



Brand Manual

Brand Manual

Logo



Logo in full colour



Logo in Grey [60% Black]



Logo in White

Dogix Logo must be used in these formats only. They should not be skewed or distorted in any form whatsoever. It is best positioned on the top center of any layout but in rare cases be positioned left or right places.

Colour

I chose these organic colours scheme.
The Corporate Colour is used mostly on the logo.
The Supporting colours for other design elements.

Hex Colour #3C1B0E (Corporate Colour)
RGB Colour 60-28-15
CMYK Colour 49-80-83-75
Pantone Colour 4625 C



Hex Colour #9DB332 (Supporting Colour)
RGB Colour 157-180-51
CMYK Colour 47-12-94-1
Pantone Colour 7745 C



Hex Colour #FFCD03 (Supporting Colour)
RGB Colour 255-205-0
CMYK Colour 0-20-93-0
Pantone Colour 116 C



Hex Colour #EA5B0C (Supporting Colour)
RGB Colour 234-91-12
CMYK Colour 0-75-100-0
Pantone Colour 166 C



Hex Colour #009EE3 (Supporting Colour)
RGB Colour 0-159-227
CMYK Colour 100-0-0-0
Pantone Colour 2925 C



Hex Colour #E4CC9F (Supporting Colour)
RGB Colour 228-204-159
CMYK Colour 12-19-42-1
Pantone Colour 7501 C



Typography



The Dogix logo typo was hand drawn and rendered.

Sreda

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789#&%=?@

ASAP

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789#&%=?@

ASAP

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789#&%=?@**

ASAP

Bold Italic

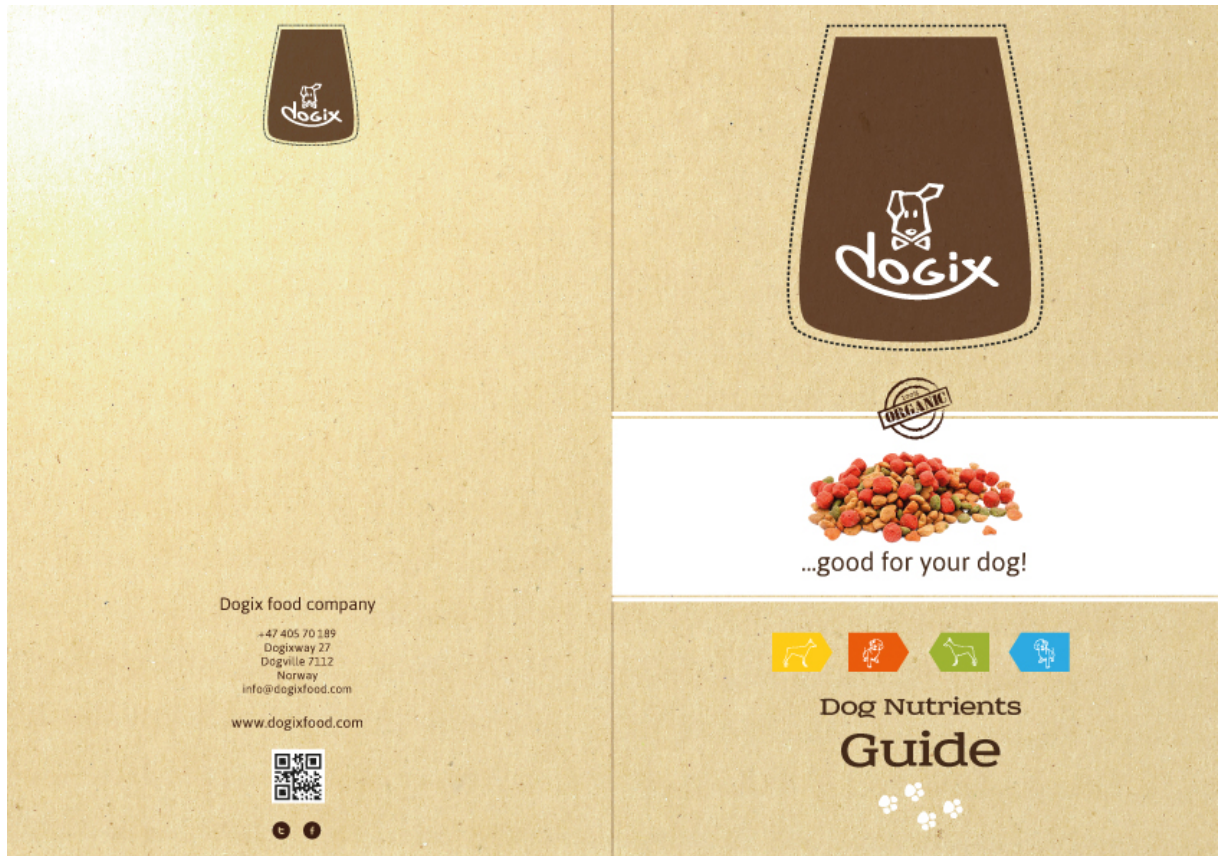
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789#&%=?@**

