

**earth  
rated®**

This book is our brand guidelines. It sets out how we communicate and **how our brand should be represented in the world.**



# 01

**What's in this book.**

Contents. 006

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earth  
rated®

Making life with  
dogs **simpler,**  
**and better.**







# 02

**Our foundations.**

This brand guidelines book is here to help keep a consistent brand message across all **platforms, services and products.**



**It is what will make  
our brand instantly  
recognisable.**

Delivering coherent  
products that are  
different from the  
competition.



**Our brand identity should  
be rigid enough to achieve  
meaningful consistency**

But flexible enough to stay  
relevant. It should liberate  
not constrain.





From the beginning,  
our goal has been to  
create a world where  
owning a pet is fun  
and rewarding, even  
when dealing with  
**the messy stuff.**

While Earth Rated is evolving beyond the “messy” stuff, our purpose is still to make life with dogs simpler and better – and this is reflected in everything we do, from the products we create to the way we communicate with people.



We know our  
lives are **more  
meaningful  
with dogs.**

This is our reason to be. It's the why. It's why we love what we do. It's why we get up and go to work. It's our belief, many of our own lives, and the heart of Earth Rated.



We want to  
make life with  
dogs **simpler,**  
**and better.**

This is our mission, the start of any project;  
the measure of any work we do, and its  
success. It's a statement to inspire critical  
thinking; If our product, packaging,  
branding, tone of voice or campaigns don't  
share this ideal, do they represent us?

## **Simpler.**

Simple does not mean clinical, basic or low-cost. It means intuitive, inclusive and approachable. We bring clarity, not confusion.

## **Better.**

Better is to elevate the everyday through considered, thoughtful and practical benefits. Learn, listen and change for the better; our brand and products reflect this.

# We do this **Simply.**

We make products simpler,  
more inclusive.

We talk simply; we speak to  
everyone.

We simplify decisions,  
we make them easy to  
understand.





# We do this **Thoughtfully.**

Our products are designed thoughtfully.

We are thoughtful of our impact on the planet.

We think thoughtfully about people's relationships with dogs.





# We do this **Fairly.**

We treat customers,  
partners, our community and  
colleagues fairly.

Our products are fair - to  
people, on cost, for pets,  
society and planet.

We give back fairly, we  
recognize we're part of a  
bigger world.



# We do this **Helpfully.**

We speak helpfully. We are confident, yet never dismissive or boastful.

There is always room to improve. We help change for the better.

Our products are helpful. We're here to help your everyday.





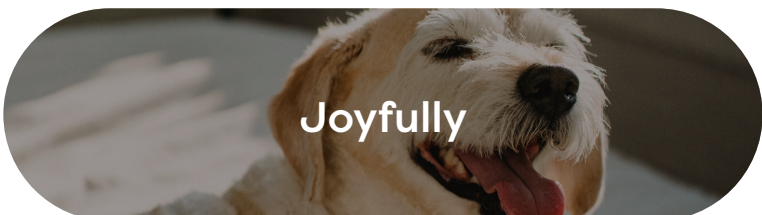
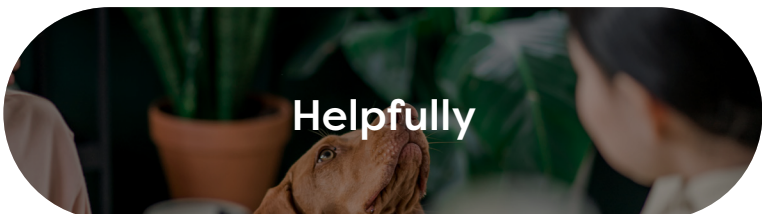
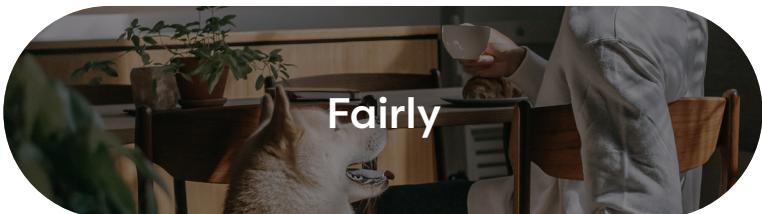
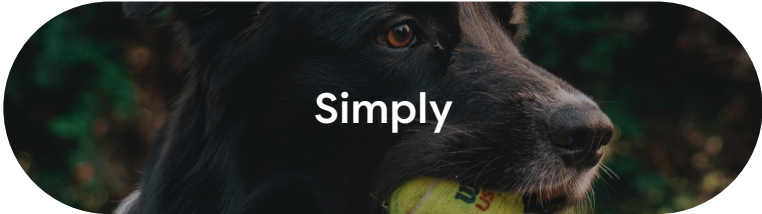
# We do this **Joyfully.**

Our products feel joyful,  
but not naive.

We aim to delight. Spark  
joy for person and dog.

We speak joyfully, though  
never childishly.





# These are our behaviours.

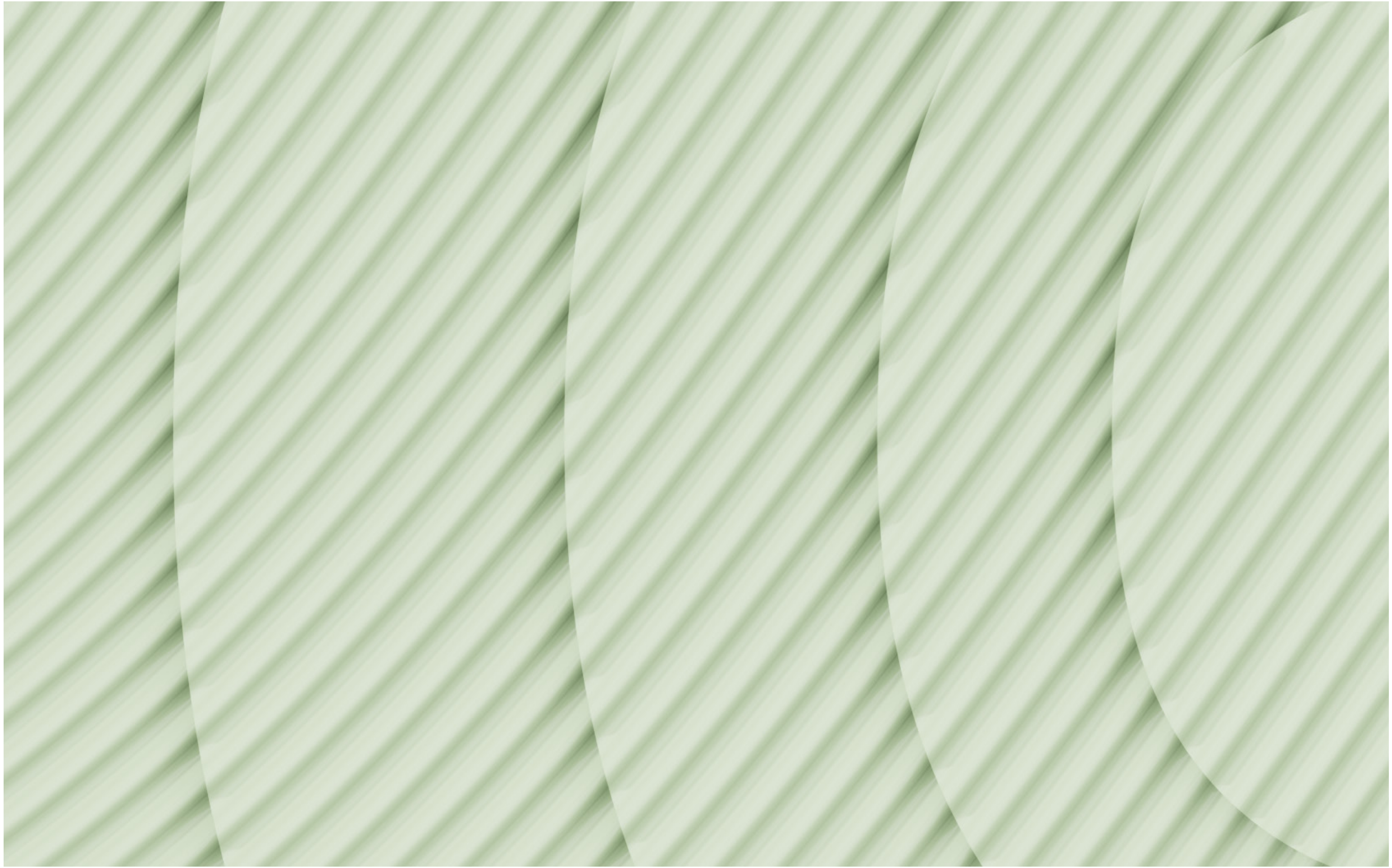
They guide how we talk to our customers, the partnerships we make, how we treat our colleagues, the actions we take and the decisions we make.

We aim to be  
**the everyday  
dog brand, for  
everybody.**

This is our goal. We are for the every-person;  
the every-dog. We strive to be the go-to.  
The no-brainer. The first-choice for people in  
their everyday.

We are down to Earth. The salt of the Earth.  
**We are Earth Rated.**





**Our brand identity.**

This section will cover  
six key pillars of our  
brand identity.

It will inform us on  
what our brand is, what  
decisions to make, and  
why we’re making them.

Brandmark



The main touchpoint for  
the brand – the logo, how  
to use it and where.

Color



The types of color,  
combinations, balance,  
and amount of color used.

Type



The font family, hierarchy,  
weights and typesetting  
across the board.

Tone of voice



Our verbal identity; how we  
speak and other ways we  
communicate.

Art Direction



A visual representation of  
our tone of voice; how we  
conduct our imagery.

Packaging



Our packaging identity  
and rules on how to create  
new packaging units.

Brandmark



# This is the Earth Rated brandmark

Understated, considered  
and light-hearted in nature.  
Thoughtfully crafted and human,  
with a hand-signed flourish.

earth  
rated®



The background of the image features a close-up, slightly blurred view of several interlocking metal gears. The gears are resting on a light-colored, textured surface that resembles sand or fine-grained stone. The lighting creates soft shadows, emphasizing the three-dimensional nature of the gears and the texture of the surface. The overall color palette is muted, with greys, tans, and a hint of green from the text.

**Earth Rated has an  
impactful brandmark,  
with its simple form  
typologies creating  
a premium product  
perception.**





**Our brandmark is transferable.**

We use it across all customer facing platforms: product, packaging and digital.

**earth  
rated®**

**A contemporary and  
friendly brandmark.**

A celebration of life's simple  
pleasures and everyday joy.  
Reduce to the essentials,  
enjoy more with less.



## Uplifting and joyful.

A simple, single ligature cleverly reveals a delightful doggy between the letters.

\*do not use the dog shape with or instead of the brandmark.

earth  
rated®

## Vertically stacked

The double-storey logo, used as default for the Earth Rated brandmark.

# earth rated®

## Horizontally stacked

In restricted settings, we can use our longform, horizontal wordmark.

earth  
rated®

earth rated®

Our stacked and longform brandmarks

earth  
rated®



**Soft, uniform type**  
An approachable typeface, with the correct balance of softness, geometry, softness and friendliness.



**Crafted ligature**  
A ligature between the t and h; crafted and human, a hand-signed flourish, a nod to calligraphy



**Hidden doggy**  
A soft, noticeable, everyday dog. The delightful doggy reveal is characterful, crafted and intentional.



**Fun interaction**  
A large, happy, expressive tail creates personality and is easily legible, even at a small scale.





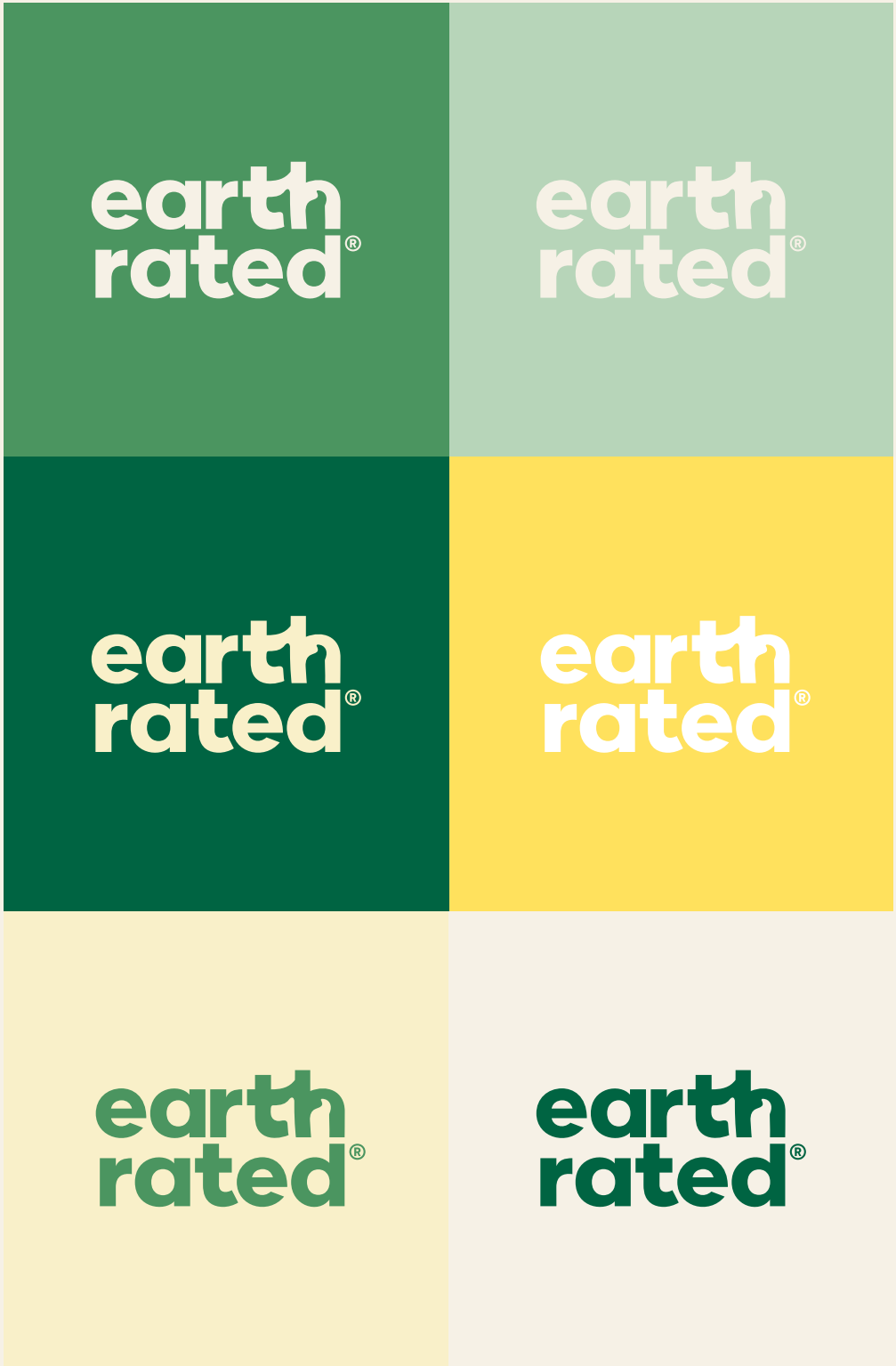
## Vertical stack minimum clearspace

Our brandmark in its entirety should always be surrounded by clear space. This clear space ensures the unobstructed and visible placement of the logo.



# Horizontal stack minimum clearspace

The minimum clearspace remains the same for both the vertical and horizontal brandmark orientations.



**Suitable for  
any colorway**

Our brandmark can be  
tweaked to be used for  
any color combination of  
our brand colors.



**earth  
rated®**

**Do.**

Dark brandmark on light  
color backgrounds.

**earth  
rated®**

**Do.**

Light brandmark on dark  
color backgrounds.



## Do

Use the doggy motif on packaging barcodes.



## Don't

Use the doggy motif anywhere else, or instead of the wordmark.



**Don't**

Avoid stretching or  
distorting the brandmark.



**Don't**

Avoid rotating  
unless specified.



**Don't**

Avoid changing the scale  
of brandmark elements.



**Don't**

Avoid separating elements  
of the brandmark.





**Don't**

Avoid from using multiple colors with the brandmark.



**Don't**

Avoid outlining the brandmark



**Don't**

Avoid using drop shadows or other effects.



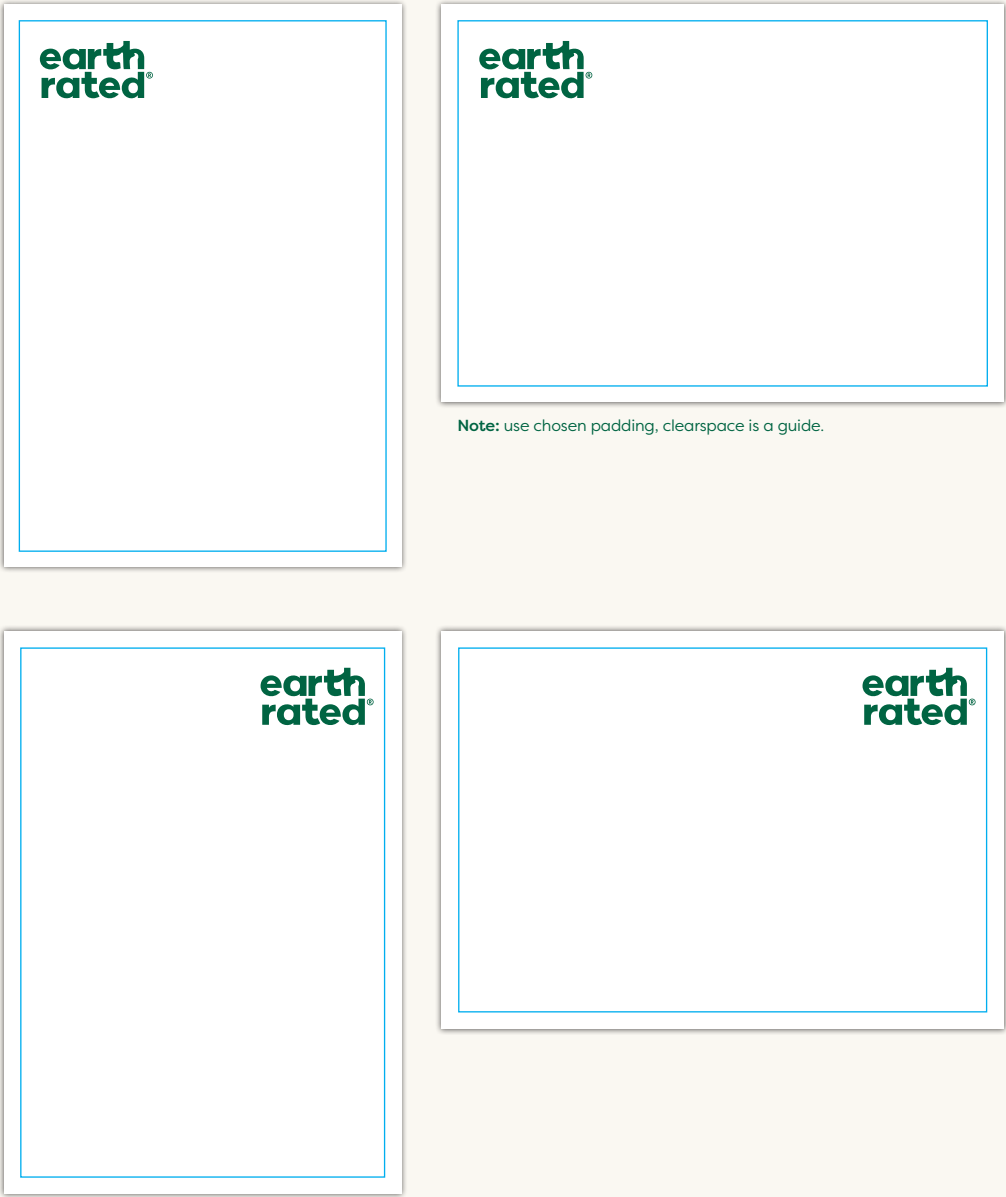
**Don't**

Avoid using a different typeface for the brandmark.

