



— ADVENTURE INSPIRED. DOG APPROVED. —



Adventure Awaits.

Moss & Mutt was born from a simple belief—life is better when we explore it together with our dogs.

We design thoughtfully crafted, sustainable products that make everyday adventures easier, more enriching, and more beautiful. From the trail to the town, we're here for dogs and the people who love them.



INSPIRED BY NATURE

We draw from the beauty and simplicity of the outdoors—creating products that feel at home on any trail.



MADE WITH CARE

We use premium, responsible materials and work with partners who share our commitment to ethical manufacturing.



BUILT FOR CONNECTION

Our gear is designed to deepen the bond between dogs and their people through shared experiences.



A note from our founder

Winnie isn't just my dog—she's my co-pilot, trail buddy, and daily reminder to slow down and get outside. Moss & Mutt is our way of giving back to the wild places that give us so much, and to the dogs who make the journey so much better.

RENEE
FOUNDER & CEO



The Modern Dog Owner Has Changed.

Today's dog parents live an active, outdoor lifestyle and see their dogs as true companions in every adventure.

They seek premium, thoughtfully designed products that reflect their values and elevate every moment they share together.



"We don't just make products for dogs. We design for the adventures you share together."



\$150B+

PREMIUM PET MARKET

The U.S. pet industry continues to grow with premium pet products leading the way.

Source: Packaged Facts 2024



52%

OUTDOOR PARTICIPATION

More than half of U.S. adults participated in outdoor recreation in the past year —up 10% from 2021.

Source: Outdoor Foundation 2024



72%

PETS ARE FAMILY

of pet parents consider their dog a core member of the family.

Source: American Pet Products Association 2024

THE SHIFT IN PET PARENT PRIORITIES



MODERN PET PARENT

Values experiences, wellness, and quality.



ACTIVE LIFESTYLE

Seeks adventure and meaningful connection.



PREMIUM PRODUCTS

Invests in products that perform and last.



SHARED ADVENTURES

Stronger bond. Better experiences. Together.

OUR OPPORTUNITY

Moss & Mutt is positioned at the intersection of outdoor adventure and premium pet care—delivering products that inspire connection, exploration, and a better life together.



Built For The Adventure Companion

WE DESIGN FOR DOGS AND THE PEOPLE WHO LOVE TO EXPLORE WITH THEM.

Our customers see their dogs as family and adventure partners. They invest in quality, value experiences over things, and choose brands that reflect their lifestyle and values.



They Value

- QUALITY OVER QUANTITY
- MEANINGFUL EXPERIENCES
- SUSTAINABILITY
- FUNCTIONAL DESIGN
- BRANDS THAT GIVE BACK



25-45

PRIMARY AGE RANGE

Millennials leading the pet care industry with purchasing power.



78%

OUTDOOR ENTHUSIASTS

Hike, camp, travel, and explore with their dogs multiple times per month.



92%

DOGS ARE FAMILY

Consider their dog a core member of the family and include them in daily life.



\$1.2K+

ANNUAL PET SPEND

On average, adventure dog parents spend more on premium products.

WHERE THEY SHOP



They trust outdoor and lifestyle brands that stand for something. They seek the same level of quality and purpose in pet products.



They don't just want products for their dogs.
They want gear that elevates every adventure they share.

Positioned Where Adventure Meets Premium.

Moss & Mutt occupies a unique space in the pet industry—where outdoor adventure, premium design, and purposeful products come together for dogs and their people.

**WE'RE NOT JUST A PET BRAND.
WE'RE AN ADVENTURE BRAND FOR DOGS.**



COMPETITIVE LANDSCAPE



WHAT SETS MOSS & MUTT APART



ADVENTURE FIRST

Designed for the trail, the town, and every adventure in between.



PREMIUM BY DESIGN

Thoughtful materials, modern aesthetics, and elevated packaging.



PURPOSEFUL PRODUCTS

Functional, durable, and made to enhance the bond between dogs and their people.



SUSTAINABLE IMPACT

We choose better materials and partners to protect the places we all explore.



BUILT ON CONNECTION

We're more than products—we're a community of dog lovers and adventurers.

“ There are brands that make pet products.
Then there are brands that stand for something.
We're building the second.”



OUR POSITION. OUR PURPOSE.
To inspire more adventures together.

