

# BrilliantPad<sup>®</sup>

Smart Self-Cleaning Dog Potty



## Brand Guidelines



Welcome to BrilliantPad® Brand Guidelines! Use this document to create a consistent brand identity across all media platforms. Get familiar with who BrilliantPad is, and let the following tenets guide you to create consistent, strong, and clear communications.

As you work through the concepting phase, keep this in mind: BrilliantPad represents convenience, peace of mind and freedom for both dogs and pet parents. The personality is warm, down-to-earth with a playful wink. It is quick-witted confidence that delivers trusted solutions. It is smart but approachable, easy to relate to and easy to be around. It is *tech savvy* made easy. BrilliantPad creates a lifestyle that enhances living.

BrilliantPad is accessible to small breed dogs and puppies. It is self contained, always ready to use, and requires little attention for days or weeks at a time. It is motorized, works automatically and offers remote notifications, controls and insights. It is easy to clean and is odor free. It is innovative, one-of-a-kind, and revolutionary. BrilliantPad is the first smart self-cleaning dog potty, and there is nothing else like it.





# Brand Character

A white and grey BrilliantPad dog potty machine is shown on a light-colored tiled floor. The machine has two large white rollers on either side of a central white pad. The brand name 'BrilliantPad' is visible on the right side of the machine. The machine is positioned in front of a window with a black frame.

## Introduction

BrilliantPet introduces BrilliantPad®, the first smart self-cleaning dog potty. With patented smart technology, users can set when machine replaces pads automatically. No smell, no mess, no stress. BrilliantPad transforms everyday life for everyday people with small dogs.

A man with a beard is lying in bed, wearing a light blue shirt. A French Bulldog puppy with white and brown patches is sitting on his chest. The man's hand is gently touching the puppy's ear. The background is a warm, yellowish light, suggesting a cozy bedroom environment.

## BrilliantPad<sup>®</sup> Is

BrilliantPad is free and easy. It engenders a laid-back, comfortable atmosphere. It allows pet parents to spend less time cleaning and more time loving.

# BrilliantPad® Is

BrilliantPad is a more convenient and healthier potty solution that brings peace of mind to dogs and pet parents.



# BrilliantPad® Is

BrilliantPad is an ingenious and innovative concept, merging the familiar with the unexpected.





# BrilliantPad® Is

BrilliantPad is refreshing technology that keeps life rolling.



## BrilliantPad® Is

BrilliantPad supplements walking, exercising and socializing your dog. Having dogs go before you go outside makes your outdoor time more enjoyable!

# BrilliantPad® Is

BrilliantPad is for puppies and small dogs. The most common small dog breeds include [Yorkshire Terriers](#), [Poodles](#), [French Bull Dogs](#), [Dachshunds](#), [Miniature Schnauzers](#), [Shih Tzu](#) and [Pomeranians](#).



Dachshund



French Bull Dog



Yorkshire Terrier



**BrilliantPad<sup>®</sup>**  
**Is NOT**

BrilliantPad is not stressful or frustrating. No more messy pad disasters.



# BrilliantPad® Is NOT

BrilliantPad is not dirty, unseemly, or daunting. Support is always there to get you through.



## **BrilliantPad<sup>®</sup>** **Is NOT**

BrilliantPad is not messy or gross.  
Unpleasantness is neatly wrapped,  
sealed and locked away.

A man and a woman in business attire are shown in profile, facing each other. Both are wearing black gas masks with large, cylindrical white filters. The man is on the left, and the woman is on the right. The background is a dark, solid color.

# BrilliantPad® Is NOT

BrilliantPad is not smelly. No more malodorous assaults greeting you at the door.



## **BrilliantPad<sup>®</sup> Is NOT**

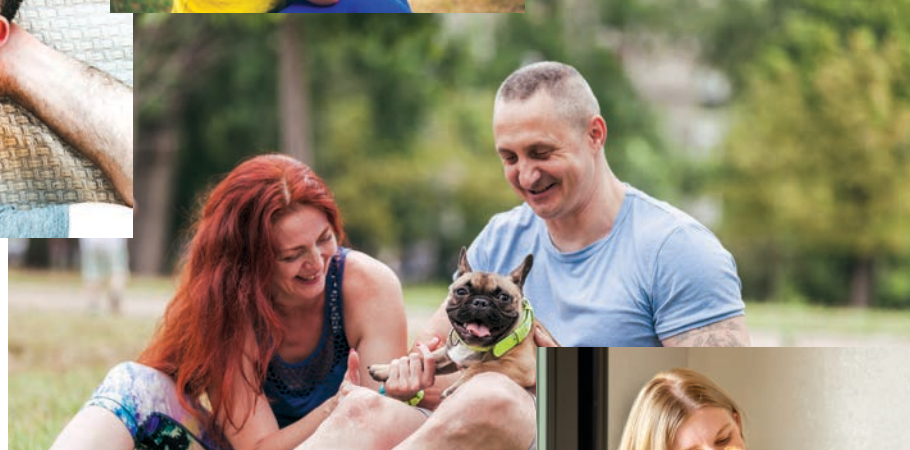
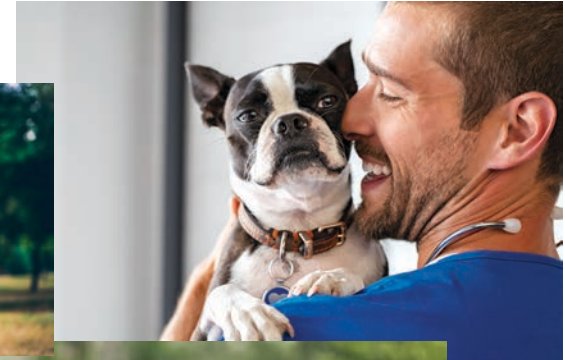
BrilliantPad is not a fad. It will become an essential part of everyday life, and revolutionize waste management, indoor-potty hygiene and health monitoring for dogs forever.

