ANIMAL
JUNGLE
PET SHOP

THE COMPANY

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THE COMPANY

INTRODUCTION

Here at Animal Jungle, we want to be more than simply a pet store, it should be an experience. We aim to foster an environment of education and fun, and we want everyone who steps into the store to share in our passion for these amazing animals. We have a number of premanent 'shop pets' at both locations, who serve as animal embassadors to educate guests. Have you ever seen a frog the size of a dinner plate? Or met a 14 foot Burmese Python up close and personal? Have you ever scratched the shell of a 100 lbs tortoise? (Fun fact- they can feel it!) Well here at Animal Jungle, you can! We also encourage visitors to ask questions about all our animals, and are happy to allow safe handling and interactions.

THE LOGO

LOGO

The primary mark for Animal Jungle's brand combines an exotic feel with simplicity and an aura of fun. We want to remove the mysticism and fear surrounding reptiles and exotic pets. The charismatic little lizard who has found a home on our logo leaves no doubt as to where Animal Jungle's specialty lies. The custom made graphics and typography take inspiration from the artistic style of indigenous Central and South American cultures, the native habitat of many of the pets that are sold at Animal Jungle.

Size & Spacing

Clear Space

In order to maintain proper visibility and correct staging, an area of sufficient clear space should be maintained around the perimeter of the logo. The size of this space is approximately equivalent to the letter “A” within the mark.

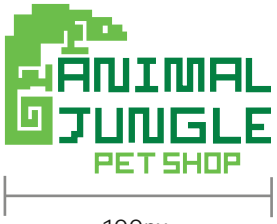
Size

The minimum size at which the mark retains readability must be kept in mind.

Within print media, it should not be sized smaller than 1 inch in width.

Within digital media, it should not be sized to less than 100 px in width

1 Inch



100px

CORRECT USEAGE

Full color on dark background

Full color on light background

One color on dark background

One color on light background

White on dark background

Black on light background

Correct useage of the animal jungle logo is imperative to the brand. the logo has been created for high visibility on both light and dark backgrounds, and can be used in both two-color and monochrome forms. For greyscale formats, a black or white version of the logo should be used instead of the color variations.

Incorrect useage

Changing aspect ratio

Deviations from approved colors

Insufficient color contrast

Printing in greyscale

Rotation

Removing the lizard

Some applications of the logo are considered to be unacceptable. This includes distortion or rotation, removing the lizard, changing the colors of the logo, lacking contrast with the background, and printing the logo in greyscale without using the black or white variations.

THE LOOK

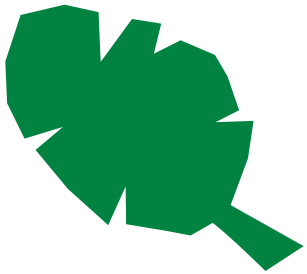
PRIMARY COLORS

Moss

Pantone **360 C**

C ▸ 61 **R** ▸ 106
M ▸ 0 **G** ▸ 191
Y ▸ 95 **B** ▸ 76
K ▸ 0

#6abf4a



Vine

Pantone **348 C**

C ▸ 97 **R** ▸ 0
M ▸ 22 **G** ▸ 131
Y ▸100 **B** ▸ 62
K ▸ 9

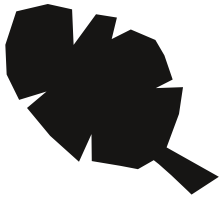
#00823e

The two colors used within Animal Jungle's primary mark were carefully selected. Green is the color most commonly associated with reptiles, and the pallet invokes the imagery of a lush, tropical jungle environment. These colors are highly visible on both light and dark backgrounds, and their vibrant tone brings in a sense of playfulness to the brand.

Moss is the most dominant color within Animal Jungle's branding. This saturated green color perfectly encapsulates the exotic, yet inviting atmosphere of Animal Jungle. It represents the lively animals that can be found within Animal Jungle, as this hue of green is frequently seen in reptiles.

Vine is the second primary color within Animal Jungle's branding. Its darker value and lower saturation makes it subordinate to Moss in hierarchy, while still remaining vibrant enough to stand out on its own. This color represents the lush jungle that the species in Animal Jungle call home.