Thoughtful Products For Every Adventure

Every Moss & Mutt product is thoughtfully designed to elevate life outdoors with your dog. From adventure-ready gear to lifestyle essentials, we focus on quality, function, and timeless design in everything we create.



PREMIUM MATERIALS

Carefully selected for durability, comfort, and a lower impact.



FUNCTIONAL BY DESIGN

Built for real life. Tested on trails. Trusted every day.



ADVENTURE READY


Designed to go the distance—wherever you do.



MADE WITH PURPOSE

We create with intention and give back to the places we love.



Designed for the journey ahead. 

Our collections are made to move seamlessly between trail and town, adventure and everyday—so you and your dog can focus on what matters most: being together.



ADVENTURE GEAR

Harnesses, collars, leashes, and accessories built for comfort and durability.



APPAREL & BANDANAS

Timeless styles and natural fabrics for every season and adventure.



TOYS & ENRICHMENT

Durable, engaging toys that encourage play and support your dog's well-being.



TREAT & TRAINING

Functional training tools and treat solutions for every outing.



REST & RECOVERY

Comfortable, supportive essentials for rest, relaxation, and recovery.



CARE & WELLNESS

Clean, effective products to keep your dog healthy and happy.



OUR COMMITMENT



SUSTAINABLE CHOICES
Better materials. Better decisions.



CONSCIOUS DESIGN
Made to last. Made with care.



GIVING BACK
We support outdoor spaces and animal welfare initiatives.



ADVENTURE TOGETHER
Because the best adventures are shared.

Making A Positive Impact Together.

We believe that adventure is better when we protect the places we love. That's why we're committed to minimizing our impact, supporting our communities, and creating a better world for dogs and the people who love them.



Our Promise 

To inspire more adventures together through products that are better for dogs, better for people, and better for the planet.




BETTER FOR THE PLANET

We prioritize sustainable materials, responsible manufacturing, and eco-conscious packaging to reduce our environmental footprint.



BETTER FOR DOGS

We design products that support well-being, encourage adventure, and strengthen the bond between dogs and their people.



BETTER FOR PEOPLE

We create thoughtful, functional products that make everyday life easier and more enjoyable for the people who love and care for their dogs.



BETTER FOR COMMUNITIES

We give back to the outdoor spaces and animal welfare organizations that make adventure possible for all.

2026 IMPACT GOALS



100% of packaging recyclable, compostable, or reusable by 2026



Partner with 5+ organizations to protect outdoor spaces



1% of annual sales donated to animal welfare initiatives

Proud Partners

We partner with organizations that share our values and help protect the places we love and the animals who call them home.



Collections For Every Adventure.

Thoughtfully designed collections that blend premium materials, functional design, and timeless style—so you and your dog are ready for every adventure together.



“ We design gear that goes the distance, so you can make memories that last a lifetime. ”



BUILT INTO EVERY PRODUCT



DURABLE & RELIABLE

Premium materials and quality craftsmanship built to last.



ADVENTURE READY

Functional design for life outdoors—on every trail, in every season.



THOUGHTFUL DETAILS

Designed with purpose—for comfort, safety, and everyday ease.



MADE TO CONNECT

Products that strengthen the bond between dogs and their people.



GEAR

Essential gear for the outdoors. Built for comfort, control, and confidence.



APPAREL

Timeless pieces for every season. Comfortable, durable, and made to explore.



TOYS & ENRICHMENT

Engaging toys that encourage play, mental stimulation, and well-being.



TRAVEL & ADVENTURE

On-the-go essentials for road trips, hikes, and every adventure.



CARE & WELLNESS

Simple, effective products to keep your dog healthy, clean, and happy.



OUR COLLECTIONS DELIVER



CONSISTENT QUALITY
Premium materials and trusted performance.



COHESIVE DESIGN
A unified look and feel across every category.



RETAIL READY
Beautiful, functional products your customers will love.



BUILT FOR LOYALTY
Products that create repeat customers and lasting brand love.

A Timeless Look. Inspired by Nature.

Our brand typography and elements reflect our commitment to quality, adventure, and purpose. Rooted in the outdoors and designed to feel authentic, elevated, and enduring.



