Longer Together Pet Co.

Brand Foundations

THE COLORS

Core Palette /
Everyday Wellness

Sage Green
-
HEX:
RGB: 127, 174, 138
C:54, M:16, Y:55, K: 0

01

Forest Green
-
HEX: 4F7C63
RGB: 79, 124, 99
C:71, M:33, Y:66, K:15

02

Muted Blue
-
HEX: 6F8FA6
RGB: 111, 143, 166
C:60, M:36, Y:25, K:1

03

Warm Tan
-
HEX: D6C6A8
RGB: 214, 198, 168

04

Soft Brown
-
HEX: 8A6F55
RGB: 138, 111, 85

05

Cream
(Base Neutral)
-
HEX: F5F1EA
RGB: 245, 241, 234
C:3, M:3,Y:6, K:0

06

Core Palette builds trust and longevity

Designed for everyday trust and long-term wellness.

THE COLORS

Saturated Palette /
Expressive Energy

Saturated Palette adds energy and emphasis

Rich Green
-
HEX: 2F8F5B
RGB: 47, 143, 91

01

Clear Sky Blue
-
HEX: 3F7FC4
RGB: 63, 127, 196

02

Warm Clay
-
HEX: C47A4A
RGB: 196, 122, 74

03

Deep Olive
-
HEX: 3E5F4C
RGB: 62, 95, 76

04

Neon Palette /
Signal & Action

Accent Colors guide attention and action

Electric Chartreuse
-
HEX: C7FF1A
RGB: 199, 255, 26

05

Neon Coral / Hot Peach
-
HEX: FF6F61
RGB: 255, 111, 97

06

Electric Aqua/ Neon Teal
-
HEX: 00F5D4
RGB: 0, 245, 212

07

THE COLORS

Accent tones /
for stickers and illustrations

Happy Paw Pink	Good Mood Yellow	Friendly Sky	Everyday Black
-	-	-	-
HEX: ff9dd7	HEX: fcee21	HEX: 4e77fa	HEX: 3E5F4C
RGB: 255, 157, 215	RGB: 252, 238, 33	RGB: 78, 119, 250	RGB: 62, 95, 76
08	09	10	11

These tones are intended for stickers, illustrations, and playful accents. They should not overpower the core brand palette but add warmth, personality, and approachability.

THE LOGO

Primary Logo

The primary logo is the main expression of the Longer Together Pet Co. brand.
It combines the hand and paw symbol with the full wordmark, and should be used whenever space allows.

Use for:

- **Packaging (front-facing)**
- **Website headers**
- **Brand communications**

The finalized logo is designed to be inclusive, symbolic, and flexible across formats.

Primary Logo: default brand expression

Lattoo Font



Download logos

THE LOGO

Circular / Badge Logo



The circular logo is a compact variation designed for moments where a contained or stamped format is needed.

Use for:

- **Seals or badges**
- **Social media avatars**
- **Secondary packaging placements**

This version maintains full brand recognition while offering flexibility across formats.

Circular Logo: compact and badge-based use

THE LOGO

Horizontal Logo

The horizontal logo is a simplified layout optimized for wide or constrained spaces.

Use for:

- **Website footers**
- **Email headers**
- **Narrow layouts or applications where vertical space is limited**



Horizontal Logo: optimized for wide layouts

THE LOGO

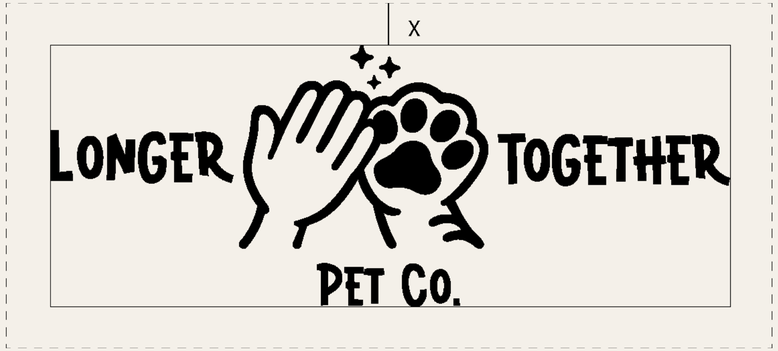
Safe Zones

To maintain clarity and impact, the logo must always be surrounded by sufficient clear space. This safe zone ensures the mark remains legible and unobstructed across all applications.

The minimum clear space is defined by the height of the letter “P” in the logo and should be maintained on all sides.







X-HEIGHT



LOGO IN COLOR

Exploring how the logo behaves across the color system.

