



BRAND SPEC SHEET

Vega's Pets Grooming

The single reference for the brand: logo, color, type, voice, services, and contact. Built around the official logo.

THE LOGO

The mark



Primary logo



Grooming variant (with scissors)

Usage: keep generous clear space around the mark, never stretch or recolor it, and use the full-color version on light (cream or white) backgrounds. The dog-and-paw-heart is the heart of the brand. Use the grooming variant (with scissors) where you want the service to read instantly (van, signage, ads).

Do not: add drop shadows, place the cream-background mark on a busy photo, change the proportions, or swap the colors.

COLOR

Palette

Midnight Blue #1A3A52	Warm Gold #D4AF37	Cream Ivory #F9F7F4	Charcoal #3A3A3A

Midnight + gold are the brand. Cream is the canvas. Charcoal is for body text. Use gold for accents only, never for paragraphs.

TYPOGRAPHY

Type

Use	Typeface	Notes
Headlines / logo	Playfair Display (serif)	Elegant, premium. Fallback Georgia.
Body / UI	Lato (sans-serif)	Clean, readable. Fallback Segoe UI.

Emphasis: gold color or semibold, not italics. All-caps only for 1 to 2 word labels.

VOICE & TAGLINE

How the brand speaks

Warm, confident, honest, never hype. Lead with the benefit to the dog (calm, stress-free, family care). Bilingual (English and Spanish), proudly local and Latino-owned. House rule: no em-dashes.

- Primary tagline: Ashburn's premium mobile dog spa. The VIP treatment, at your door.
- Short: Treat every dog like family.
- Bilingual badge: Latino-Owned, Se habla espanol.

SERVICES & PRICING

The offering

Service	Starting price
Full groom (bath, cut, nails, ears, glands)	\$65 salon / \$95 mobile
Mobile at your door	\$95
Salon grooming	\$65
Add-ons (specialty shampoo, nail grind, teeth, de-shed)	\$10 to \$30 each

CONTACT

The facts (keep consistent everywhere)

Field	Value
Business	Vega's Pets Grooming
Phone	(571) 519-1331
Website	vegasgrooming.com
Address	43330 Junction Plaza, Suite 178, Ashburn, VA 20147
Hours	Monday to Saturday, 7:00 AM to 3:00 PM
Languages	English and Spanish
Booking	Vagaro (the website feeds into it)

One brand, consistent everywhere. That is what makes it look established.