PRIMARY TYPEFACE

Aa

GT AMERICA SERIF
BOLD

Used for headlines, titles, and brand statements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

Aa

SOFIA PRO
MEDIUM

Used for subheadings, body copy, and supporting brand communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ACCENT / SCRIPT

Aa

WILDERA
REGULAR

Used sparingly for highlights, quotes, and handwritten elements.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklhijknosprrntuvxyz
1234567890

COLOR PALETTE



FOREST
#1E3A2F



SAGE
#A7AE9A



TERRACOTTA
#B46A3C



CREAM
#F4F2EC



SAND
#DCCC B3



CHARCOAL
#2B2B2B

BRAND ELEMENTS



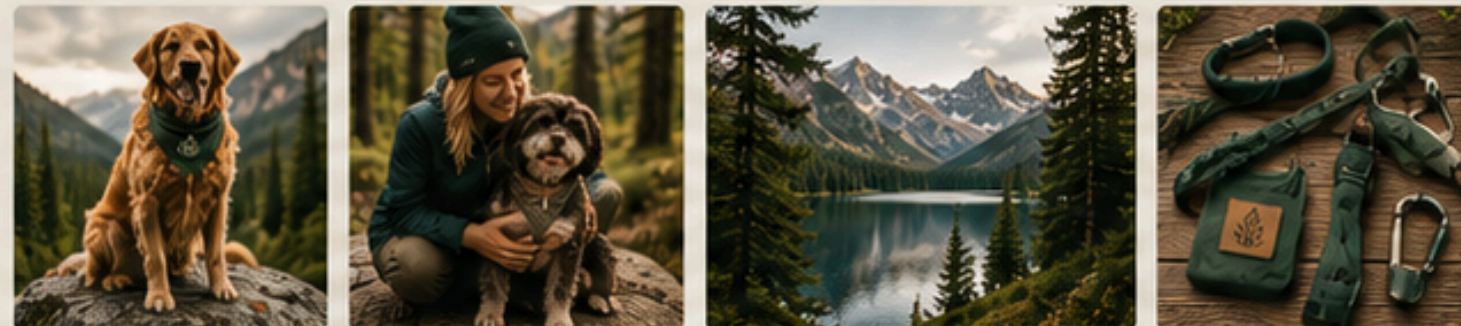
Adventure Inspired. Dog Approved.

TEXTURES & PATTERNS



Inspired by nature. Elevated through detail.

PHOTOGRAPHY STYLE



Authentic. Warm. Natural. Real adventures, real connections.

“

*The details are not the details.
They make the design.*

– Charles Eames

”

The Moss & Mutt Identity System.

Our logo system is designed to be versatile and recognizable across every touchpoint while staying true to our roots in adventure, nature, and the connection between dogs and their people.



PRIMARY LOGO

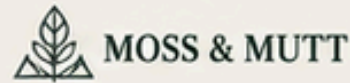


WHERE OUR LOGOS LIVE



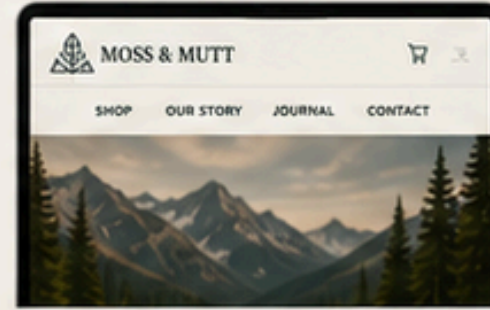
PRIMARY LOGO

- Used on:
- Packaging
 - Website
 - Retail Displays



MOSS & MUTT

- Used on:
- Headers
 - Social Banners
 - Wholesale Materials



ADVENTURE BADGE



MM MONOGRAM



ICON MARK



ADVENTURE BADGE

- Used on:
- Patches
 - Stickers
 - Hang Tags



MM MONOGRAM

- Used on:
- Collar Hardware
 - Product Labels
 - Embroidery



CLEAR SPACE RULES

MINIMUM CLEAR SPACE



Clear space around the logo should always be equal to the height of the leaf icon (x).

MINIMUM SIZE



1.25 in
PRINT



100 px
DIGITAL

APPROVED COLORS



FOREST
#1E3A2F



SAGE
#A7AE9A



TERRACOTTA
#B46A3C



CREAM
#F4F2EC



CHARCOAL
#2B2B2B

INCORRECT USAGE



To protect our brand integrity, always use approved logos and colors.