Core Palette Only

The most timeless and trust-forward expression of the brand.



Core + Saturated

Adds warmth and energy while staying grounded in the core palette.



LOGO IN COLOR

Exploring how the logo behaves across the color system.

Core + Saturated + Accent

Adds warmth, attention, and energy while staying grounded in the core palette.



TYPOGRAPHY SYSTEM

Inter

Inter Black is used for bold brand statements, bringing clarity and confidence to key moments.

Google Fonts
Inter

Everyday Wellness for Pets

Bold **Black**

TYPOGRAPHY SYSTEM

Inter

A supporting style that keeps communication accessible and trustworthy.

Everyday care, made simple.

Google Fonts
Inter

Regular

Medium

TYPOGRAPHY HIERARCHY

Inter
Black / 100pt

Headline Text

Everyday Wellness for Pets

Inter
Medium / 40pt

Sub Headline Text

Everyday care, made simple.

Inter
Regular / 24pt

Body Text

Thoughtful wellness solutions designed to support your pet’s health through simple, daily routines. Rooted in nature and guided by science.

Inter
Regular / 16pt

Detail Text

Formulated with care. Backed by research. Designed for daily use.

The typography system balances warmth and clarity to support everyday wellness communication.

Sticker System

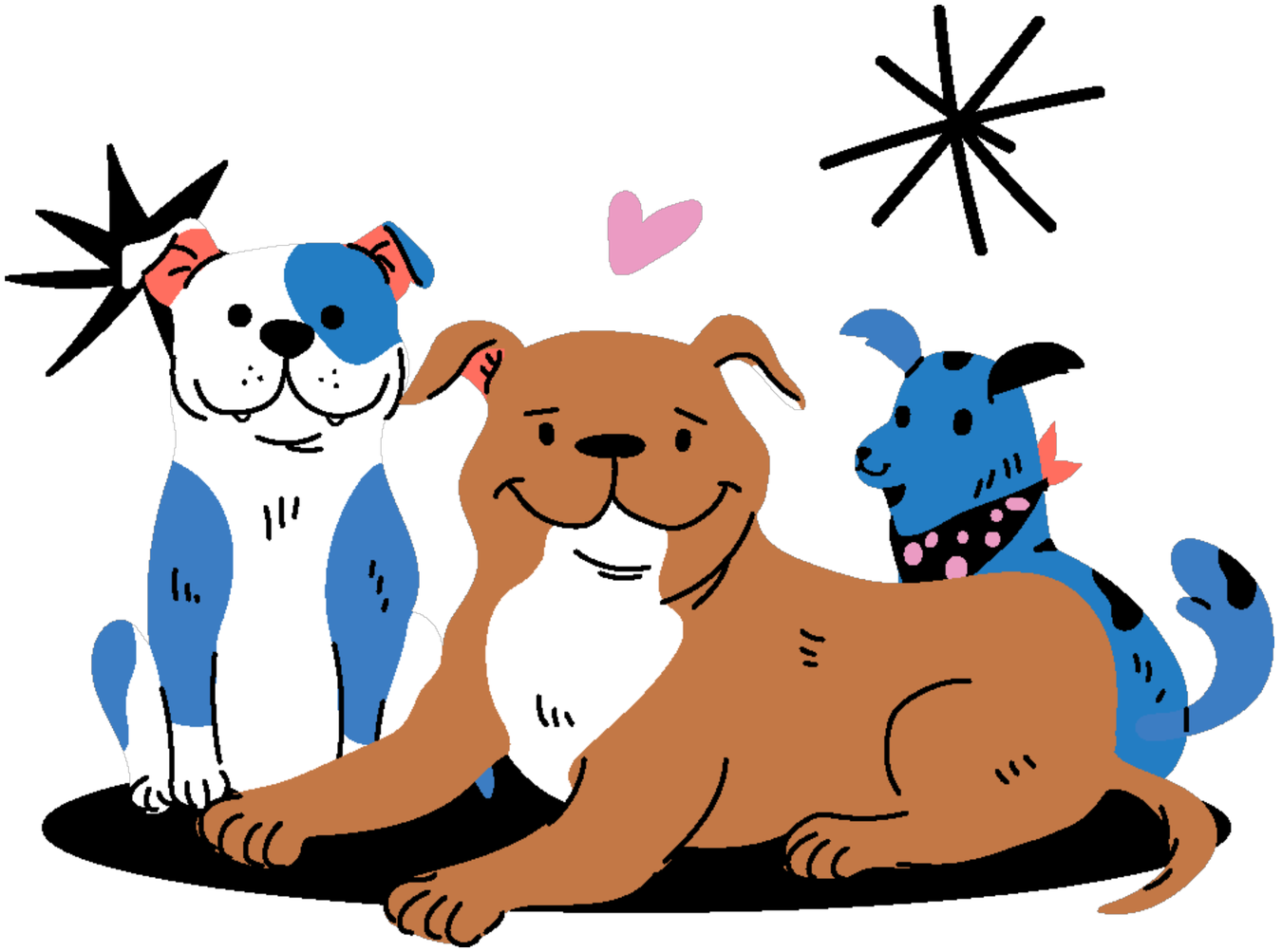
Playful visual elements designed to add warmth, personality, and emotion across packaging and brand touchpoints.



