

Welcome to:

干菓子

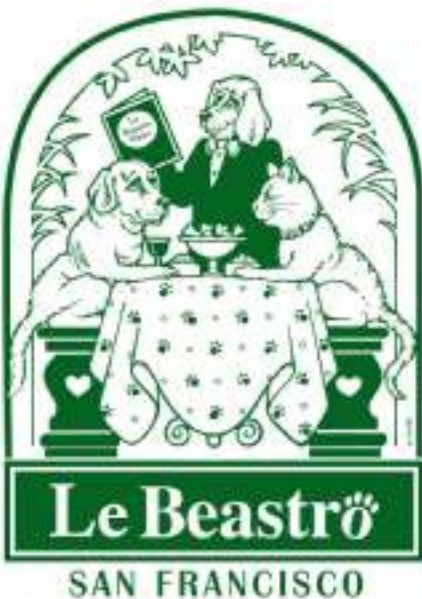
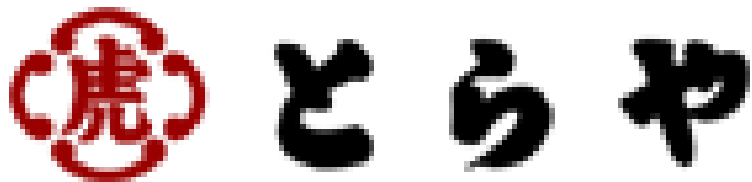


Rocket the Dog  
Higashi Canine Treats

# Rocket the Dog *Higashi Canine Treats*

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Stores:



Products:



Bowluga  
Baluga Flavored dog treats for the tasteful pooch.



For Treats Sake  
A Peanut Butter flavored treat for your dog, mmm good.



Holiday Surprise  
Why should we be the only ones with candy canes on the holidays?



Natural Pig Ears  
Let your dog get better hearing and chomp on pig ears.



Bully Sticks  
Muscle building sticks for your pooch.



Chewy Lewy Barn Bagel Treats  
Dog bagels maked with real meat, oy vey get your yamulka ready!



Ice Pups  
Great for cold climates, chicken, tur-key and vegetables.

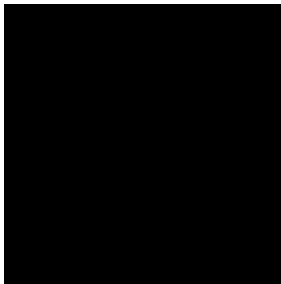
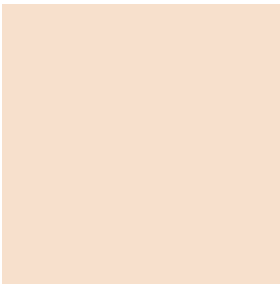
Rocket the Dog *Higashi Canine Treats*

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Existing Colors:



New Colors:



Print

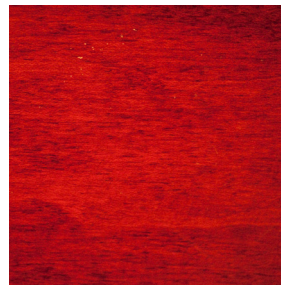
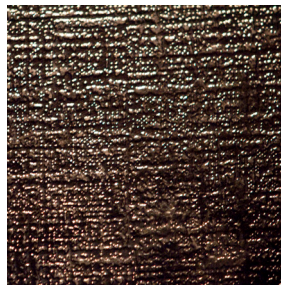
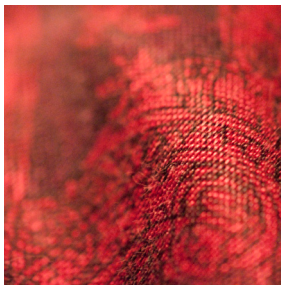
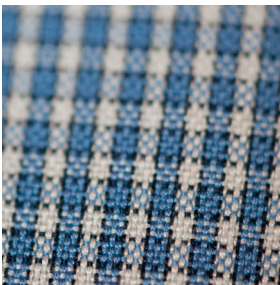
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**Shiba Inu Dog Treats**

Avenir 45 Book:  
Headlines

Web

Garamond Font:  
Web Safe Serif Font

Textures



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柴犬

Helvetica Regular  
Web Safe Sans-Serif Font



# Rocket the Dog *Higashi Canine Treats*

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## Copy Draft:

The tradition of handcrafted Higashi sweets goes back for hundreds of years to the beginnings of the Edo period. Crafted by master artists these pieces are elegant artworks.