Secondary Colors

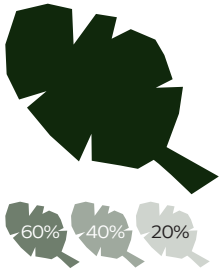


Backgrounds

Pantone **Black 6 C**

C ▸ 72 **R** ▸ 22
M ▸ 67 **G** ▸ 21
Y ▸ 66 **B** ▸ 20
K ▸ 80

#161514



Typography

Pantone **5605 C**

C ▸ 66 **R** ▸ 16
M ▸ 34 **G** ▸ 40
Y ▸ 80 **B** ▸ 12
K ▸ 84

#0f270c

Backgrounds and Type

The black used for backgrounds is a specific mixture of values that gives a rich tone when printed. Applying a dark green to type subtly complements the prominent green pallet of Animal Jungle, while still remaining highly readable and relatively neutral. This green is the only color that can be tinted back.

Expanded Colors

An expanded pallet of colors may be used for illustrations and other applications where a wider variety of colors would be beneficial, however care should be taken to make sure that these colors do not overshadow the primary colors in any given execution. Hues ranging from chartruse to teal are considered acceptable.

Range of expanded colors

TYPOGRAPHY

SOCIAL GOTHIC

REGULAR **MEDIUM** **DEMIBOLD** **BOLD**

Aa BB CC DD Ee FF GG HH Ii JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890!?'";:,.&%$()

ArponaSans

Light Regular **Medium** **Semibold** **Bold**

Aa BB Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!?'";:,.&%$()

SOCIAL GOTHIC was chosen as the display typeface for its resemblance to the typography of the primary mark. Its bold glyphs allow it to stand out in headlines, but the curved letterforms relax the tone. Although all letters in Social Gothic are caps height, some letterforms do vary. All headlines should be typed in lowercase. Should always be tracked out 25–75 units.

ArponaSans was chosen for its versatility and unique attributes. It is generally a typical Sans-Serif typeface with a wide variety of weights. However, its slanted terminals and diamond shaped tittles and punctuation set it apart.

Headlines
Subheadings

Minor headings

This is an example of ArponaSans in body copy. It also can be tinted back like this.

Headlines
Subheadings

Minor headings

This is an example of ArponaSans in body copy. It also can be tinted back like this.

Headlines
Subheadings

Minor headings

This is an example of ArponaSans in body copy. On midtones it can be white or black.

ILLUSTRATIONS

A strict style of illustration should be maintained for promotional material. Illustrations are in a geometric style with no curvatures, and minimal detail. Only one color should be used per element, if more features are needed they should be created in the same color of the background. If objects overlap, a background color stroke should be applied to create separation between elements. Alternatively, the fill and stroke colors can be swapped. In this case, a seperation of space is not needed between the colors. Decorative elements follow these guidelines as well.

PHOTOGRAPHY

FRAMING AND SUBJECT

The most important element to keep in mind when it comes to photography is that the animals should be the focus. The animals should be clear, in frame, and the focal point of the composition. Avoid images where the animals are blurry, distant, or obscured. Be mindful of the framing of the animal in photo to prevent awkward cropping of limbs, especially tails.

BACKGROUNDS

For images with backgrounds, the background should be isolated, blurred, and potentially darkened to reduce its hierarchy.

TRANSPARENCY

For images without backgrounds, the original background should be edited out to create a transparent image. If being used on a dark background, black shading should be applied around the edges of the subject to create a smooth transition.

THE APPLICATIONS

PRINT ADS

We don't
HIDE
our love for reptiles
ANIMAL JUNGLE PET SHOP
REPTILES • AMPHIBIANS • INVERTEBRATES
ARACHNIDS • FEEDERS • SUPPLIES
animaljunglepetshop.com
STOW 5007 Fishcreek Road
NORTHFIELD 10333 Northfield Road