# Brand Imagery



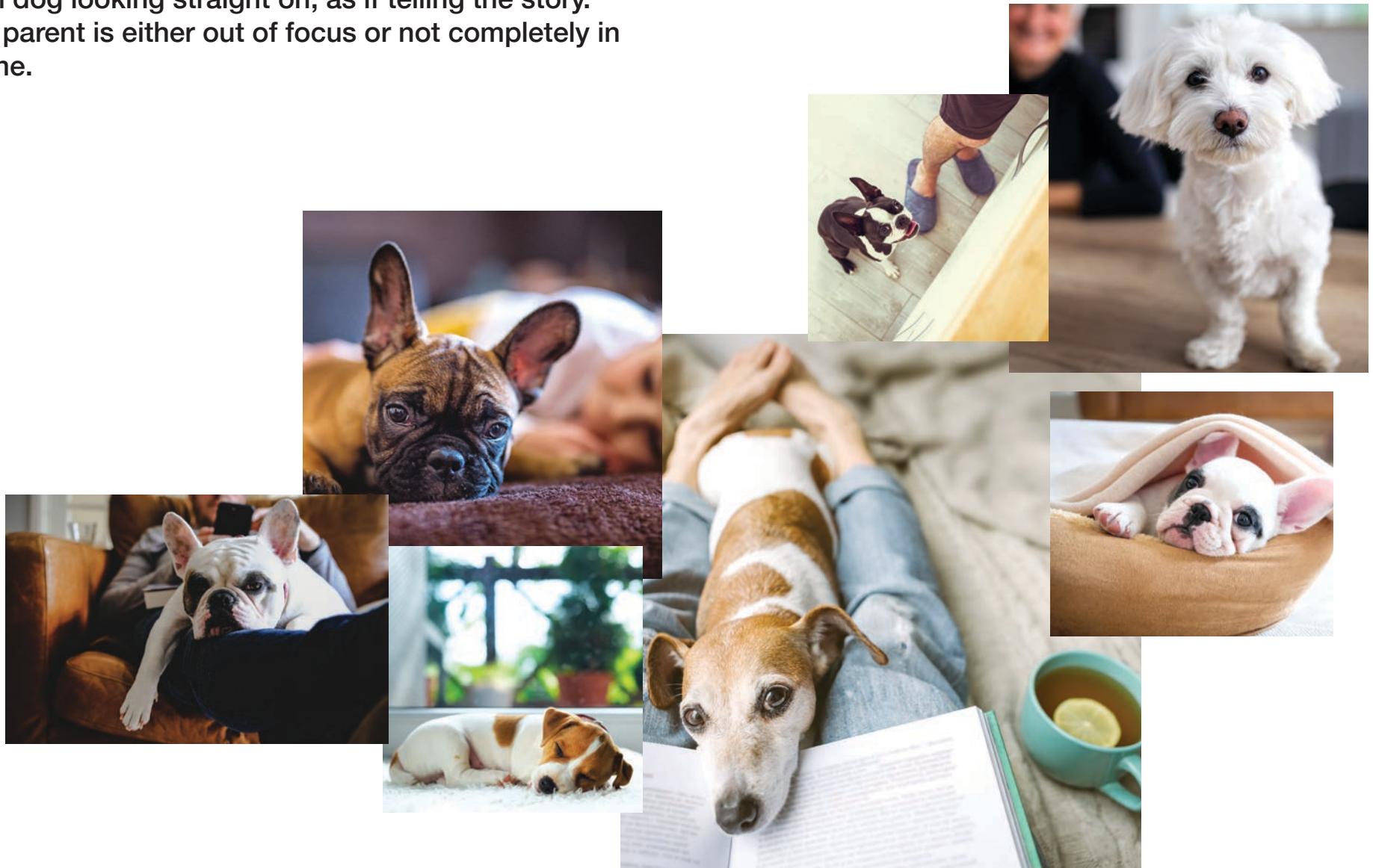
# BrilliantPad® Imagery: Dogs and Pet Parents

BrilliantPad imagery is warm and relaxed with a focus on the emotional bond between dog and pet parent. It is simple but strong with dog being the key focus. The poses are candid and friendly.



# BrilliantPad® Imagery: Puppies and small dogs

BrilliantPad supports puppies and dogs up to 25 lbs. All dog images should feature everyday settings with dog looking straight on, as if telling the story. Pet parent is either out of focus or not completely in frame.



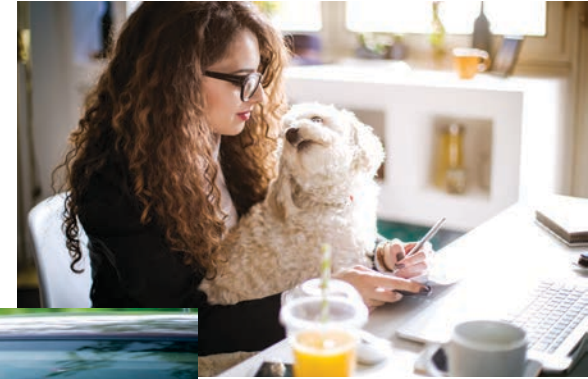
# BrilliantPad® Imagery: Environments

BrilliantPad lives in various everyday settings. These environments speak to a core audience spanning young urban professionals starting out to high-end, middle-aged couples and singles enjoying semi to full retirement.