WOVEN PATCH



LEATHER PATCH



HANG TAG



BANDANA LABEL



COLLAR HARDWARE



*Our identity is more than a logo—
it's a promise of adventure, quality,
and connection in everything we do.*

Packaging That Protects What Matters.

Our packaging is designed to reflect the same quality and care put into our products—elevated, thoughtful, and rooted in nature. Every detail reinforces our commitment to adventure, sustainability, and your dog’s well-being.



OUR PACKAGING APPROACH

- 

SUSTAINABLE
Made with recyclable or compostable materials whenever possible.
- 

PROTECTIVE
Durable packaging that protects products and preserves quality.
- 

THOUGHTFUL
Designed with intention—every detail serves a purpose.
- 

BEAUTIFUL
Elevated design that reflects our brand and connects with our pack.

PACKAGING APPLICATIONS



PACKAGING DETAILS



ON-PACK MESSAGING


**Adventure inspired.
Dog approved.**

Every package carries a reminder of what we stand for and who we’re here for—dogs and the people who adventure with them.

LABELING STANDARDS

 **INGREDIENTS YOU CAN TRUST**
Clear, honest, and responsible sourcing.

 **MADE FOR WELL-BEING**
Formulated with health and happiness in mind.

 **ADVENTURE READY**
Durable, functional products for every journey.

 **BUILT ON INTEGRITY**
Ethical, practices in everything we do.

RETAIL READY

Our packaging is designed to stand out on shelves while staying true to our natural, minimal, and premium brand aesthetic.



Real Moments. Real Adventure. Real Connection.

Our photography and art direction capture the spirit of adventure and the bond between dogs and their people. Natural light, real landscapes, and authentic moments create imagery that feels elevated, honest, and inspiring.



DO

- Capture real moments and genuine connection
- Use natural light and outdoor environments
- Embrace earthy, muted color palettes
- Show the product in use and in real life
- Tell a story of adventure and companionship



DON'T

- Use heavy filters or unnatural color grading
- Stage overly posed or unnatural moments
- Use distracting or busy backgrounds
- Show only the product without context
- Use bright, artificial studio backdrops

COLOR & TONE



Warm, earthy, and natural. Our tone is authentic, welcoming, and inspiring—never overly polished or commercial.

TYPES OF PHOTOGRAPHY



LANDSCAPES
Vast, natural settings that inspire adventure and exploration.



LIFESTYLE
Real moments between dogs and their people on the trail and beyond.



PRODUCT
Thoughtful product photography with natural textures and details.



DETAILS
Close-ups of materials, textures, and small crafted touches.



COMMUNITY
Highlight our community of adventurers and their dogs.



Displays That Inspire Adventure In-Store.

Our retail displays are designed to be eye-catching, easy to shop, and built to elevate the in-store experience. Natural materials, thoughtful branding, and smart merchandising drive engagement and make Moss & Mutt a standout on any shelf.



COUNTERTOP DISPLAY

Small Footprint. Big Impact.

DIMENSIONS
16"W x 10"D x 18"H

PERFECT FOR
Boutiques, checkouts, and gift areas

HOLDS
Treats, bandanas, patches + accessories

FEATURES
Wooden base, logo header, & storytelling card



ADVENTURE WALL DISPLAY

Bold. Organized. Adventure-Ready.

DIMENSIONS
24"W x 16"D x 60"H

PERFECT FOR
Pet shops, outdoor retailers, and feed stores

HOLDS
Full collection of leashes, collars, bandanas, treats, & more

FEATURES
Pegboard system, modular, and scalable



MERCHANDISING TIPS

- Group by color families
- Layer textures for depth
- Use signage to tell the story
- Rotate seasonally
- Keep it clean and uncluttered



MATERIAL & FINISHES



BUILT FOR RETAIL SUCCESS



EASY TO SHOP
Clear organization makes it simple for customers.



BRAND FORWARD
Strong visuals build trust and awareness at first glance.



FLEXIBLE
Modular displays grow with your business.



PROFITABLE
Giftable products that drive impulse purchases.

The Woodland Collection.

INSPIRED BY NATURE.
BUILT FOR ADVENTURE.

The Woodland Collection brings together natural textures, earthy colors, and adventure-inspired designs to celebrate the places we explore with our dogs.