# Brand identity

## Primary positioning

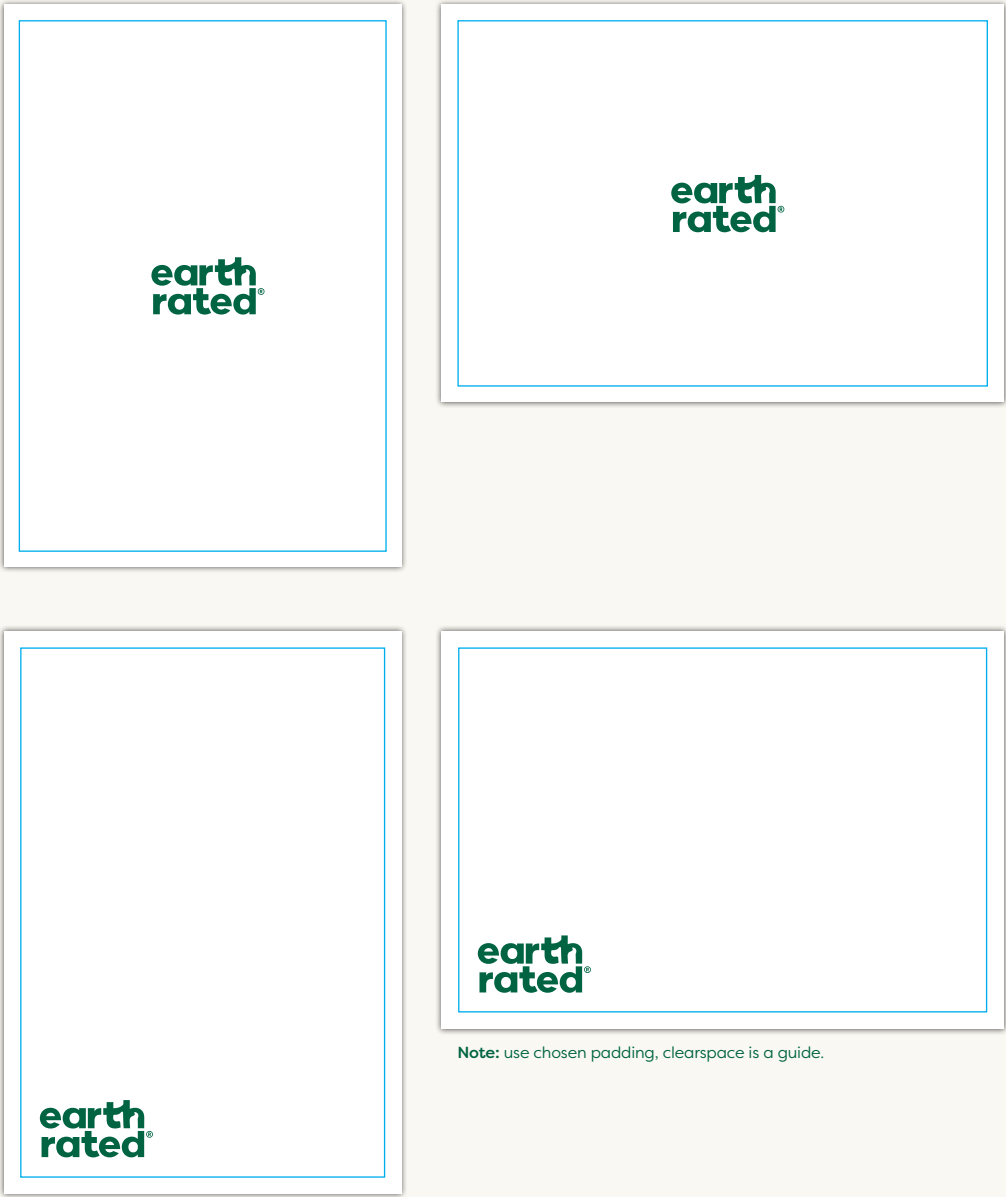
Uniformity can be kept through the brand by utilizing logo positionings. The primary logo positioning for communications is in the top-left or top-right of the canvas.



# Brand identity

## Secondary positioning

The secondary logo positioning for communications is in the center or the bottom-left of the canvas. This positioning is used for more impactful situations, such as media imagery or advertisements.



**Note:** use chosen padding, clearspace is a guide.

See page 64 for minimum clearspace rules.

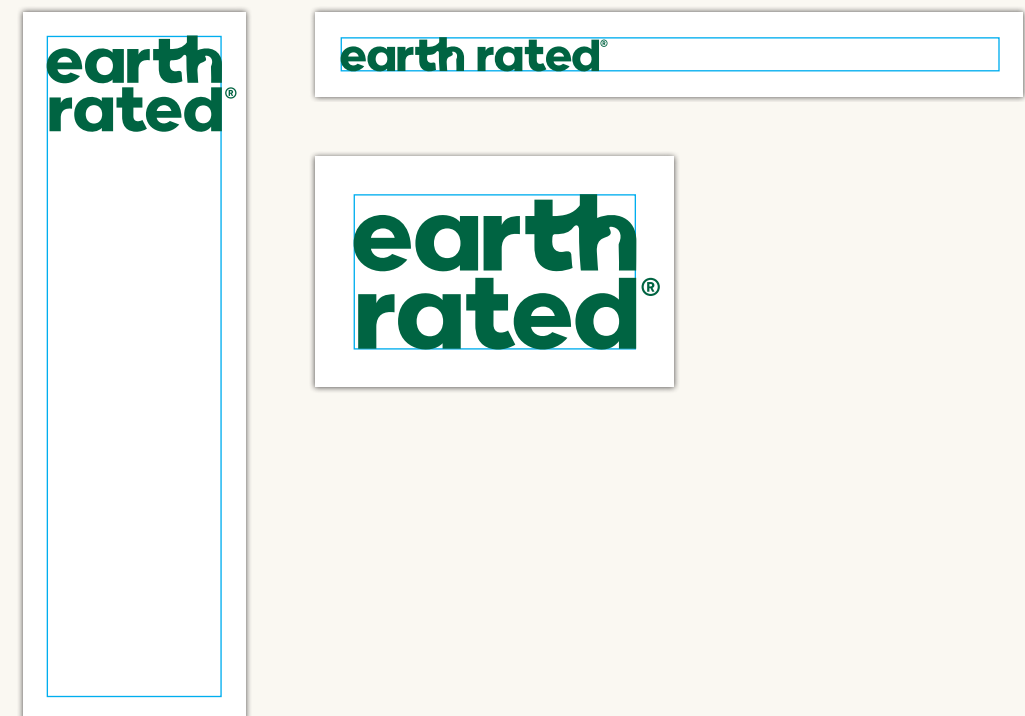


## Brand identity

### Extreme positioning

On extreme formats where the primary logo size cannot work, the logo may be scaled full height to the active area.

In more extreme formats, the longform, horizontal brandmark can be used.



See page 64 for minimum clearspace rules.



earth  
rotted



Color





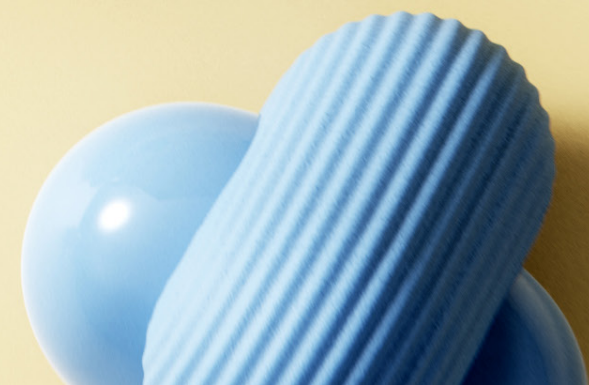
Our colors are  
**youthful, uplifting  
and contemporary.**

Fresh greens are  
paired with vivid  
secondary colors.



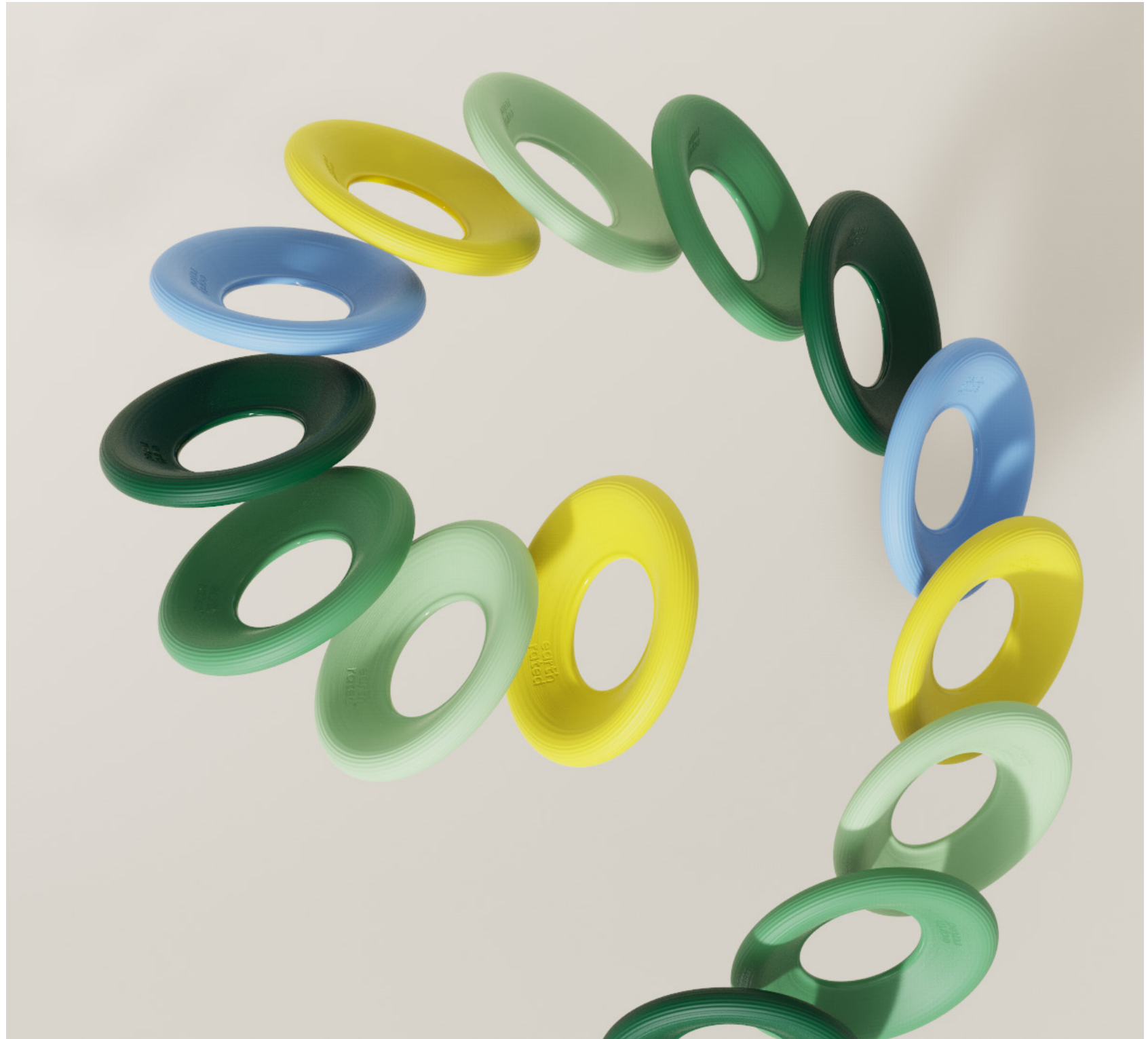
# This is Earth Rated's color strategy.

Vibrant color canvassing  
across product, print and  
digital, creates a harmonious,  
consistent and instantly  
recognisable identity.



## Our product color signature

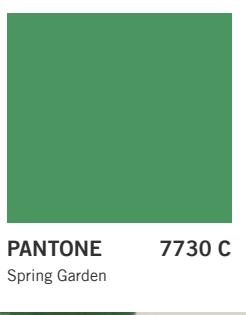
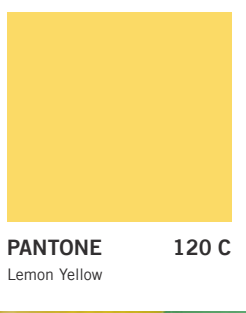
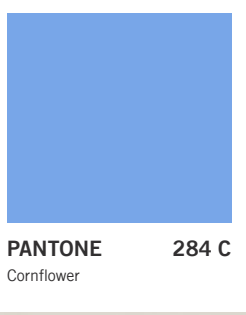
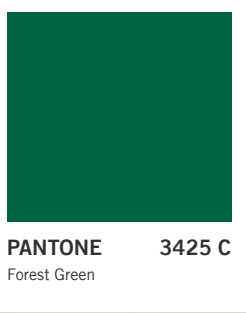
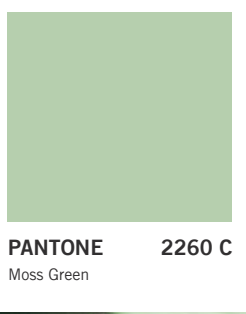
Our furry friends don't see the world in full color. Embracing a vibrant scheme of yellows and blues along with our signature greens gives them colors they can get excited by.





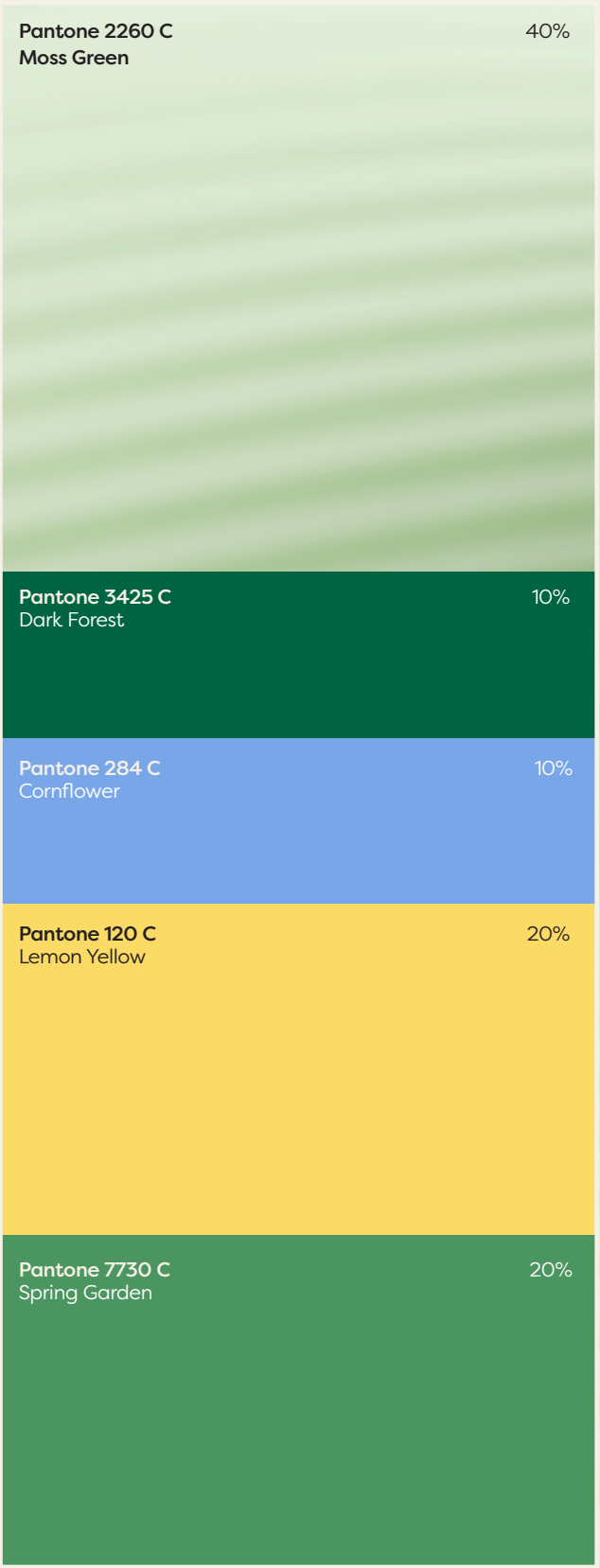
# Our product color palette

A tonal trio of pale  
mid and deep greens,  
contrasted with a bold,  
accented yellow and  
softened blue.