# BrilliantPad® Imagery: Lifestyle

BrilliantPad allows dogs and pet parents the flexibility to enjoy a less stressful life. The convenience of the machine gives pet parents peace of mind because it's always clean, ready to use, low maintenance and doesn't smell. BrilliantPad is like the nanny on call.





# Brand Elements

## BrilliantPad® Elements: Logo

The BrilliantPad BrilliantPad logo can exist on either dark or light backgrounds.

When using logo with tag line “Smart Self-Cleaning Dog Potty”, tagline should not be reduced smaller than 12pt. Place tagline under logo equidistant to the letter “D” in Dog. Center tagline with BrilliantPad letters, not swoosh on bottom.

The BrilliantPad trademarked logo can be used without the tagline.

### LOGO DOs and DO NOTs

- Do allow at least .5 inch of free space around logo
- Do use Pantone Black 6 C for black logo usage
- Don't use logo without “®”
- Don't use “Self-Cleaning Dog Potty” without brand logo

BrilliantPad®

Smart Self-Cleaning Dog Potty

BrilliantPad®

Smart Self-Cleaning Dog Potty

(center elements with letters)

BrilliantPad®

Smart Self-Cleaning Dog Potty

(height of “D” in Dog)

(1.65” is smallest with tagline)



BrilliantPad® (1.6475” logo)

Smart Self-Cleaning Dog Potty (12 pt. tagline)

BrilliantPad®

IN  
PROGRESS

# BrilliantPad® Elements: Color Palette

BrilliantPad uses colors that promote a fresh, contemporary, and innovative tone for the brand.

## Color Palette DOs and DO NOTs

- Do use colors for background flavor
- Do use Pantone 7648 C for all headlines
- Do Not use any other color than Pantone 375 C for main call outs.



## Primary Color Palette

	Pantone 375 C C= 46.22, M=0, Y=100, K=0 R=150, G=201, B=61 hex#: 94D500
	Pantone 7648 C C= 36.32, M=100, Y=34.26, K=8.45 R=158, G=32, B=101 hex#: 9E1B64
	Pantone Process Blue C= 100, M=35.12, Y=7.06, K=.06 R=0, G=130, B=202 hex#: 0081C9
	Pantone 2905 C C= 41.14, M=8.48, Y=1.89, K=0 R=144, G=199, B=231 hex#: 8FC6E8
	Pantone Cool Gray 7 C C= 42.5, M=35.19, Y=34.64, K=.96 R=153, G=152, B=153 hex#: 9998999
	Pantone Black 6 C C= 81.31, M=70.72, Y=59.38, K=75.56 R=18, G=24, B=32 hex#: 10181F

## Secondary Color Palette

	Pantone 1495 C C=0, M=54, Y=95, K=0 R=247, G= 141, B=40 hex# F68D28
	Pantone 7401 C C=2.5, M=10, Y=41, K=0 R=249, G= 224, B=164 hex# F8E0A4
	Pantone 671 C C=5.5, M=31, Y=.06, K=0 R=234, G= 187, B=215 hex# E9BBD7

# BrilliantPad® Elements: Fonts / Uses

BrilliantPad uses fonts that clearly and cleanly communicate product attributes and body copy. Text is justified left for body copy, or centered for call outs.

For web and video font applications, use Arial, following the same Regular, Medium, and Bold indications as shown for Helvetica Neue.

## Font DOs and DO NOTs

- Do use large text for headline and smaller text for subcopy
- Do use one color for Headline and gray for subcopy
- Don't use colors for text other than Pantone 7648 C, Pantone Black 6 C, and 70% Pantone Black 6 C for body copy.

WEB : PRODUCT STORY USAGE

## Oh So Convenient

Those little bladders need to go a lot, and we mean, A LOT. BrilliantPad is always clean and ready to answer your dog's call. No stress for them and no mess for you. It's a win win all around.

CO HEADLINE BD  
REGULAR

HELVETICA NEUE  
MEDIUM

BODY COPY

## Oh So Convenient

Those little bladders need to go a lot, and we mean, A LOT. BrilliantPad is always clean and ready to answer your dog's call. No stress for them and no mess for you. It's a win win all around.

HELVETICA NEUE  
BOLD

HELVETICA NEUE  
MEDIUM

CREATIVE

Ralph's stinky plan was bound to work this time.

