

Petco membership logo guide

Please ensure the Petco Membership Logo guidelines are followed in every application, as detailed below.



Main identity Full colour cmyk

- C:80 M:71 Y:00 K:57
- C:26 M:3 Y:100 K:0
- C:0 M:0 Y:0 K:100

The full colour application is to be used in every application where the logo is featured on a white background and is part of or endorses a full colour publication or print ad.

When the logo is placed on a colour background it is reversed out in white or applied in a single colour on white when printing one colour applications.



20mm

Main identity minimum size 20mm

The minimum size the logo can be produced is 20mm. The print quality of a publication may even require a larger version depending on screen resolution.



Main identity single colour

- C:0 M:0 Y:0 K:100
- C:80 M:71 Y:00 K:57



Single colour for b/w

Single colour spot



Full colour



Single colour b/w



Single colour spot



Single colour reverse

The reversed white logo is used when the logo is placed on a colour band, background or advertising material where the logo endorses the brand on a solid colour.

All other applications are either in full colour on white or single colour on white. Spot or full colour logos are not permitted on solid colour application.



Full colour



Single colour b/w



Single colour spot



Single colour reverse