We don't
HIDE
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PRINT ADS

get a
TASTE
OF WHAT THEY LIKE
animaljunglepetshop.com/feed
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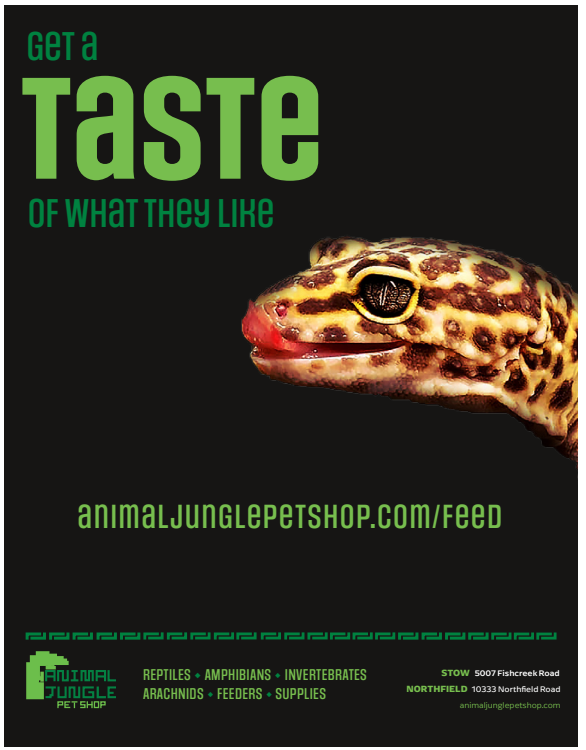
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PRINT ADS

come out of your
SHELL
and give us a visit
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animaljunglepetshop.com

STATIONARY

ANIMAL JUNGLE PET SHOP
STOW 5007 Fishcreek Road
NORTHFIELD 10333 Northfield Road
animaljunglepetshop.com
330-555-0169
Dear Animal Jungle Customer,
We would like to congratulate you on becoming the proud owner of a new insert pet here! At Animal Jungle, our greatest priority is to share our passion for exotic animals. We are honored and thrilled that you chose Animal Jungle as the place to purchase your new pet, as we know that another animal has found its home with someone who loves exotic animals in the same way we do.
Part of our belief as a company is that we are committed to every animal that passes through our stores, even long after they have exited our doors. As well, we want to maintain a long-term relationship with our customers, and we want to be providers of information and education to all. Thus, we are always willing to help with any questions you may have about your new pet, or even your other exotics or future pets. If for whatever reason you cannot keep a pet, please contact us and we will take them in and find a new home for them. We wish you an exciting life with your new pet!
Sincerely,
The Animal Jungle Team
ANIMAL JUNGLE PET SHOP
330-555-1031
animaljunglepetshop.com
animaljunglepetshop@gmail.com
5007 Fishcreek Road, Stow, OH, 44221
10333 Northfield Road, Northfield, OH, 44067
Patricia Toshok
owner
5007 Fishcreek Road
Stow, OH, 44221
Beau A. Constrictor
321 Nota St.
Columbus, OH
43205

invoice

ANIMAL JUNGLE PET SHOP

5007 Fishcreek Road
Stow, Ohio, 44224
330-555-0169
animaljunglepetshop@gmail.com

BILL TO

Beau A. Constricter
Reptiles R' Us
321 Nota Street, Columbus, OH 43205
330-555-1100
reptilesrus@gmail.com

SHIP TO

Beau A. Constricter
Reptiles R' Us
321 Nota Street, Columbus, OH 43205
330-555-1100
reptilesrus@gmail.com

INVOICE

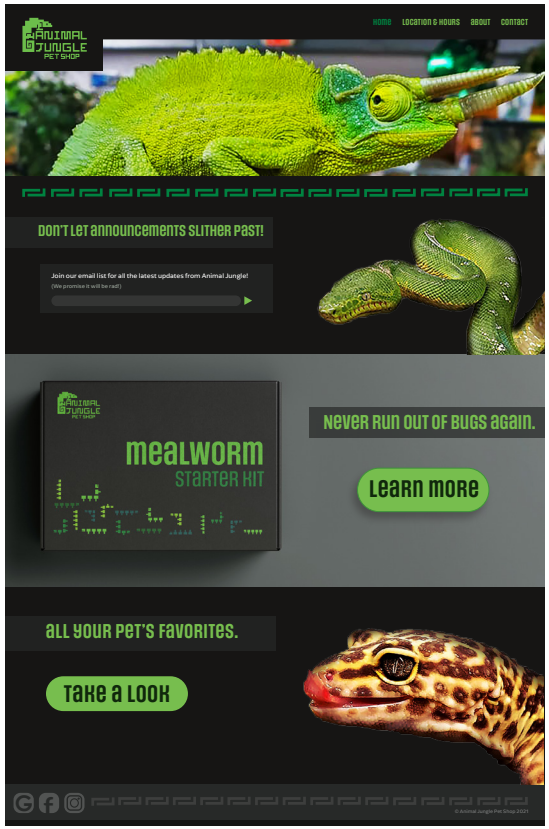
#420
11/23/2021

DESCRIPTION	QTY	UNIT PRICE	TOTAL
60-Watt UVB Bulb	50	$7.99	$399.50
LCD Display Thermometer	30	$3.99	$119.70
10-in Stainless Steel Feeding Tongs	40	$7.00	$280.00
100-Watt Ceramic Heat Emitter	30	$15.00	$450.00
Digital Humidity Gauge	25	$9.99	$249.75

