



DÖGG
STYLE GUIDE

From Blue to Red:
The Evolution and Future of
Menstruation Advertising
>> DÖGG: Style guide <<

Final paper for the
obtainment of the
Bachelor of Arts Degree in
Media and Communication
Design

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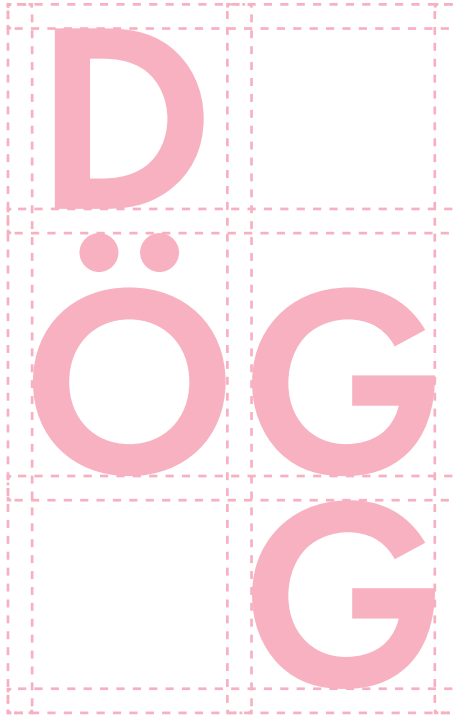
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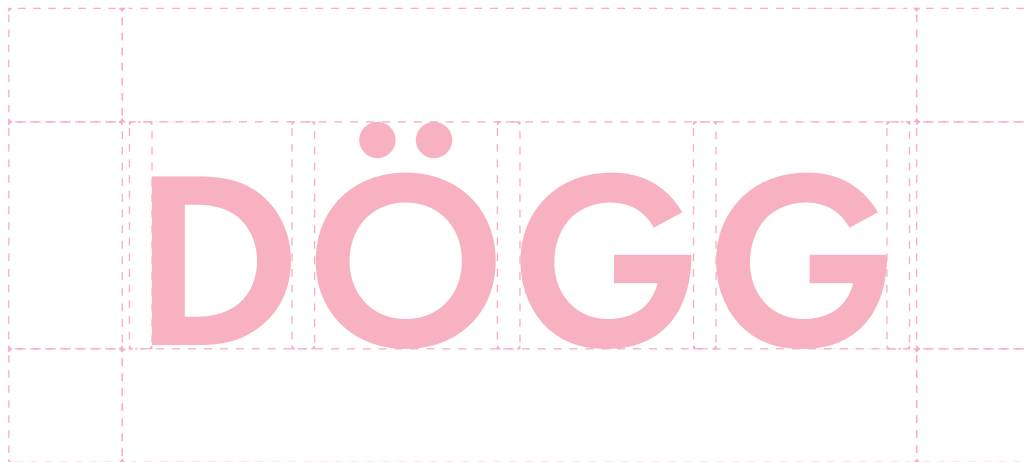
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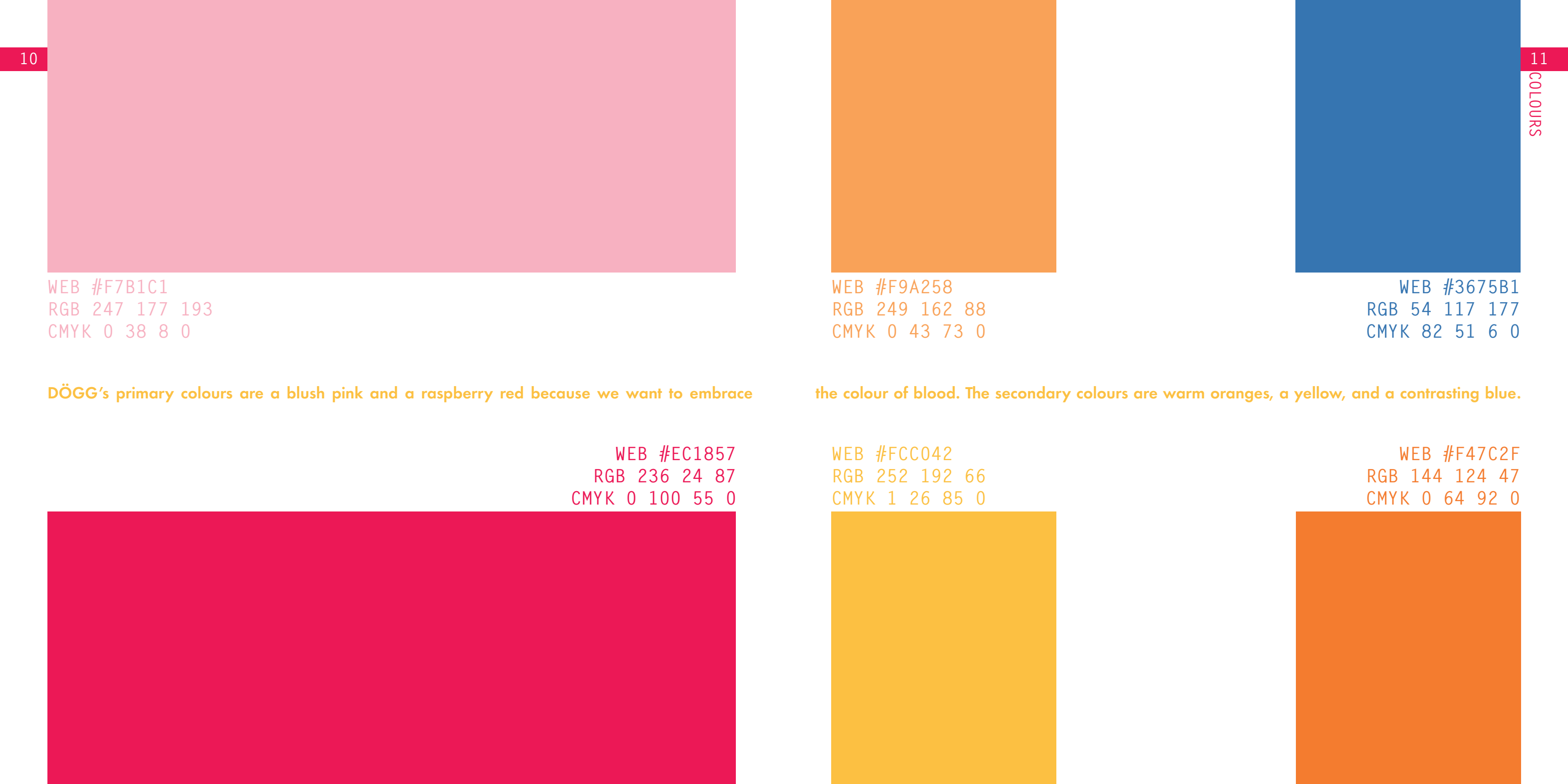
OUR MISSION