COLLECTION STORY

Thoughtfully designed for everyday adventures—whether it’s a morning hike, a weekend road trip, or exploring the woods behind home.



INSPIRED BY NATURE
Earthy tones, natural textures, and the wild places we love.



BUILT FOR ADVENTURE
Durable, functional, and ready for every trail, walk, and splash.



MADE FOR CONNECTION
Celebrating the bond between dogs and their humans.



MADE TO LAST
Quality materials and craftsmanship designed for a lifetime of memories.

THE WOODLAND COLLECTION INCLUDES:



WOODLAND BRANCH™

Flagship plush toy for fetch, tug, and adventure.



WOODLAND PINECONE™

Enrichment toy for mental stimulation and natural play.



WOODLAND EXPLORER BANDANA

Reversible design. Adventure ready.



WOODLAND TRAIL COLLAR

Adventure-ready hardware. Built to last.



WOODLAND PATCH COLLECTION

Collectible patches to earn, share, and celebrate your adventures.



COLLECTION COLOR STORY



FOREST
#1E3A2F



SAGE
#A74EA1



CREAM
#F4F1EC



TERRACOTTA
#B4643C



BRASS
#B68B3A



Every piece in the Woodland Collection reflects our commitment to quality, sustainability, and adventure.

Woodland Branch™

FLAGSHIP PLUSH TOY

A plush toy inspired by nature. Made for fetch, tug, and everyday adventures.

Woodland Branch™ is our signature toy that started it all. Designed to look like a real branch from the forest floor and built with adventure in mind, it's the perfect companion for playful pups and outdoor explorers.



NATURAL LOOK & FEEL

Realistic branch design with embossed bark texture.



ADVENTURE READY

Reinforced stitching and durable materials built for play.



SQUEAKER INSIDE

Hidden squeaker keeps pups engaged and entertained.

BUILT FOR PLAY. MADE TO LAST.



DURABLE CONSTRUCTION

Double-stitched seams and reinforced fabric for lasting play.



SOFT BUT STRONG

Plush exterior is gentle on mouths yet tough enough for adventure.



SQUEAKER FUN

Hidden squeaker adds excitement and keeps playtime engaging.



EASY TO CLEAN

Surface washable for muddy hikes and everyday messes.



THOUGHTFUL MATERIALS

Made with non-toxic, pet-safe materials you can feel good about.

PRODUCT DETAILS

- **Size:** 10" L x 2" W x 2" H
- **Weight:** 2.5 oz
- **Material:** Plush exterior, polyester fill
- **Squeaker:** Yes
- **Care:** Surface wash, air dry
- **For:** Dogs of all sizes

PACKAGING



WHY RETAILERS LOVE IT



GIFTABLE

Perfect add-on and impulse buy.



BEST SELLER POTENTIAL

Toys with natural designs sell year-round.



STRONG MARGINS

High perceived value with excellent sell-through.



BRAND DIFFERENTIATOR

Unique, nature-inspired design you won't find everywhere.

RETAIL INFORMATION

MSRP: \$19.99
Wholesale: \$10.00
Margin: 50%
SKU: MM-TY-WB-01
UPC: 850041234567



PERFECT FOR



FETCH



TUG



SOLO PLAY



INDOOR PLAY



OUTDOOR ADVENTURES

“ Every adventure is better with your favorite branch.”

— WINNIE

PAIRS WELL WITH



WOODLAND EXPLORER BANDANA



WOODLAND TRAIL COLLAR



WOODLAND PATCH COLLECTION

Future Product Roadmap.



THOUGHTFUL GROWTH.
ALWAYS ADVENTURE-LED.

We're building a future of products that support every adventure—together. Each new addition is designed with purpose, crafted with care, and inspired by the wild places we love.



PHASE 1

FOUNDATION

Expanding everyday adventure essentials.



BANDANAS

Reversible designs inspired by nature. Comfortable, durable, and adventure-ready.



ADVENTURE PATCHES

Merit-style patches to celebrate every adventure and moment worth remembering.



TREAT POUCHES

Hands-free and functional for training, hikes, and everyday explorations.



TRAVEL BOWLS

Collapsible, lightweight, and easy to clean—made for adventures near and far.

PHASE 2

EXPANSION

Elevating adventure with premium gear.



BIOTHANE COLLARS

Waterproof, odor-resistant, and built for all-weather adventures.