# Our product color strategy

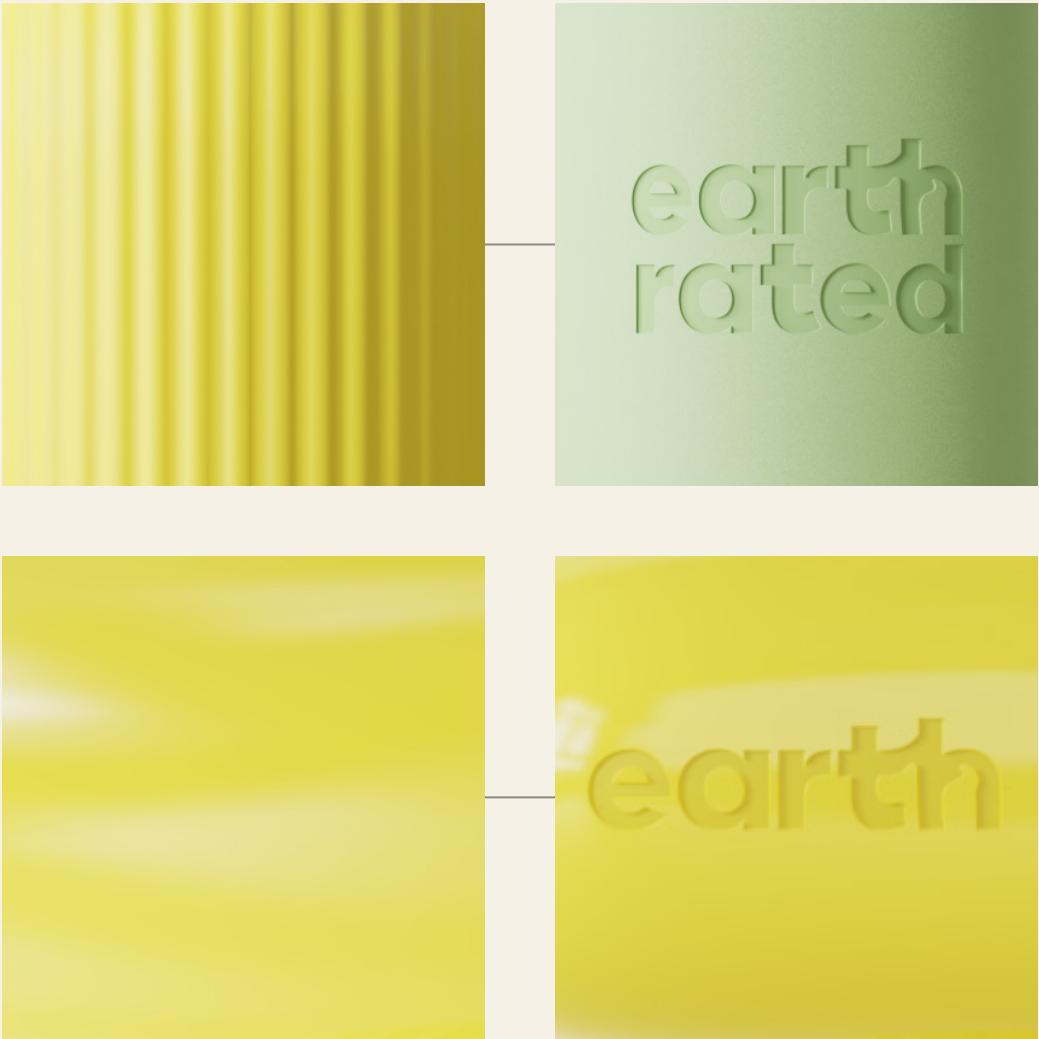
Flashes of yellow and blue across a canvas of green is our ownable signature from afar.



# Our product brand application

For matte product  
finishes, our brandmark is  
debossed and glossy.

For gloss product  
finishes, our brandmark is  
debossed and matte.





## Brand equity through greens

Packaging is a vibrant and identifiable asset on-shelf and in-store. It's an opportunity to drive recognition and an essential step in customer interaction.





# Our print color palette

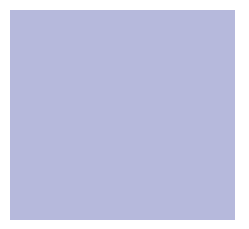
Printed media will use coated mediums, giving us a greater flexibility for colour, utilizing the full range of our colors.



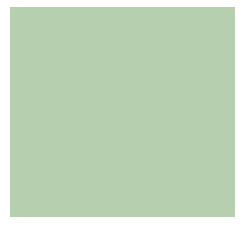
**PANTONE** 3425 C  
Forest Green



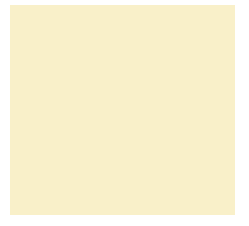
**PANTONE** 120 C  
Lemon Yellow



**PANTONE** 7444 C  
Lavender



**PANTONE** 2260 C  
Moss Green



**PANTONE** 7499 C  
Papaya Whip



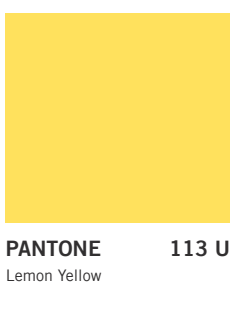
# Our print color strategy

A vibrant sea of Forest Green amplifies brand equity, complimented by recognisable color accents to drive distinguishability.

<b>Pantone 3425 C</b> Forest Green C100 M0 Y34 K61	50%
<b>Pantone 120 C</b> Lemon Yellow C0 M13 Y60 K2	5%
<b>Pantone 7444 C</b> Lavender C17 M16 Y0 K14	10%
<b>Pantone 2260 C</b> Moss Green C13 M0 Y15 K19	10%
<b>Pantone 7499 C</b> Papaya Whip C0 M5 Y26 K5	25%

# Our packaging color palette

Our signature greens and yellows are optimized for uncoated kraft card, and are complimented by pastel tones with the additions of Lavender and Papaya Whip.





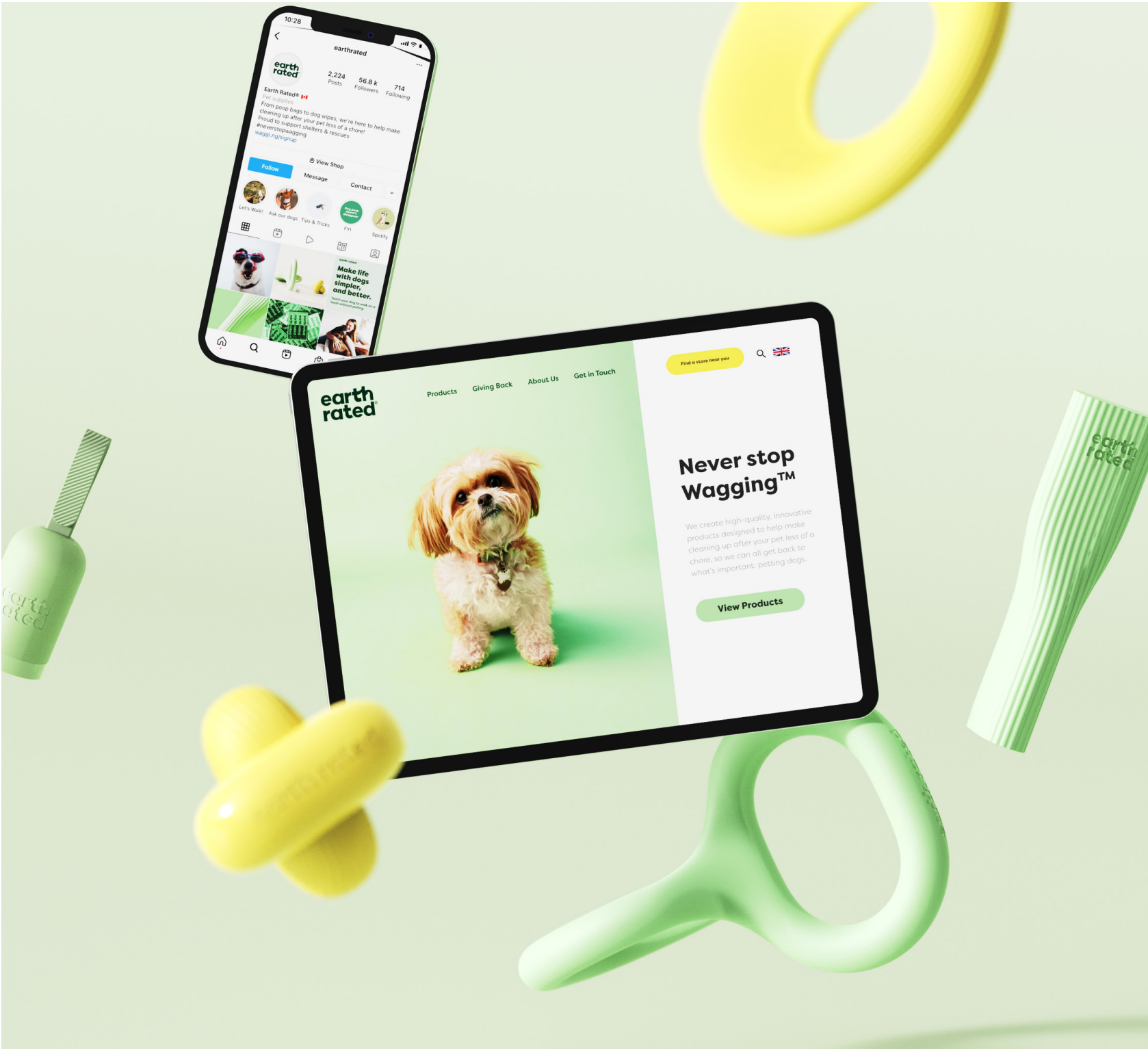
# Our packaging color strategy

Our print colors, optimized for kraft card bases can be recreated with CMYK values, and are characterized by the deep, rich Forest Green throughout.

<b>Pantone 3500 U</b> Forest Green C80 M30 Y70 K40	50%
<b>Pantone 113 U</b> Lemon Yellow C2 M9 Y72 K0	5%
<b>Pantone 7444 U</b> Lavender C22 M21 Y0 K25	10%
<b>Pantone 2260 U</b> Moss Green C38 M0 Y45 K0	10%
<b>Pantone 7499 U</b> Papaya Whip C4 M5 Y24 K0	25%

# Built for accessibility

Meeting all current  
contrast and visual  
accessibility standards,  
our colors are adapted  
for the big screen.



# Our digital color palette

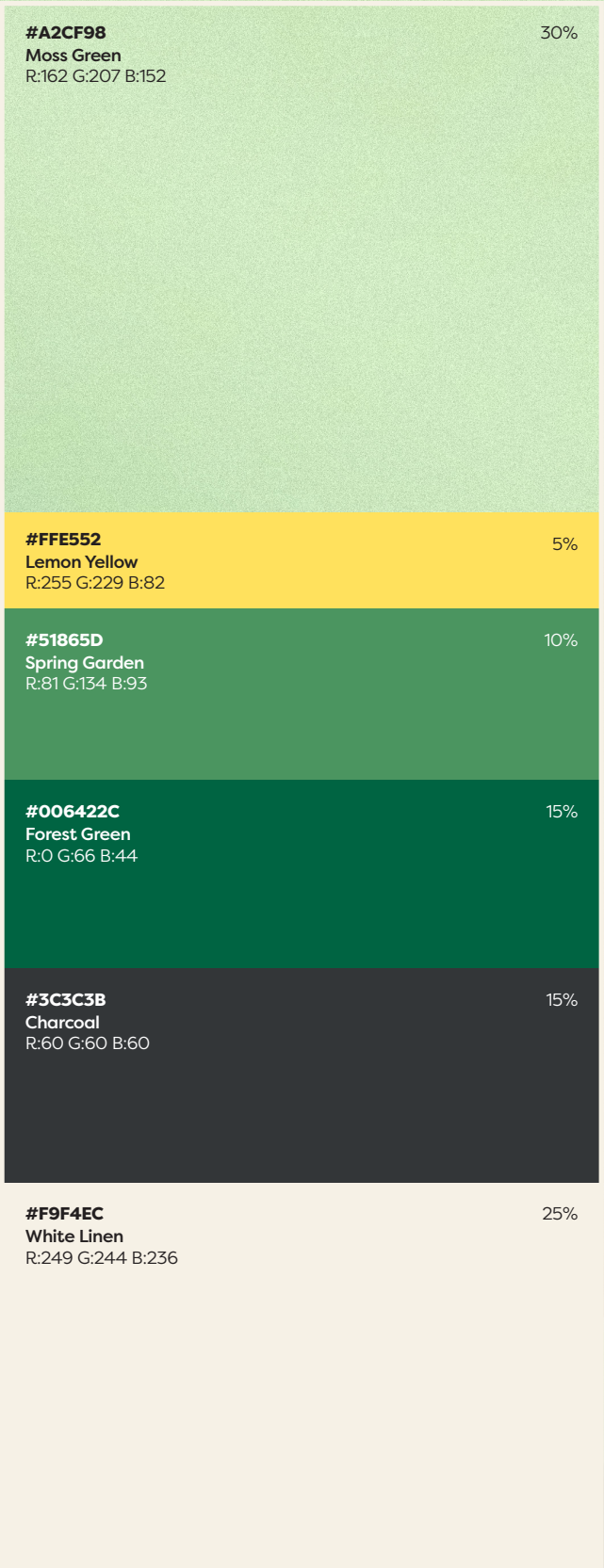
Our signature greens are combined with a strong contrasting charcoal and white linen, with accents reserved for yellow.

<div>#006442</div> <div>Forest Green</div>	<div>#FFE552</div> <div>Lemon Yellow</div>
<div>#A2CF98</div> <div>Moss Green</div>	<div>#51865D</div> <div>Spring Garden</div>
<div>#F9F4EC</div> <div>White Linen</div>	<div>#3C3C3B</div> <div>Charcoal</div>



# Our digital color strategy

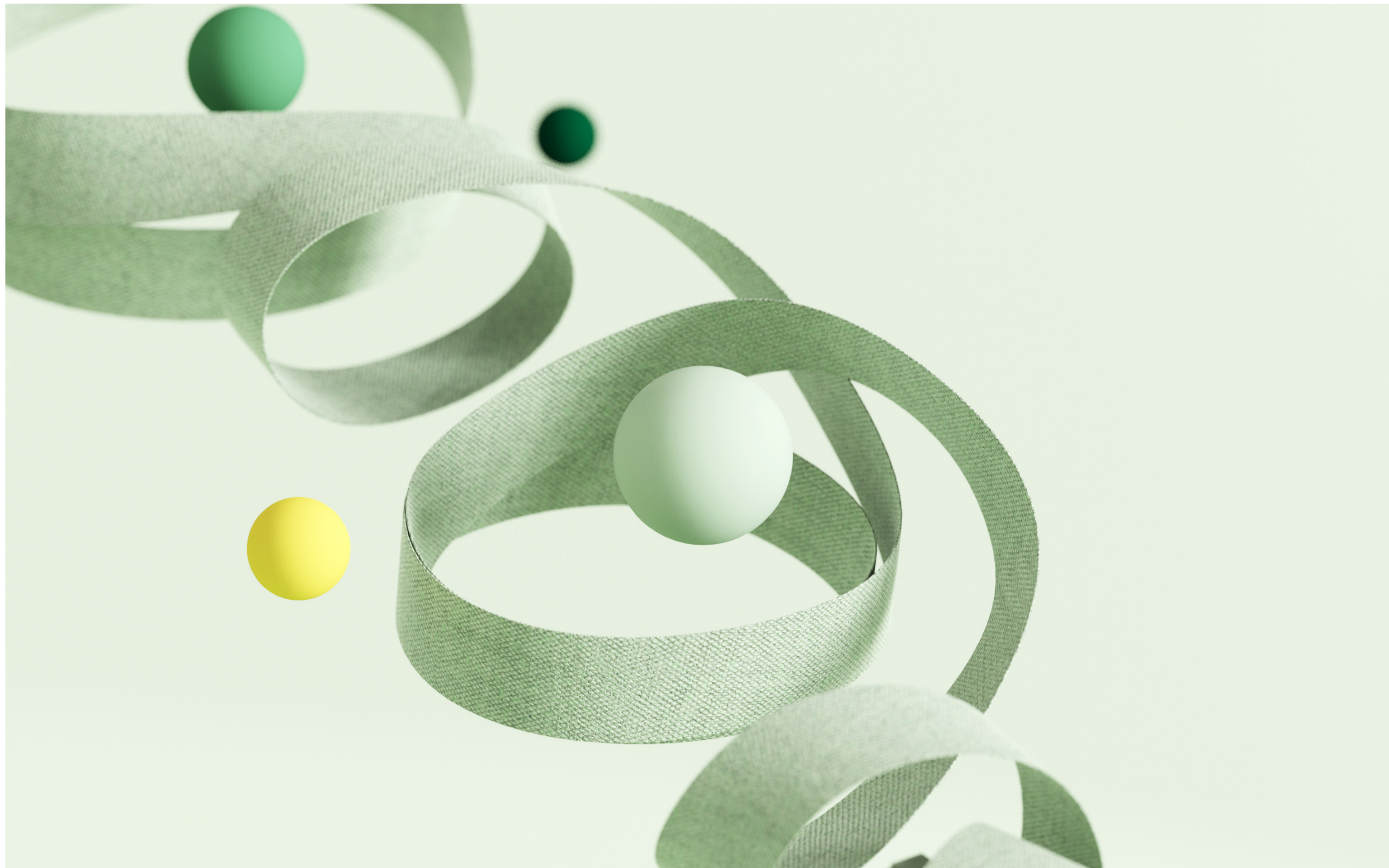
White Linen and Moss Green comprise our digital base, and our greens are complimented by Charcoal for text.





Our extended color palette is fully versatile.  
It is youthful, uplifting and contemporary.







Typography



Our type is **friendly**  
**and approachable,**  
suitable for body and  
display copy, while  
supporting  
our brandmark.



# This is Earth Rated's typography.

Typography plays a very important role in communicating our brand.

Careful use of the brand font reinforces our brand personality and ensures clarity and harmony in all brand communications.





Our typeface is

# Filson Pro

A friendly, approachable geo-grotesque typeface, suitable for display and longform text. It supports the brandmark with its rounded, uplifted terminals.

