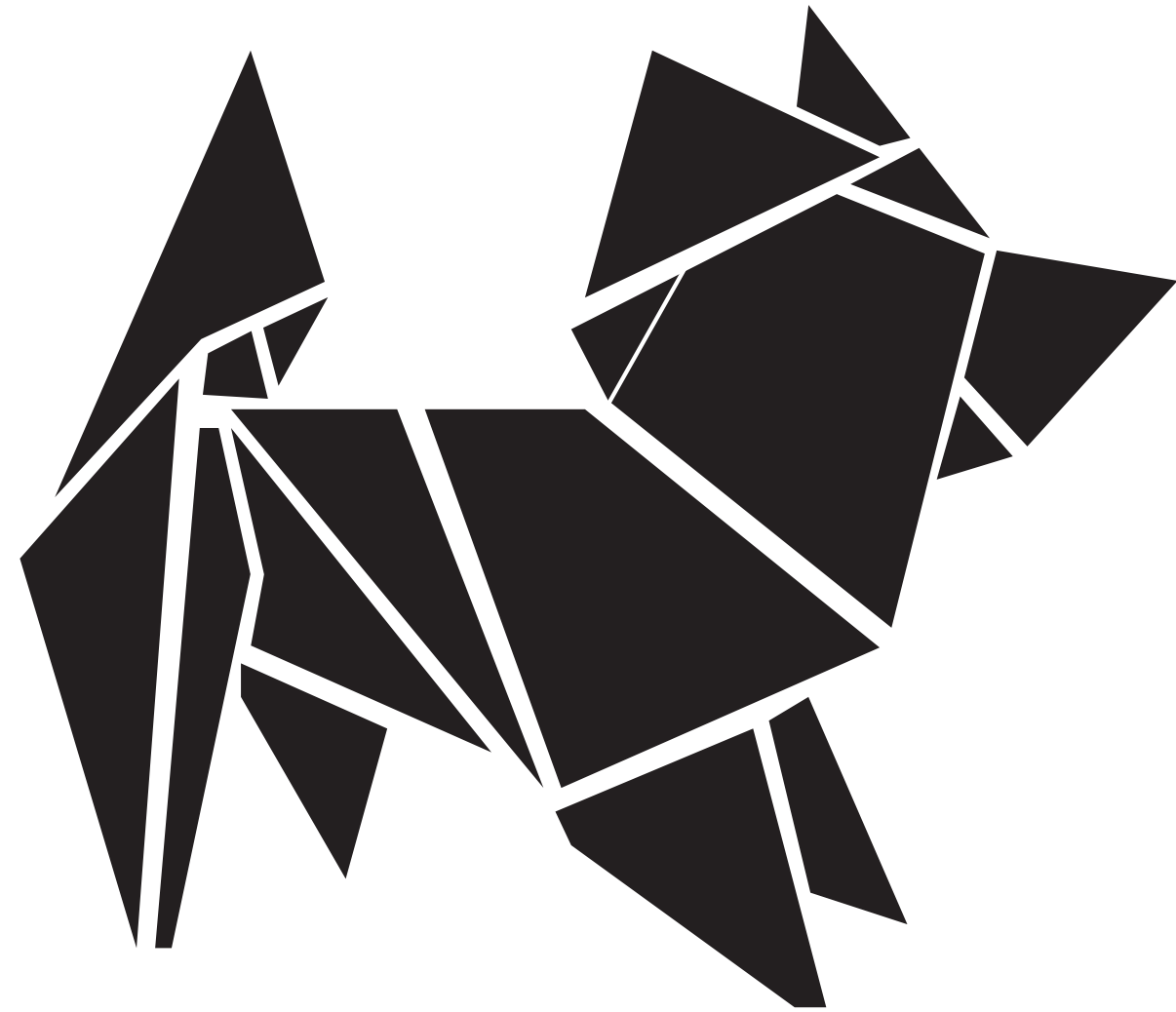


MY PET IQ
BRAND IDENTITY





MY PET IQ

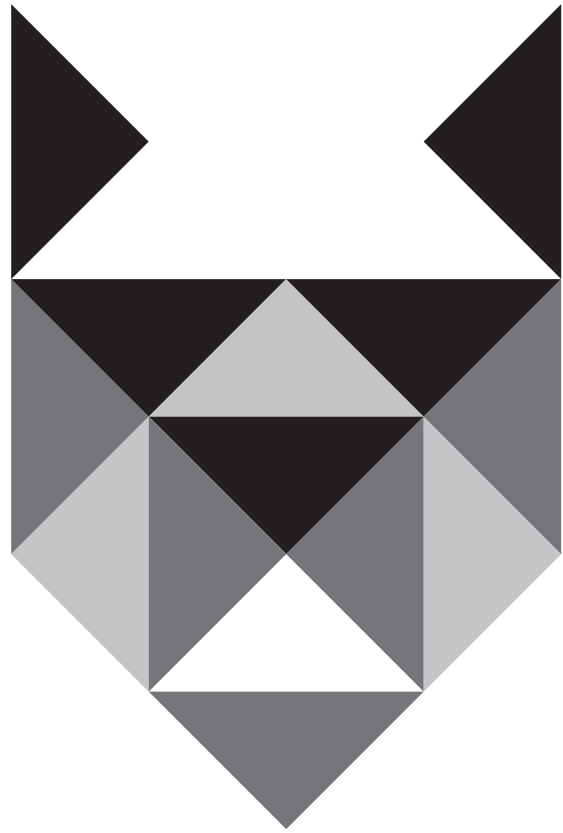
LOGO 1/A
/ORIGAMI



LOGO 1/B
/ORIGAMI



LOGO 2/A
/ORIGAMI



**MY
PET
IQ**

**LOGO 2/B
/ORIGAMI**



my pet IQ

LOGO 3/A
/WHISKERS



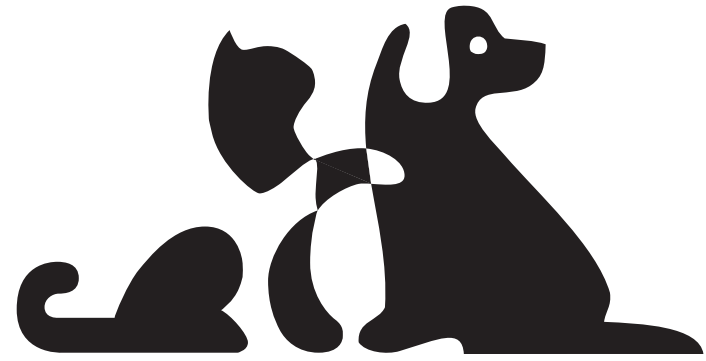
LOGO 3/B
/WHISKERS



LOGO 4/A

