



MOOD



FAMILY PREGNANCY ANNOUNCEMENT | 2023

COLOR PALETTE



PRODUCT PIECETYPES | 100% organic cotton



SENTIMENTS

- big bro
- big sis
- lil bro
- lil sis
- middle child
- sidekick arriving
- promoted again
- I'm getting a human
- mom's pregnant
- every dog needs a baby
- guard dog duty begins
- official toy tester
- bff coming soon
- newest member of the pack
- fur mama to baby mama
- I thought I was the baby
- it's a girl
- it's a boy
- it's a baby
- baby security
- big brother in training
- soon to be big brother
- big sister in training
- soon to be big brother
- my best friend has paws
- no longer the baby of the family

ART DIRECTION

FAMILY PREGNANCY ANNOUNCEMENT | 2023

HILLOGAM

mama dad big
bro big middle
sis child

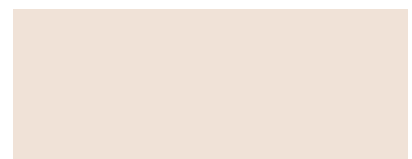
ALKALINE BOLD

*mama dad big
bro big middle
sis child*

SUPERCLARENDON

mama dad big
bro big middle
sis child





COLOR PALETTE



PRODUCT PIECETYPES



waterproof and fleece-lined vests for smaller breeds



turtle necks for long leg and arm breeds



anti-shed suits for super shedders



extra large breed apparel