**Heavy**  
**Medium**  
Book

Famous  
Pups

Astro  
Beethoven  
Clifford  
Dug  
Eddie  
Fido  
Gromit  
Hooch  
Jerry Lee  
Krypto  
Lassie

Marmaduke  
Nana  
Otis  
Pluto  
Rover  
Snoopy  
Toto  
Verdell  
Winn Dixie  
Yellow  
Zorba

A geometric sans-serif typeface with versatility in mind. The distinctive letters 'K', 'Q' and 'R' makes this font unique and welcoming, yet also elegant.

Extended  
Alphabet

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó  
Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç  
d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
! @ # \$ % & \* ( ) +  
Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç



These are our  
typographic styles

We use Filson Pro Heavy,  
Filson Pro Medium and  
Filson Pro Book.

Filson Pro Heavy  
Astro

Filson Pro Medium  
Lassie

Filson Pro Book  
Rover

# Typesetting with our styles

We use Filson Pro Heavy,  
Medium and Book in  
different configurations  
throughout our brand  
communications.

**Headline 1**  
Filson Pro Heavy

Tracking: -10  
Leading: 100%

**Headline 2**  
Filson Pro Medium

Tracking: -20  
Leading: 100%

**Body Copy**  
Filson Pro Book

Tracking: -10  
Leading: 110%

**Make life with dogs  
simpler, and better.**

**Where would we be without dogs?  
We have big hearts for dogs.**

From supporting shelters, rescues and service animal organizations with product donations as well as our annual spread love blanket campaign, to teaming up with our retailers participating in local fundraisers and adoption events, giving back is one of the best parts of our job!

**Typesetting**  
**Headings**

**Font**  
Filson Pro Heavy

**Case**  
Sentence Case

**Kerning**  
Metrics

**Tracking**  
-20

**Leading**  
90%

60pt **Make life with  
dogs simpler,  
and better**

18pt **Make life with dogs simpler, and better**



# Typesetting Subheadings

Font  
Filson Pro Medium

Case  
Sentence Case

Kerning  
Metrics

Tracking  
-10

Leading  
100%

36pt **Where would we be  
without dogs? We have  
a big heart for dogs**

18pt **Where would we be without dogs?  
We have a big heart for dogs**

# Typesetting Body

**Font**  
Filson Pro Book

**Case**  
Sentence Case

**Kerning**  
Metrics

**Tracking**  
-10

**Leading**  
110%

18pt From supporting shelters, rescues and service animal organizations with product donations as well as our annual spread love blanket campaign, to teaming up with our retailers participating in local fundraisers and adoption events, giving back is one of the best parts of our job!

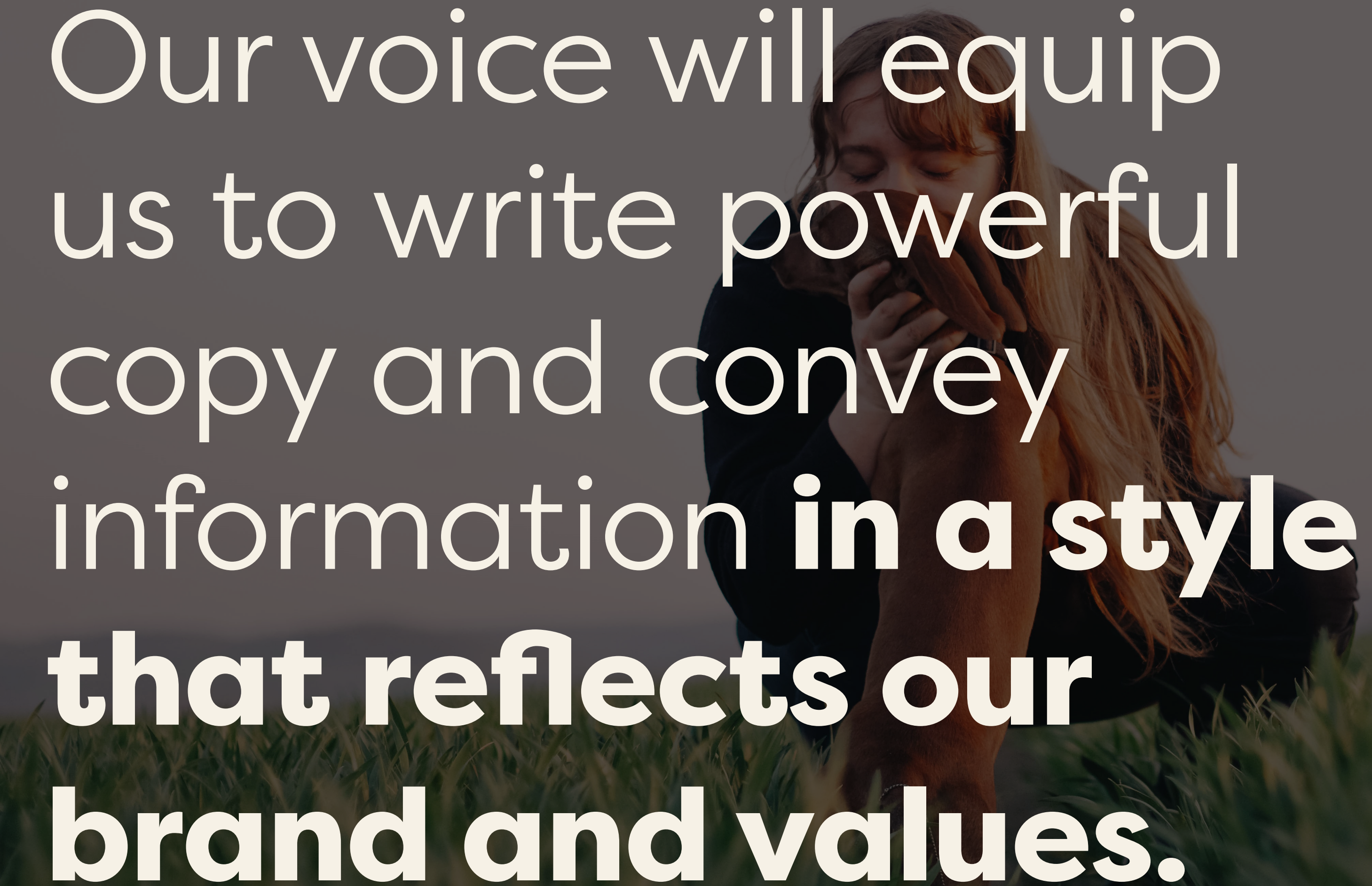
10pt From supporting shelters, rescues and service animal organizations with product donations as well as our annual spread love blanket campaign, to teaming up with our retailers participating in local fundraisers and adoption events, giving back is one of the best parts of our job!







**Tone of voice**

A woman with long blonde hair is holding a small, dark-colored dog in her arms. She is standing in a field of tall green grass. The background is a soft, out-of-focus landscape with hills under a hazy sky. The overall tone is warm and natural.

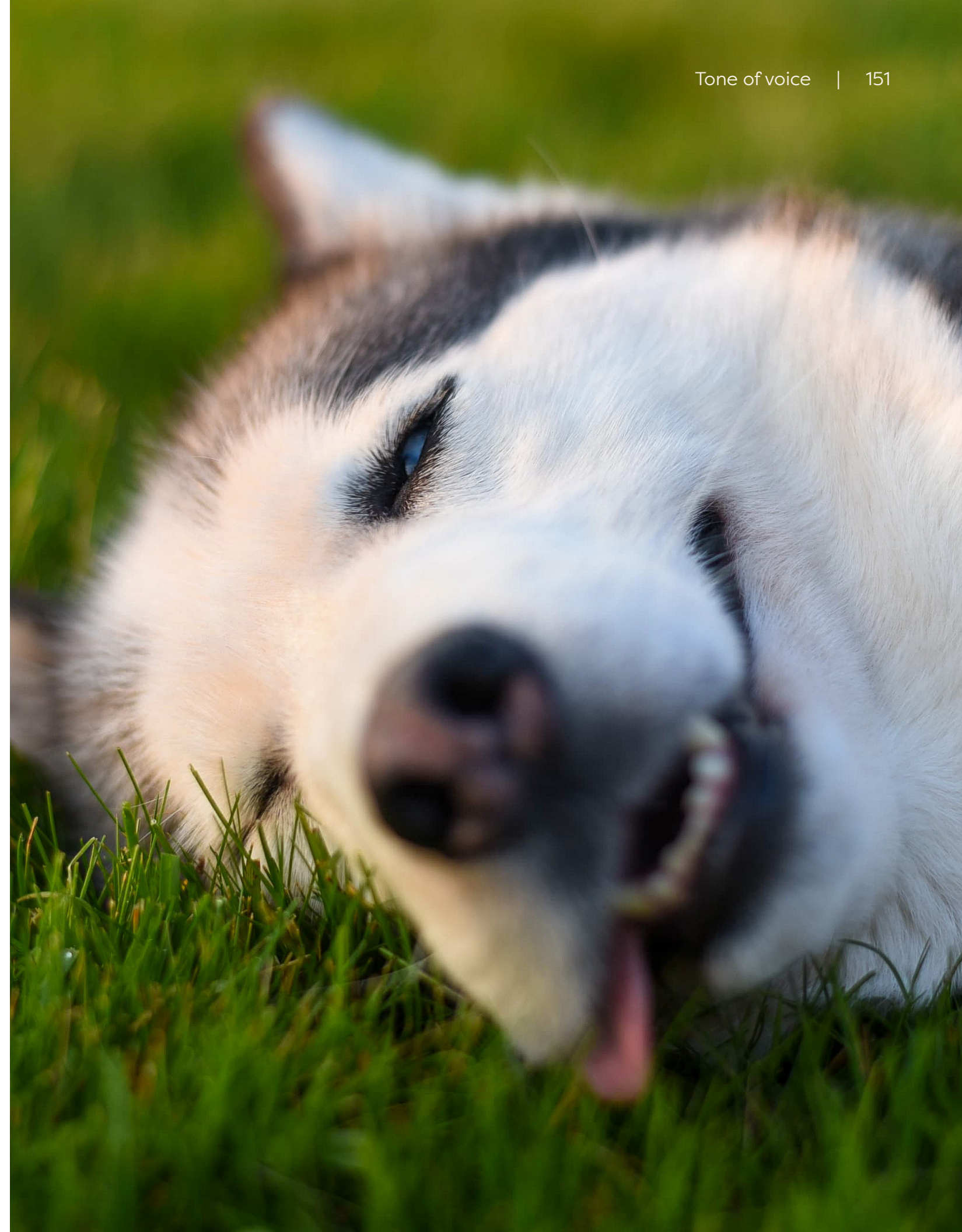
Our voice will equip  
us to write powerful  
copy and convey  
information **in a style**  
**that reflects our**  
**brand and values.**



# Our mission is to make dog ownership simpler and better.

## **How do we reflect that in our communications?**

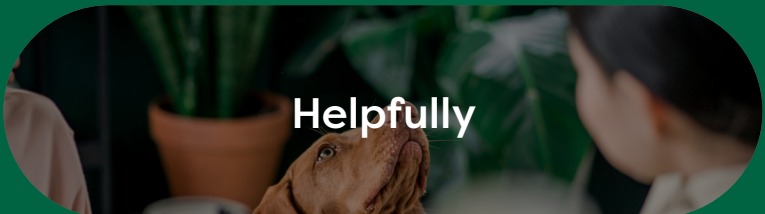
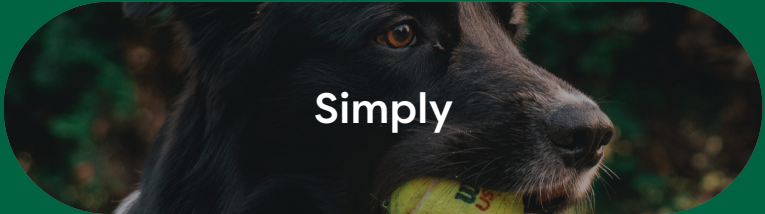
By using a confident and considered voice that offers insight and reflects the joys of pet ownership. We need to combine the factual, research-driven insights that drive the design of our products with fun, inspirational language that motivates people to have a better relationship with their dogs.





# How we express ourselves

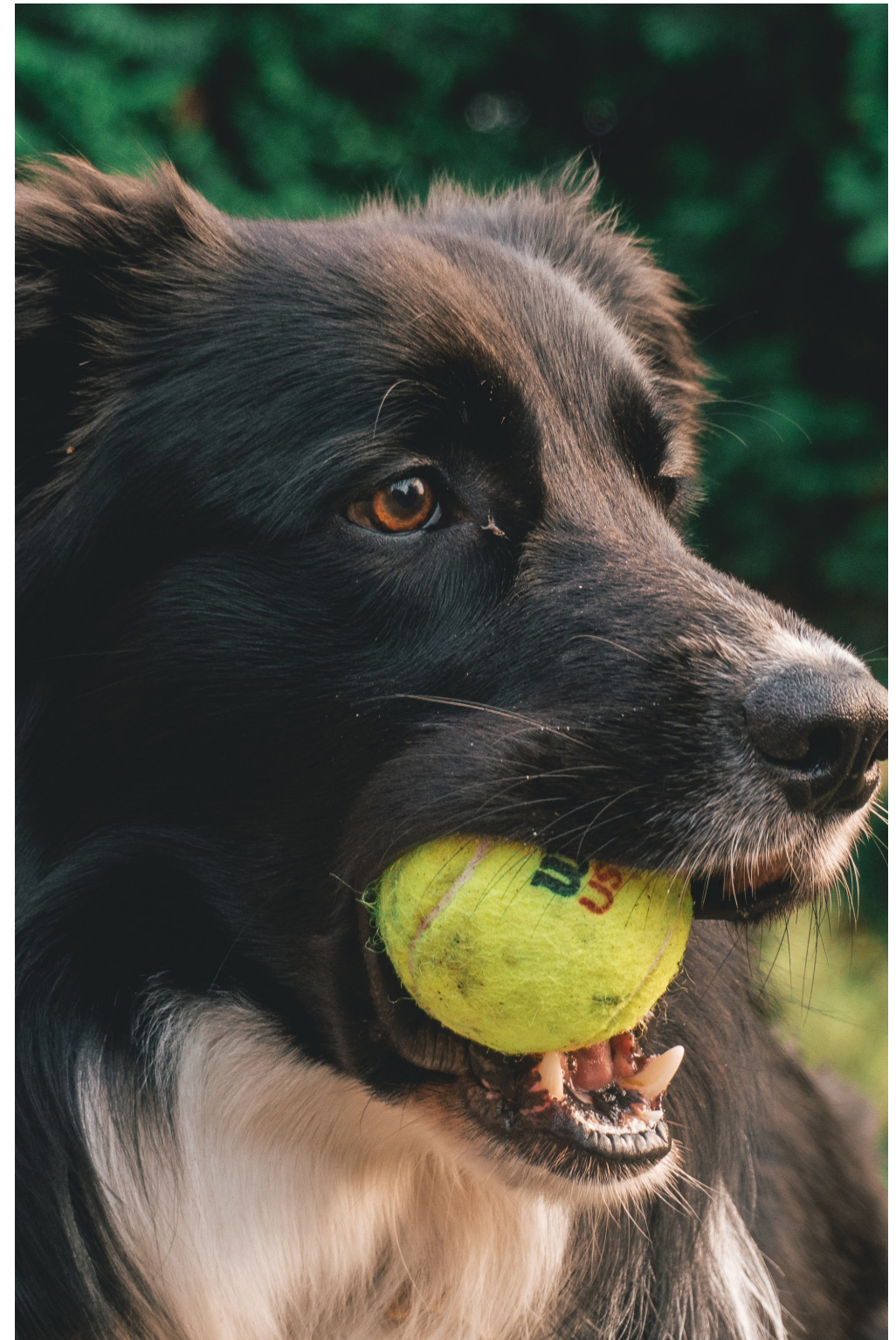
The way we communicate will be defined by our five voice characteristics – these are the starting point from which everything else takes its cue. It is essential to understand how these voice characteristics inform the way we speak. And, every time we communicate, it is important to ask ourselves which of these voice characteristics should take the lead.



Earth Rated speaks...

# Simply

We make life with dogs simpler and better. We are straightforward in the way we communicate and we speak to everyone. We simplify the decisions pet owners have to make and ensure they are easy to understand.



Simply

# Do

Ask these questions to ensure copy has a simple, direct energy:

Can you turn a noun into a verb?

Can you make the verb form active without a trace of the passive?

Can you choose verbs that give out energy and are emotive rather than simply exist?

For example: “Our [product] is simple to use...” not “The [product] has simple usability...”

For example: “We’ve decided...” not “A decision has been made...”

Simply

# Don't

“Dumb down” information.

Over-use jargon and technical language. Only use it when it is necessary to back up a claim and always ask if it is necessary and appropriate to the audience.



Earth Rated speaks...

# Thoughtfully

Our products are designed with care to improve people's relationship with their dogs, and we are aware of our impact on the planet. These values are reflected in the careful, considered, and thoughtful way we communicate.



Thoughtfully

# Do

Ask if information is relevant to the reader. If not, cut it.

Keep the focus on what’s new and innovative – but be specific and precise.

Emphasize the experience of Earth Rated products.

It’s not just about how the products look, but also about how they function, smell and feel – for both pet owners and dogs.

Communicate the Earth Rated sustainability credentials and rescue support – but always back statements up with facts.

Thoughtfully

# Don’t

Overuse technical abbreviations like “PCR material” or use them to define the brand.

Generalize. Be specific.

Make claims without backing them up with facts.

Exaggerate or be boastful.

Use clichés or puns.



Earth Rated speaks...

# Fairly

We are transparent with our knowledge to ensure people know that our products can be trusted. While we are confident in what we offer, we believe there is always room to improve, and we encourage an open dialogue with our users.





Fairly

# Do

Keep sentences short and simple, and focus on finding the right words. There is no need to over-explain.  
People trust Earth Rated because we know dogs.

Be the authority. Avoid inconclusive language, such as “I think” or “We think”. Instead, use “We believe” – this expresses a commitment to a value.

Make bold statements, but only if they can be supported by specific facts and examples. Avoid making sweeping statements, even if they’re true.

Fairly

# Don’t

Write about what our audience knows. Write about what they want to know.

Use “click-bait” style writing. It doesn’t inspire trust in our audience.

Examples of “click-bait” include: “You won’t believe...” “Top ten reasons why...” “..... The results are amazing!” “Can you solve...?”