ASAP

ItalicRegular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789#&%=?@

Brochure



Infographic

Feed your dog right, they deserve better

Guaranteed Analysis

Crude Protein	22.0%	Minimum
Crude Fat	12.0%	Minimum
Crude Fiber	5.0%	Maximum
Moisture	10.0%	Maximum
Calcium	1.2%	Minimum
Phosphorus	0.9%	Minimum
Zinc	150 mg/kg	Minimum
Selenium	0.4 mg/kg	Minimum
Vitamin E	150 IU/kg	Minimum
L-Carnitine *	30 mg/kg	Minimum
Omega-6 Fatty Acids *	2.0%	Minimum
Omega-3 Fatty Acids *	0.3%	Minimum
Glucosamine*	750 mg/kg	Minimum
Chondroitin Sulfate*	250 mg/kg	Minimum

Feeding Guideline (standard measuring cups/day)

Weight (kg)	Standard Measuring Cups/Day
10 - 14	1 2/3 - 2
15 - 19	2 - 2 1/2
20 - 29	2 1/2 - 3 1/4
30 - 39	3 1/4 - 4
40 - 49	4 - 4 3/4
50 - 59	4 3/4 - 5 2/3
60 - 69	5 2/3 - 6 1/3
70 - 79	6 1/3 - 7
80 - 89	7 - 7 3/4
90 - 115	7 3/4 - 9

Calorie Content: 3,400 kcal/kg (335 kcal/cup) Calculated Metabolizable Energy.

As any dog owner will attest, when left to their own devices dogs will eat pretty much anything but the IDEAL diet for a dog consists of a healthy balance of animal proteins, carbohydrates, fats, vegetables and vitamins

Dogix Nutrients

Adult dog

Beef & Sweet Potato



A beef protein, grain-free formula for all life stages with sweet potatoes provides highly digestible energy and limits exposure to allergy triggers for your sensitive dog. The first ingredient is real beef protein, which provides optimal nutrition for dogs that prefer the taste of beef or are sensitive to chicken.

Large breed dog

Lamb & Rice



Protein and fat levels help your dog maintain a lean body condition and provide optimal nutrition for optimal health. Contains glucosamine and chondroitin to help promote your dog's joint health and Omega-6 and Omega-3 fatty acids to keep your dog's skin and coat healthy and shiny.

Small breed dog

Chicken & Rice



Small kibble is easy for your dog to pick and chew, which helps clean teeth and reduce plaque. The 27% protein and 16% fat formula will provide your small breed adult dog with the nutrients necessary for optimal health and an active life. Your dog's health will improve with every meal and it will show.

Puppy dog

Whitefish & Sweet Potato



A fish protein, grain-free formula for all life stages with sweet potatoes provides highly digestible energy and limits exposure to allergy triggers for your sensitive dog. The first ingredient is real fish for superior taste and nutrition. Supplemented with fruits and vegetables, Grain-Free Whitefish.

Containing the same high quality ingredients as DOGIX Hi-Energy, DOGIX Original is designed to supply a consistent level of vitamins, minerals and energy to keep your dog in peak condition during off-season times.