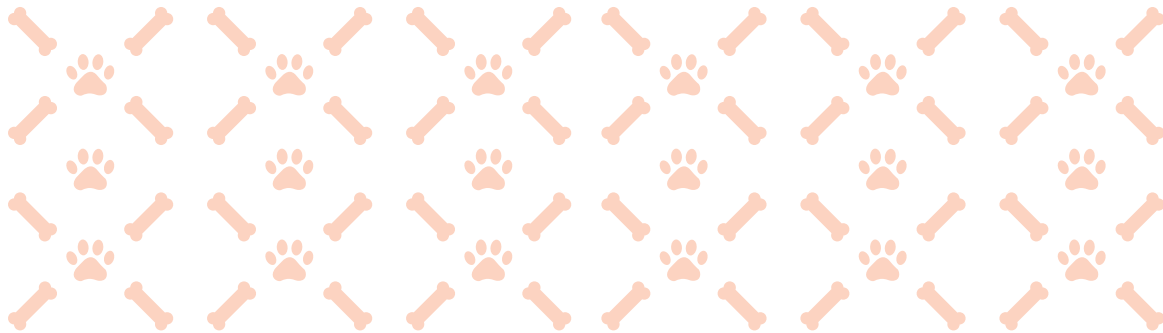
TEKTON

# BrilliantPad® Elements: Graphic Touches-Pattern

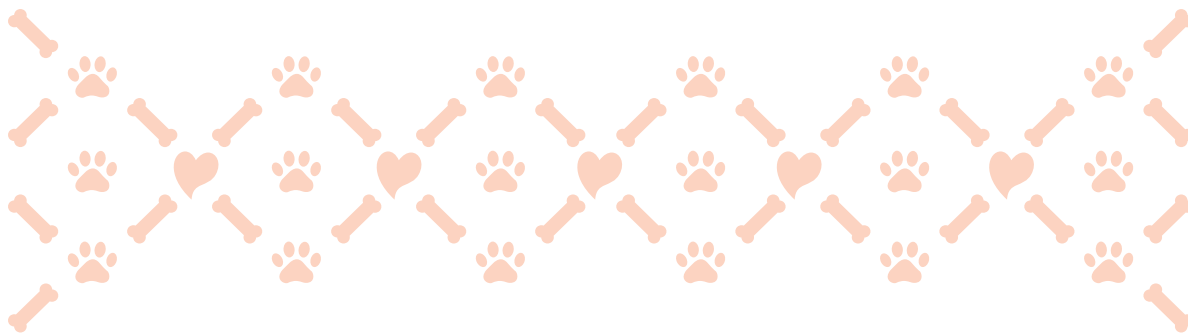
The BrilliantPad pattern uses dog treat bones (which speaks to encouragement) and dog paws (signifying stepping onto the BrilliantPad platform) to add excitement to communications. It embodies the tenants of BrilliantPet— happy, healthy pets.

Use pattern to highlight certain areas of communication.  
Pattern should never exceed 25% white. Never use pattern as full background.

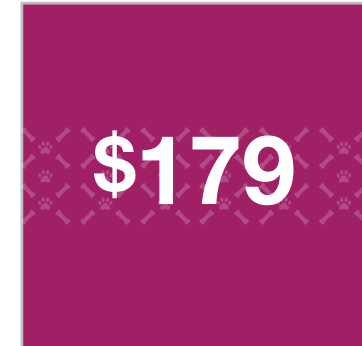
PATTERN: GENERAL USE



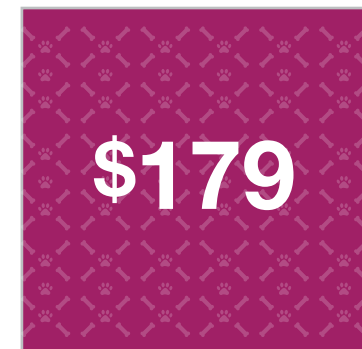
PATTERN: EXAMPLE- VALENTINES DAY



YES



NO



# BrilliantPad® Elements: Graphic Touches-Profile 1

Derived from profile, BrilliantPad uses a playful shaped frame to house messaging. Use it with or without a pattern to help communicate across all platforms.



PROFILE 1



BIG STINKY MESS

VS.

NO STINKY MESS

FREEDOM FROM THE FUNK

**BrilliantPad**

Smart Self-Cleaning Dog Potty

\$179 brilliantpad.com

Less Time Cleaning. More Time Loving!

Special Offer

**BrilliantPad**

Smart Self-Cleaning Dog Potty

**\$179** original \$299

BrilliantPad Machine w/ Pad Roll

Get Offer

brilliantpad.com

# BrilliantPad® Elements: Graphic Touches-Profile 2

Another profile derivative, use this icon as a signoff for communications. When used on a solid color background, use Pantone Cool Grey for Profile 2. If varied background, choose a complementary color for a splash.

Never use both profiles in the same layout.



PROFILE 2



Activation Invitation

1. go to [brilliantpad.com/activate](https://brilliantpad.com/activate)
2. download app
3. create account
4. follow directions to sync with phone

This graphic features a white smartphone icon with signal waves above it, centered on a black background. Below the icon is a horizontal line with grey circles at each end. The text 'Activation Invitation' is centered below the line. A purple gradient bar at the bottom contains a numbered list of four steps.

Sometimes going outside just isn't an option.

BrilliantPad  
Smart Self-Cleaning Dog Potty

\$179 brilliantpad.com

This advertisement has a green background with a white paw print pattern. It features a photo of a small dog sitting on the BrilliantPad device. The text is white and includes the product name and price.

