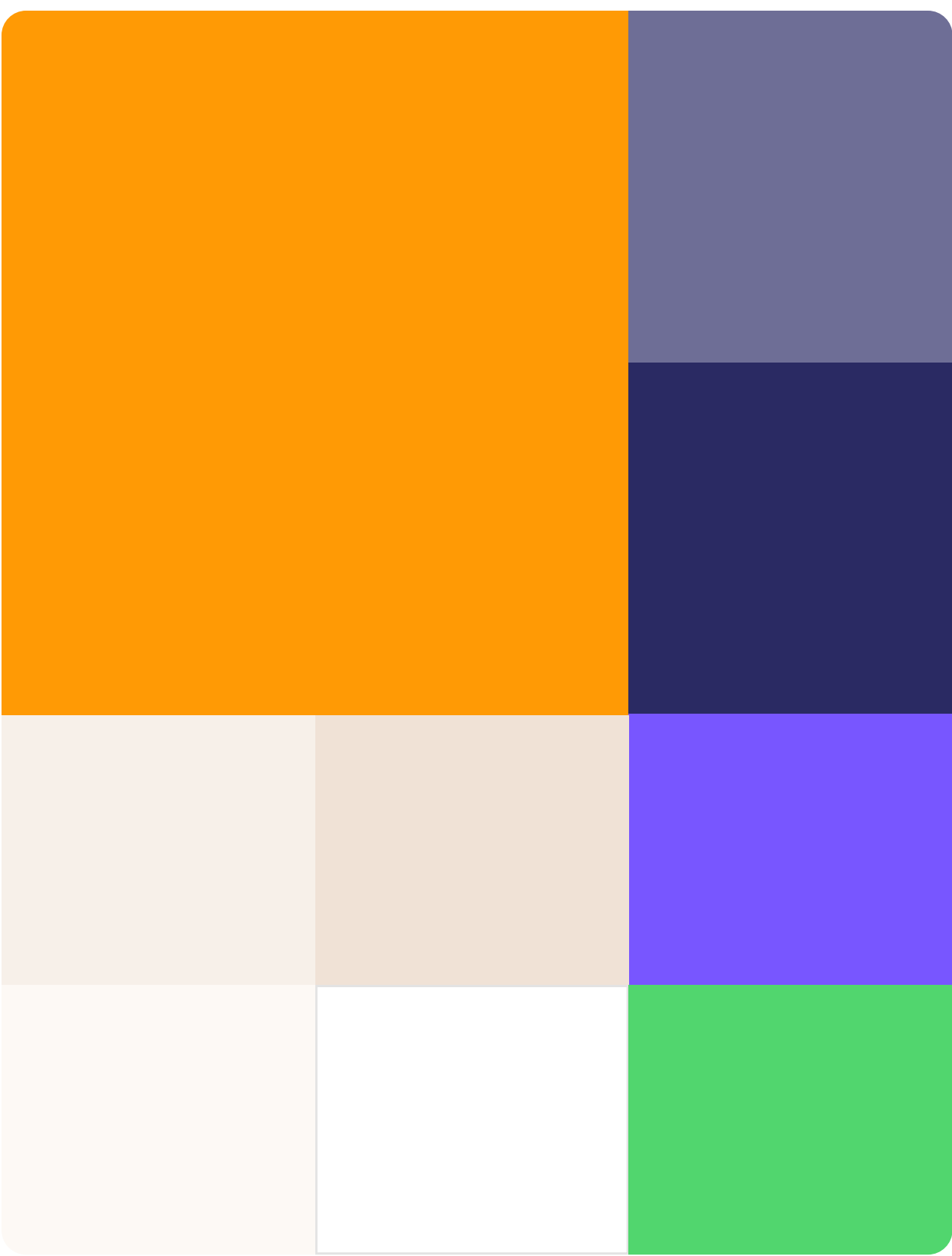
## Color schemes

A curated set of four-color schemes that complement each other, creating balanced and cohesive visuals.



## Colors proportions

Guidance on how to distribute colors effectively to maintain balance and enhance overall design harmony.