Download Stickers

Sticker System

Playful visual elements designed to add warmth, personality, and emotion across packaging and brand touchpoints.

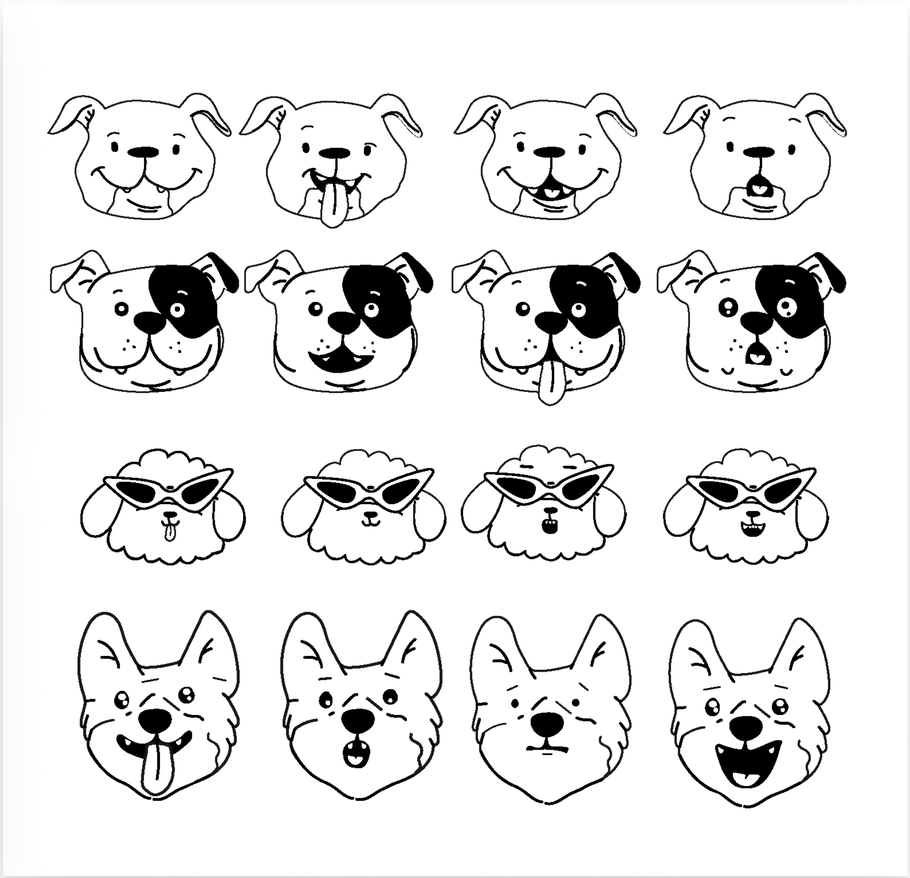


Download Stickers









Download Stickers

Icon System



The Longer Together icon system translates complex ideas into simple, friendly visual cues. Icons are designed to feel approachable and trustworthy, supporting brand messaging without overpowering or over-promising.

You can use it with or without message

Download Icons

Icon System



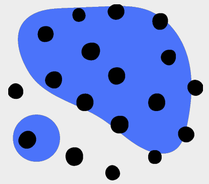
FAST CHECKOUT



TOP PICK



PET LOVED



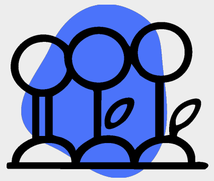
ADVANCED FORMULA



NO NASTIES



VET APPROVED



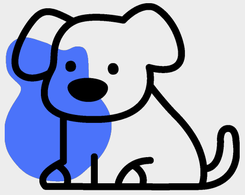
NATURE + SCIENCE



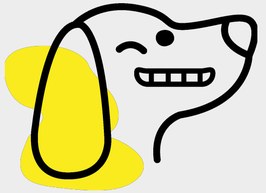
ALL SIZES



LOVED BY PET PARENTS



DAILY USE



VISIBLE RESULTS



ORAL HEALTH

Download Icons

Packaging System



Packaging System

PET INCLUSIVE/ NEW TUB DIELINE

NEW: Cat Characters Added
Expanded pet representation across the label.



