LAPPHUND DESIGNS

Brand *guidelines*

EDITION 1.0, 2026

Finnish Lapphund gifts, made to order, designed in Castlegar, BC.



Timber and Tundra, the two Lappies at home

Drawn for *your Lappy.*

Lapphund Designs is a shop for Finnish Lapphund owners, run by Jill and her husband from Castlegar, BC, with Timber and Tundra, their two Lappies, at home. The owner of a cream dog has little use for a tricolour design, so every design is drawn breed-true and filed under one of seven coats. A shopper picks their dog's coat once, and the whole store leads with designs drawn in it. Everything is made to order and shipped tracked.



The seven coats a shopper can pick: tricolour, wolf sable, cream, brown, sable, domino and black.

PERSONALITY

Breed-true

Every design is drawn from the real Finnish Lapphund: the fox-like face, the thick double coat, the curled tail.

Outdoorsy

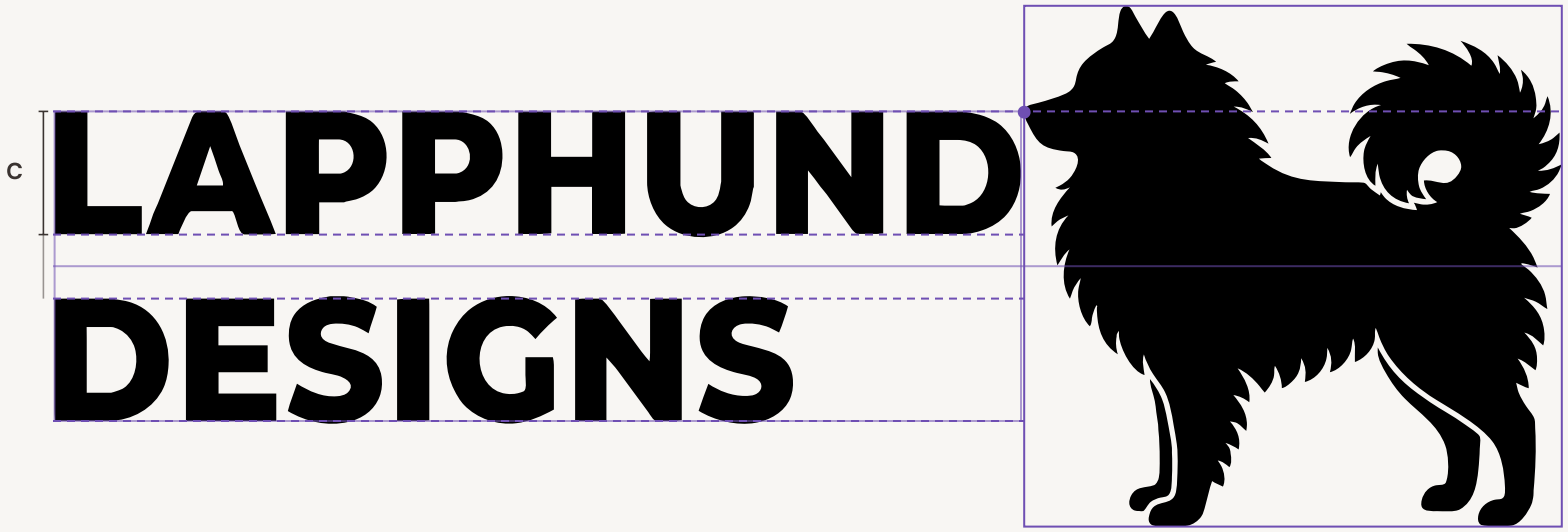
The shop comes from a mountain town of rivers and trails, where the dogs boat, hike and explore.

Playful

Floof, zoomies and the Lappy lean, with the breed facts kept accurate.

THE NAME

The breed's Finnish name, Suomenlapinkoira, means Finland's Lapland dog. Owners say Lappy, and more than one are Lappies. The shop's community is the Lappy Pack.



CAP HEIGHT, C
154 px on the master. Both lines share it.

THE GAP
0.52 C between the two lines.

ONE CENTRE
The two-line name and the dog share one centre line, 326.5 px down the 653 px master.

THE DOG
4.23 C tall. Its nose sits on the cap line of LAPPHUND, 0.03 C clear of the D.

The standing Lappy

A Finnish Lapphund in profile, standing square, ears up, with the thick ruff of the double coat and the tail curled over the back. Thin gaps mark the far legs, so the silhouette reads in one colour. In the lockup the dog stands to the right of the name and faces it.