Use unnecessary punctuation.

Overuse superlatives (like best, boldest, bravest)

Be condescending. Be informative without being arrogant or patronizing.

Use tentative or disempowering words such as “just”, “actually” or “maybe”.

Earth Rated speaks...

# Helpfully

Dogs bring joy to our lives. Our friendly, enthusiastic tone is a reflection of this. Like our products, we are helpful – and we are happy to support our users in any way we can.



Helpfully

Do

Use natural language, but avoid colloquialisms.

For example: use not utilize, try not endeavor

Be personal:

Use first person (we, our) and address readers directly (you, your).

ask questions of the reader to engage them.

Use bullet points and short paragraphs to break up dense information.

Helpfully

Don't

Be unprofessional. Avoid language that is grammatically incorrect or overly conversational. Don't use slang.

Be clinical or impersonal

For example: "We're always here for you" not "Our customer service is excellent".

Overuse scientific, academic, and corporate language or jargon.

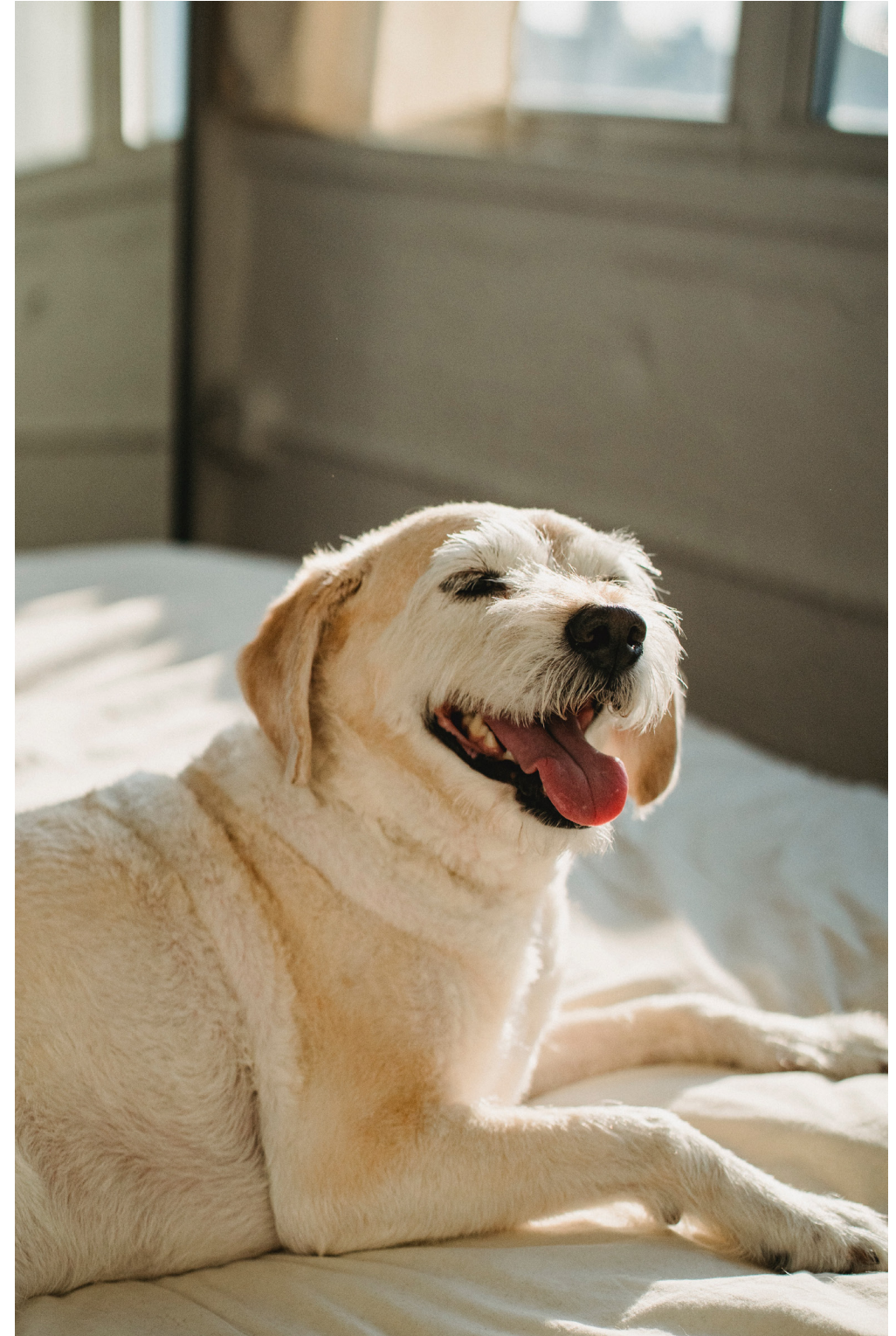
Use vernacular or local idioms and expressions. Earth Rated should be accessible for a global audience.



Earth Rated speaks...

# Joyfully

We have a can-do attitude. Even though life with dogs is sometimes challenging, we believe that any problem can be solved. Our mission is to help people be the best pet owners they can be, and the future is bright.



Joyfully

# Do

Use positive language that motivates and inspired:

Put the emphasis on how Earth Rated helps users and their dogs to solve problems, rather than focus on a negative situation.

Communicate the benefits of Earth Rated.

Focus on what makes Earth Rated great.

Use language that evokes the joy and fun of pet ownership.

Joyfully

# Don't

Use negative language or focus on negative situations or problems. Instead, focus on the solutions that Earth Rated can offer.

Earth Rated is **not**

# Naive

We are an intelligent and experienced brand, and we respect our users’ knowledge and experience as pet owners. We communicate with them in a way that acknowledges this and we never talk down to our users.

# Boastful

Earth Rated is confident, but not boastful. We want to engage with our users, not alienate them.

# Kitsch

Earth Rated is a design-led brand – and this extends to the way we communicate. Our language is fun and playful, but never gratuitous.



# To communicate effectively, it's essential that we **understand our audience.**

The people we speak to love dogs. They are intelligent and informed, and want to bring joy to their dogs' lives. They are looking for brands that can help them to find solutions to the challenges that come with dog ownership. They are hungry for knowledge that will empower them to improve their relationship with their pet, and want to ensure that the brands they buy are aligned with their values. We need to inform and engage this audience – but, most importantly, we need to use language that inspires them to trust us.





Our voice, no matter who we are communicating with, is always friendly, solutions-focused, and straightforward. We use short sentences to convey a message clearly. Our vocabulary is optimistic and immerses our audience in the experience of using Earth Rated products.

## Always consider

- Who are you communicating with?
- What do they want from Earth Rated?
- What do they already know?
- What voice characteristic is most appropriate for a situation?
- How do you communicate the message simply while remaining true to the core brand personality?





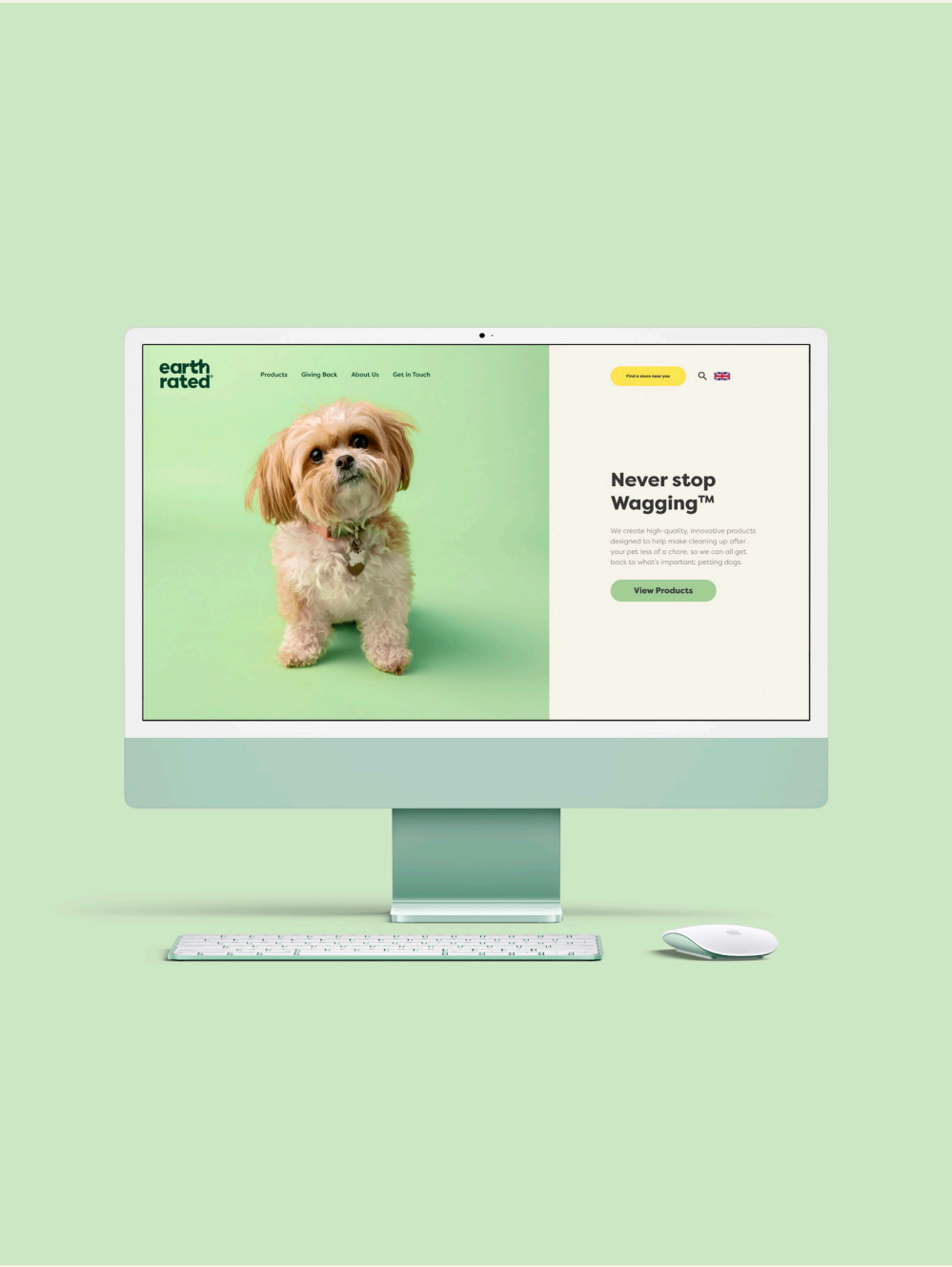
# Website

Primary voice characteristic: **Fair**

Our website is an important source of information for current and potential users, and it should be welcoming and simple to navigate. It is where users can discover more about the Earth Rated brand, our values, and the products we create.

We understand that users are seeking different kinds of information about Earth Rated and our products, and the website should be hierarchical in structure to allow for various levels of engagement.

Initial customer touchpoints should be simple statements that offer bite-sized facts in a friendly, approachable tone, avoiding overly scientific language and jargon. Users who want to delve deeper into the brand will be able to expand these simple statements into longer-form copy. The detailed data and facts here will empower users to feel confident that Earth Rated can be trusted to provide them with the tools they need to care for their dogs.





Website

Do

Keep it personal. Speak directly to the audience

For example: use personal pronouns (I, we, us, our), and address readers directly (you).

Keep it clear.

Use uncomplicated language and avoid excessive use of jargon. Leave the corporate language behind and seek simplicity.

Use an image or infographic to convey complex information.

Have a hierarchy of information.

For example: Use simple statements, such as “Our packaging is 72% post-consumer recycled material.” If users are interested, they can then click through to find out more about PCR and what this means in detail.

Website

Don't

Be unprofessional or flippant. We need to inspire confidence and trust in the safety of our products.

Be boastful.

Let facts speak for themselves.

# Packaging

Primary voice characteristic: **Simple**

Our packaging is a way to connect directly with our users. It is essential that it stands out on a crowded shelf, and that any information is simply and directly communicated. The language we use on packaging should be straightforward, easy to understand, and immediately communicate the product benefits. It should also clearly communicate our values as a company.





Packaging

Do

Keep copy short and immediate.  
Use simple vocabulary.

Commit to a hierarchy of information, where the product type is most prominent followed by any descriptors or other benefits.

For example: “Poop bags” is most prominent; “lavender” is secondary

Think about why someone would buy a product and highlight the relevant benefits using engaging language.

For example: “Just pennies per poop” to highlight the affordability of the Earth Rated poop bags.

Packaging

Don’t

Use lengthy copy or try to explain complex information.

Over-explain or write lengthy descriptions.

For example: instead of saying “lavender-scented”, simply say “lavender”.

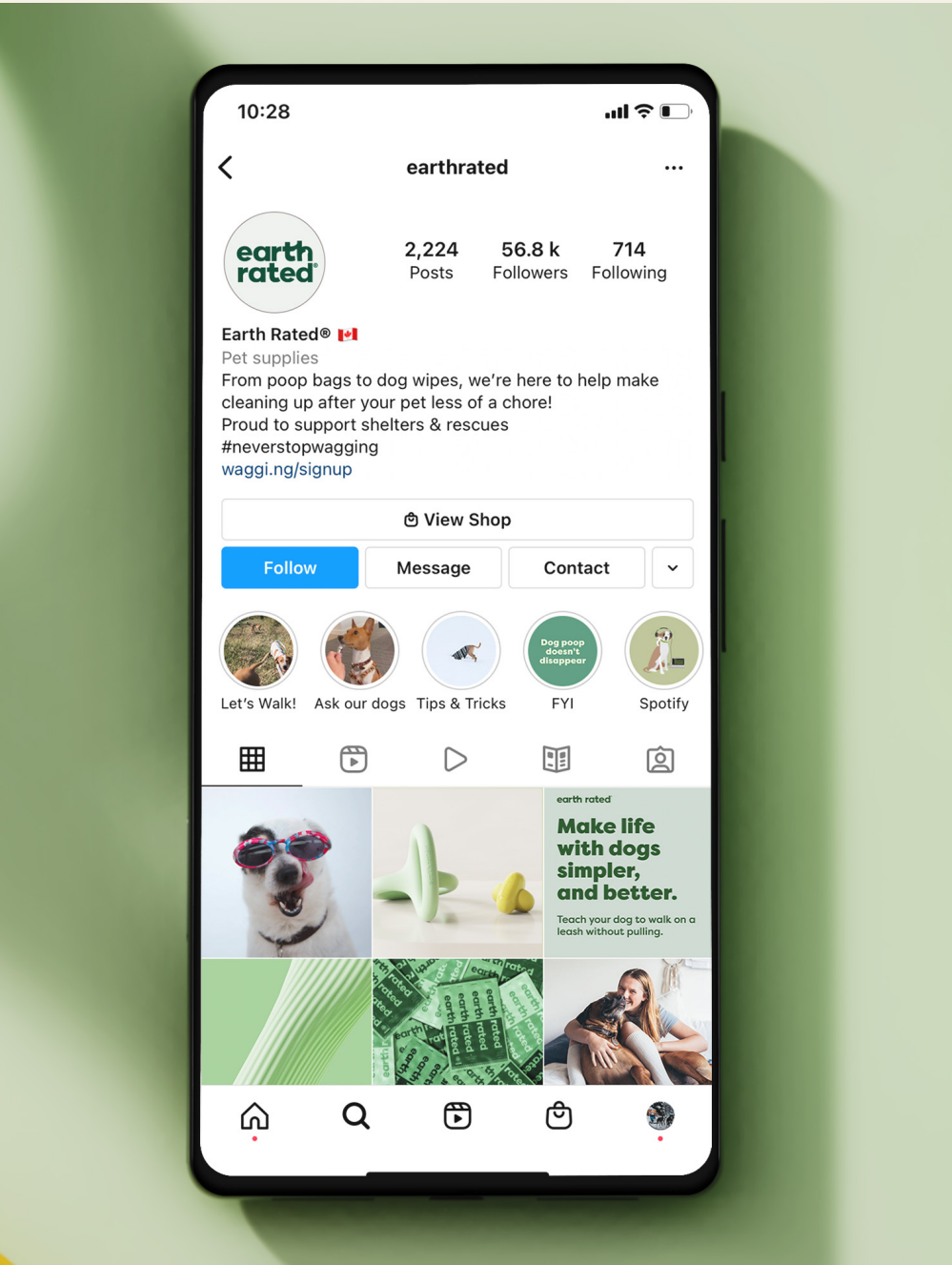
Use puns or a silly tone. People have to respect and trust our products.

# Social media

Primary voice characteristic: **Helpful**

Our social media is a way to build an Earth Rated community. It is not only a place to showcase our products, but also an opportunity to drive real engagement by becoming a fun and informative educational resource for dog owners. The way we communicate on social media can be more playful and relaxed than the way we communicate on other platforms, such as the website.

Different channels cater to different audiences, and each social media platform offers a new opportunity for engagement. For example, Tik Tok offers a fun, behind-the-scenes glimpse at the Earth Rated office dogs; YouTube is a place to share educational bite-sized recipe videos and training tips; and Instagram celebrates the Earth Rated community through partnerships with influencers and experts.





Social Media

Do

Keep copy short and immediate.  
Use simple vocabulary.

Commit to a hierarchy of information, where the product type is most prominent followed by any descriptors or other benefits.