Basic styles

# Typography

Primary typography

# Poppins

Preview text

**Whereas disregard and  
contempt for human rights  
have resulted.**

The primary typeface for all usage, including the interface and marketing materials. It should be used consistently to maintain a cohesive brand identity.

Downloadable assets



**Poppins**

<https://fonts.google.com/specimen/Poppins>

Alternative typography

# Centruy Gothic

Preview text

**Whereas disregard and  
contempt for human rights  
have resulted.**

Used as an alternative where Poppins is unavailable or unsupported (e.g., MS PowerPoint presentations). It maintains a similar visual style for consistency.

Downloadable assets



**Centruy Gothic**

<https://learn.microsoft.com/pl-pl/typography/font-list/century-gothic>





The Logo

## The concept

# Pergato means dogs & cats.

### The logo

The logo symbolizes the bond between cats and dogs, combining their shapes into a harmonious design. It represents the connection between pets and their owners, reminding us of the joy and companionship that animals bring into our lives.

### Naming

The brand name comes from the combination of two Spanish words: Perro, meaning “dog,” and Gato, meaning “cat.”

This playful fusion, Pergato, along with our logo, communicates our vision—by bringing together both a cat and a dog, we emphasize the unity and inclusivity at the heart of our brand.





The Logo

# Landscape lockup

## Clear space

Give our pets some room to breathe. The empty space around the logo should be define with radius size of at least 100% of the height of the logo.



## Minimum size

The minimum size of a logo is the smallest allowable dimension at which the logo can be displayed or printed while maintaining full legibility and recognizability of all its details.



Screen: 32px  
Print: 35mm / 1.375 in

For the landscape lockup, the minimum height for the logo is 32px.





The Logo

# Portrait lockup

## Clear space

The empty space around the logo should be define with radius size of at least 100% of the height of the logo.



## Minimum size

The minimum size of a logo is the smallest allowable dimension at which the logo can be displayed or printed while maintaining full legibility and recognizability of all its details.



Screen: 64px  
Print: 70mm / 2.7 in

For the landscape lockup, the minimum height for the logo is 64px.

