

For Immediate Release

## **Solid Gold Pet Launches Bold New Brand Identity**

GREENVILLE, SC -- Solid Gold Pet, America's first holistic pet food, brings "hip" to the natural pet food space with the recent launch of a new bold brand expression, which includes a new logo and tagline, website and product packaging.

"We're confident and unapologetic about our philosophy on what it takes to achieve good pet nutrition. We have 40 years of experience in providing pet's the nutrition they need to experience extraordinary health," said Michelle Higdon, CEO for Solid Gold Pet. "There's so much confusion in the natural pet food space. The timing was right to go direct with a more dynamic, edgier approach that still leverages the wisdom of the company's heritage."

A radical departure from the past, Solid Gold's new look uses vibrant colors and inspiring graphic illustrations, yet effectively gives a nod to Solid Gold's pioneering past with the trademark shiny, multi-layered protective packaging.

"It's always risky to redesign your brand image, but the old logo doesn't effectively communicate the spirit and progressive essence of our brand," said Michael Stoeckle, vice president of corporate strategy, Solid Gold Pet. "The new look is fresh and modern. It's simple, confident, approachable and fun. It captures the intensity and fearless spirit of who we are."

The new package design includes information about Solid Gold's heritage and how it was founded, a description about the formula, easy to understand nutritional information and will highlight the company's secret sauce – GoldSource Core Nutrition, a proprietary blend of 11 powerful nutrients, each delivering a specific health benefit, and the foundation for all of Solid Gold's dry formulas.

Each new package of dog and cat food features a colorful geometric illustration, in a kaleidoscope of contrasting colors.

Stoeckle says that the fluid pattern of the illustrations for the packaging was a playful way of evoking movement, discovery and exploration while subtly connecting to the era when the company was originally founded.

"Consumers are becoming more health conscious and that means that their pets are becoming healthier too - that's a good thing. To connect to this growing new breed of pet lovers, we had to break through the clutter of package 'sameness' that continues to clog pet retail stores," continues Stoeckle.

New York based branding firm COLLINS was selected to redesign Solid Gold's new packaging and logo designs.

"Every pet food company copies every other pet food company. If one successful brand looks like it was silkscreened on burlap by a grandmother in Vermont, suddenly everyone changes their packages to look the same," said Brian Collins, chief creative officer of COLLINS. "The category is a house of mirrors."

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"Instead, we went back to the very beginning—and heart—of Solid Gold. The founder began making her own natural, gluten-free diets in the early 70s—a time of cultural and artistic revolution. Solid Gold's healthy and holistic approach to nutrition reflected those times. And so did its original, groovy packaging. We wanted to take that unique vibe and amplify it. We created a bolder, stronger—and different—design language so our new packaging would sing across every channel it touched—from retail to mobile. Our goal was simple: Make the revitalized branding be as fresh and original as Solid Gold itself."

Solid Gold transitioned its new packaging in January 2015.

**New Package Design:** COLLINS, New York, New York  
**Logo:** COLLINS, New York, New York

**Illustrations:** Tim Washburn, Tired Wolf Studios, Atlanta, Georgia

**Website Design:** PP+K, Tampa, Florida

### ***About Solid Gold Pet, LLC***

Founded in 1974 in San Diego, California by a devoted pet lover, Sissy McGill, Solid Gold Pet is America's first holistic pet food for dogs and cats. Free of chemical preservatives, Solid Gold pet food is created with the highest quality of natural ingredients and is available for pets of all sizes, life stages and diets.

In 2014, the company was honored with the 2014 Natural Choice Award for Best Natural Pet Food by WholeFoods Magazine. Each year, WholeFoods Magazine Natural Choice Awards recognizes companies who have demonstrated an outstanding commitment to excellence in the natural foods industry. Solid Gold was the only winner in the pet care category.

Solid Gold Pet and the Solid Gold Foundation are proud supporters of Warrior Canine Connection (WCC), a national non-profit organization that enlists recovering Warriors in a therapeutic mission of learning to train service dogs for their fellow Veterans. In this exclusive partnership, Solid Gold will provide dog food, treats and supplements to all of the service dogs at WCC's program sites nationwide.

Solid Gold Pet is headquartered in Greenville, South Carolina. For more information, visit [www.solidgoldpet.com](http://www.solidgoldpet.com).

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