For example: “Poop bags” is most prominent; “lavender” is secondary

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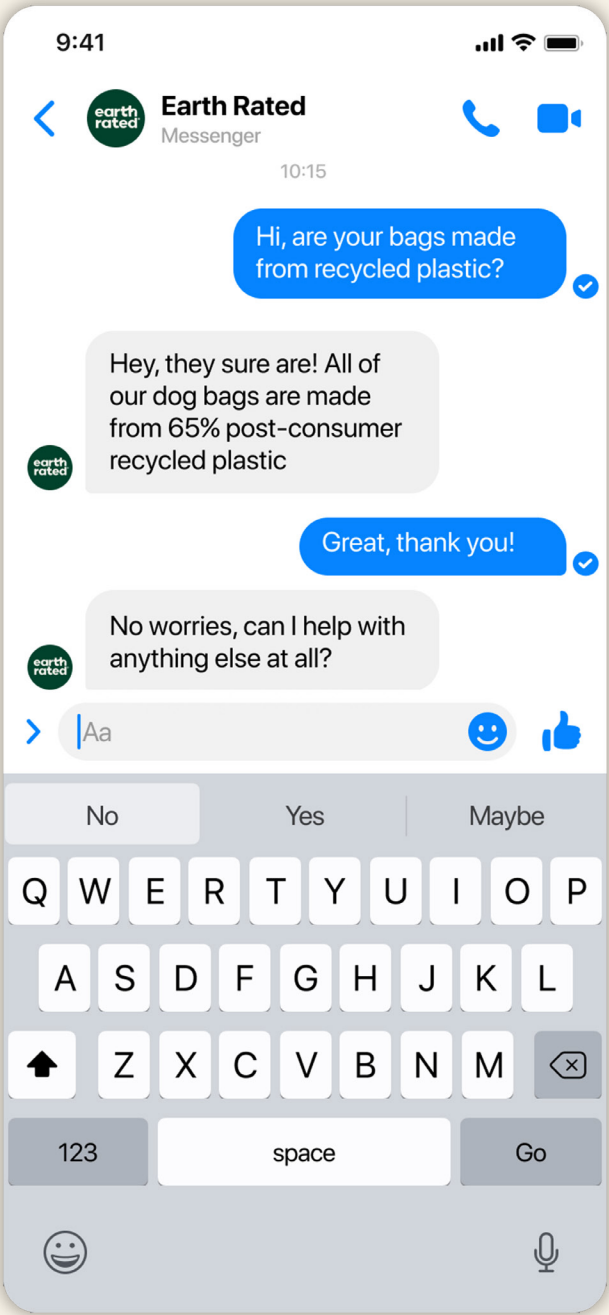
For example: instead of saying “lavender-scented”, simply say “lavender”.

Use puns or a silly tone. People have to respect and trust our products.

# Customer service

Primary voice characteristic: **Joyful**

Our users are curious about what’s best for their dog, and they will always have questions about our products. We are always there to help solve any problems they might have in a friendly, understanding way that brings joy to people’s lives.



Customer service

Do

Be friendly and conversational, without being unprofessional. We want people to feel at ease.

Have a conversation – don’t just answer questions.

Stay optimistic. Focus on how Earth Rated can offer solutions, not what the problem is.

Customer service

Don’t

Respond with complex answers that can lead to more questions. Keep answers simple, direct, and factual.

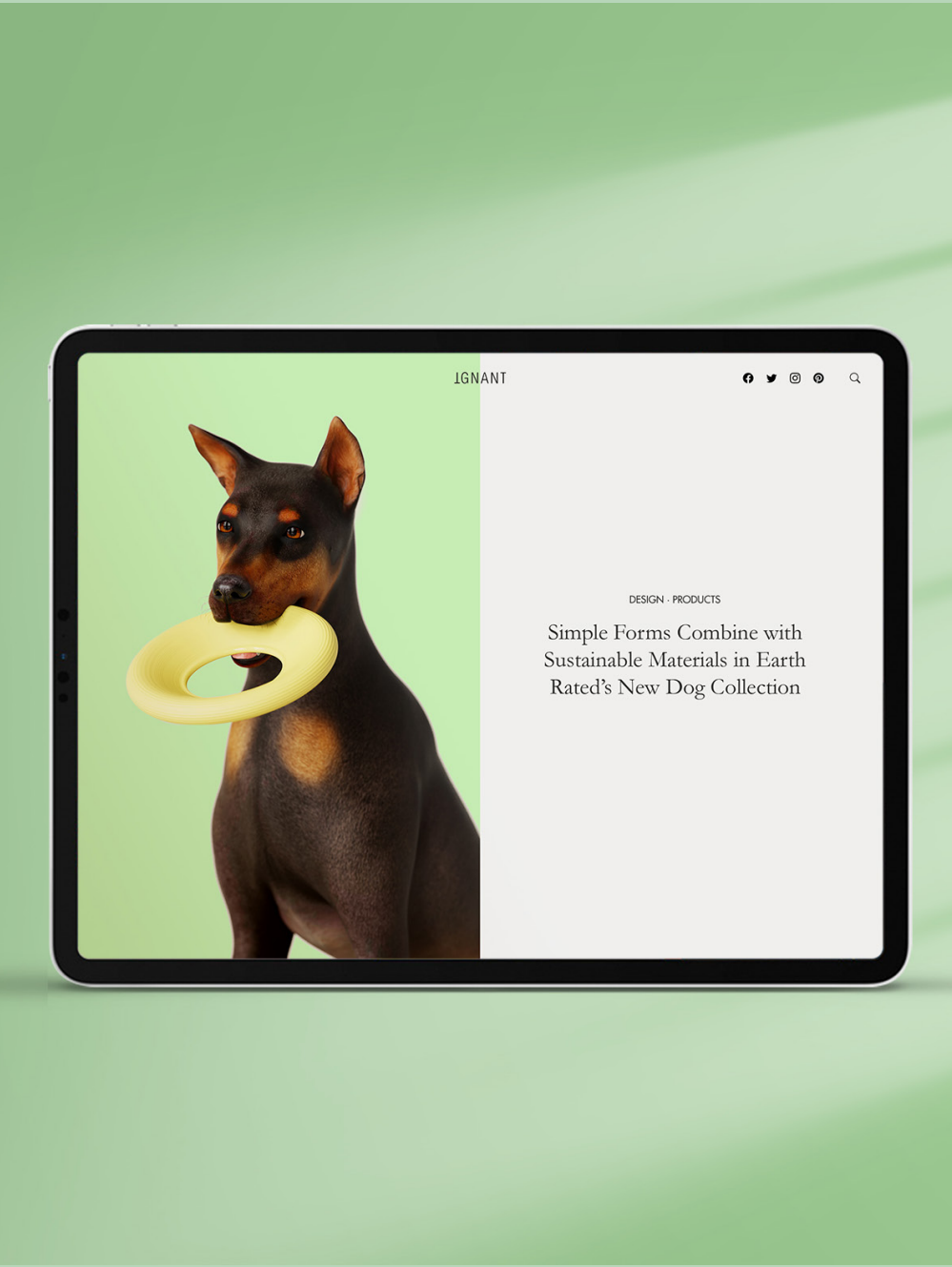
Go off on a tangent or introduce new issues. Keep communication clearly focused.



# Press

Primary voice characteristic: **Thoughtful**

Media should feel informed and engaged. Our products are backed up by research and have a strong design narrative. Our tone when communicating with the media is captivating and insightful. It should make journalists and editors feel like they are getting an exclusive insight into the world of pet ownership and an exciting, entertaining story worth sharing.



Press

# Do

Be authentic and keep it personal – talk about the people behind the brand, real case studies, and the experts that we collaborate with.

Clearly communicate the research that Earth Rated products are based on and the benefits.

Share why products look and function in a certain way and back it up with facts and expert commentary.

Be specific. Showcase the brand’s approach to sustainability and corporate responsibility through concrete examples.

Press

# Don’t

Make unsubstantiated or vague claims. Always back up statements with facts.

Compare Earth Rated to other brands. Instead, focus on our brand.

Use negative language or emphasize negative situations. Put the focus on how Earth Rated products offer solutions.

# Language guidelines

## Finding the right words

What we don't say is just as important as what we do say – and there are some words that we want to avoid in our communications.

# Words we don't like

**Don't use tentative or disempowering words. Be confident.**

e.g. actually, but, can't, cheap, don't, just, maybe

**Don't use elitist language or unsubstantiated claims.**

e.g. best, client, consumer, premium







# Art direction\*

\*Initial exploration





Our art direction is  
the visual extension  
of Earth Rated's Tone  
of Voice, and how we  
**translate our pillars  
from voice to visual.**



# This is our initial art direction.

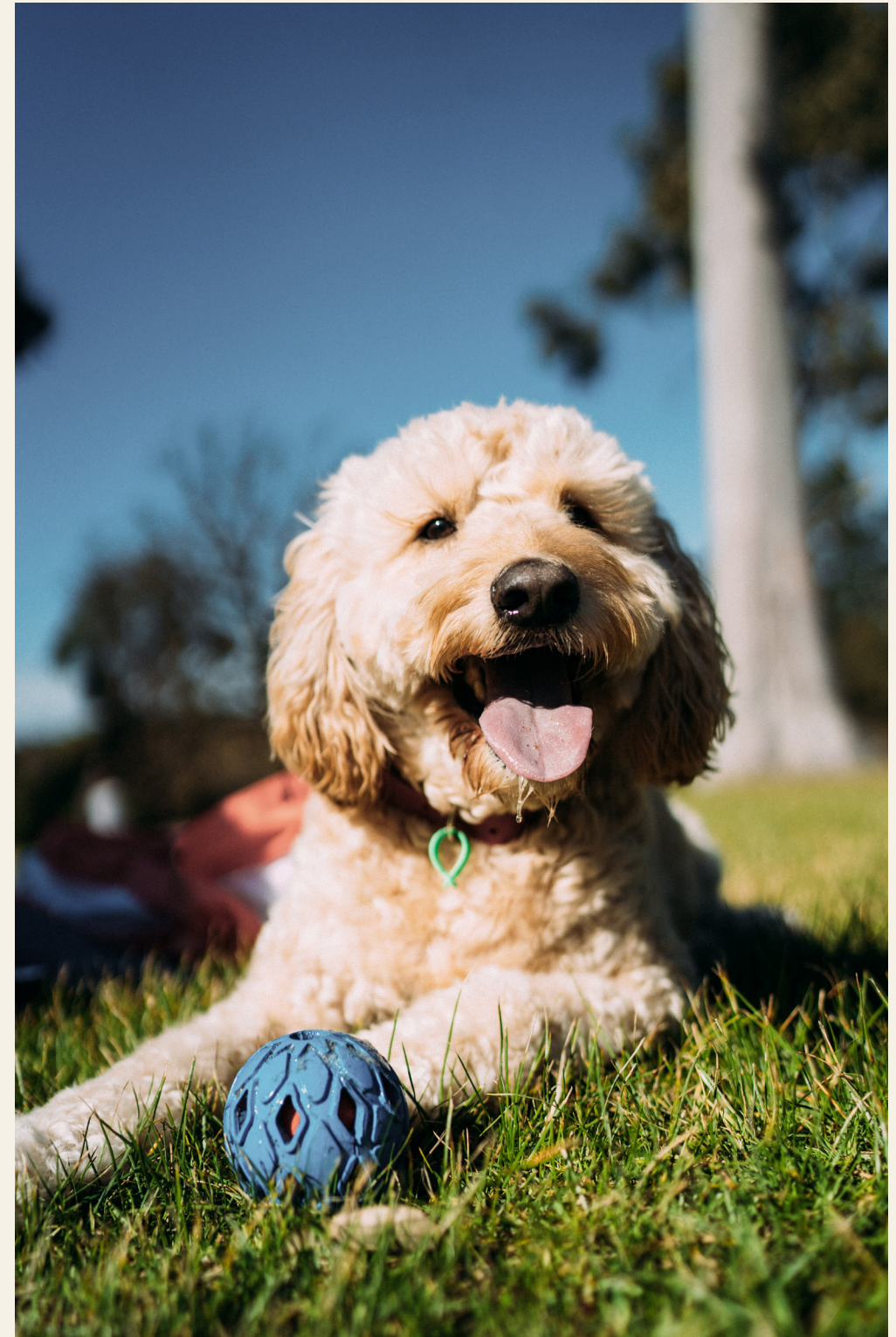
We strive to be **fair** and accessible to every-one and every-dog. Our products bring **joy**, and are **thoughtfully** created to be **simple** and intuitive to use, **helping** to build stronger longer-lasting bonds between us and our dogs.





## Our art direction

In our art direction, we want to capture authentic moments that immerse the viewer into our companionship with dogs, using creative camera angles, natural light and plenty of greenery for a more casual and effortless look that sparks joy for the viewer.







Photographing the  
**human-dog bond.**



Effortless moments of emotional togetherness are what we strive to convey. **Capture intimate moments of interaction through shrouded camera placement and foreground elements.**

Close physical proximity, natural expressions, and unconstrained movement captures a strong emotional bond between subjects within the frame





Dogs are a constant comfort and presence in our lives. Our photography captures moments that foster a feeling of closeness. **Use tighter framing to amplify moments of intimate interaction.**

Focus on areas of contact, movements and facial expressions that feel natural and genuine





Capture the special bond we have with our best friends. **Show face-to-face interaction between person and pet to amplify a feeling of closeness and friendship.**

Consider over-the-shoulder shots that feels intimate by bringing person and pet on the same eyeline.





Celebrate the unconditional love between us and our furry friends. **Capture the pet-to-person gaze to express moments of bonding between person and dog.**

Emphasize physical contact and gaze that feels warm and heartfelt





# When photographing **human & dogs** together, consider...

01. Capture intimate moments of interaction through shrouded camera placement and foreground elements.

02. Use close-up framing to amplify moments of intimate interaction.

03. Show face-to-face interaction between person and pet to amplify a feeling of closeness and friendship.

04. Capture the pet-to-person gaze to express moments of bonding between person and dog.





Photographing  
**dogs in their  
environments.**







Dogs are a bundle of joy and energy. **Capture movement that feels dynamic and uncontrived, immersing the viewer into the vibrant and invigorating spirit of play.**

Use long/wide shots to convey dynamism and motion





Bright, uplifting scenes create a joyful sense of our dogs' world. **Capture the emotions and feeling of contentment and warmth.**

Explore off-camera gazes that help paint the world around the scene.





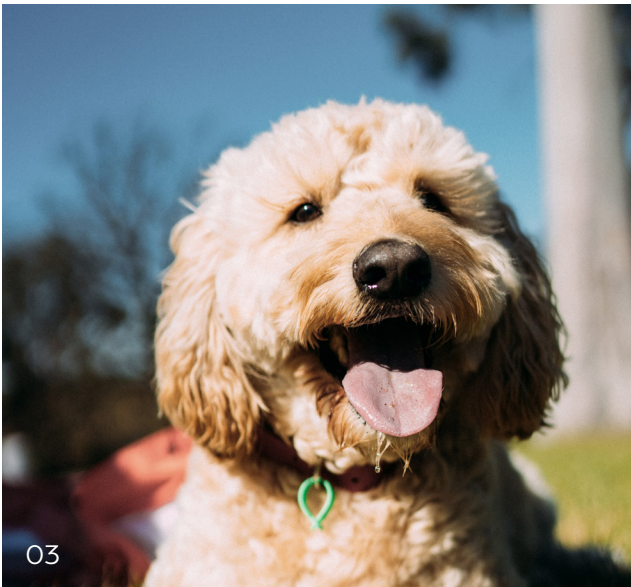
Share in the moments of post-activity calm. **Bring the viewer into these moments of peace and tranquility through close-ups that capture these body languages.**





Earth Rated strives to be fair to both humans and pets on this planet.  
**Use lower camera angles to immerse the viewer into their world.**





# Our photography of **dogs** should...

- 01. Capture movement that feels dynamic and uncontrived, immersing the viewer into the vibrant and invigorating spirit of play.
- 02. Capture the emotions and feeling of contentment and warmth.
- 03. Bring the viewer into these moments of peace and tranquility through close-ups that capture these body languages.
- 04. Use lower camera angles to immerse the viewer into their world.



Photographing  
**our products.**





Earth Rated products are simple and intuitive for people and dogs.  
**Closely capture moments of use, using natural in-context backdrops to convey authentically simple interaction.**

Consider close-up shots that draw attention to the ease of use of our products through lifestyle editorial-style photography





Hero the helpful spirit of our products up-close, to emphasize a sense of togetherness\*. **People and dogs in-frame should be neutrally clothed and positioned, allowing the focal point to remain on the product.**

\*Human-dog bond section p.215





Our products spark joy for not only us, but our furry friends as well. **Capture honest moments of play.** Products should be unobscured, yet may show signs of genuine wear to emphasize natural interactions.





Our products are thoughtfully designed for both us and our beloved dogs. **Strive to highlight and hero these features that enable a more helpful interaction in detail.**

For instance, use close-up (macro-esque) shots to highlight recognisable textural details in our products that improve grip and feels inviting to touch.



Celebrate the curated color palette of Earth Rated. Hero the product with **tonal or complimentary color backdrops** that enhance the color and soften shadows.





Our products are sculpted creatively and with care. **Curate compositions with intention, celebrating ordered geometrical elements and satisfying visual symmetry.**





Our products are made thoughtfully to be as intuitive as possible. **Use bright neutrally toned environments to draw attention to and hero products and features.**





Our products are designed with confidence to be helpful and simple to use. **Showcase our products with clarity to capture highlights and shadows that convey the form as much as possible.**

Light the composition with soft diffused directional sources that feel considered and balanced, not harsh and overbearing.





# When capturing our products in situ, consider...

01. Closely capture moments of use, using natural in-context backdrops to convey authentically simple interaction.

02. People and dogs in-frame should be neutrally clothed and positioned, allowing the focal point to remain on the product.

03. Capture honest moments of play. Products should be unobscured, yet may show signs of genuine wear to emphasize natural interactions.



# Our **studio** photography, should...

01. Highlight features that enable a more helpful interaction.

02. Use tonal or complimentary color backdrops that enhance the color and soften shadows.

03. Celebrate ordered geometrical elements and satisfying visual symmetry.

04. Showcase our products with clarity to capture unique form and functions as much as possible.



E-commerce









Capture the **authentic spirit** of Earth Rated, using clean and organized spaces that still retain an **honest lived-in quality**.