For those centuries only humans have been able to enjoy those elegant desserts, but no longer. Your canine companion can enjoy the same luxury you have. For those whose dogs are discerning artists, you know what I am talking about. Your dog does not deserve factory made treats with bland looks and bland taste.

Our dog treats are hand crafted in the finest tradition. They are of exceptional

quality and the finest organic ingredients. Your doggie will be overcome with the moment and feel like enjoying tea ceremony with you and looking out on the Zen garden. Maybe your dog will not pee on the Bonsai anymore.

At Shiba Inu Dog Treats we cater to the most intelligent dogs with discerning taste. Master taste tester Rocket the Dog inspects all treats before being shipped out and tastes a sample of each so your canine can be assured that he or she is getting only the highest quality Higashi shaped dog treats.

## Logo Ideas:





# Rocket the Dog *Higashi Canine Treats*

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A wooden box with black paper on the bottom in a plastic bag. There is a red and white knot tied on the bag.



**Rocket the Dog *Higashi Dog Treats***  
30 Rockefeller Plaza Suite M66  
New York, New York, 10112-6066  
(212) 555-0911



[Home](#) [History](#) [Menu](#) [Secure Order Form](#) [About Higashi](#) [Locations](#) [Blog](#)

### Fall Season Higashi



A tradition that dates back centuries to the early Edo period. Higashi is pressed sugar candies that used to be only for people. No longer. Using premium beef and pork Rocket brings your canine a cutural treat from Japan.

### Higashi Store



When you shop at Rocket the Dog Higashi Canine Treats you get the classic Manhattan treatment with a Japanese twist. Elegant service great packaging and a Japanese attention to detail. You will be amazed at what you see here.

### The Higashi Collection



**Leaf Shape:**  
Elegantly crafted leaf shaped dog treat represents the autumn however the colors are green so its easy for the dog to see.



**Bone Shape:**  
What better shape for dogs than the bone shaped Higashi.



**Heart Shape:**  
What better way to connect with Your dog than the heart shaped Higashi Canine Treat.



**Star Shape:**  
A very elegant fall color star shaped dog treat. Your dog will dine in elegance.



# Rocket the Dog *Higashi Canine Treats*

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Magazine



Magazine Dimensions 8.5" x 10.8125"

Poster



Poster Dimensions 20" x 30"



