



kibblix

Premium Pet Nutrition





# ABOUT US

Kibblix Premium Pet Nutrition and Care Center is a pet-focused retail and care brand created to help pet owners choose healthier, more reliable and premium-quality products for their pets. The brand brings together nutrition, grooming, hygiene, toys, bedding, accessories and care essentials under one trusted destination.

Built for pet lovers who want the best for their dogs, cats and small pets, Kibblix focuses on quality products, friendly guidance and a warm customer experience. The brand aims to make pet care easier, more trustworthy and more joyful for every pet parent.





# BRAND PURPOSE

To help pets live healthier, happier and better cared-for lives by giving pet owners access to trusted nutrition, grooming and everyday care products.

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# MISSION

To provide high-quality, nutritious pet food, grooming products, accessories and care solutions from trusted brands while creating a friendly and reliable shopping experience for pet owners.

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# VISSION

To become one of Qatar's most trusted pet nutrition and care destinations, expanding into multiple areas while being known for quality, care and customer trust.



# BRAND PERSONALITY 🐾



**Caring**

We care like  
you do.



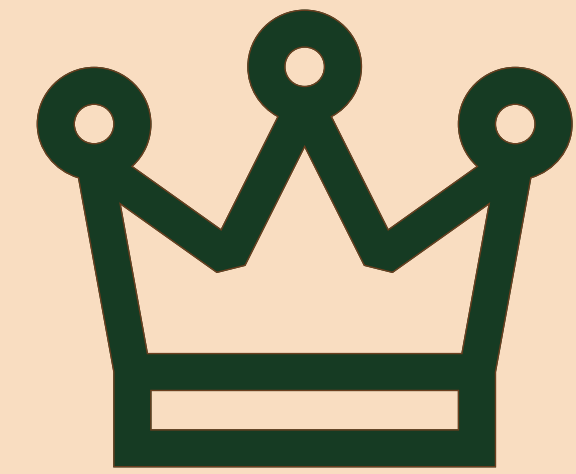
**Trustworthy**

Quality you can  
always trust.



**Friendly**

Warm, approachable  
and pet-loving



**Premium**

High quality in  
every detail

## CORE VALUES 🐾

🐾 **Quality**

🐾 **Integrity**

🐾 **Care**

🐾 **Happiness**

🐾 **Sustainability**



کیبلکس



كييلكس

تغذية فاخرة للحيوانات الأليفة



kibblix



kibblix

Premium Pet Nutrition

# kibblix

Premium Pet Nutrition



***TAGLINE***

Premium Pet Nutrition



# LOGO & CONCEPT 🐾

## Cat & Dog Face

Representing love and unity between pets



## Heart Shape

Representing love, compassion and strong bond

## Paw

Symbolise care protection and trust

kibblix

## Pet

Symbolise Pets are part of brand's DNA

# BRAND VOICE 🐾

Warm, friendly, trustworthy  
and helpful

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We speak like a caring friend  
who understands pets and  
cares deeply about their  
health and happiness



# COLOUR PALETTE 🐾



#163C24



#163C24



#163C24



#163C24



#163C24

# TYPOGRAPHY 🐾

A B

MALAM POEK  
REGULAR

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

Aa

DM Sans  
Light/Medium/Bold

A b c d e f g h i j k l m  
n o p q r s t u v w x y z



# LOGO APPLICATION



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# DON'T USE X





**APPLICATION**

kibblix

kibblix





**Kibblix**

— PREMIUM PET —  
NUTRITION & CARE

Kibblix  
ARJUN



*Better Nutrition.  
Happier Pets.*





**kibblix**

Premium Pet Nutrition





# kibblix

Premium Pet Nutrition



kibblix  
Premium Pet Nutrition

 Premium Ingredients

 Balanced Nutrition

 Healthy Pets

 Happy Lives



kibblix  
Premium Pet Nutrition

 DOG FOOD 

 CAT FOOD 



**Akshay Das**  
Managing Partner

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**THANK you**