CRITTER RIDDER

Brand identity | Humane Wildlife Removal



THE BRAND

A bold, recognizable identity for humane wildlife removal.
Primary logo: forest-green CRITTER, burnt-orange RIDDER,
with the raccoon-tail and paw details retained.
Official descriptor: HUMANE WILDLIFE REMOVAL.

Core expression

Confident / Professional / Humane / Memorable

COLOR SYSTEM

Suggested production palette based on the supplied artwork

Forest Green

#18351D

Primary wordmark / text

Burnt Orange

#B64E1D

Secondary wordmark / accents

Warm Cream

#F7F5EF

Supporting background

White

#FFFFFF

Clean background

Charcoal

#232823

Body text

LOGO VARIATIONS

Use the full-color primary logo whenever possible



Primary / white background



Reversed / forest green background

TYPOGRAPHY & USAGE

Practical guidance for consistent applications

DISPLAY / HEADLINES

Use a bold, condensed or italic sans-serif; e.g. DejaVu Sans Bold.

BODY COPY

Use a clean sans-serif such as Arial, Inter or Source Sans 3.

CLEAR SPACE

Keep clear space around the logo of at least the height of the paw print.

MINIMUM SIZE

For print, avoid widths below 3 inches for the full tagline lockup.

DO NOT

Do not stretch, recolor individual letters, add shadows, or alter the tagline.

CONTRAST

Use the primary logo on white/cream; use white single-color on dark green.

Color codes and font pairings are recommendations, not verified original specifications.