MORE CHILL TIME

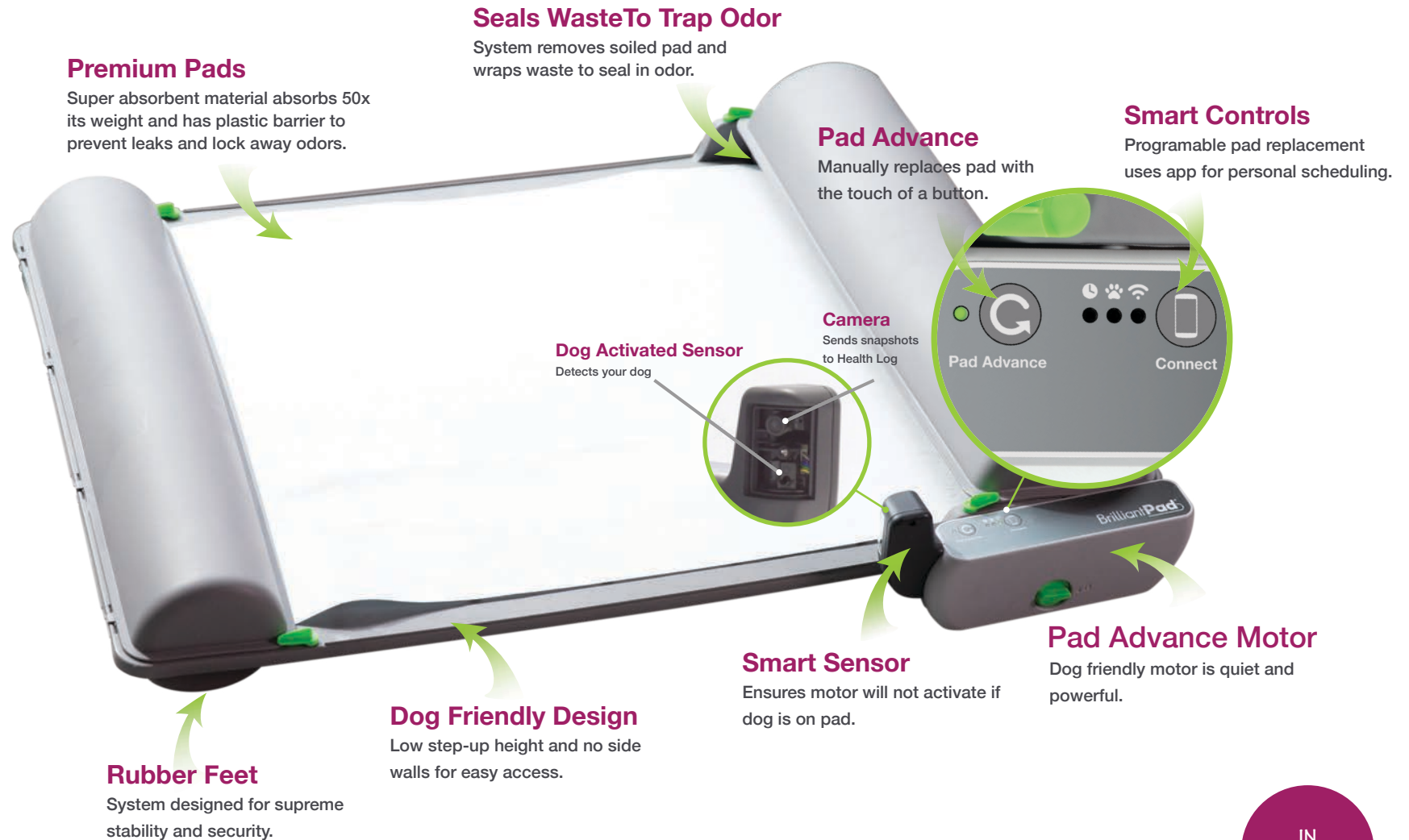
Brought to you by  
BrilliantPad  
Smart Self-Cleaning Dog Potty

\$179 brilliantpad.com

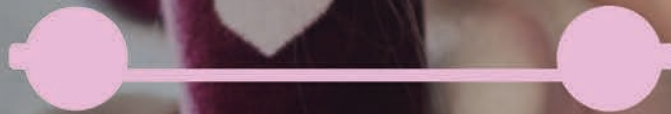
This advertisement shows a dog resting on a couch. The text is white and includes the product name and price. The BrilliantPad logo is also present.

# BrilliantPad® Elements: The Machine

BrilliantPad uses specific names for the machine components. Use these names when describing functionality.



# Communications



# BrilliantPad® Communications: Point of Reference

This chart outlines the problems (PAIN POINTS) customers have with regular potty pads and the routine that goes along with them. The (SOLUTION) column on the right, define the BrilliantPad attributes as the answer to everyday problems for potty pad users. Use these elements to craft branded messaging.

PAIN POINT	SOLUTION
Frequency for small dogs	<b>Always Available</b> - Anytime relief when you are home or away - Healthier happier dogs, better pet parents
Cleaning up mess	<b>Cleaner and More Sanitary</b> -No handling waste, no touching messy pads
Dog Toilet (whole house)	<b>Designated Potty Spot Keeps Home Clean</b> -No pad disaster, no pads all over living room
Outside not ideal	<b>Safe and Secure</b> -Free from predators, city sounds, etc.
Changing pads frequently	<b>Personalized</b> -Self-cleans according to preferences (you and your dog) app story.
Difficult to monitor health changes, especially in older dogs	<b>Proactive</b> notifies changes (now = frequency now, later = waste amount, color, consistency)
Training puppies/small dogs to use pads is challenging	<b>Training Support</b> -Online, real-time or in-person support.

# BrilliantPad® Communications: Crafting Brand Language

The BrilliantPad voice typically consists of three elements:

1. Problem
2. Solution
3. Outcome

The language is informational, wrapped in real life scenarios dog owners can relate to. It begins with a common problem most dog parents experience. It leads to the BrilliantPad attributes as a solution to the problem. It ends with a feeling of relief.

The tone is friendly and personal with a bit of humor. Not “silly” or stiff, but natural like a friend giving you good advice.