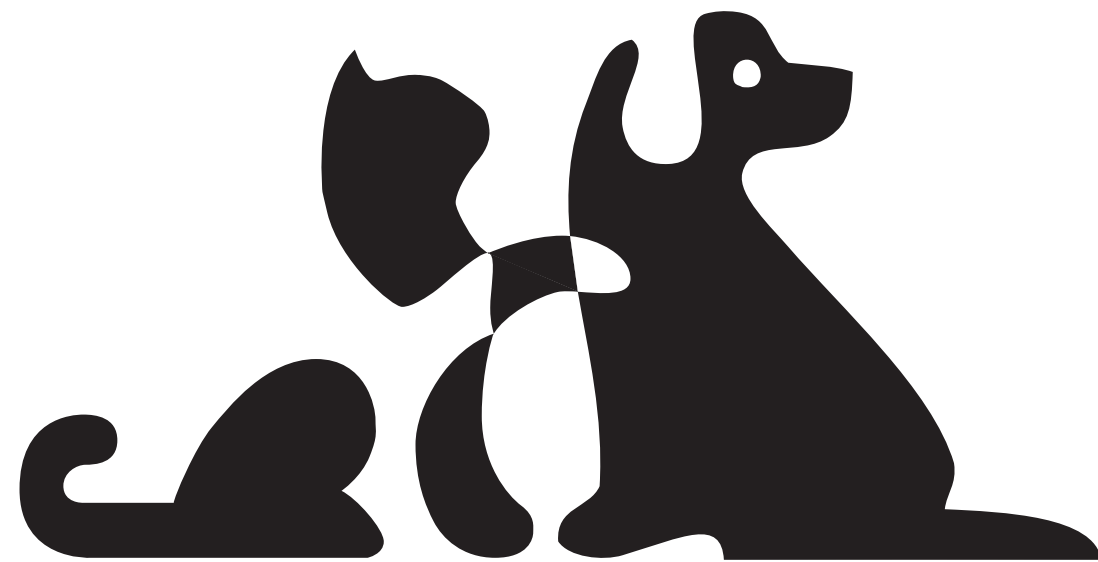


LOGO 4/B
/SOLID ICON



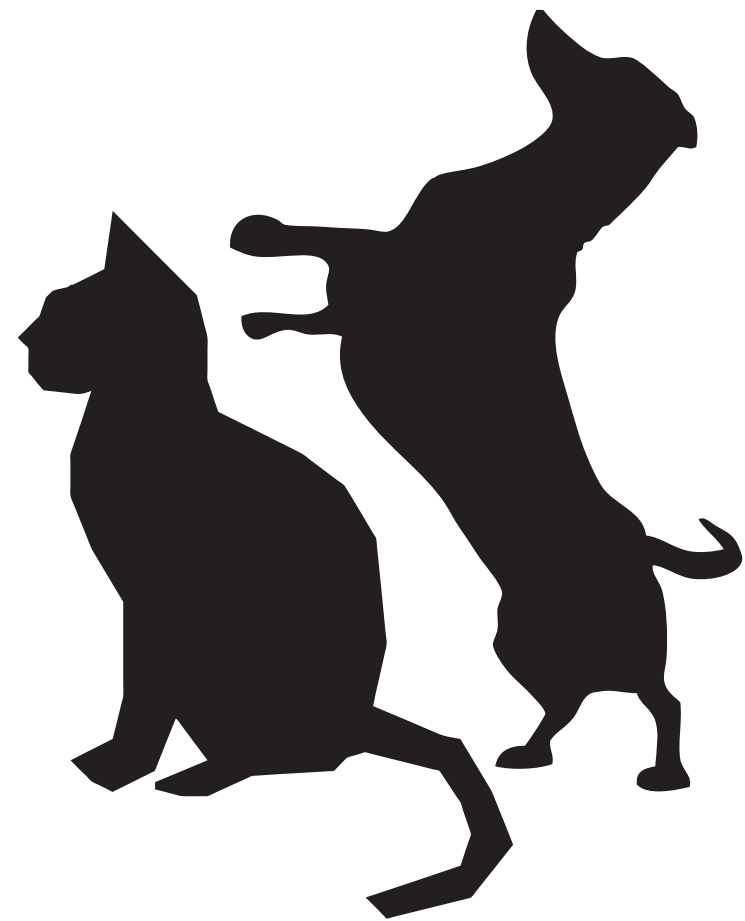
MY PET IQ

LOGO 5/A



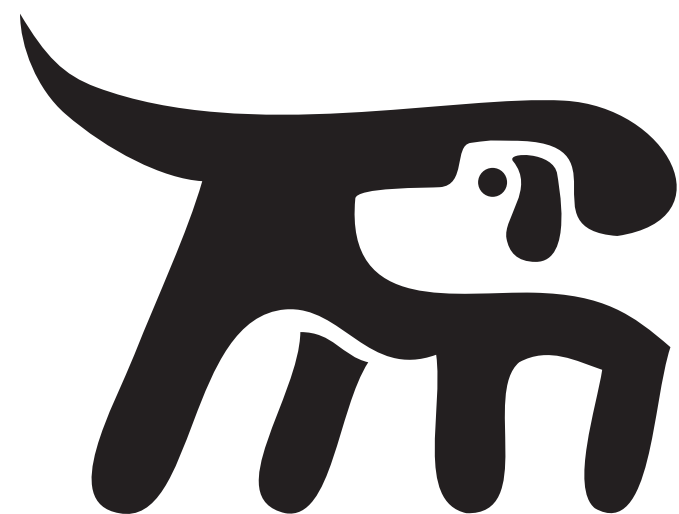
MY PET IQ

LOGO 5/B
/SOLID ICON



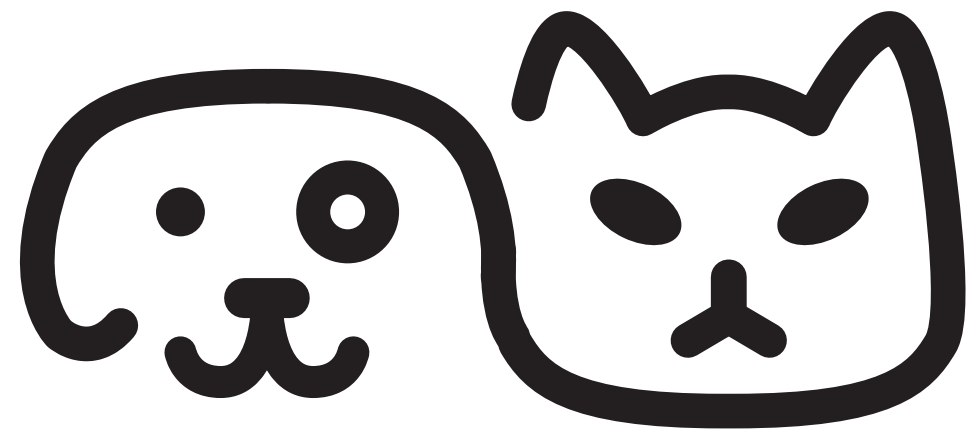
MY
PET
IQ

LOGO 6
/SOLID ICON



my pet IQ

LOGO 7
/SOLID ICON



MY PET IQ