LOCKUP
12.22 C wide by 4.23 C tall. LAPPHUND runs 7.84 C, DESIGNS 5.99 C, both set flush left.

ICON
The dog alone, 1.03 wide to 1 tall. It is the favicon and the profile image.



Measured on the vector masters in px. The lettering is part of the artwork, so place the files and never retype the name.

ON SNOW

Black. The store's header.

THE LOCKUP

LAPPHUND DESIGNS

THE ICON



The logo exists in two inks only, black and white. Black goes on light grounds, white on dark ones.

ON LAVENDER

White. The mailer seal and the profile image.

LAPPHUND DESIGNS



ON BARK

White. The store's footer.

LAPPHUND DESIGNS



ON PHOTOGRAPHY

White, on a calm dark part of the frame.

LAPPHUND DESIGNS

ON FOREST



CLEAR SPACE



Keep clear space of C on every side, where C is the height of the capital letters. Type, photo edges and folds stay outside it.

MINIMUM SIZES



The lockup
120 px wide on screen
30 mm wide in print



The icon
16 px on screen, the favicon
8 mm tall in print

The store's header sets the lockup at 150 px wide. Below 120 px the letters fill in, so use the icon on its own instead.

SIX DON'TS



Don't stretch it.
Scale both ways at once.



Don't retype the name.
Place the logo file.



Don't recolour it.
Black or white only.



Don't turn the dog around.
It faces the name.



Don't set it on a busy photo.
Find a calm, dark part of the frame.



Don't add effects.
No glow, shadow or outline.

COLOUR

Lavender

#6F4FB3
RGB 111, 79, 179
CMYK 38 56 0 30*

Buttons, links, the banner and italic accents, the one colour you can press.

Snow

#F8F6F3
RGB 248, 246, 243
CMYK 0 1 2 3*

The page. Most of every surface is Snow.

Bark

#3A3330
RGB 58, 51, 48
CMYK 0 12 17 77*

Words, the footer, the dark ground.

Ice

#E8E4DF
RGB 232, 228, 223
CMYK 0 2 4 9*

Panels, rules and quiet backgrounds.

Forest

#2D4A3E
RGB 45, 74, 62
CMYK 39 0 16 71*

A second dark ground, for outdoor moments.

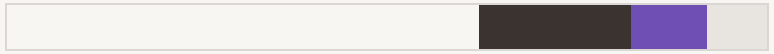
Cabin gold

#D4A574
RGB 212, 165, 116
CMYK 0 22 45 17*

A warm accent. Never as text on Snow.

PROPORTION, AS A GUIDE

On the store and in print



Snow 62, Bark 20, Lavender 10, Ice 8

Support tints: Lavender light #B99FE8 for italic accents on Bark and photos, Bark light #5A5350 for secondary text, Aurora #D4B896 for warm panels.

Cabin gold measures 2.06:1 on Snow and Lavender light 2.12:1, so neither is ever text on a light ground.

* CMYK is computed from RGB and approximate. Proof it on the stock before a run.

TEXT PAIRS, EACH MEASURED TO WCAG 2.2 AA (4.5:1 AND UP)

Aa — 6.10:1 — White on Lavender

Aa — 5.65:1 — Lavender on Snow

Aa — 11.48:1 — Bark on Snow

Aa — 6.98:1 — Bark light on Snow

Aa — 5.42:1 — Lavender light on Bark

Aa — 9.01:1 — Snow on Forest

Aa — 5.56:1 — Bark on Cabin gold

Aa — 4.82:1 — Lavender on Ice

Aa

Instrument Serif

Display. Headings, product names and the italic line that follows the coat.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ' :

abcdefghijklmnopqrstuvwxyz

Regular 400 and Italic 400. One weight, set large.

Aa

DM Sans

Text. Descriptions, buttons, labels, prices on the store and every line of body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ' :

Regular 400, Medium 500 for buttons, SemiBold 600 and Bold 700 for labels in capitals, tracked 0.18 em.

HIERARCHY IN USE

Headline · Instrument Serif · up to 60 px

Finnish Lapphund Gifts, *Loved by the Pack*

The italic line changes when a coat is picked, to Drawn for your wolf sable Lappy.

Label · DM Sans Bold · capitals, 0.18 em

TIMBER & TUNDRA

Product name · DM Sans Medium · 15 px

Finnish Lapphund Retired Reindeer Herder Halloween T-Shirt

Body · DM Sans Regular · 16 px, line height 1.6

Made to order in 2 to 5 business days, then shipped tracked.

Button · DM Sans Medium · 15 px on Lavender

Shop Collection

Both faces are open source under the SIL Open Font License 1.1, served from Google Fonts.