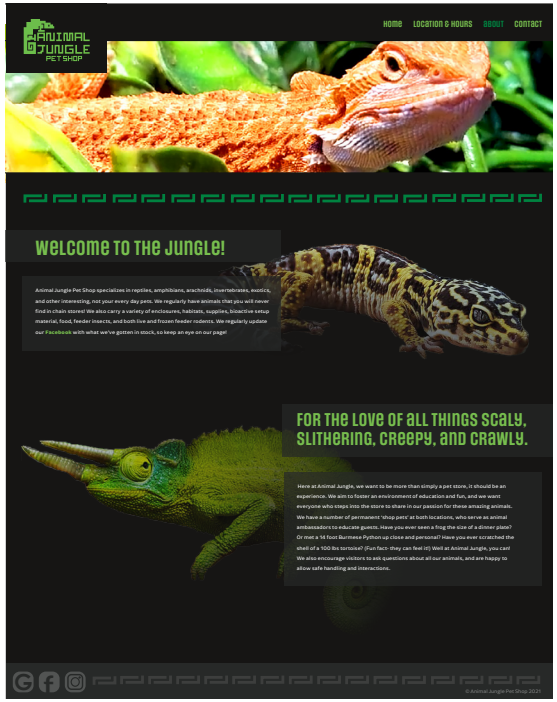
NOTES/SPECIAL INSTRUCTIONS

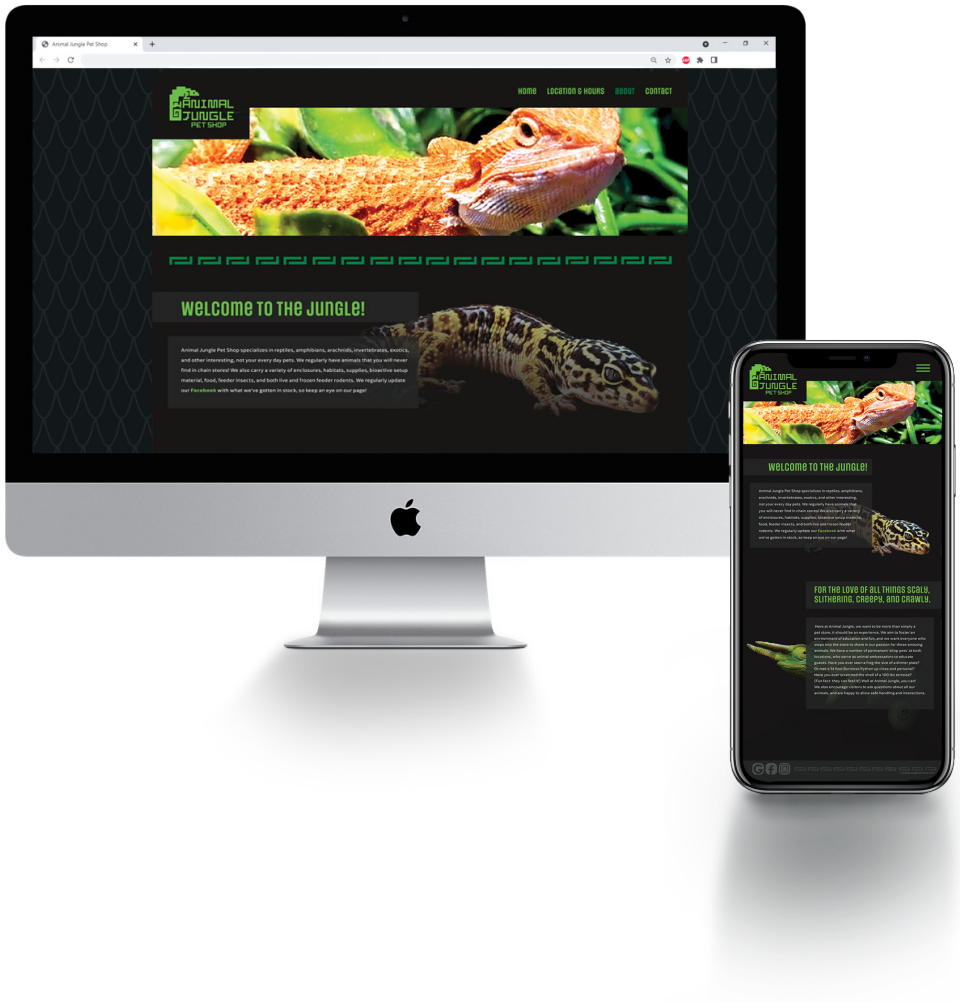
SUBTOTAL	$1,498.95
DISCOUNT	$150.00
SUBTOTAL LESS DISCOUNT	$1,348.95
TAX RATE	5.75%
TAX TOTAL	$77.56
SHIPPING/HANDLING	$50.00
BALANCE DUE	$1,476.51