ADVENTURE LEASHES

Strong, comfortable, and designed for explorers on every trail.



ADVENTURE KITS

Curated sets for weekend getaways, hikes, and road trip adventures.

PHASE 3

BEYOND THE TRAIL

Building a lifestyle for dogs and their humans.



HUMAN COLLECTION

Hats, tees, and apparel that let you rep the adventure together.



ADVENTURE BAGS

Functional, durable bags for every journey—from trailheads to city streets.



LIFESTYLE ACCESSORIES

Thoughtful extras that bring adventure into everyday life.



We don't just make products—we build companions for the adventures that shape us.
— MOSS & MUTT



PURPOSEFUL DESIGN
Every product has a reason.



PREMIUM QUALITY
Built to last through every adventure.



SUSTAINABLE THINKING
Better for dogs, people, and the planet.



ADVENTURE TOGETHER
Because the best memories are shared.

Wholesale Program.

**BUILT TO PARTNER.
DESIGNED TO GROW TOGETHER.**

We keep it simple, flexible, and fair—so you can focus on what you do best: serving your customers. Our wholesale program is designed for independent retailers, outdoor stores, boutiques, and specialty pet shops.



SIMPLE TERMS. STRONG PARTNERSHIPS.



OPENING ORDER
\$250
Minimum opening order to get started.



REORDER MINIMUM
\$100
Low reorder minimums make it easy to restock.



WHOLESALE MARGIN
50–60%
Competitive margins designed for healthy retailer growth.



LOW MOQ
Flexible quantities across our collection so you can order what works for you.



LEAD TIME
30–45 DAYS
Most orders ship within 30–45 days of confirmation.



SHIPPING
FOB CALIFORNIA
We ship nationwide. Small parcel or LTL options available.



PAYMENT TERMS
NET 30
Available upon credit approval for approved accounts.

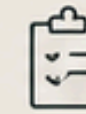


EASY RETURNS
Damaged or defective items? We'll make it right—quickly and hassle-free.

HOW TO GET STARTED



1. APPLY
Fill out our wholesale application online.



2. APPROVAL
We'll review and get back to you within 2–3 business days.



3. ORDER
Place your opening order and we'll handle the rest.



WE'RE HERE TO HELP YOU SUCCEED.

Our team is here to support you with product education, merchandising ideas, and ongoing partnership.



MARKETING SUPPORT
Access product images, brand assets, and marketing materials.



RETAIL RESOURCES
Display guides, shelf signage, and product information included.



DEDICATED SUPPORT
A real person (who loves dogs) is always here to help.



NEW PRODUCT ACCESS
Be the first to know about new launches and limited editions.



GROW TOGETHER
We're building long-term relationships with retailers who share our values.

Our Story Began With Winnie.

A DOG. A DREAM. AND A WHOLE LOT OF ADVENTURES.

Moss & Mutt started with one little dog and a big realization.

The best adventures aren't always the biggest ones. Sometimes they're a walk around the neighborhood, a quiet morning on the trail, or a road trip with your best friend riding shotgun.

Winnie inspired me to create products that celebrate those moments. Products that are thoughtfully designed, built to last, and made for dogs who are part of the family.

Moss & Mutt is our love letter to the outdoors, the dogs who share it with us, and the memories we create together.

— Renee Weaver
FOUNDER & CEO



OUR JOURNEY SO FAR



2024

THE IDEA

Adventure with Winnie inspires the concept.



2025

THE FIRST SKETCHES

Early product development and testing.



2026

MOSS & MUTT LAUNCHES

Woodland Collection is born and ready for adventure.



FUTURE

GROWING THE PACK

New products, retail partners, and community impact.



OUR WHY



MADE FOR ADVENTURE



BUILT FOR PLAY



THOUGHTFUL DESIGN



ADVENTURES TOGETHER

Adventure Awaits.

ADVENTURE INSPIRED.
DOG APPROVED.

Join us as we build products that celebrate every adventure shared between dogs and their people.



VISIT US

mossandmutt.com



EMAIL US

hello@mossandmutt.com



FOLLOW US

[@mossandmutt](https://www.instagram.com/mossandmutt)



MOSS & MUTT

— ADVENTURE INSPIRED. DOG APPROVED. —

RETAIL BRAND BOOK 2026

BETTER FOR DOGS. BETTER FOR EARTH.