



 **BRAND GUIDELINES**

# dodo & bum bum

the internet's favorite feline duo — cat  
content & certified chaos.

**visual identity & style guide**



# brand essence

who we are and the energy every piece of content, post, and pitch should carry.

## purpose

Build a cat entertainment empire — a personality-driven brand that grows a loyal audience and turns it into real revenue through brand partnerships, sponsored content, and affiliate collaborations.

## the stars

**dodo** 🐱 — the wise, cautious sidekick. calm, a little scared of everything, big main-character energy.

**bum bum** 🐱 — the chaotic charmer. outgoing, friends with everyone, elite comedic timing.

## audience

Cat lovers, the pet industry, social-media natives, and entertainment seekers — millennial & Gen-Z pet owners who don't just watch, they buy.

## personality

fun

playful

entertaining

community-driven

a little chaotic

## brand promise

authentic, scroll-stopping cat content that pet lovers actually watch — and act on.

# logo & wordmark

the wordmark is the primary mark. always lowercase, always with the coral ampersand.




## stacked lockup

**dodo &  
bum bum**

Used in the hero. Break the line after the ampersand.

## construction

- Typeface: **Fredoka 700**
- Case: **all lowercase**
- Ampersand always **coral** (#FF6B5C)
- Optional leading  paw glyph

## do

- Keep it lowercase
- Keep clear space around it ( $\approx$  height of one letter)
- Use on cream, white, or the dark ink background

## don't

- Capitalize or title-case it
- Recolor the ampersand
- Stretch, condense, or add drop shadows/outlines

# color palette

a warm cream base, deep ink for contrast, and four vibrant pops. coral leads; teal, yellow & purple support.

 <p><b>coral</b> #FF6B5C Primary — CTAs, accents, the ampersand</p>	 <p><b>teal</b> #18C2B3 Secondary — tags, highlights, "do" states</p>	
 <p><b>yellow</b> #FFC93C Accent — sticker labels / eyebrows</p>	 <p><b>purple</b> #8B6CFF Accent — alternating tags, variety</p>	
 <p><b>pink</b> #FF8FB1 Accent — soft pops, gradients</p>	 <p><b>ink</b> #221A15 Text, borders, dark sections</p>	
 <p><b>cream (bg)</b> #FFF6EC Primary background</p>	 <p><b>white (bg-alt)</b> #FFFFFF Cards, alternating sections</p>	
 <p><b>coral-dark</b> #EA4E3D hover / pressed coral</p>	 <p><b>teal-dark</b> #0FA597 teal text on light</p>	 <p><b>muted</b> #7A6A5E body sub-text</p>
 <p><b>border</b> #F0E2D2 dashed dividers</p>	 <p><b>Instagram gradient</b> #F58529 → #DD2A7B → #8134AF → #515BD4 · linear 45°</p>	

# typography

two Google fonts. Fredoka for personality, Nunito for readability.

## Fredoka – display

Aa Bb Cc

Headings, logo, buttons, labels.

Weights 500 / 600 / 700. Rounded & friendly.

## Nunito — body

Aa Bb Cc

Body copy, sub-text, form fields.

Weights 400 / 600 / 700 / 800.

H1 · FREDOKA 700 · CLAMP(2.6REM → 5REM) · LINE-HEIGHT 1.05

# dodo & bum bum

H2 · FREDOKA 700 · CLAMP(2REM → 3.2REM)

## meet the duo

H3 · FREDOKA 700 · 1.4REM

### sponsored content

BODY · NUNITO 400/600 · 1.05REM · LINE-HEIGHT 1.65

two rescue cats turning naps, zoomies & questionable decisions into the internet's favorite feline content.

EYEBROW / STICKER LABEL · FREDOKA 600 · 0.72REM · UPPERCASE · TRACKING 0.08EM

CAT CONTENT & CERTIFIED CHAOS

# components


the "sticker" system: thick ink borders, hard offset shadows, rounded corners.

**buttons** · Fredoka 600 · pill · 2.5px ink border · 4px 4px 0 shadow




Hover lifts the button *up-left* (translate  $-2, -2$ ) and deepens the shadow to 6px. Press pushes it down to a 1px shadow.

**tags / pills**



Fredoka 600 · 2px ink border · pill.  
Alternate teal / purple.

**eyebrow sticker**



Yellow fill, ink border, rotated  $-2^\circ$ , 3px offset shadow.



radius 24px

--radius · cards



radius 14px

--radius-sm · inputs



pill

--radius-pill · buttons/tags

**shadows**



The chunky **pop** shadow (hard, offset, no blur) is the signature look. Soft shadows are for subtle depth only.

# how we talk

playful, punny, all-lowercase. talk like a friend who's obsessed with their cats.

## the rules

- **Lowercase everything** — headlines, buttons, body. It's the house style.
- **Lean into cat puns** — "purr-fect", "join the clowder", "certified chaos".
- **Emoji welcome** — 🐾 🐱 🐱 🎬 🍷 used as punctuation, not decoration overload.
- **Keep it short & punchy** — hooks over paragraphs.
- **Stay family-friendly & positive** — brand-safe by default.

## say this

- ✓ follow the chaos →
- ✓ let's make something purr-fect
- ✓ watch them work 🎬
- ✓ two cats. one empire of chaos.

## not this

- ✗ Follow Us Today!
- ✗ Premium Feline Talent Solutions
- ✗ View Our Professional Portfolio
- ✗ Industry-Leading Pet Content Agency

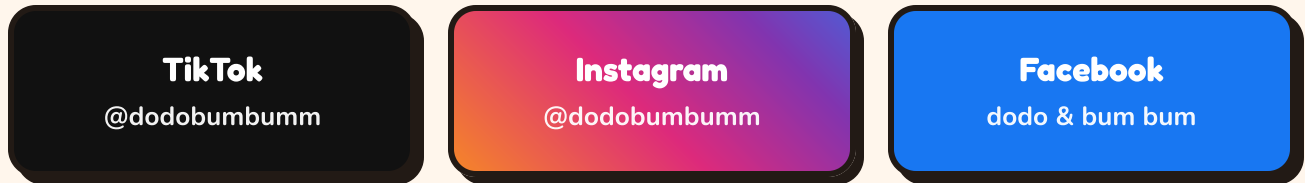
## signature phrases

"cat content & certified chaos" · "the internet's favorite feline duo" ·  
"join the clowder" · "made with 🐟 & chaos"

# channels & layout

where the brand lives, and the spacing rules that hold it together.

## social channels



Handle is consistent: **@dodobumbumm** (double-m). Each platform keeps its native brand color on cards. Website: **dodobumbum.com**

### layout & spacing

- Container max-width **1140px**
- Page gutter **1.5rem**
- Section padding **5.5rem** vertical
- Sections alternate **cream / white**
- Dark "ink" sections for emphasis (e.g. contact)

### signature motifs

- Hard offset "sticker" shadows
- Thick (2.5–3px) ink borders
- Slight rotations ( $-2^\circ$ ) on labels
- Floating 🐾 paw accents + cursor trail
- Scrolling marquee strip on ink

### one-line summary

warm & cream, bold & chunky, lowercase & playful – a sticker-book for cat people.