IS TO CREATE PERIOD PRODUCTS
FOR PEOPLE WITH ALL DIFFERENT
KINDS OF BODIES WHO ARE
INTERESTED IN HAVING A
POSITIVE RELATIONSHIP WITH
THEIR PERIODS.



Using Futura PT Demi as a base, the logo plays around with the letters and how they are read. We also have a secondary option, a classic linear logo.





WEB #F7B1C1
RGB 247 177 193
CMYK 0 38 8 0

WEB #F9A258
RGB 249 162 88
CMYK 0 43 73 0

WEB #3675B1
RGB 54 117 177
CMYK 82 51 6 0

DÖGG’s primary colours are a blush pink and a raspberry red because we want to embrace

the colour of blood. The secondary colours are warm oranges, a yellow, and a contrasting blue.

WEB #EC1857
RGB 236 24 87
CMYK 0 100 55 0

WEB #FCC042
RGB 252 192 66
CMYK 1 26 85 0

WEB #F47C2F
RGB 144 124 47
CMYK 0 64 92 0

a b c d ð e f g h i j k l m n o p q r
 s t u v w x y z þ æ ö
 A B C D Ð E F G H I J K L M N O
 P Q R S T U V W X Y Z Þ Æ Ö
 0 1 2 3 4 5 6 7 8 9

a b c d ð e f g h i j
 k l m n o p q r s t u
 v w x y z þ æ ö
 A B C D Ð E F G H I J
 K L M N O P Q R S T U
 V W X Y Z Þ Æ Ö
 0 1 2 3 4 5 6 7 8 9

Letter Gothic
 Std Bold

Futura PT Demi

Futura PT Demi and

Letter Gothic Std

Bold are DÖGG's
 fonts and should be
 used for all design
 communication.

Futura is the main
 typeface, used
 for headlines and
 larger texts, and
 Letter Gothic is
 the secondary
 typeface, used for
 smaller bodies of
 text.





The packaging should be honest and simple, yet playful. It is made keeping in mind that it can be reused or easily recycled.