Available in 1 kg and 2 kg bags.

Packaging







Small breed

Chicken & Rice

Containing the same high quality ingredients as DOGIX Hi Energy, DOGIX Original is designed to supply a consistent level of vitamins, minerals and energy to keep your dog in peak condition during off-season times.

Guaranteed Analysis

Crude Protein	27.0%	Minimum
Crude Fat	16.0%	Minimum
Crude Fiber	3.0%	Maximum
Moisture	10.0%	Maximum
Zinc	150 mg/kg	Minimum
Selenium	0.4 mg/kg	Minimum
Vitamin E	150 IU/kg	Minimum
L-Carnitine*	30 mg/kg	Minimum
Omega-6 Fatty Acids	2.4%	Minimum
Omega-3 Fatty Acids	0.4%	Minimum

* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profile.

Calorie Content: 3,683 kcal/kg (945 kcal/cup)
Calculated Metabolizable Energy.

AAFCO Statement
Dogix Small, Breed Chicken and Rice Adult Dog Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Protein and fat levels help your dog maintain a lean body condition and provide optimal nutrition for optimal health. Contains glucosamine and chondroitin to help promote your dog's joint health and Omega-6 and Omega-3 fatty acids to keep your dog's skin and coat healthy and shiny.



1kg



Small breed

Chicken & Rice

Designed to supply a consistent level of vitamins, minerals and energy to keep your dog in peak condition during off-season times.



...good for your dog!

1kg



Small breed

Chicken & Rice

A beef protein, grain-free formula for all life stages with sweet potatoes provides highly digestible energy and limits exposure to allergens for your sensitive dog. The first ingredient is real beef protein, which provides optimal nutrition for dogs that prefer the taste of beef or are sensitive to chicken. Diamond Naturals Grain Free Beef and Sweet Potato Formula provides complex carbohydrates for all day energy, while fruits and vegetable acid powerful natural antioxidants for optimal health and vitality.

Ingredients

Chicken, chicken meal, cracked pearl barley, ground rice, egg products, chicken fat (preserved with mixed tocopherols), millet, dried plain beef pulp, potatoes, flaxseed, natural chicken flavor, fish meal, salt, potassium chloride, choline chloride, dried chicory root, L-Carnitine, yucca schottigera extract, vitamin E supplement, iron proteinate, zinc acetate, copper proteinate, boron sulfate, zinc sulfate, copper sulfate, potassium iodide, thiamine mononitrate, manganese proteinate, manganese oxide, ascorbic acid, vitamin A supplement, biotin, niacin, calcium pantothenate, manganese sulfate, sodium selenite, pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, riboflavin, vitamin D supplement, biotin acid.

Feeding Guideline (standard measuring cups/day)

Weight (kg)	Standard Measuring Cups/Day
10-14	1 2/3-2
15-19	2-2 2/3
20-24	2 2/3-3 1/4
30-39	3 3/4-4
40-49	4-4 3/4
50-59	4 3/4-5 2/3
60-69	5 2/3-6 1/3
70-79	6 1/3-7
80-89	7-7 2/3
90-115	7 2/3-9



Dogix food company

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www.dogixfood.com

1kg



Small breed

Chicken & Rice

1kg

Flat Design Front



Best for: FR 62-550-050
On: 2014 22/18
2355091030

Great lamb formula for dogs sensitive to chicken or those that simply prefer the taste of lamb

Antioxidants to support overall good health

Controlled levels of omega fatty acids for healthy skin and coat

Added glucosamine and chondroitin to support healthy joints

No Wheat, No Corn, No Soy

Protein and fat levels help your dog maintain a lean body condition and provide optimal nutrition for optimal health. Contains glucosamine and chondroitin to help promote your dog's joint health and Omega-6 and Omega-3 fatty acids to keep your dog's skin and coat healthy and shiny

Dogix food company

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Dogville 7112
Norway
Email: info@dogixfood.com

www.dogixfood.com **1kg**

Flat Design Back

Point of Sale



Point of sale elements



Dogix POS and product rendered within a "real" environment