fenn

gentle dog care

Brand book · 2026

A dog-care line for owners who buy the good stuff for the dog first.

Warm clay on sand, a soft serif name, made to sit in a calm home.

It looks like a shelf product, not a pet-aisle product.



Primary logo

fenn

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Clear space and minimum size



Keep a free margin of half the logo height on every side.
Smallest size: 18 mm in print, 80 px on screen.

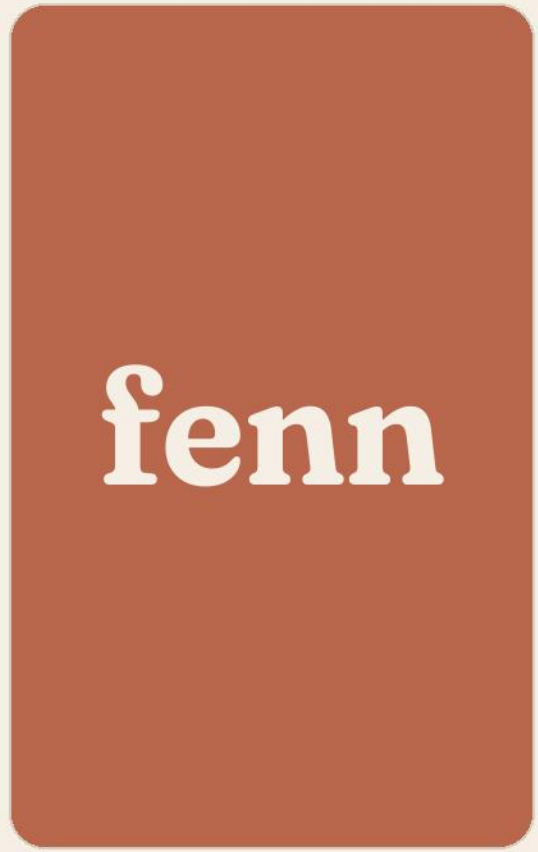
Logo versions



Main



Reverse



On colour



Icon

Sand

HEX #EBD3B4
RGB 235 211 180
CMYK 0 10 23 8

Clay

HEX #B8664C
RGB 184 102 76
CMYK 0 45 59 28

Bark

HEX #6E3B2C
RGB 110 59 44
CMYK 0 46 60 57

Linen

HEX #F5EFE6
RGB 245 239 230
CMYK 0 2 6 4

Aa

Fraunces Soft SemiBold for the name. Nunito for everything else.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

gentle dog shampoo · detangling spray · paw balm

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fenn
gentle dog shampoo


fenn
paw balm
50ml e 1.7 fl. oz.
fenn
detangling spray


dog care
fenn
gentle dog shampoo
300ml e 10.1 fl. oz.
fenn
detangling spray
300ml e 10.1 fl. oz.
fenn
paw balm


fenn
gentle dog shampoo
fenn
detangling spray


fenn
gentle dog shampoo


fenn


fenn
paw balm
fenn
detangling spray
250ml e 8.5 fl. oz.
fenn
gentle dog shampoo


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