

Wiggles

"Where Dogs Wiggle with Joy"

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Wagging Tails, Happy Paws — Tokyo's Joyful Canine Haven

At Wiggles, we cherish every playful bark and joyful wiggle, crafting an oasis where Tokyo's beloved dogs feel right at home. Our commitment is to elevate their happiness and safety through boundless love and gentle touch.

JOYFUL

FRIENDLY

PLAYFUL

Positioning

Unleashing happiness in the heart of bustling Tokyo.

WHO WE SERVE

Busy Tokyo-based dog owners who prioritize trust and happiness for their pets.

Urban professionals

Pet parents

Home-based workers

Trust-driven

Family-oriented

Value quality care

WHY THEY CHOOSE US

01 The Safe Haven

Our environment feels like home, ensuring every dog feels secure and loved.

02 Tail Wags Guaranteed

Every visit ends with a joyous wag, showcasing care and attention to detail.

03 Paws & Reflection

Our grooming pairs pampering with top-notch professionalism.

04 The Playful Bond

Creating lifelong memories through interactive and fun experiences.

THE LANDSCAPE

Wiggles competes as the most trusted option in General / Abstract.

- Local pet grooming chains: Impersonal service offerings
- Dog walking apps: Limited personal connection
- Boutique pet spas: Higher cost without added convenience

OUR PROMISE

Where Dogs Wiggle with Joy

Voice & Tone

Discover the cheerful heart that speaks Wiggles' language.

HOW WE SOUND

Playfully warm yet reliably attentive, with every sentence embodying genuine care and cheer.

Warm

Engage with a friendly tone that feels like a smile shared with a friend.

Attentive

Every message should reflect a deep understanding of each pet's unique needs.

Trustworthy

Communicate with honesty and openness, fostering a sense of reliability.

Playful

Inject a touch of fun into our communications, making every interaction enjoyable.

IN PRACTICE

WELCOME MESSAGE

✓ "Welcome to Wiggles, where every tail finds its wag!"

~~"Welcome to our industry-leading facility!"~~

SUCCESS CONFIRMATION

✓ "You did it! Your pup is booked for a day of fun."

~~"Your booking was successful. Thank you for choosing us."~~

ERROR NOTIFICATION

✓ "Oops! Something went wrong. Let's fix it together fast."

~~"Error encountered. Please try again."~~

LOADING STATE

✓ "Hold tight while we prepare a wag-worthy experience!"

~~"Loading... Please wait."~~

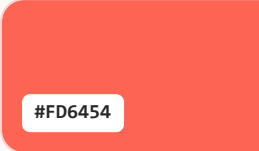
THANK YOU MESSAGE

✓ "Thanks for choosing Wiggles, where every visit ends with a tail wag!"

~~"Thank you for your business."~~

Colour

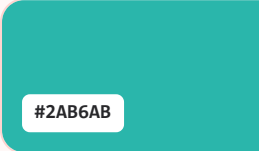
Our vibrant palette mirrors the sunny joy we bring to each dog's day.



Wiggle Orange RGB 253, 100, 84 · CMYK 0 60 67 1

#FD6454

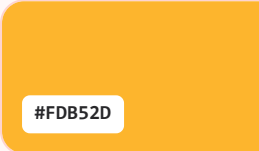
A burst of warmth and cheer, like the joyful tail wag of a happy dog.



Paw Print Green RGB 42, 182, 171 · CMYK 77 0 6 29

#2AB6AB


Fresh and reassuring, like a trusted patch of grass in a bustling city.



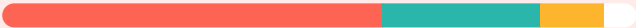
Sunshine Yellow RGB 253, 181, 45 · CMYK 0 28 82 1

#FDB52D

Radiates positivity and happiness, capturing the playful spirit of a sunny day.



Sampled from the logo. Every colour above comes from the mark itself — applications always stay true to the original artwork.