# Rocket the Dog *Higashi Canine Treats*

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Magazine Ad



Poster Placement





# Rocket the Dog *Higashi Canine Treats*

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Poster 2



Poster 2 Placement

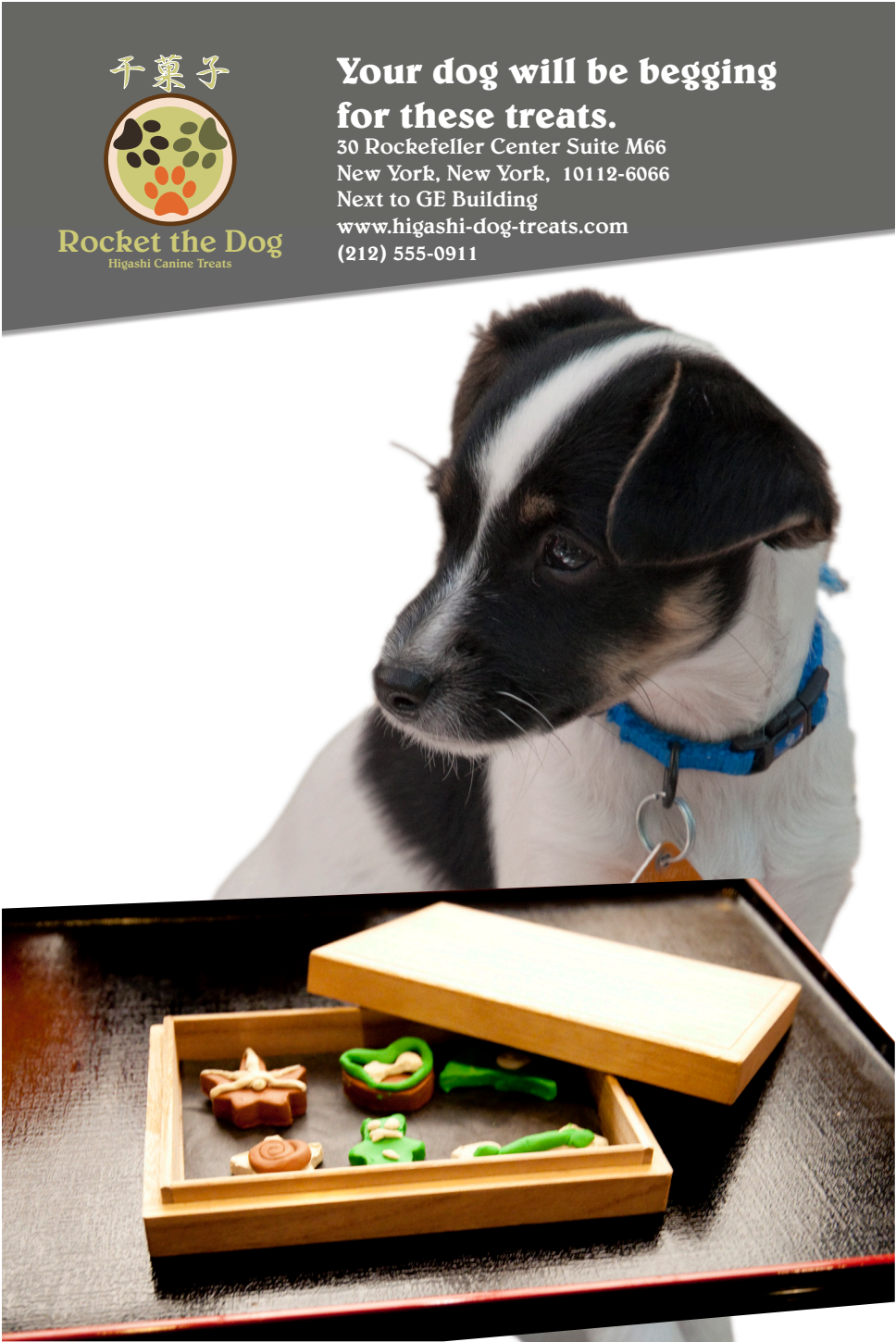




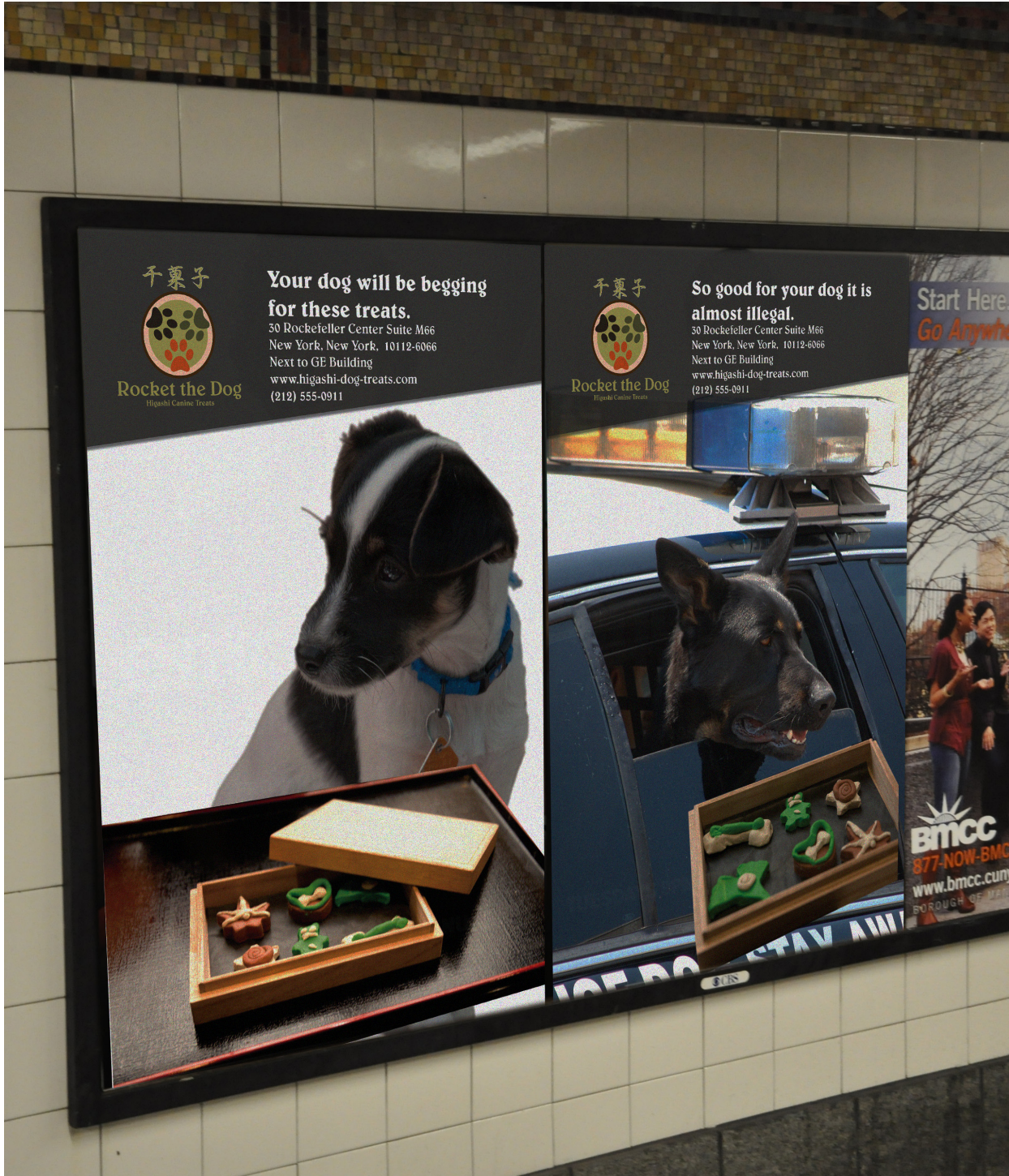
# Rocket the Dog *Higashi Canine Treats*