Capture through foreground elements and depth of field for a more compelling, layered composition. **Use focusing techniques to create a more casual feel.**





Earth Rated products should feel harmonious with their surroundings, yet remain recognisable. Warm, neutral interiors and props feel subtle, **a complimentary canvas to the vibrant green tones of our products.**





Bring in elements of  
natural greenery that  
**adds life and warmth to  
domestic spaces.**



# When photographing **in the home** consider...

01. Highlight features that enable a more helpful interaction.

02. Use tonal or complimentary color backdrops that enhance the color and soften shadows.

03. Curate compositions with intention, celebrating ordered geometrical elements and satisfying visual symmetry.

04. Use bright neutrally toned environments to draw attention to and hero our products its features.









When using brand assets with photography, ensure that proper positioning is used. **Ensure strong contrast with the brandmark by adding a darker overlay to images.**



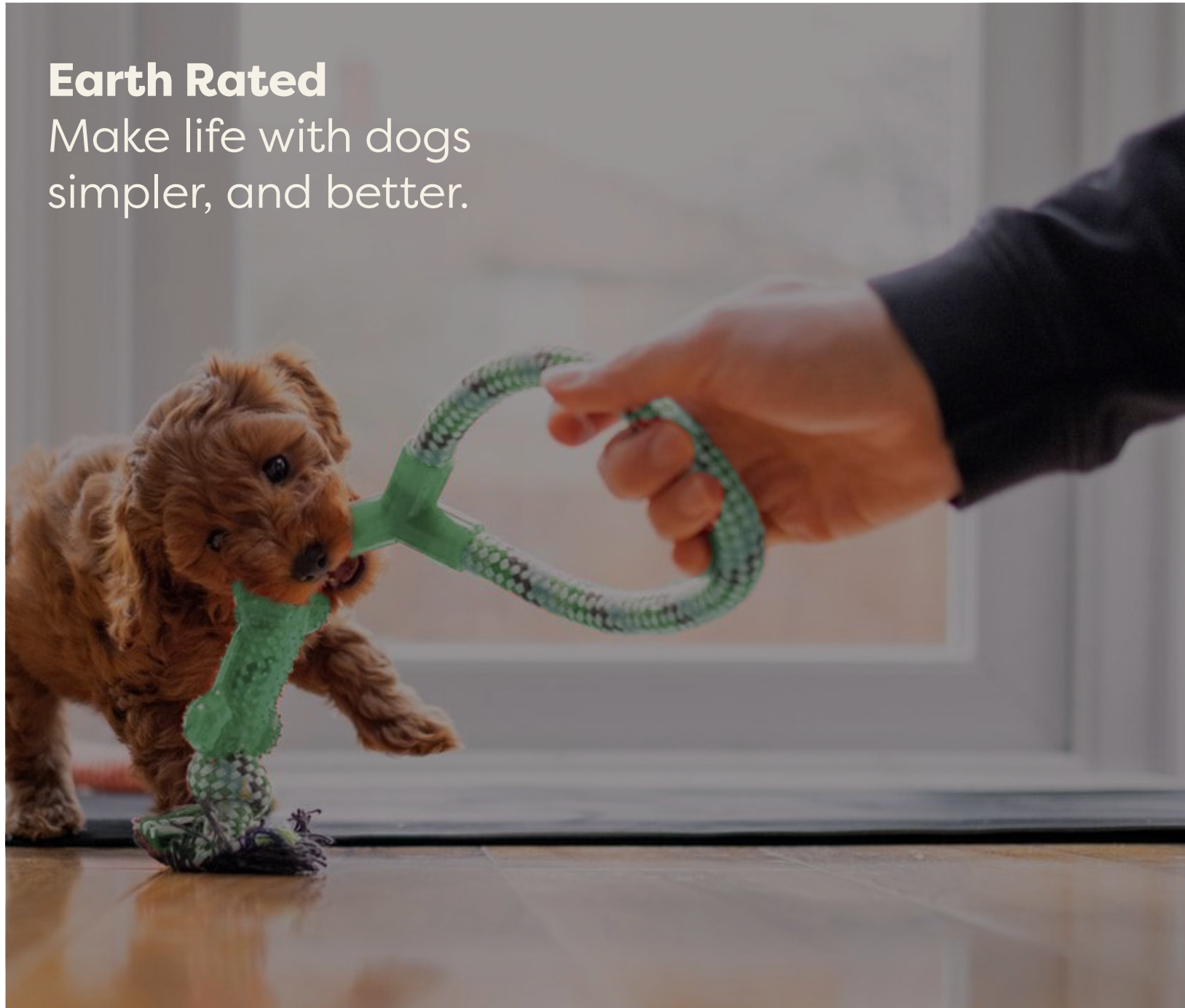
If possible, locate the brandmark on images with clear and quiet backgrounds. **Keep the contrast high with a dark brandmark on a lighter background.**





## Earth Rated

Make life with dogs simpler, and better.

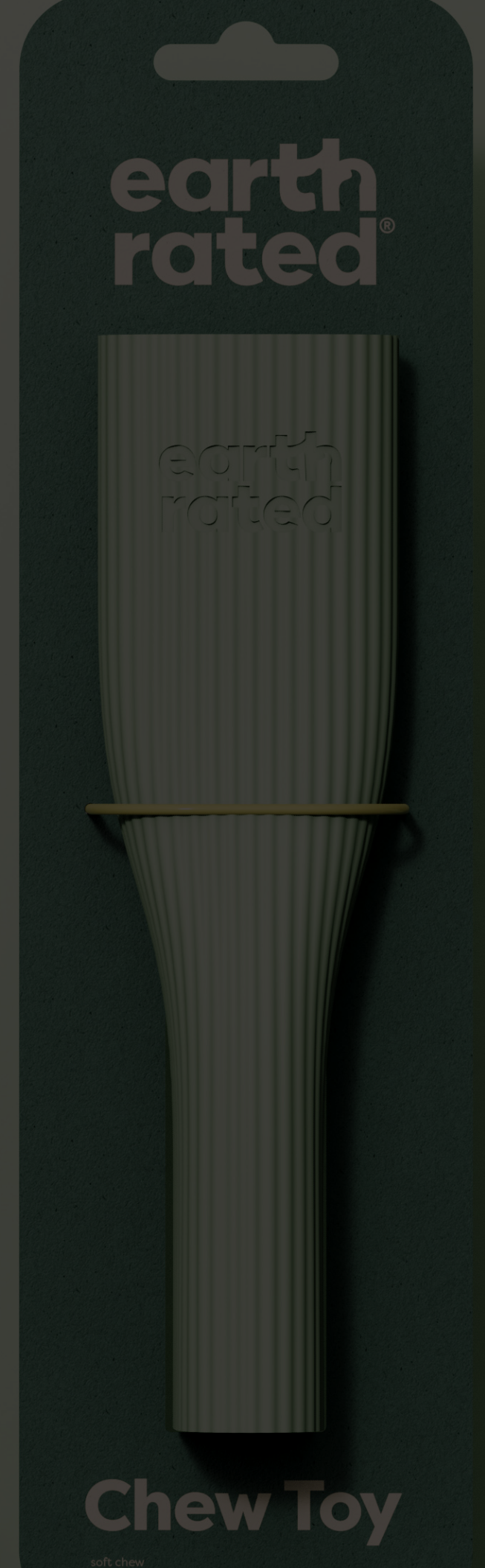


Keep text legibility high with by adding a dark overlay to images. Locate the text in image areas that are quiet.

**The text and image should never be competing for visual dominance.**

# Packaging

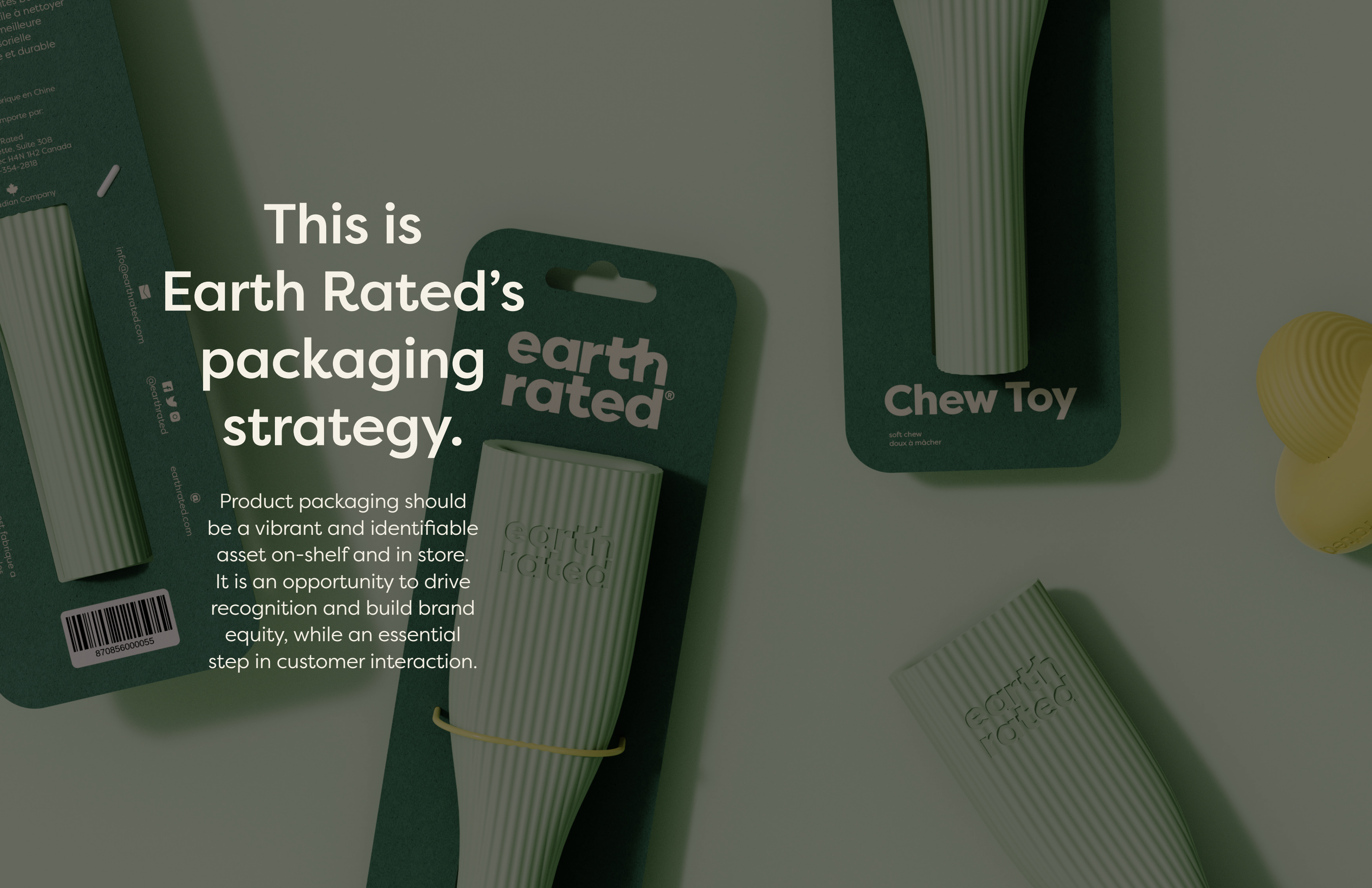






# This is Earth Rated's packaging strategy.

Product packaging should be a vibrant and identifiable asset on-shelf and in store. It is an opportunity to drive recognition and build brand equity, while an essential step in customer interaction.





## Our packaging signature

Our packaging is an important touchpoint to convey who we are, what the product is, and a recognisable demonstration of our foundations.

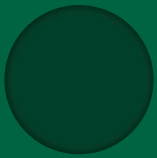


# Our packaging common elements

These are the main components that are prevalent across our entire packaging range.



Brandmark



Roll deboss

**120 unscented dog poop bags**  
120 bolsas para perros sin fragancia

Package descriptor

100% leak-proof guarantee  
**100%**  
leak-proof  
guarantee

USP



**Certified**  
**B**  
**Corporation**

Recycled logo/  
B-Corp logo

Each bag is made from 65%  
post-consumer recycled plastic.  
Cada bolsa está hecha con un 65 % de  
plástico reciclado post consumo

Recycled claim



A Canadian Company

Country of origin



Barcode

**Keep in touch!**  
@earthrated  
www.earthrated.com  
info@earthrated.com

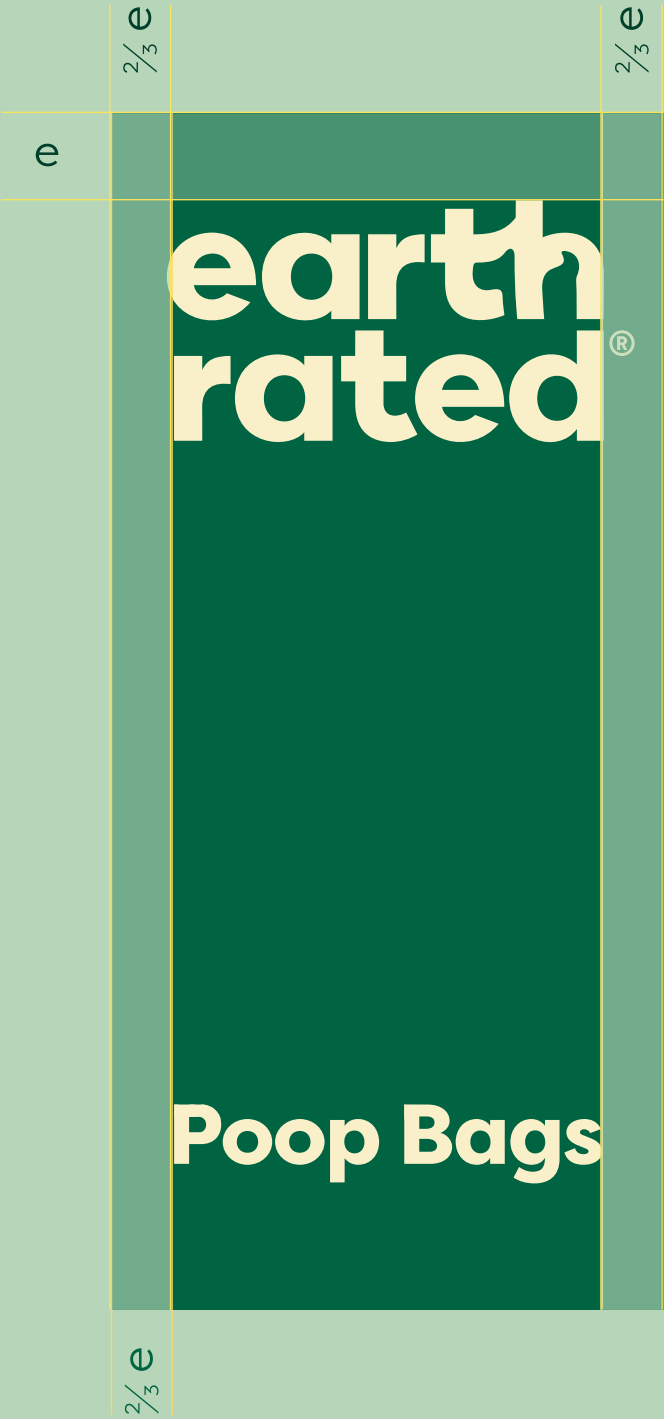
Social links



# Our packaging rules

## Brandmark positioning

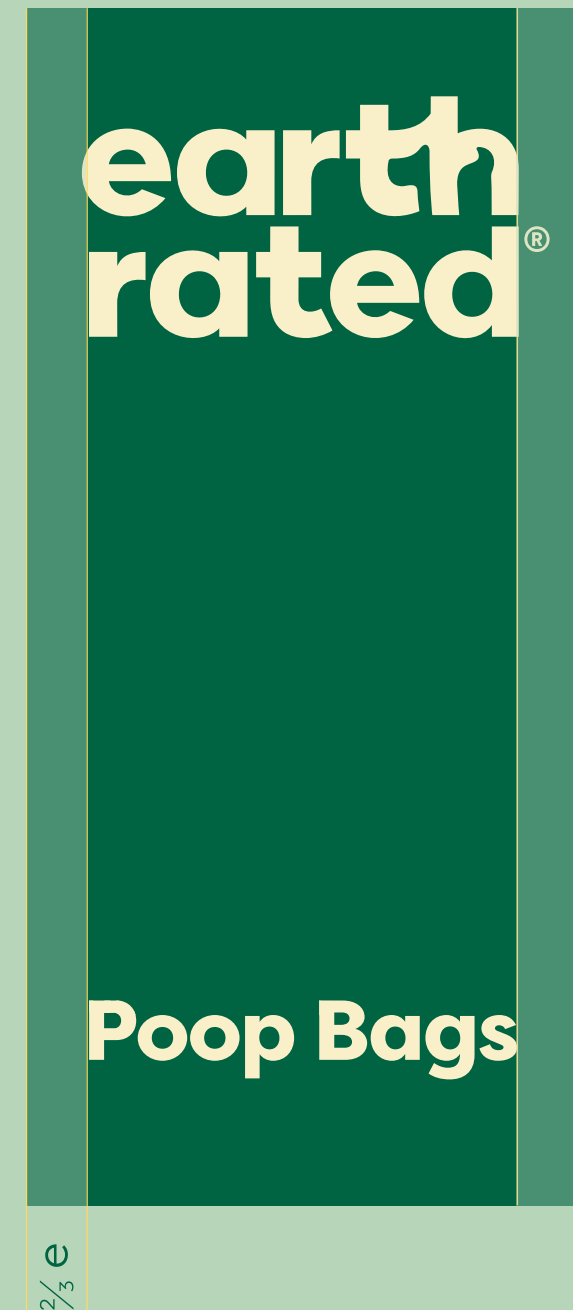
Our brandmark is the most important aspect on pack, and uses 2/3rds of an ‘e’ clearspace on the sides, and double for the top.



## Our packaging rules

### Title positioning

The main heading follows the same clear-space rules as the logo, and is left aligned, 2/3rds of an 'e' from the side and base of the pack.





# Our packaging rules

## Title positioning

The packaging title follows the same clearspace rules as our logo, and is left aligned, 2/3rds of an ‘e’ from the side and base of the pack.