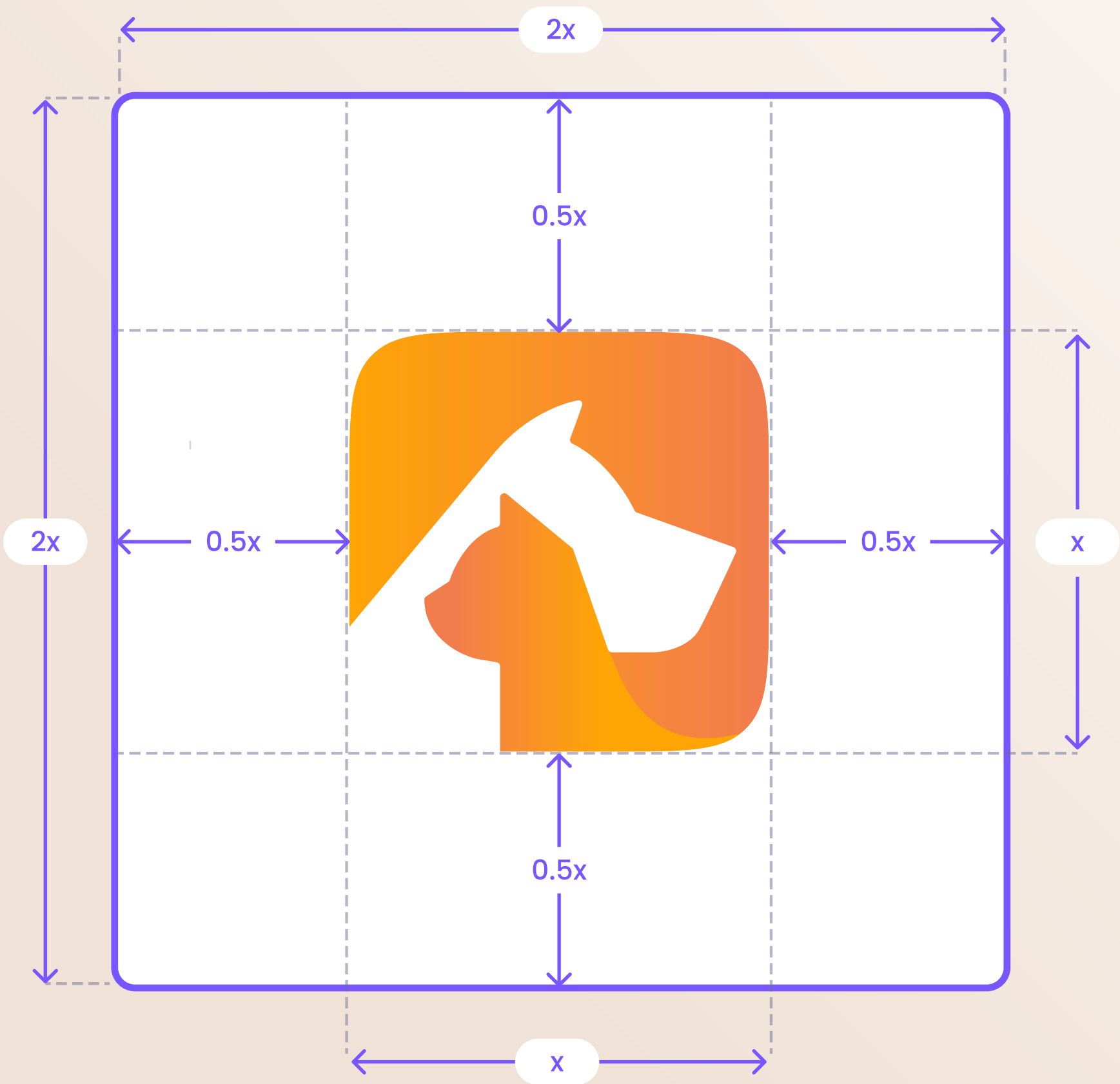


The Logo

# Icon

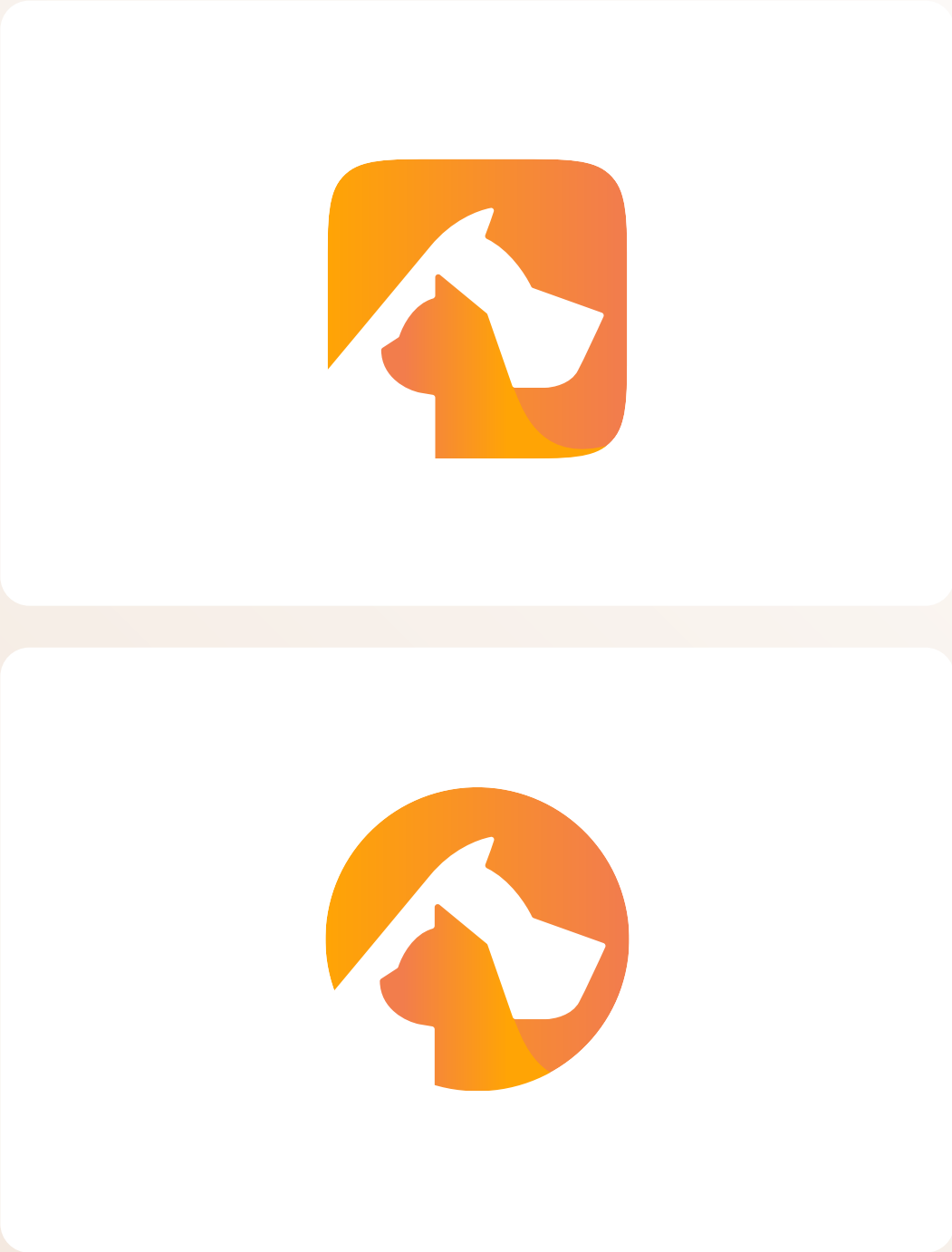
## Clear space

On both square and circle shape variants the empty space around the icon should be defined by spacing size of at least 50% of the height or weight of the symbol.



## Icon variants

Primary icon variant is the square version with rounded corners, designed to mimic the appearance of a mobile app icon. Alternatively, a circular icon is allowed for specific applications



## Minimum size

The minimum size of a logo is the smallest allowable dimension at which the logo can be displayed or printed while maintaining full legibility and recognizability of all its details.



Screen: 32px  
Print: 35mm / 1.375 in

For both square and circle, the minimum size of the edge is 32px for digital usage and 35mm for printings





The Logo

# Color variants

## Light version

For use on white and light backgrounds.  
Used when the application is in light mode.

## Dark version

For use on black and dark backgrounds.  
Used when the application is in dark mode.

### Full color

The default, full-color variant of the logo featuring the complete color palette with gradients.



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### Flat color

Alternative color variants for situations where gradients cannot be applied.



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### Achromatic

An achromatic variant for cases where color cannot be used, such as engraving or other monochromatic applications.



Pergato



Pergato



The Logo

Do-Nots



Pergato.com

✗ Do not add any elements or objects within the logo’s clear space.



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✗ Do not modify the logo to have a circular variant of the Symbol.



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✗ Do not alter the size proportions between the symbol and wordmark.



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✗ Do not rearrange the elements of the logo, such as swapping the symbol and wordmark.



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✗ Do not create your own logo variant by changing the position or size of its elements.



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✗ Do not change the default position of the Symbol in relation to the Wordmark.



✗ Do not use a square version of the logo in communication. The square icon is only used in places where the system automatically applies rounded corners.



✗ Do not flip or mirror the logo icon along any axis.

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✗ Do not use wordmark alone; always include the icon with the logo.



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✗ Do not change the color of the wordmark from the predefined logo colors.



✗ Do not modify the color of the logo, even if using colors defined in the brandbook.



✗ Avoid rotating the logo.



# Interface icons



## Interface Icons

UI icons should be clear, consistent, and follow a minimalist outline style, ensuring simplicity and a cohesive appearance across the interface, which enhances the overall experience.

### Outlined style

We create icons using an outlined style, avoiding closed and filled shapes. This keeps the design light and clean.

### Simplicity & minimalistic

Icons should feature soft, rounded corners and minimalist, simple forms. Symmetry is encouraged to maintain a clean, professional appearance.