sweaters and jackets for short leg breeds

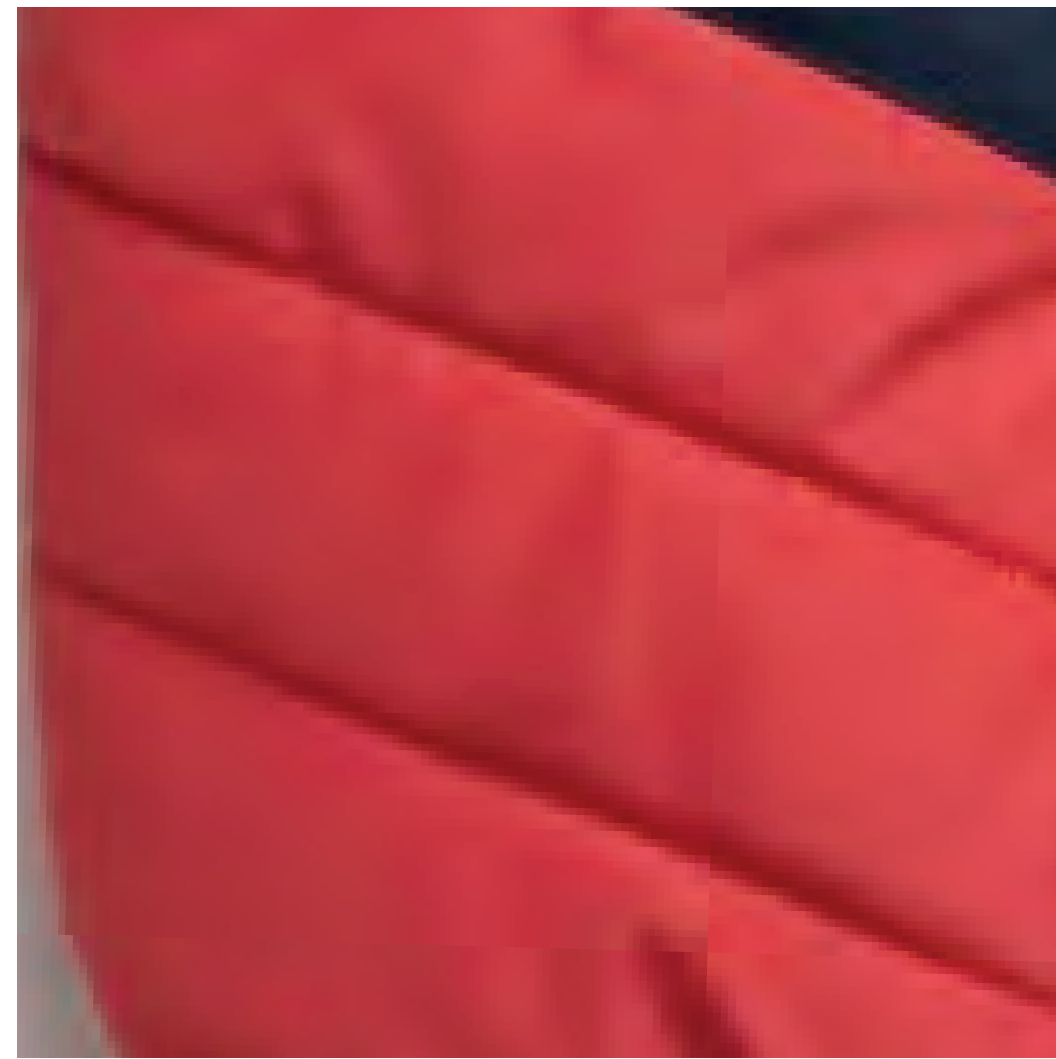


cooling vests for thick coats

ART DIRECTION



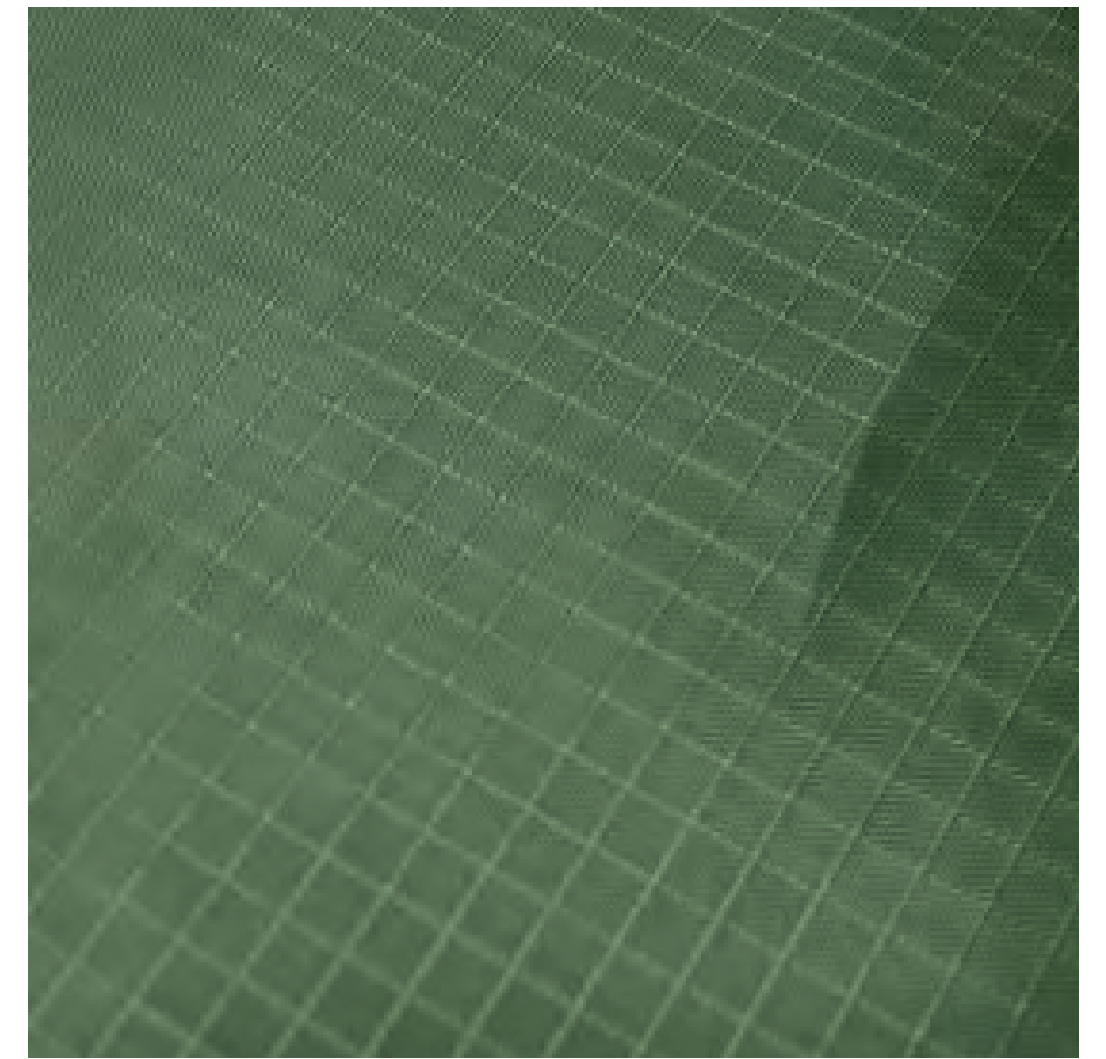
FLEECE



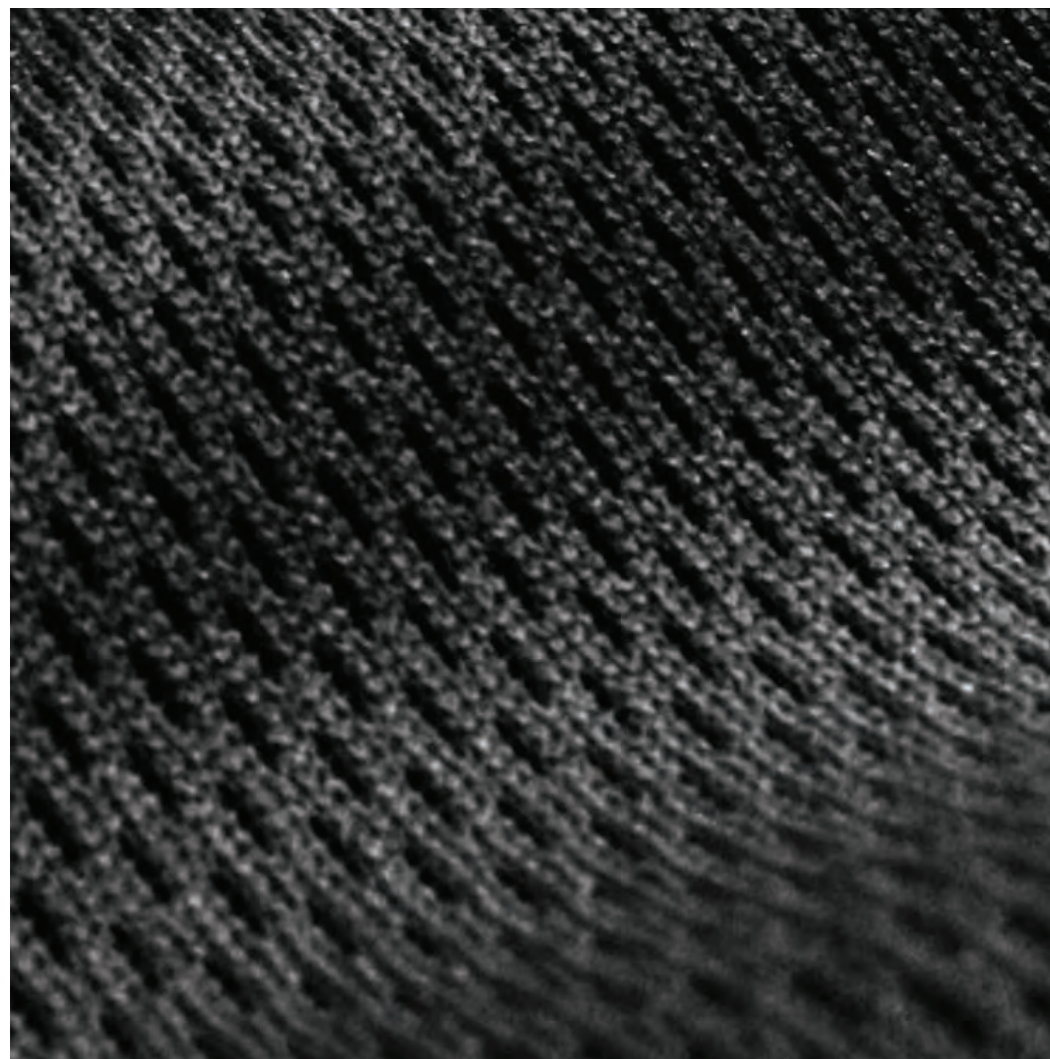
**WATERPROOF
NYLON**



**QUICK RELEASE
BUCKLES**



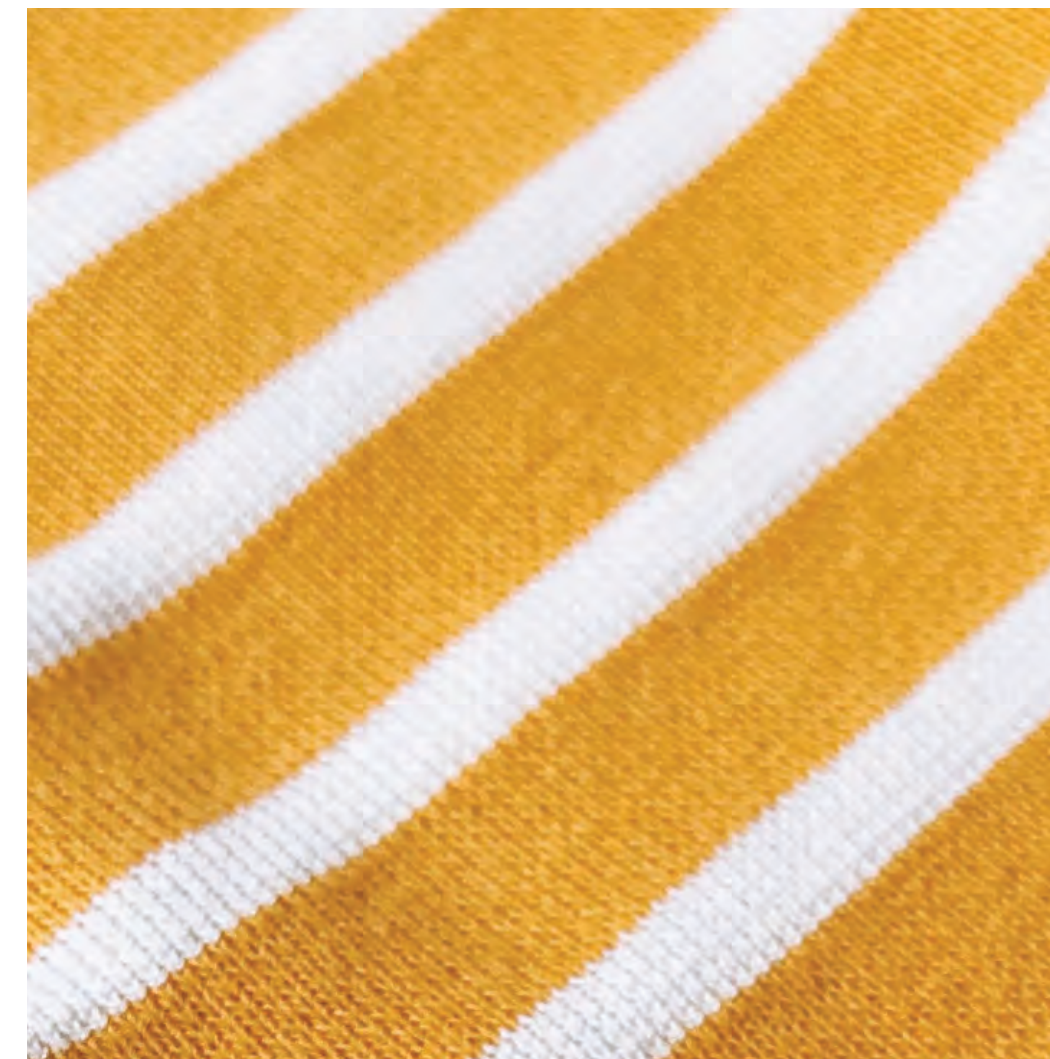
RIPSTOP



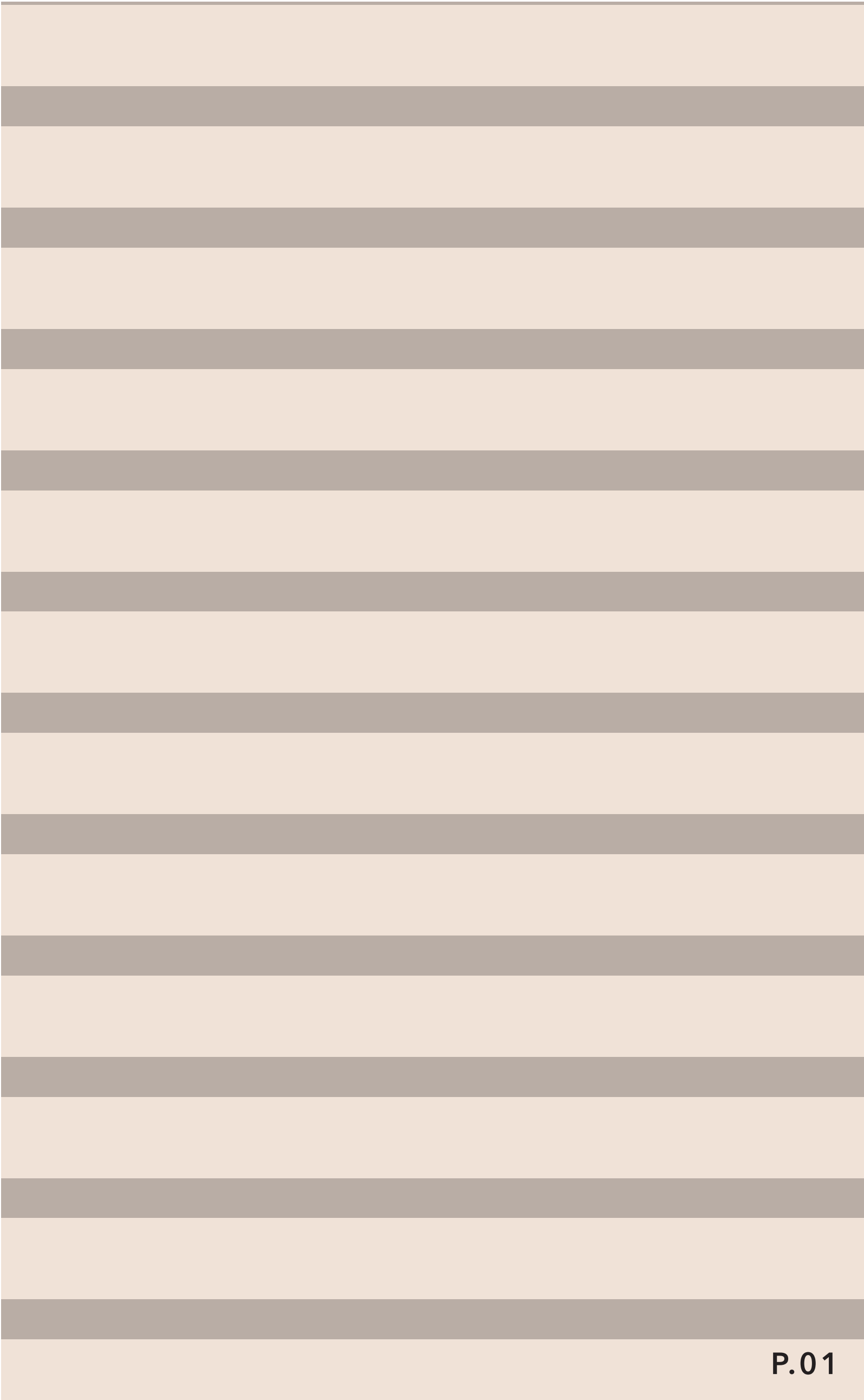