PRIMARY 60 SECONDARY 25 ACCENT 10 NEUTRAL 5

Use HEX/RGB for digital, CMYK for print. CMYK values are approximations — request press proofs and Pantone matches for production runs.

Typography

Montserrat and Raleway reflect our balance of playful warmth and modern trust.

DISPLAY — MONTSERRAT

Aa

Wiggles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Wiggles

REGULAR 400

Wiggles

SEMIBOLD 600

Wiggles

BOLD 700

BODY — RALEWAY

Founded in the heart of Tokyo, Wiggles was born from a passion to provide dogs with a loving, playful environment while their owners go about their busy days. Our mission is to create a trusted, joyful experience for both pets and their humans, imbued with care and professionalism.

HOW TO PAIR THEM

Use Montserrat for headlines and important statements, Raleway for body text; together they balance modernity with readability.

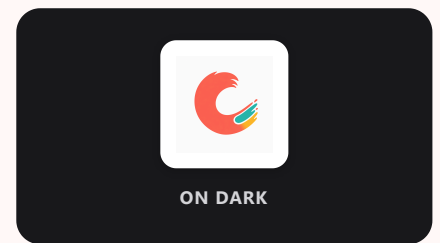
Headline level one

Supporting subhead

Body text at reading size with relaxed leading.

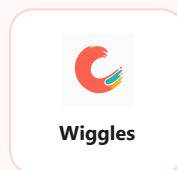
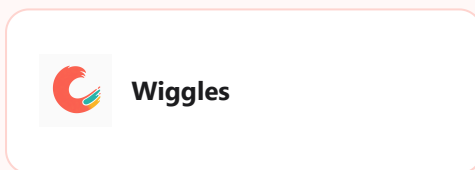
The Logo

Our emblem captures the joyful wiggle of a happy Tokyo dog's tail.

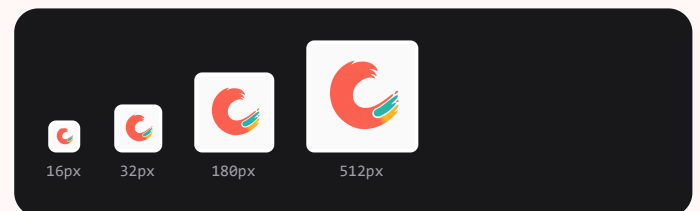


Colour integrity — the logo is always reproduced exactly as supplied: original colours, proportions and details. On dark or saturated surfaces it sits on a white plate; it is never recoloured, filtered, or redrawn.

LOCKUPS



APP ICONS & FAVICONS



Minimum print

10mm height

Minimum digital

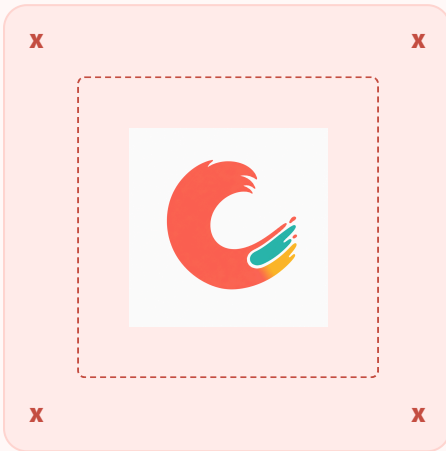
24px height

Clear space

1x logo height, all sides

Logo Rules

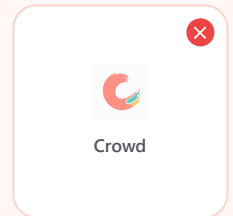
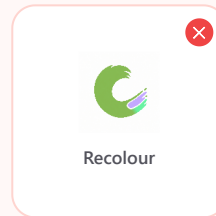
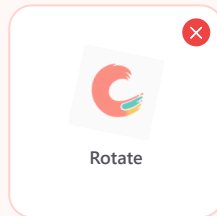
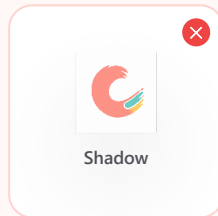
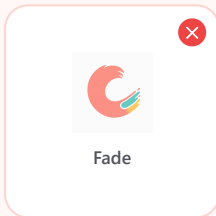
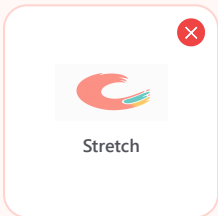
CLEAR SPACE



X = the height of the primary mark element. Keep at least 1X of clear space on all sides; nothing enters this zone. Double it to 2X on busy or photographic backgrounds.