### Balanced weight

Icons should maintain balanced line weights, ensuring they appear consistent when placed side by side. Use the same stroke width across all icons and avoid experimenting with different thicknesses within a single icon.

### Usability by common shapes

Focus on usability by sticking to widely recognized design patterns and commonly understood icon shapes. Avoid being overly creative; use iconography that users are familiar with and that aligns with standards seen in other digital products.

### Do-nots

- ✗ Do not overcomplicate with unnecessary details that become unclear when scaled down.
- ✗ Do not use filled or closed shapes; stick to the outlined style.
- ✗ Do not experiment with abstract shapes when a widely recognized standard exists.
- ✗ Do not use inconsistent line weights; ensure all icons have uniform stroke thickness.





# Iconographics



# Iconographics

Iconographics are more complex and larger structures than standard UI icons. They are used not only in interfaces but also to represent and communicate more detailed objects and actions.

### Consistency with UI icons

Iconographics should follow the outline style of UI icons to maintain visual harmony across the interface. While we focus on using lines, more detailed and complex shapes can be incorporated.

### Enhanced detail & size

Iconographics are typically larger and more detailed than UI icons. They can represent complex objects or actions, while still maintaining simplicity in their structure.

### Versatility in application

Can be used in various parts of the interface, such as illustrating key features, representing more detailed concepts, or enhancing user experience with visual storytelling. They should be flexible enough to serve different purposes while maintaining clarity and consistency.