The seven coats

One Lappy face per coat, drawn in one hand. They are the store's coat picker, the coat mark on product cards and the row on the thank-you card. A face always means its coat, so never recolour one to fill a gap.



Tricolour · Wolf sable · Cream · Brown · Sable · Domino · Black

The line that follows the coat

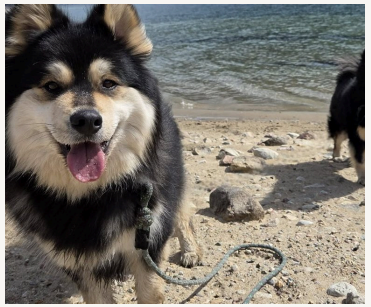
A headline's second line is set in Instrument Serif Italic, in Lavender, or in Lavender light on a photo. When a shopper picks a coat, the line names it.

Finnish Lapphund Gifts,
Drawn for your cream Lappy









Photography

1 **Breed-true.** Every dog is a Finnish Lapphund and reads as one, with pricked ears, a fox-like face and a curled tail.

2 **Name the coat.** Every dog wears one of the seven coats, and a product is filed under the coat it shows.

3 **Outdoors first.** Lakes, trails, rivers and snow, the life Timber and Tundra live.

4 **The dogs are the stars.** People appear only in the family's own photos.



THE THANK-YOU CARD AND THE MAILER SEAL

The card, 4 by 6 in on matte uncoated stock, goes in the parcel. The 2 in round sticker in Lavender seals the mailer.





THE NECK LABEL

Printed inside every tee under the collar, it carries the lockup, the size, the country of make, a rule and the fabric line. White ink on dark and heather tees, black on light ones. The fabric line follows the shirt colour.

Print

A made-to-order shop prints three things a customer holds: the card in the parcel, the seal on it, and the label in the shirt.

1. **The card says thank you first.** Then it says what to do if something arrived damaged.
2. **Snow card, Lavender band.** Bark for type, the italic line in Lavender.
3. **One mark per piece.** The lockup heads the card. The seal and the band carry the icon.

Card copy

Thank you for being *part of the pack.*

Every order means the world to us. Yours was made to order, just for you.

Digital



Profile image: the white icon on Lavender, 1080 by 1080, inside the circle crop on Instagram and Facebook.



The new drop post

1080 by 1350. The store's own product photo above, then the design's name, the italic line and the coat it is drawn in. Prices stay on the store.

The phone shows the live store's home page, captured headless at 390 px, with the coat picker at the foot of the screen.

Voice and tone

The store writes as we, Jill and her husband, owner to owner. On the pages Jill signs, the contact page and the blog, she writes as I.

Breed-true

We name the coat, the breed and the fact, and say “talk to your vet” on anything medical.

Outdoorsy

We write from the trail and the river, never from a boardroom.

Playful

A little floof is fine. The facts stay solid. Canadian spelling, always.

WE SAY	WE DON'T SAY
Drawn breed-true, in every coat.	*Unique designs for dog lovers everywhere!*
Pick your Lappy’s coat.	*Browse our full catalogue.*
Made to order in 2 to 5 business days, then shipped tracked.	*Lightning-fast shipping on every order!*
Every message comes to me and I answer them myself.	*Our team will respond to your inquiry shortly.*
Your cart is emptier than a Lappy’s food bowl at dinner time!	*Your cart is currently empty.*

Every line on the left is on lapphunddesigns.com today.

Quick *reference*



THE LOGO

The standing Lappy beside the two-line name. Black on light grounds, white on dark. Place the files, never retype the name.

Clear space C on every side, C the cap height. Lockup 120 px or 30 mm wide, icon 16 px or 8 mm tall.

TYPE

Instrument Serif for headings, its italic for the line that follows the coat. DM Sans for text, buttons and labels.

COLOUR

- Lavender #6F4FB3
- Snow #F8F6F3
- Bark #3A3330
- Ice #E8E4DF
- Forest #2D4A3E
- Cabin gold #D4A574

Lavender is the one colour you can press. Every text pair measures 4.5:1 or above.

THE LOOK

The seven coat faces. The italic second line. Snow pages with a Lavender band.

PHOTOGRAPHY

Breed-true dogs, the coat named, outdoors first, the dogs as the stars.

VOICE

Written as we, Jill and her husband, owner to owner. Breed-true, outdoorsy, playful, in Canadian spelling.



Tricolour, wolf sable, cream, brown, sable, domino, black

LAPPHUND DESIGNS

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Designed in Castlegar, BC, Canada