THREE ELEMENTS

PAIN POINT	SOLUTION
Frequency for small dogs	<b>Always Available</b> <ul style="list-style-type: none"><li>- Anytime relief when you are home or away</li><li>- Healthier happier dogs, better pet parents</li></ul>

EXAMPLE: BRANDED MESSAGE

## Oh So Convenient

Those little bladders need to go a lot, and we mean, A LOT. BrilliantPad is always clean and ready to answer your dog’s call. No stress for them and no mess for you. It’s a win win all around.

## Oh So Convenient

1. Problem **Those little bladders need to go a lot, and we mean, A LOT.**
2. Solution **BrilliantPad is always clean and ready to answer your dog’s call.**
3. Outcome **No stress for them and no mess for you. It’s a win win all around.**

# BrilliantPad® Communications: Crafting Brand Language Examples

Here are a few more examples to help you get started. You'll get the hang of it before you know it.

PAIN POINT	SOLUTION
Changing pads frequently (working from home)	<b>Personalized</b> - Self-cleans according to preferences (you and your dog) app story.

## Delegate Like A Boss

Filthy potty pads really stink up a workday. The BrilliantPad Smart App helps you manage your pup's business right from your phone. Set a self-cleaning schedule and finish the day with more time to hang out with your best friend.

# BrilliantPad® Communications: Crafting Brand Language Examples

PAIN POINT	SOLUTION
Difficult to monitor health changes, especially in older dogs	<b>Proactive</b> - notifies changes (now = frequency now, later = waste amount, color, consistency)

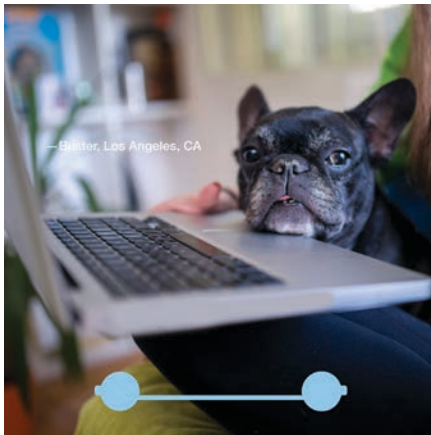
## Peace of Mind is Essential

It's entirely natural to worry about your dog's health. Get proactive with BrilliantPad health alerts. Any changes or issues with your dog's waste will be documented and ready to share with your vet. That's pet parenting made easier!

# BrilliantPad® Communications: Social Media Micro Videos

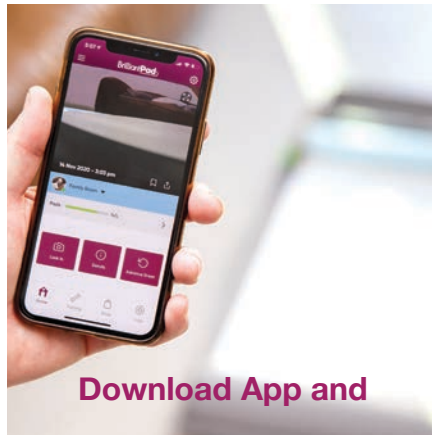
Micro videos are a great way (7-10 secs) to quickly highlight machine attributes, functions and strengthen consumer understanding of the product.

TITLE: UN-SMELLY WORK DAY  
TARGET: BRILLIANTPAD APP



SUPER: (Un-Smelly Workday with Buster)

VO: No more smelly work days for my mom.



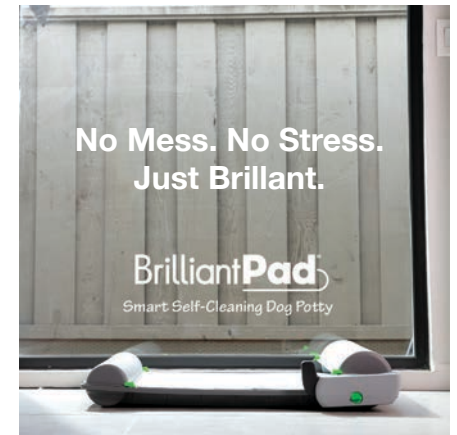
SUPER: (Download App and program to ...)

VO: Now she can clean my potty pad from her laptop or phone..



SUPER: (...self-clean as needed)

VO: ...without missing a beat.



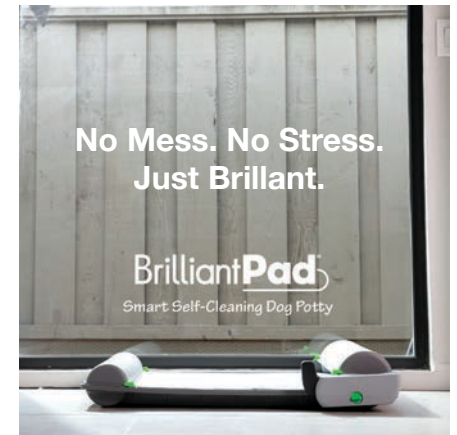
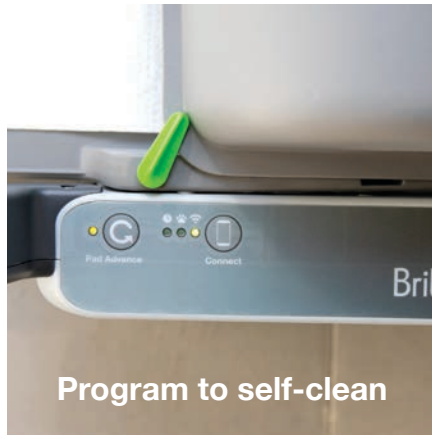
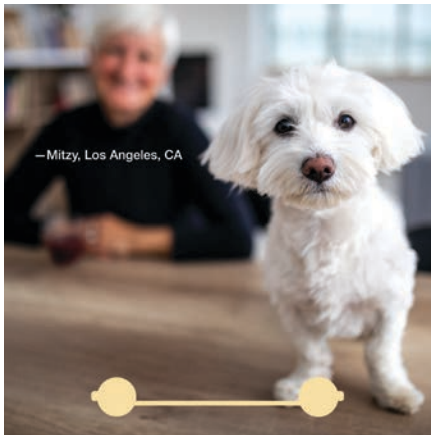
SUPER: (No Mess, No Stress. Just Brilliant. [BP logo])