Tub Dieline (PDF) for accurate placement and reference.

Download PDF Tub Dieline

The label measures 8.75 in × 1.5 in
Keep in mind the container is super short.

Packaging System

Prompting in Freepik AI

“Retouch the tub across all images to maintain correct proportions (Freepik tends to make it too tall).”

The proportions tag should reflect this look.





Download Tub

Packaging System

Prompting in Freepik AI

Step 1 — Build the Product Base (Freepik)

Start by using the provided tub reference to generate the product model in Freepik.

This helps lock in the correct proportions and structure from the beginning.

- Focus on the short + wide shape of the jar
- Keep it matte white plastic with a clean, simple form
- Make sure the proportions don't drift into a tall container

👉 This step is about getting a realistic base, not styling yet.

Step 2 — Guide the AI with Prompt Details

Once the base is set, enrich the prompt with product + brand details:

- Warm beige label with hand-drawn dog illustrations
- Green organic shapes + small icons (stars, bones, hearts)
- Friendly, modern, slightly playful aesthetic
- Clean layout with clear hierarchy
- Overall feel: premium pet wellness supplement

⚠️ Important: Reinforce that the jar is visibly short in height in every generation.

Download Tub

Packaging System

Prompting in Freepik AI



A natural candid moment of a person preparing food for their dog in a bright kitchen, with a dog waiting excitedly in the background. A pet supplement jar sits on the counter next to a bowl. Soft daylight, shallow depth of field, slightly messy real-life environment, authentic and warm feeling, not staged, lifestyle photography, focus on product in foreground @tub , this tub jar product is ultra short



A rustic wooden table with a pet supplement jar in the foreground, while a curious dog sniffs or looks toward the product in the background. Warm tones, natural lighting, shallow depth of field, candid and unposed moment, high-end lifestyle photography, cinematic feel@tub make this product tub super short



A candid lifestyle scene of a cozy modern kitchen with warm natural lighting, a happy dog in the background slightly out of focus, and a pet supplement jar @tub placed on a wooden table in the foreground. The scene feels natural and unposed, morning light coming through the window, soft shadows, realistic textures, depth of field, editorial photography style, high-end commercial look, product centered but integrated naturally into the environment

Tub needs size refinement
(for this image)



A natural candid moment of a person preparing food for their dog in a bright kitchen, with a dog waiting excitedly in the background. A pet supplement jar sits on the counter next to a bowl. Soft daylight, shallow depth of field, slightly messy real-life environment, authentic and warm feeling, not staged, lifestyle photography, focus on product in foreground @tub , this tub jar product is ultra short. meake @tub shorter

Packaging System

Prompting in Freepik AI



A warm candid kitchen scene with natural morning light. In the foreground, a white matte supplement jar with a beige label featuring playful dog illustrations and green accents sits on a wooden table. In the background, softly blurred, a person is cutting fruits or vegetables while their dog looks up at them attentively, creating a subtle emotional connection. The space feels lived-in and authentic, slightly imperfect, cozy atmosphere, shallow depth of field, cinematic lighting, lifestyle photography, product sharp and in focus, realistic shadows and proportions
@tub make this product tub super short



Short squat cylindrical jar, matte white plastic, white flat screw cap, label @img1, ~3in tall, ~3in diameter, placed on sleek kitchen counter, soft side daylight, blurred friendly dog behind, product crisply focused

Tub needs size refinement
(for this image)



Short wide cylindrical jar, matte white plastic and white flat screw cap, label @img1, visibly wider than tall (≈3"×3"), low squat profile, placed on modern kitchen counter, soft side natural light, friendly dog softly blurred, premium look

Download Images

Ideas We Loved (But Didn’t Use)



Do Not Execute

Ideas We Loved (But Didn’t Use)

The Longer Together packaging system is built to communicate daily wellness with clarity and warmth.
It balances regulatory compliance with an approachable, modern brand presence.



US PET FOOD TOPPER LABEL — SHAKER BOTTLE
Product Category: Specialty Pet Food / Food Supplement (Powder Topper)
Format: Shaker Bottle
Bottle Dimensions: 4" H x 1.75" W x 1.75"
Label Size (Estimate): 2.5” tall x 5.5” circumference
Distribution: DTC (initial), Amazon & Chewy (future)

Do Not Execute

Packaging System









Do Not Execute

Packaging System









Do Not Execute