LOGO 8/A



MY PET IQ

LOGO 8/B
/LINE ICON



LOGO 9/A



LOGO 9/B
/HAND
DRAWN ICON

my
PET
ID

The logo consists of the words 'my', 'PET', and 'ID' stacked vertically. 'my' is in a lowercase, rounded sans-serif font. 'PET' is in a large, bold, uppercase sans-serif font, with the letter 'P' containing a white silhouette of a cat's head facing left. 'ID' is in a large, bold, uppercase sans-serif font, with the letter 'D' containing a white silhouette of a dog's head facing right.

LOGO 10
/LOGOTYPE

MY PET

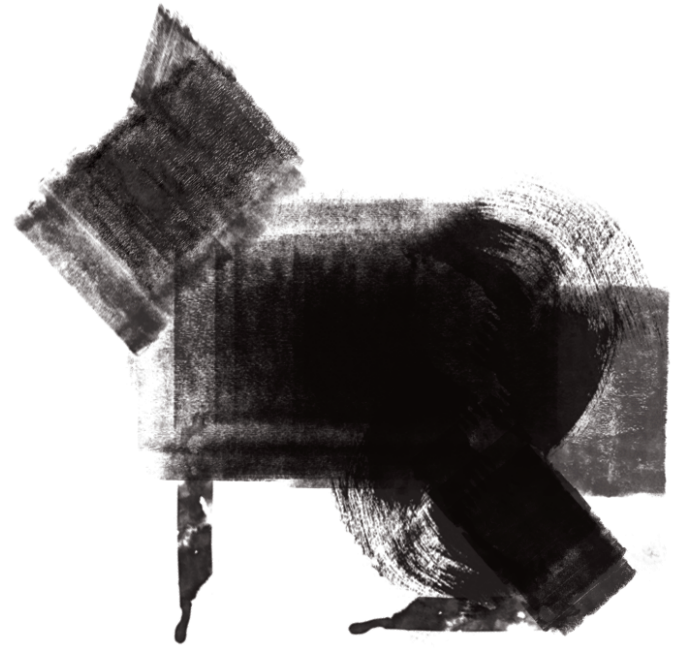


LOGO 11/A

MY PET



LOGO 11/B
/LOGOTYPE



—
MY
PET
IQ

LOGO 12/A
/HANDMADE



MY
PET
IQ

LOGO 12/B
/HANDMADE