VO: Pretty cool huh.

# BrilliantPad® Communications: Social Media Micro Videos

TITLE: GOOD-BYE HOUSE TOILET

TARGET: BRILLIANTPAD PROGRAMMABLE TIMER



SUPER: (Good-Bye House Toilet with Mitzzy)

SUPER: (Program to self clean ...)

SUPER: (... whenever needed)

SUPER: (No Mess, No Stress. Just Brilliant. [BP logo])

VO: I used to really stink up the place with my potty pads

VO: Thanks to BrilliantPad, my pad is always clean...

VO: ...so our house smells nice. My mom and I really love that.

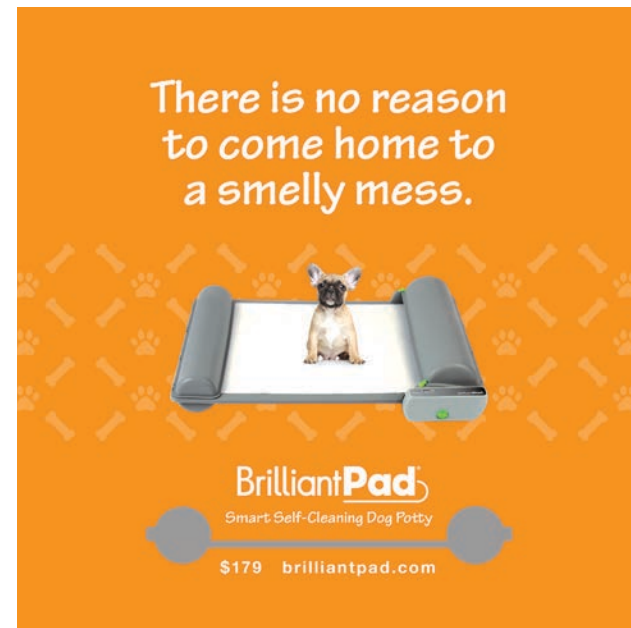
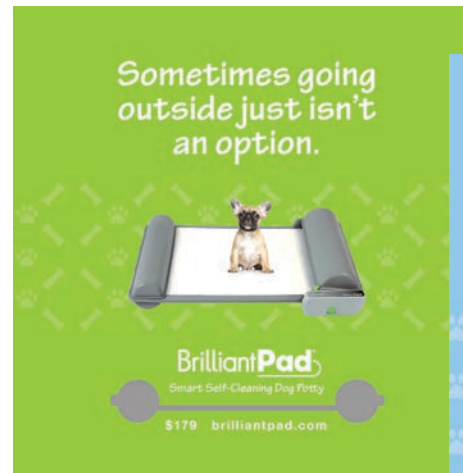
VO: ...mostly my mom.



# BrilliantPad® Communications: SocialMedia Brand Building

BrilliantPad communications are clean, light and friendly. A dogs point of view inhabits the voice and the messaging evokes everyday life.

Use brief language to illustrate BrilliantPad understands the problems, potty pad users face. Let the BrilliantPad personality come through so customers get to know the brand as THE solution to normal potty pad problems.



# BrilliantPad® Communications: Offers

Not just an offer but a reason to buy drives these communications. Use brand specific language to communicate an outcome, machine attribute or common problem unique to BrilliantPad solutions.

Use contrasting colors to indicate special attention in certain areas or call to actions. Add patterns to highlight and give excitement to areas of interest.