Website Home Page



aBOUT Page


Animal Jungle Pet Shop
Home
Location & Hours
About
Contact
Welcome to the Jungle!
Animal Jungle Pet Shop specializes in reptiles, amphibians, arachnids, invertebrates, exotics, and other interesting, not your every day pets. We regularly have animals that you will never find in chain stores! We also carry a variety of enclosures, habitats, supplies, bioactive setup material, food, feeder insects, and both live and frozen feeder rodents. We regularly update our Facebook with what we've gotten in stock, so keep an eye on our page!
For the love of all things scaly, slithering, creepy, and crawly.
Here at Animal Jungle, we want to be more than simply a pet store, it should be an experience. We aim to foster an environment of education and fun, and we want everyone who steps into the store to share in our passion for these amazing animals. We have a number of permanent 'shop pets' at both locations, who serve as animal ambassadors to educate guests. Have you ever seen a frog the size of a dinner plate? Or met a 16 foot Burmese Python up close and personal? Have you ever scratched the shell of a 100 lbs tortoise? (Fun fact- they can feel it!) Well at Animal Jungle, you can! We also encourage visitors to ask questions about all our animals, and are happy to allow safe handling and interactions.
© Animal Jungle Pet Shop 2021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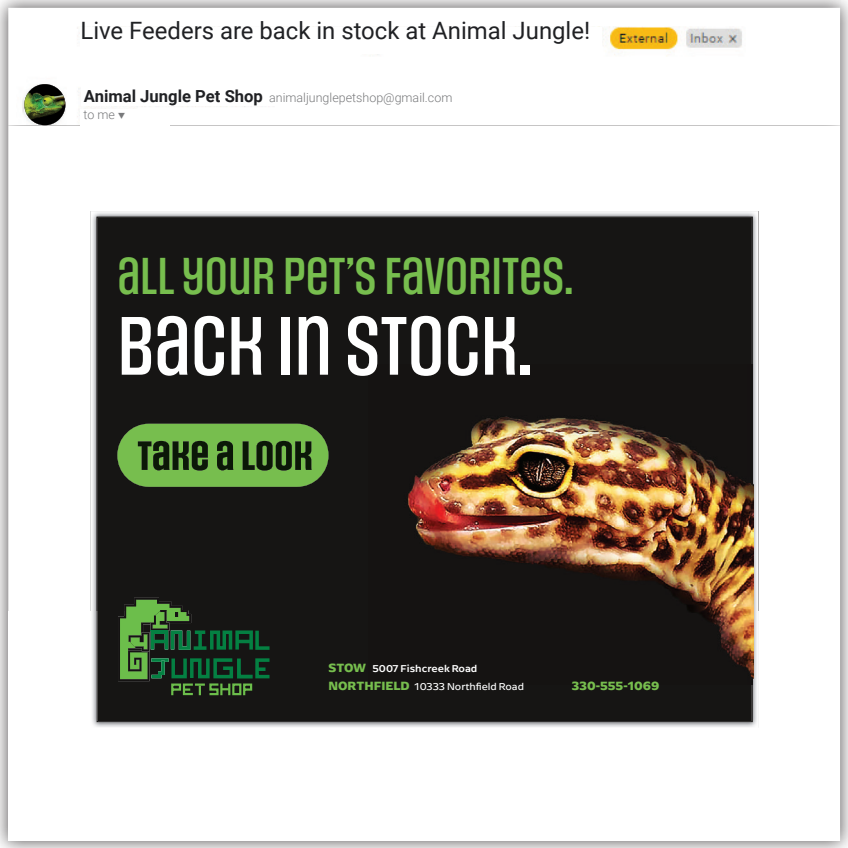
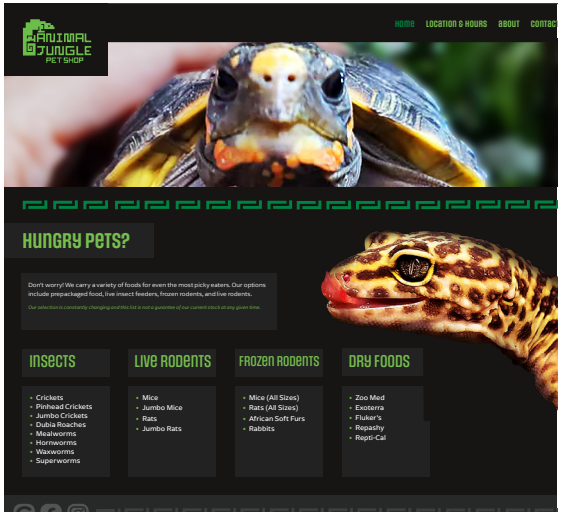
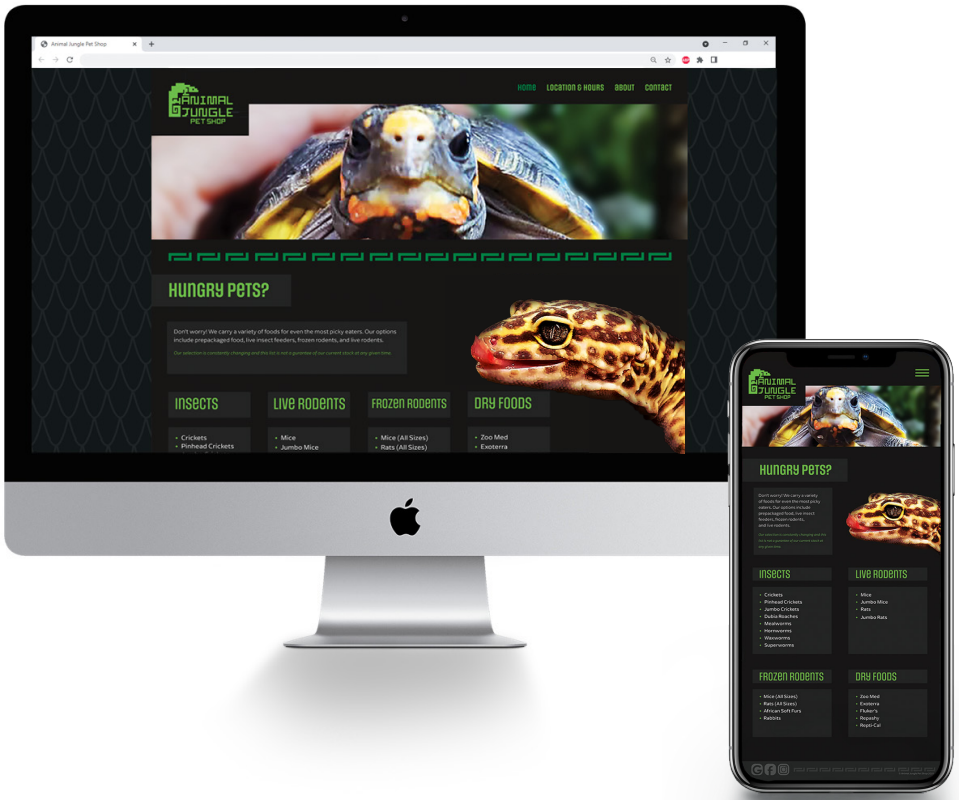
HTML email & Landing Page