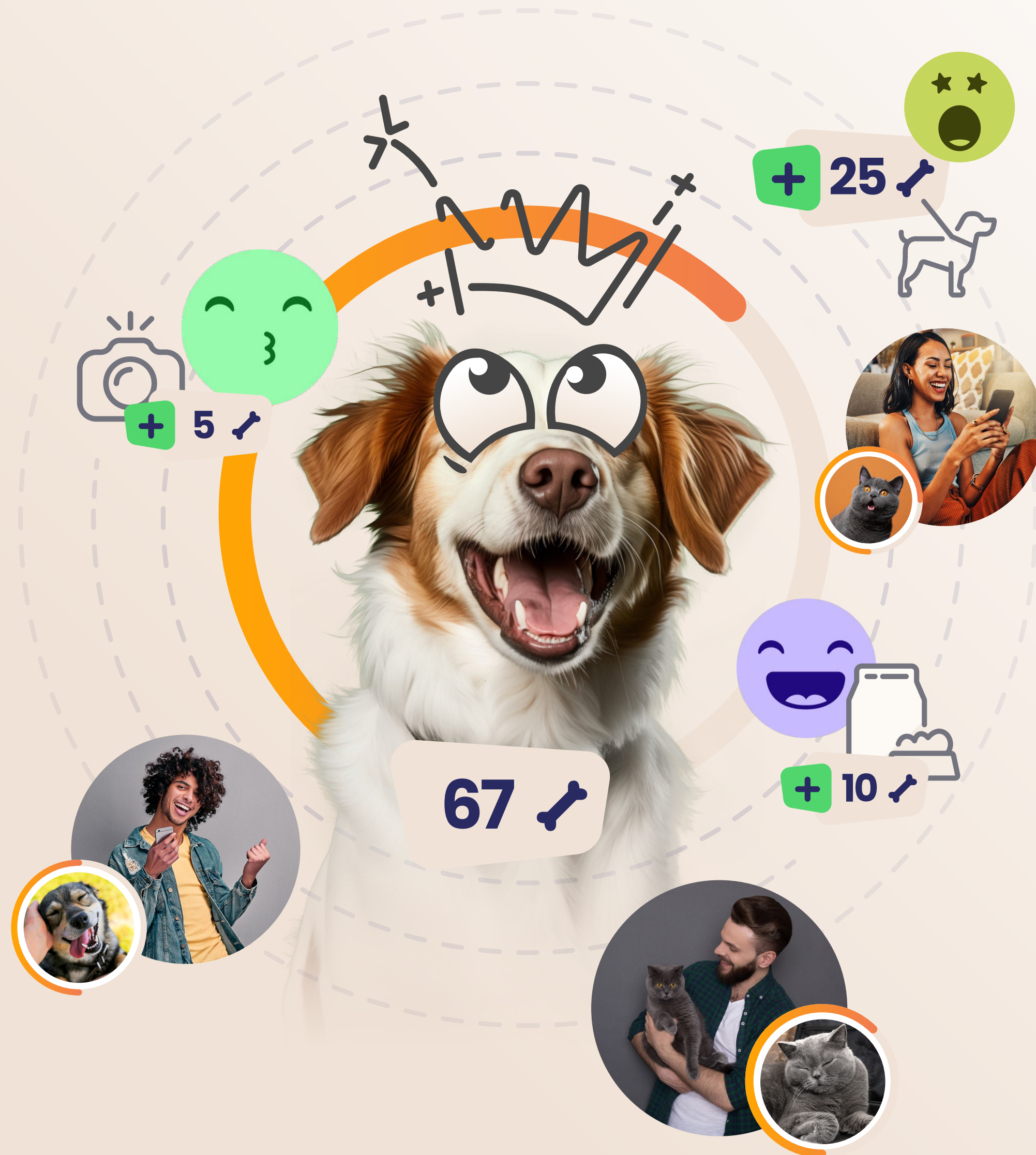
### Use of color and fill

Unlike UI icons, iconographics can include multiple colors and use fills where appropriate to enhance the visual communication of the object or action.

### Do-nots

- ✗ Do not create iconographics that lack balance or cohesion when used alongside other elements.
- ✗ Do not use too many colors that confuse or distract from the purpose of the iconographic.
- ✗ Do not make designs that are too abstract or difficult for users to understand quickly.
- ✗ Do not deviate from the outlined style used in UI icons to maintain visual consistency.





## Illustrations

Illustrations are larger and more complex than iconographics, often combining visual elements like icons and photographic components. These illustrations are designed to communicate key concepts and highlight useful functionalities in a visually engaging way.

### Focus on outline style

Illustrations should continue to incorporate the outlined style seen in UI icons and iconographics to maintain a cohesive visual language across the interface.

### Icon-photo balance

Ensure a balanced mix of iconographic elements and photographic components, with a fifty-fifty ratio. This combination should enhance the communication of the concept without overwhelming the user.

### Emojis and visual simplicity

Emojis can be incorporated to add a playful and approachable tone. Keep the overall design clean and simple, using visual elements to support the communication of the idea rather than overcomplicating it.

### Clear concept messaging

Each illustration should clearly communicate a key concept or functionality in a way that adds value to the user's understanding. The mix of visuals should enhance, not distract from, the core message.

### Do-nots

- ✗ Do not stray from the outlined style that aligns with the overall visual identity.
- ✗ Do not overuse emojis or visual elements that clutter the illustration
- ✗ Do not incorporate abstract or overly creative designs that confuse the message.
- ✗ Do not add elements that detract from the clarity or intended communication of the concept.





# Photographic & video



## Photographic & video

Selecting and modifying photographic and video content should align with the brand’s visual style, incorporating outline shapes, iconographics, emojis, and other graphic elements to highlight key messages and desired traits.

### Focus on pet’s expression

The pet’s face should be the primary focus in photos and videos, highlighting their personality and creating an emotional connection.

### Human elements

Human presence should be complementary, supporting the message without overshadowing the pet. Humans serve to enhance the scene but remain secondary to the pet’s role.

### Comic-style outlines

Photos and videos can be enhanced by overlaying comic-style outlines, or emojis to highlight the message and add a playful touch. These elements should complement the visual story, not overpower it.

### Positive vibes

The imagery should evoke positive emotions, joy, and warmth. Focus on creating a feel-good, uplifting experience for the viewer.

### Do-nots

- ✗ Do not focus on competition, rivalry, or any form of conflict.
- ✗ Do not depict negative emotions, illness, or anything that evokes distress.
- ✗ Do not showcase themes of transience or the negative aspects of life.
- ✗ Do not apply graphic overlays that overpower the image or disrupt the intended playful tone.





# Thank you.

For any questions regarding the use of this brand guide or for updates and clarifications,  
please contact us [office@pergato.com](mailto:office@pergato.com)