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Poster 3 & 4



Poster 3 & 4 Placement

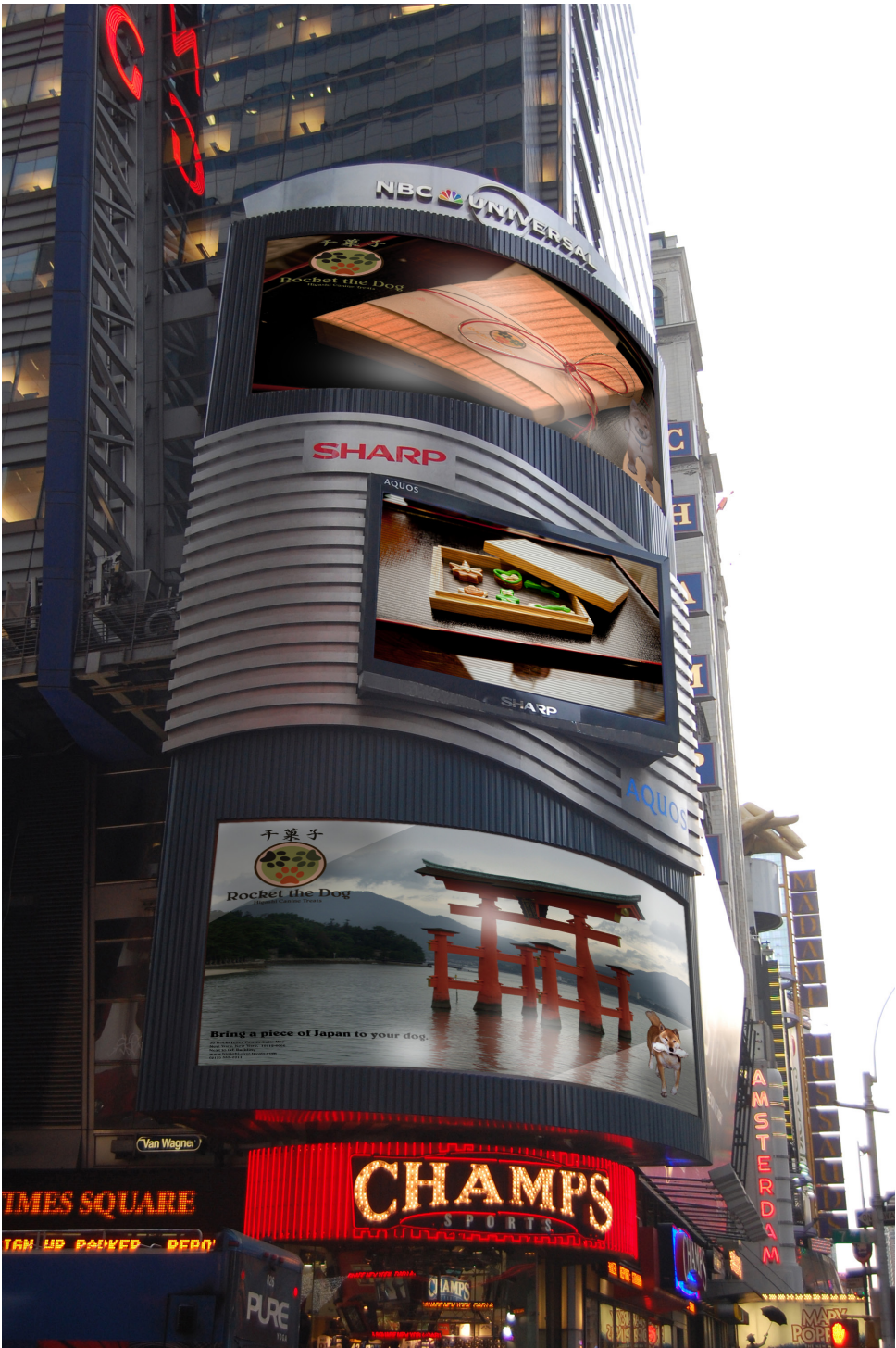




Rocket the Dog *Higashi Canine Treats*

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Poster 1 & 5 Placement



Poster 5





# Rocket the Dog *Higashi Canine Treats*

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## Photographs





The Branding Guide:

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Rocket the Dog  
Higashi Canine Treats

# Rocket the Dog *Higashi Canine Treats*

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## The Rules

Logo placement is a very important aspect of Rocket the Dog Higashi Canine Treats. Place the logo lovingly like you place a baby in a bassinet. Elegance is your main goal in placing the logo. Make sure to ALWAYS place the logo on the LEFT side NEVER the right side of any composition.

## Examples

Corporate Colors:



Acceptable Fall Colors  
White on Brown



Acceptable Summer  
White on Orange



Acceptable Spring Colors  
White on Green



Acceptable Winter Colors  
White on Blue

Full Color:



Low Key Setting:  
Use the Light Logo



High Key Setting:  
Use the Dark Logo

Greyscale:



On Black  
Use the Light Grey Logo



On White  
Use the Grey Logo



Dark Grey  
Use the Black Logo



Light Grey  
Use the White Logo

Black and White:



On Black  
Use the White Logo



On White  
Use the White Logo



# Rocket the Dog *Higashi Canine Treats*

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## The Fonts

Print

**Belwe Font Medium:**  
**Shiba Inu Dog Treats**

D F P 祥南行書体W5 :  
柴犬

Avenir 45 Book:  
Headlines

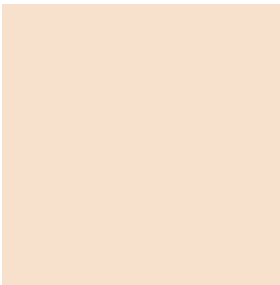
Web

Garamond Font:  
Web Safe Serif Font

Helvetica Regular  
Web Safe Sans-Serif Font

## The Colors

All Media



## The Staging

You shall stage all promotional items in New York City.  
All photographs must either relate to New York City or a historic site in Japan. Historic site must be older than 300 years to qualify. Historic sites qualify regardless of age of existing structure.  
Photos of dogs are exempt from the rules.  
Product shots are expected to be staged on white or Japanese themed setting.