OFFER: BANNER AD



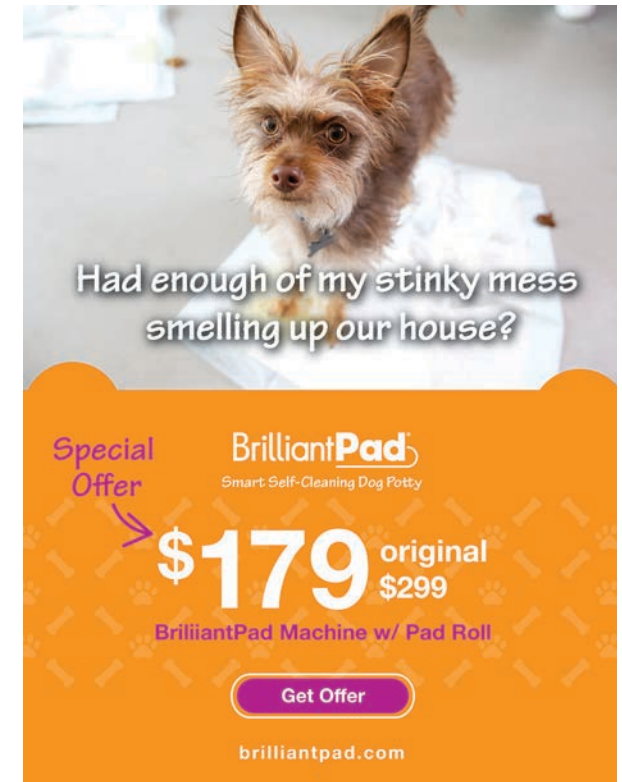
OFFER: GENERAL



OFFER: MACHINE SPECIFIC

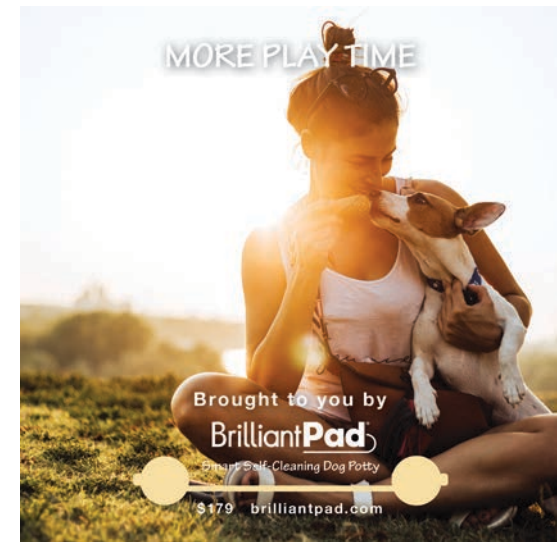
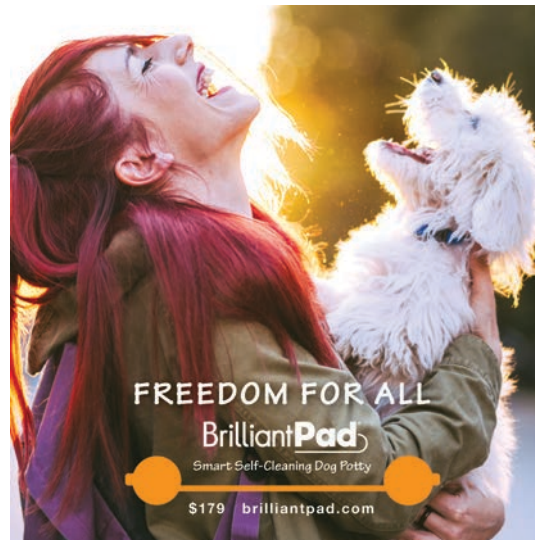
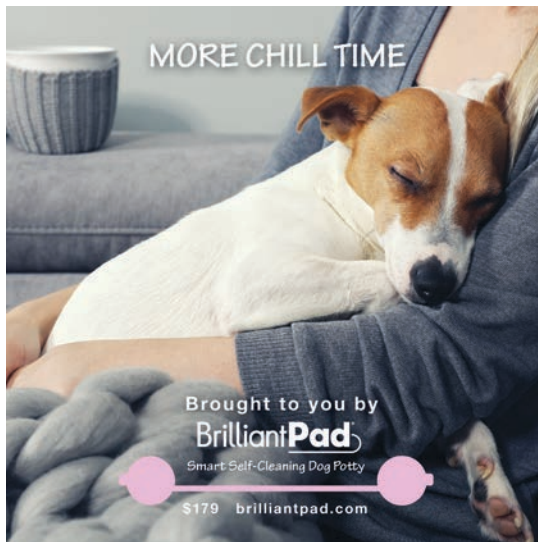


OFFER: PAIN POINT




# BrilliantPad® Communications: Brand Awareness Ads

It is not always about “the sell”. BrilliantPad users lead a different lifestyle than regular potty pad users— an easier, cleaner, happier and healthier lifestyle. Use moments in time to create the tone of a BrilliantPad life. The goal is to establish another reason for consumers to connect with the brand and drive home the message— *BrilliantPad understands the deep loving relationship between pet parents and their dogs.*



# BrilliantPad® Communications: Memes


BrilliantPad knows the highs and lows pet parents face with potty pad routines. Use whimsical memes to stay in the forefront with relevant, brand targeted messaging to connect with the audience.



Ralph's stinky plan was bound to work this time.

BrilliantPad  
Smart Self-Cleaning Dog Potty


\$179 brilliantpad.com



That day when you cleaned your last potty pad mess.

BrilliantPad  
Smart Self-Cleaning Dog Potty

\$179 brilliantpad.com



Sarah's 'fake sleep' routine was no match for Buster's intense morning stare.

BrilliantPad  
Smart Self-Cleaning Dog Potty

\$179 brilliantpad.com

# BrilliantPad® Communications: email

When reaching out to customers, use clean and quick language to assist, assure, or direct action.

EXAMPLE: EVENT



IN  
PROGRESS

EXAMPLE: EMPTY CART CONVERSION





**Contact**

## **BrilliantPad® Contacts: Inquires and Questions**

BrilliantPad is the first of it's kind so you may have more questions. Feel free to contact our staff regarding any further graphic applications or communication direction.

**Alan Cook**  
President and CEO  
(312) 404-2526

**Kathyjo Varco**  
Creative Director  
(708) 489-6815

**Dave Preuss**  
Market Research  
(510) 414-4467

**Kim McGowan**  
Marketing Technology  
(410) 919-7684

**Lynn Lee**  
Growth Marketing  
(336) 509-7985