WICKING POLYESTER



CHUNKY KNIT



LIGHTWEIGHT JERSEY





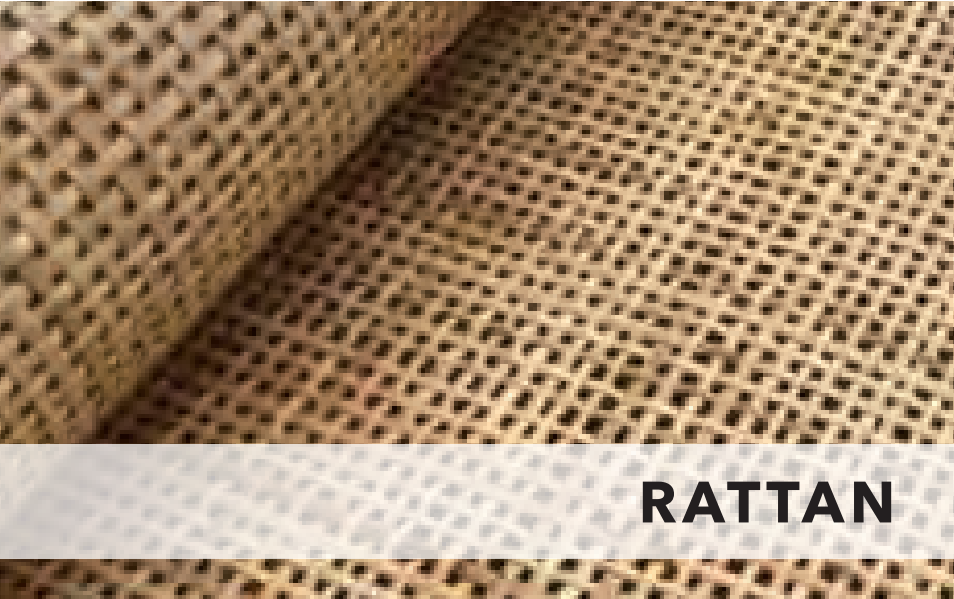
MATERIAL & TEXTURE



WHITE OAK



CANE WEBBING



RATTAN



VELOUR

ART DIRECTION

PRODUCT PIECETYPES



house/bed



console crate



scratcher



bunk bed



side table/
night stand



wall mounted cat track



pet sofa



planter litter box



coffee table