



BRAND GUIDELINES

Keeping the loop going.

How we look, sound and show up — for the people who'd rather be out walking dogs than wrestling with software.

One simple platform for dog people.

PawLoop helps independent dog walkers and small walking businesses run their whole operation from one place: recurring walk bookings, customer and dog profiles, daily schedules, automated reminders and payments. We replace the scattered mix of notebooks, group chats and spreadsheets with one calm, dependable loop.

Our brand is **warm, dependable and down-to-earth** — friendly but never silly, practical above all. Every word and pixel should feel like a reliable colleague who also happens to love dogs.

BRAND AT A GLANCE



Dependable

The loop never drops a walk, a reminder or a payment. We earn trust by being boringly reliable.



Warm

Plain-spoken and human. We name the dogs and talk to walkers like people, not "users".



Simple

One clear action per moment. Calm canvas, confident structure, no clutter.

The mark

Our wordmark carries a hidden friend — a dog's profile tucked into the negative space of the **P**. "Paw" sits in navy; "Loop" picks up the coral. Keep the two-tone relationship intact and never redraw the letterforms.



Reversed — for navy / photography



The icon

The P-mark stands alone as app icon, favicon and avatar. Never use it as a UI button.

CLEAR SPACE & MINIMUM SIZE



Leave clear space on all sides equal to the height of the dog mark. Don't reproduce the wordmark below **24px** tall on screen, or 14mm in print.

Keep it clean

A consistent mark builds trust. Please don't:



⊗ Don't recolour the wordmark



⊗ Don't rotate or tilt it



⊗ Don't stretch or distort



⊗ Don't place on busy / low-contrast backgrounds



✓ Do give it room, full colour, and a clean high-contrast background

Two colours, used with care

Navy gives structure; coral gives energy. Coral is precious — **one primary action per view**, plus key highlights. Never let it flood a screen.

Primary ink · structure · headers

Navy

#182840 · rgb(24 40 64)

Primary action · accent · highlights

Coral

#F86850 · rgb(248 104 80)

Coral accent scale



Neutral slate scale



Semantic status



Three rounded voices

BRAND & DISPLAY

Baumans • 400

PawLoop

Good morning, Sam — £612 this week

The wordmark face. Logos, hero and screen headlines, eyebrows, big numbers.
Single weight — never faux-bold; lean on size and coral for emphasis.

UI

Poppins

Add booking

Regular • Medium • **SemiBold** • **Bold**

Buttons, nav, table headers, dense headings.

BODY

Nunito

Clear, friendly copy

Bella's recurring Tuesday & Thursday walks,
reminders and payment — all handled.

SCALE

4x1	Walks today	Baumans 36
2x1	Walks today	Baumans 25
1g	Walks today	Poppins 18
base	Walks today	Nunito 15

Sound like a good colleague

Calm, plain-spoken, encouraging. We talk to the walker as **"you"**, name dogs and clients directly, and write everything in **sentence case**. No jargon, no emoji.

✓ We say

- "Add booking"
- "Heads up — Bella's walk is tomorrow at 9:00 AM."
- "Nice work. Bella's walk is logged."
- "Tom has an invoice due in 2 days."

✗ We don't

- "Create New Appointment"
- "Notification: upcoming service event"
- "Action completed successfully ✓"
- "Leverage seamless payment synergy"

OUR WORDS

booking (not appointment) · **walk** · **client** (the dog's human) · **the loop** (the recurring schedule) · **route** · **reminder** · **invoice**.

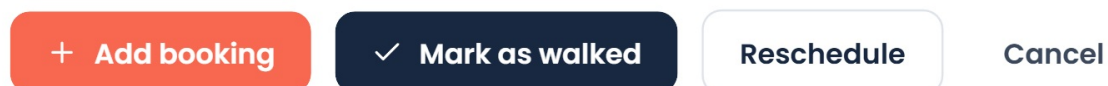
NUMBERS & MONEY

Friendly and explicit. Times as 9:00 AM, dates as Tue 2 Jun, money with symbol £32.00 (UK-first), durations 45 min. One exclamation mark per screen, max.

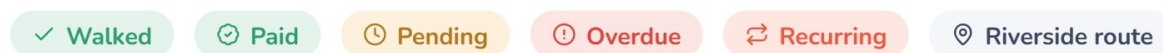
Soft, confident components

14px default radius, hairline borders paired with soft navy-tinted shadows, gentle 150–220ms motion. Cards use border *and* shadow — never a coloured left stripe.

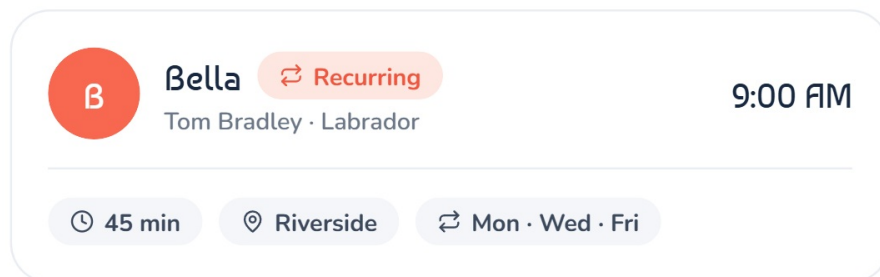
BUTTONS



STATUS & META

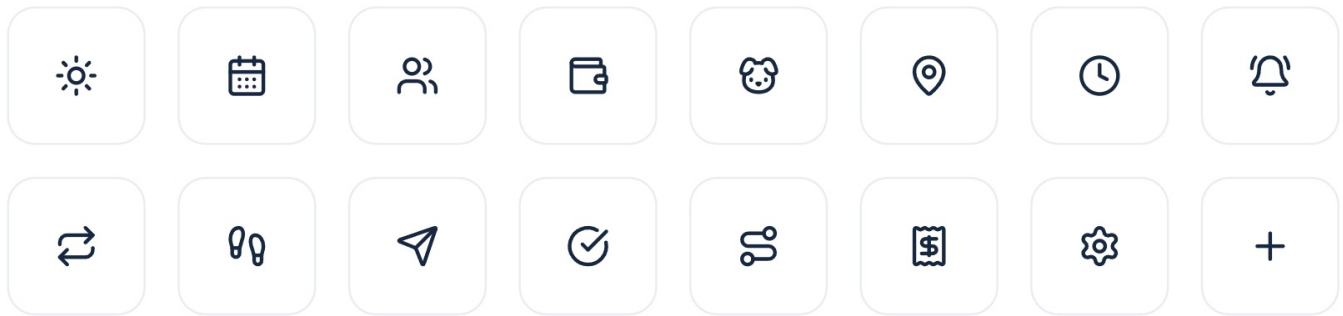


BOOKING CARD



Rounded lines, real dogs

Icons come from **Lucide** — clean rounded line icons at ~2px stroke on a 24px grid. They inherit text colour; active states go coral. The dog-in-P mark is logo-only, never an action icon. No emoji.



IMAGERY & MOTION

Photography is **warm, natural and candid** — real dogs and owners outdoors in daylight, masked into rounded rectangles. Never cold, studio-clinical or stocky.

Motion is quick and functional — 150–220ms soft ease-out, fades and small slides. One playful exception: a tiny **paw-bounce** when a walk is marked done. Used rarely.



Made for dog people.

Questions about the brand, or need source files?

Reach the team at brand@pawloop.app