Subheading is spaced a full ascender distance from heading

Copy is spaced a heading X height away from heading

# Our packaging rules

## Cutout positioning

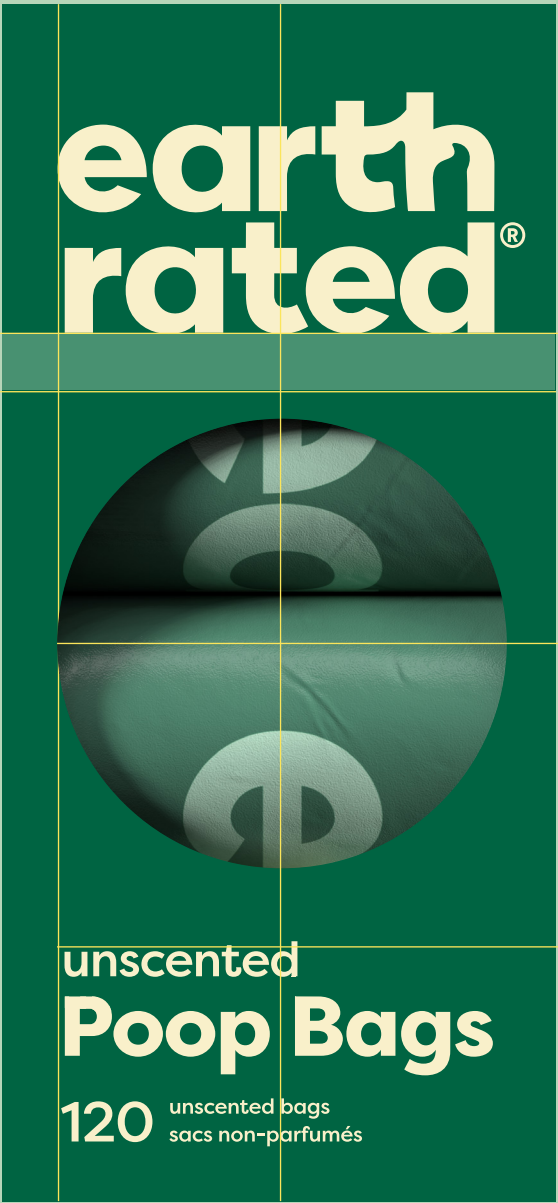
The front face cutout is centrally aligned and reaches the edge of the ‘e’ of our brandmark.

Align the cutout between the brandmark and the title, keeping minimum clearspace requirements.



Note: align to ‘e’, not ‘r’

Min  $\frac{2}{3}$  e



Equidistant

Equidistant

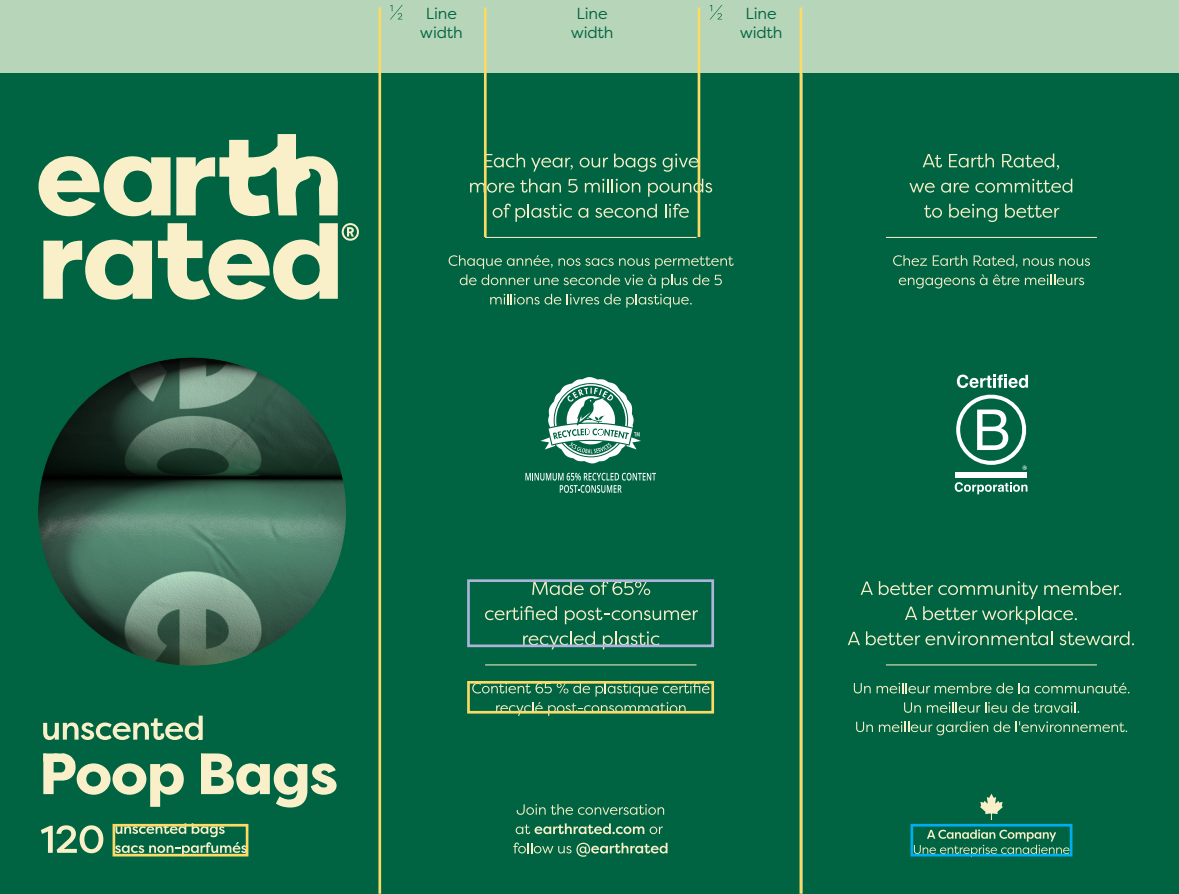


# Our packaging rules

## Content positioning

Content on the reverse and sides of the pack are centrally aligned, and aligned to the x-height of the wordmark, and baseline of the title.

Give text groups equidistant spacing between these points.



# Our packaging rules

## Debossing

Only the rolls are debossed. Align equally on the side of the pack.

Information and USPs are aligned centrally in each debossed circle, on the right side only.



Align content to right column center of debossed circles.

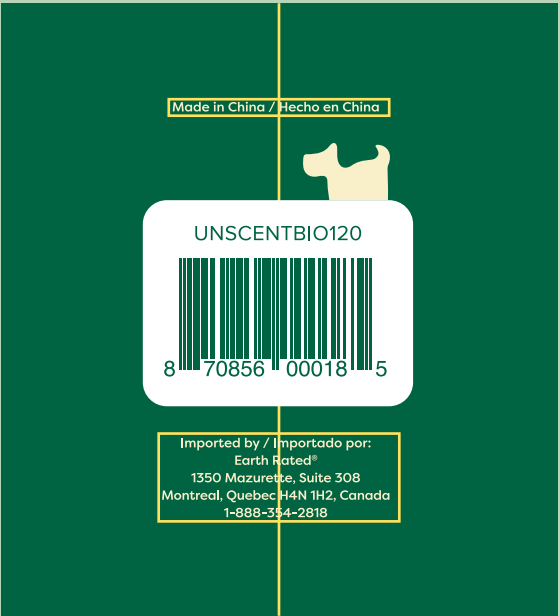


# Our packaging rules

## Portrait positioning

Barcodes and country of origin are aligned centrally on the underside.

Line breaks are the half the width of the pack side.



Align barcode and bottom box content centrally

Place 'Made in China' above barcode, and address below

# Our packaging rules

## Landscape positioning


On landscape formats, use columns with left aligned text, with the barcodes aligning to these columns too.

15 rolls of 15 bags  
15 rollos de 15 bolsas

Made with recycled content


Store in a cool dry place for freshness.  
Check your local composting facilities.

Almacenar en un lugar fresco y seco para  
la frescura. Consulte las instalaciones de  
compostaje de su localidad



65% POST CONSUMER  
RECYCLED CONTENT

Certified



Corporation

Just pennies per poop®!

Extra strong for poops of all sizes.  
Extra long 9 x 13 inch bags.  
\*If for any reason you're not happy with  
your bags, reach out to us!

¡Apenas unos centavos por popó!


Ultra resistentes para todos  
los tamaños de popó.  
Bolsas grandes de 9 pulgadas por 13 pulgadas.  
\*¡Si por alguna razón usted no está satisfecho  
con nuestras bolsas, contáctenos!

Made in China / Hecho en China

Imported by / Importado por:  
Earth Rated®  
1350 Mazurette, Suite 308  
Montreal, Quebec H4N 1H2,  
Canada  
1-888-354-2818



ERCOMP225WEB



8 70856 00092 5

Equidistant

Equidistant



# Our packaging rules

SKU differentiation

For different scents, the text color, logo color and hangtag change to the corresponding scent color:

Moss Green for compostable,  
Papaya Whip for unscented,  
Lavender for Lavender.

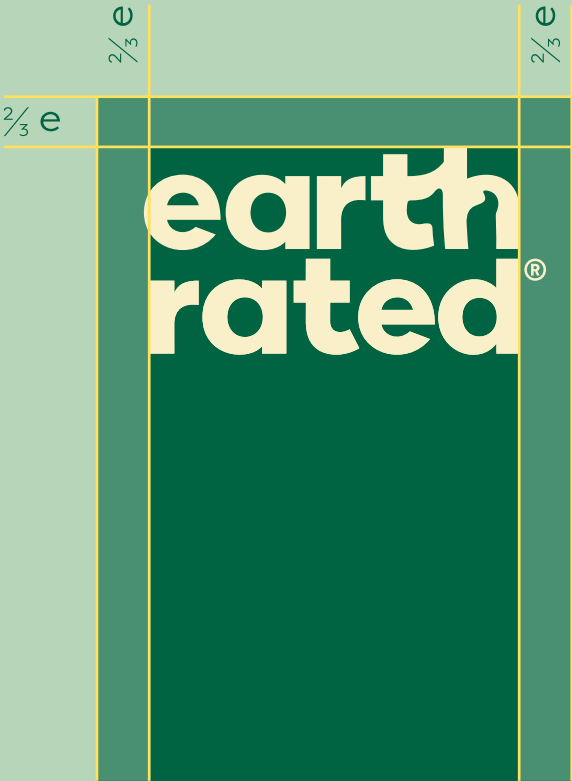


# Our packaging rules

## Exceptions

For wide formats, use standard clearance rules on all sides.

If there is extra vertical space, use social icons.



Standard clearance rules can be used on relatively wide boxes.



If there is plenty of vertical space, feel free to include social icons.



# Our packaging rules

## Exceptions

For wide formats, if packaging rules don't permit a circular hole cutout, use a pill shape that abides by clearance rules.



If a circular hole isn't possible, use a pill shape with a minimum of 2/3 e padding.

On extra-large boxes with large headline text, scale the text down to align with the inner curve of the 'd'.

# Our packaging signature

By following our rules, we can create our unique signature across our packaging offering.



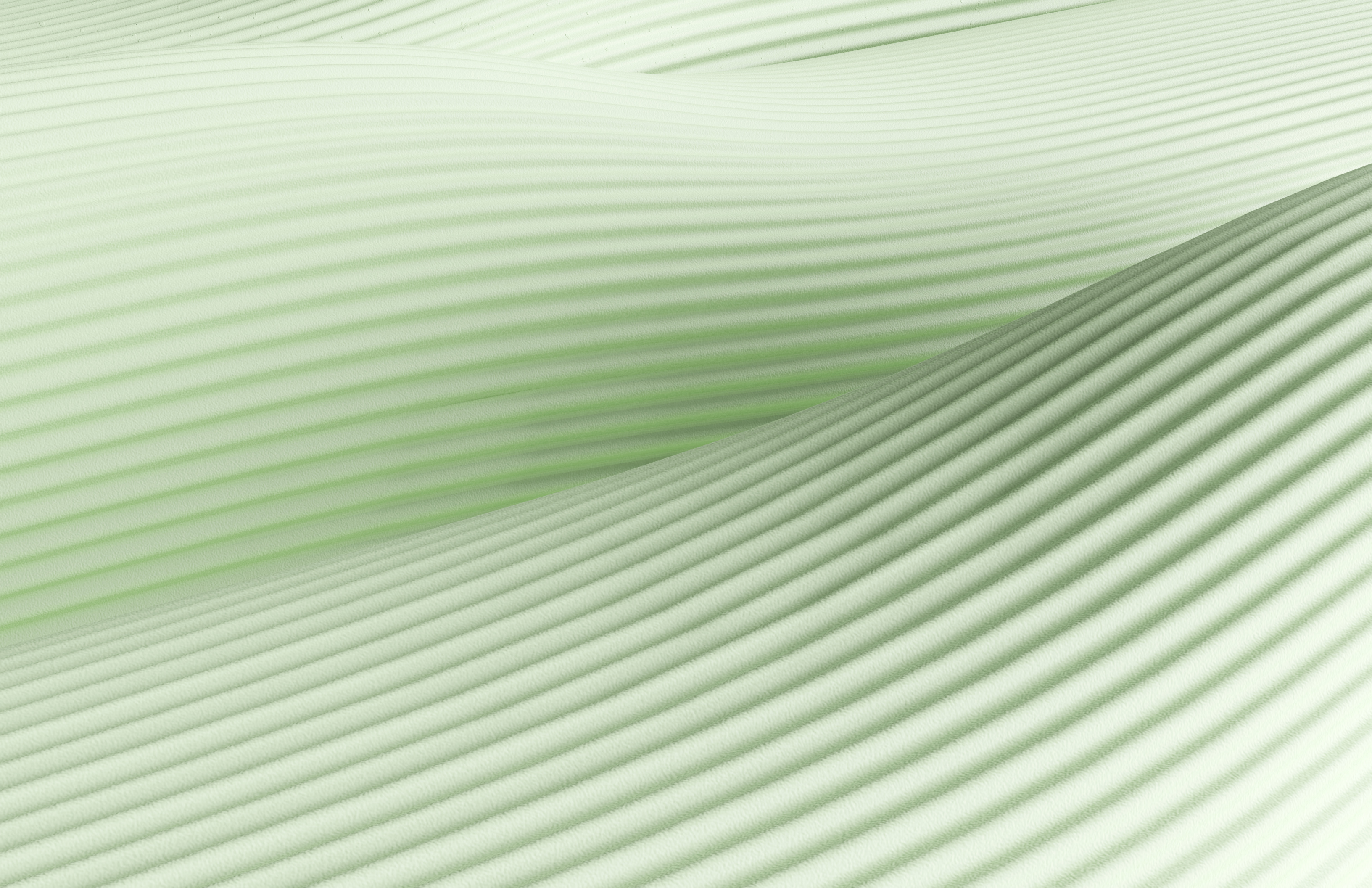






# Lookbook









earth  
rated®

Making life with dogs simpler, and better









100%  
Leak-proof  
guarantee

8  
Rolls  
Rouleaux

120  
Bags  
Sacs

9x13"  
Bags  
Sacs

earth  
rated®

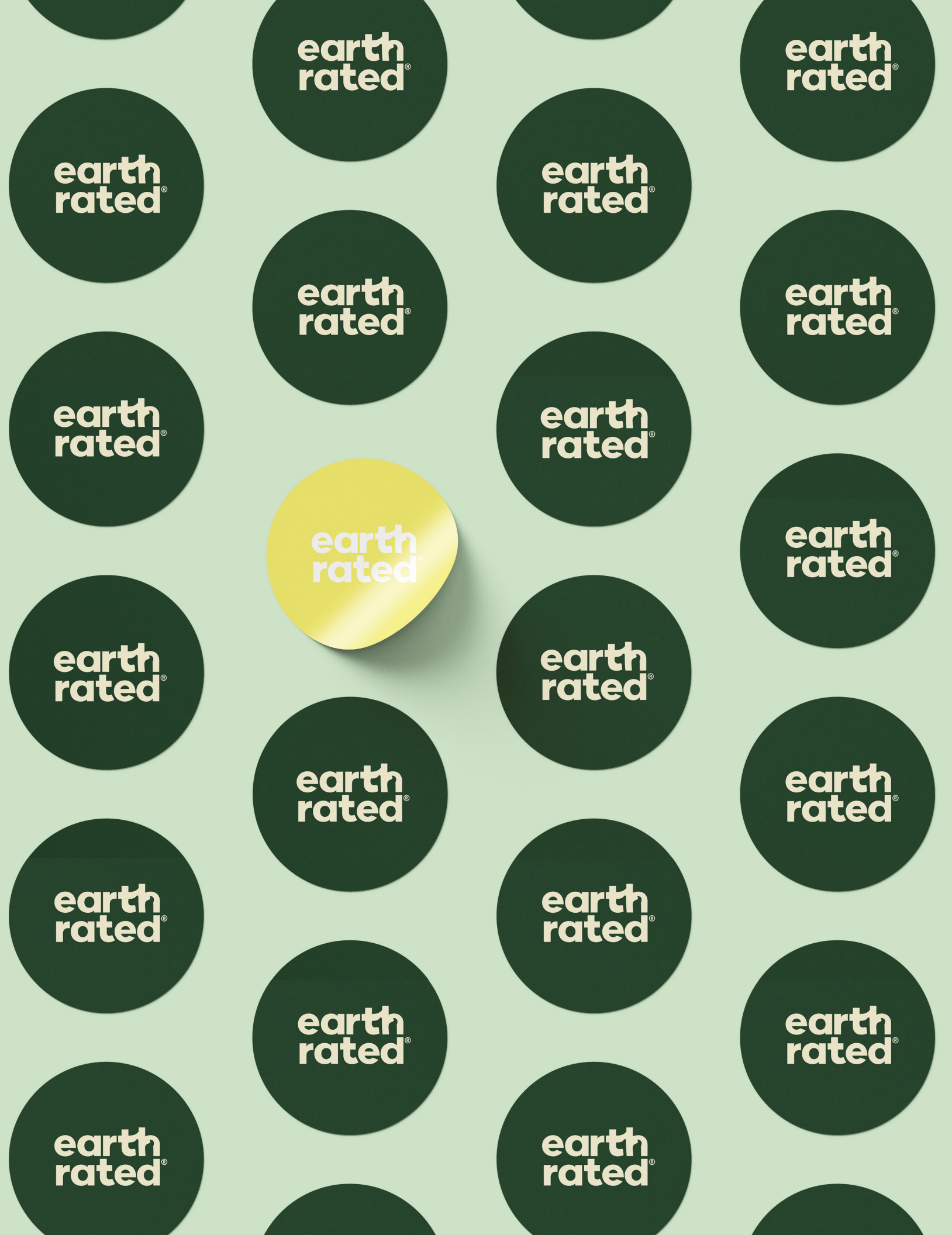
unscented  
Poop Bags  
120 unscented bags  
sacs non-parfumes

Made in China / Fabriqué en Chine



Imported by / Importé par:  
6500a Desjardins Blvd, 7th Floor  
Montreal, Quebec H3P 2H2  
1-888-354-2918







earth  
rated®

**Jett Gnanendran**  
Director of play

jett.gnanendran@earthrated.com  
1 888 354 2818





**earth  
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