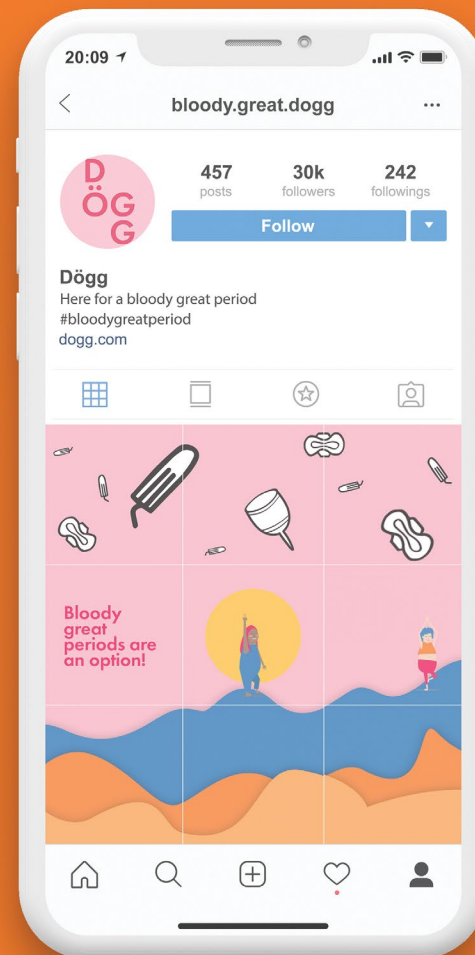
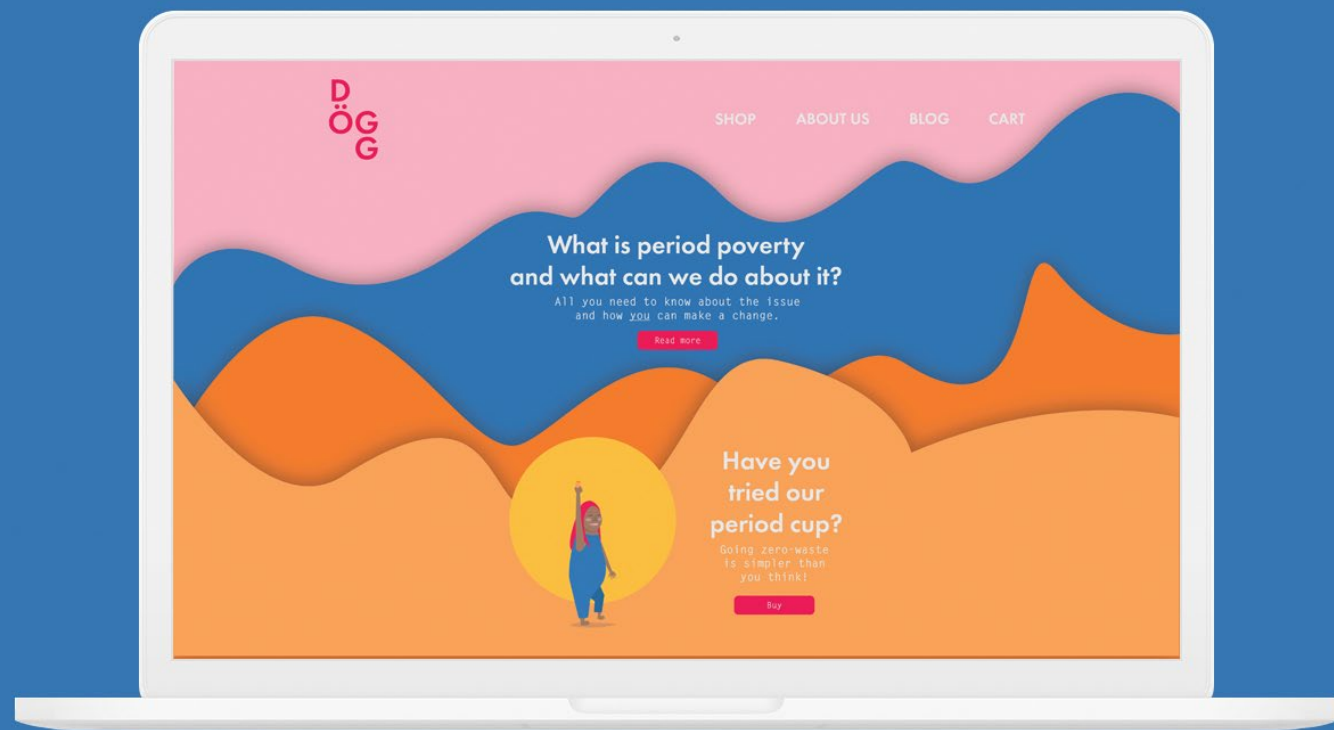
For bloody great comfort!



For bloody great friends!



For bloody great discoveries!







For a bloody great period!