HTML email & Landing Page





3-D MODEL

ANIMAL
JUNGLE
PET SHOP

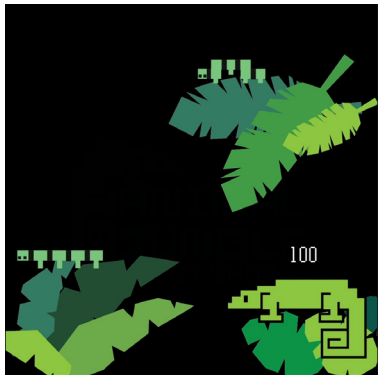
ANIMAL
JUNGLE
PET SHOP

ANIMAL
JUNGLE
PET SHOP

ANIMAL
JUNGLE
PET SHOP

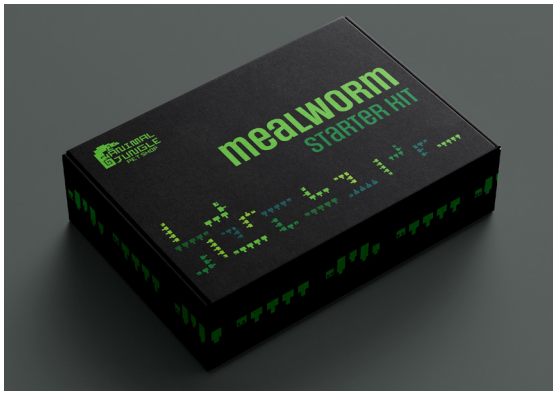
signage

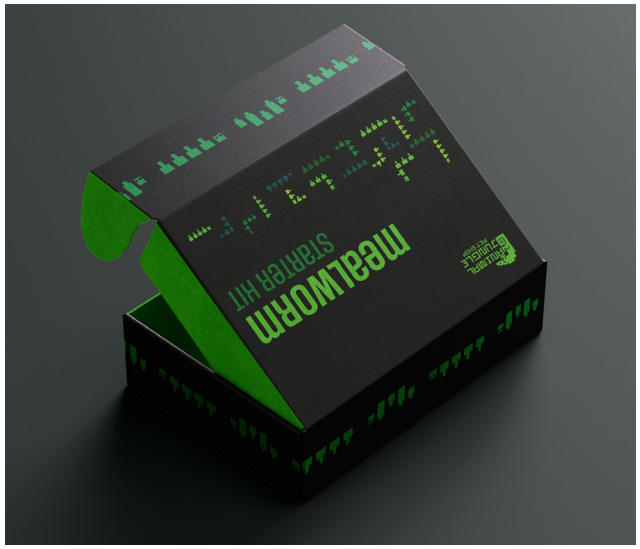
MOTION ADS



youtube.com/watch?v=8h7wgt2vd50

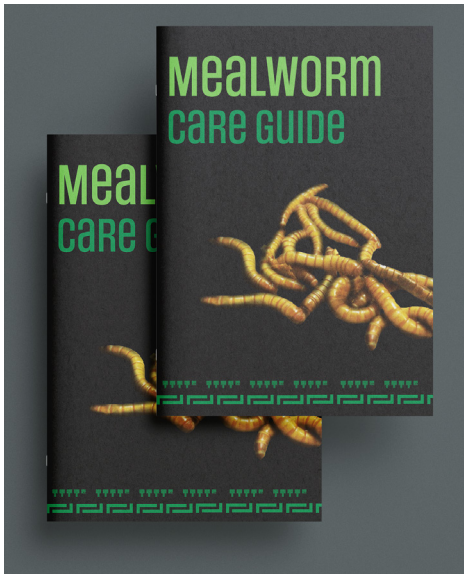
Mealworm Kit

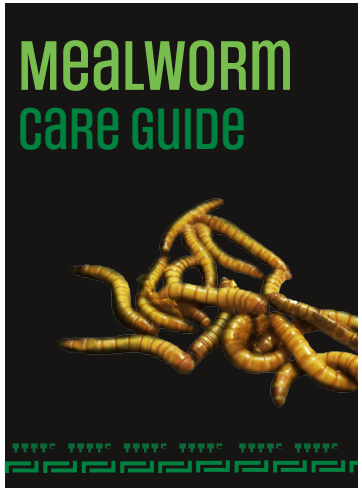
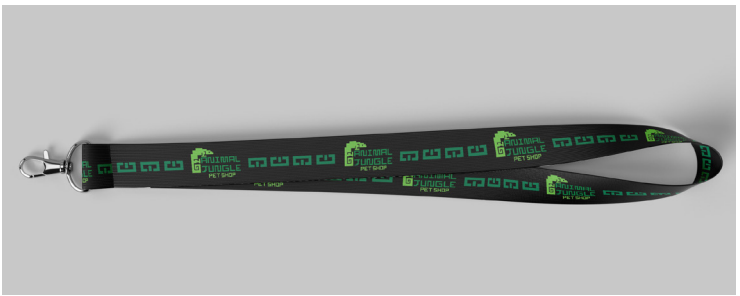




This box will include everything a person needs to create a small breeding colony of mealworms, an insect larvae that is a popular choice of food for reptiles.

Mealworm Kit Extras





apparel