The Wiggles logo should always have clear space around it equal to the height of the 'W'. Use it on light backgrounds only and avoid unapproved color alterations.

NEVER DO THIS



ALWAYS

- ✓ Use the Wiggle Orange prominently for calls to action.
- ✓ Keep text concise and cheerful.
- ✓ Include a photo of happy dogs whenever possible.

NEVER

- ✗ Use dark or muted colors.
- ✗ Create content that feels too formal or corporate.
- ✗ Overcrowd designs with text or images.

Visual Direction



PHOTOGRAPHY REFERENCE

Shot in the brand's world — match this light and mood

PHOTOGRAPHY

- ✓ Capture playful dogs wearing our signature Wiggle Orange accessories
- ✓ Feature happy interactions between pets and groomers
- ✓ Highlight the care and cheer in a clean, safe environment
- ✓ Include candid moments of dogs basking in sunshine indoors

AVOID

- ✗ Standard studio shots of dogs
- ✗ Dogs looking sad or neglected
- ✗ Images unrelated to Tokyo or its urban vibe

ILLUSTRATION

- ✓ Illustrate vibrant Tokyo street scenes with dogs at play
- ✓ Depict joyful grooming sessions in refreshing Paw Print Green
- ✓ Show happy dogs with exaggerated, dynamic movements
- ✓ Use bold outlines to mirror our bold yet playful tone

- ✗ Generic grooming table scenes
- ✗ Unnatural or heavily retouched images
- ✗ Blank, expressionless backgrounds

JOYFUL

VIBRANT

WARM

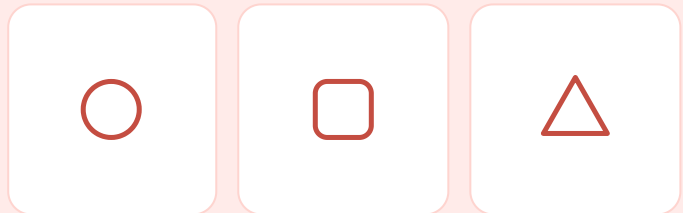
TRUSTING

Icon Set

Developing a unique and cohesive icon set is crucial for the Tokyo market, where visually appealing and easily recognizable symbols enhance brand communication and user experience.

- Icons must consistently use the palette colors: #fd6454, #2ab6ab, and #fdb52d.
- Ensure a minimum size of 24x24 pixels for all icons to maintain clarity and legibility.
- Use Montserrat typeface for any text elements within icons to maintain brand consistency.
- Icons should maintain a balance between modern geometric shapes and classic motifs.
- Provide at least two states for each icon: default and hover, using opacity changes for differentiation.

STROKE & CORNER LANGUAGE



Consistent stroke weight and corner radius across every size.

In the World



Social

Instagram

Focus on vibrant visuals of playful dogs and engaging stories that capture heartwarming moments.



Facebook

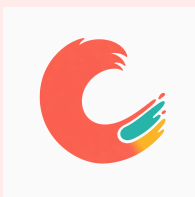
Leverage community interactions and share detailed posts about daycare events and grooming tips.



Local Pet Forums

Participate in discussions with genuine advice, promoting Wiggles through shared experiences rather than overt ads.





Wiggles

Wiggles — your pup's second home of happiness and care in
Tokyo.

OFFICIAL BRAND BOOK

July 3, 2026 · General / Abstract

Created with Vectura AI