



Marketing that cleans up.

Our Logo

Mudpaw's logo is inspired by Jasper, our attentive, fun-loving and enormous black dog with a heart of gold. We know that marketing, like life, gets a little bit messy. That's why you only want to play with the best!

Using slab serif fonts for both the name and subtitle creates a vintage and rustic appeal to go along with a playful paw print icon.

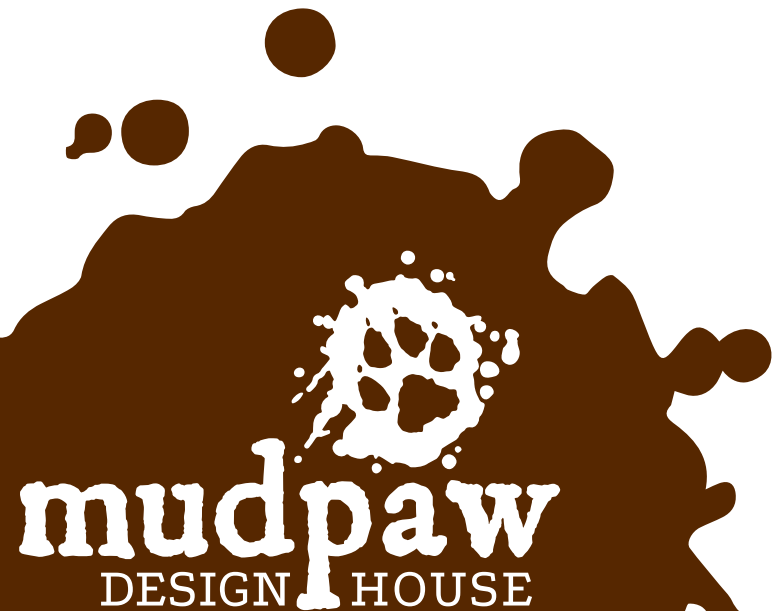
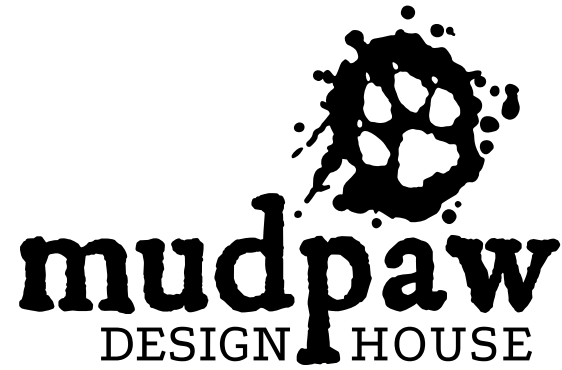


TLDR:
Where rambunctious ideas
meet refined design.

NEVER: Break apart the words "Design House" from Mudpaw.

Logo Alternates & Icons

Logo usage should include alternatives for design for both digital and print projects.



Paw Print & Mud Splashes



The Reverse Logos (Black & White) are used for diversity in design and to resolve background placement issues.



Social Media Avatars = 1:1
(Fits round and square requirements.)

Typography & Tagline

Podkova is used for our main logo, headers, and subtitles on printed media. We've paired Roboto and Roboto Slab for legibility and having weight variations.

Podkova

Design That Cleans Up.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%&*()?

San Serif
Easy to Read
Multiple Weight
Options for Impact
For Design Projects

Roboto

Design That Cleans Up.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%&*()?

Podkova
Alternate
Web Font

Roboto Slab

Design That Cleans Up.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%&*()?

Colors



Whether a project is digital or print, we have the right numbers/build to get the color that is desired.



RGB: 86, 39, 0
CMYK: 0, 45, 70, 62
HEX#: 60351D



RGB: 255, 160, 47
CMYK: 0, 37, 82, 0
HEX#: FFA02F



RGB: 122, 184, 0
CMYK: 34, 0, 100, 28
HEX#: 7AB800



RGB: 37, 68, 65
CMYK: 46, 0, 4, 73
HEX#: 254441



RGB: 239, 48, 84
CMYK: 0, 80, 65, 6
HEX#: EF3054



RGB: 55, 114, 255
CMYK: 78, 55, 0, 0
HEX#: 3772FF