A woman with long, light brown hair, wearing a light blue denim shirt, is smiling and looking down at a small dachshund dog. The dog is wearing a light-colored, mesh-like harness with the 'curli' logo on it. The woman is holding a light-colored rope leash. The background is a warm, reddish-brown wall.

Overview

curli Corporate Identity

The **Harness specialist**
from Switzerland 

OUR CORPORATE IDENTITY

The curli Credo

THIS IS WHAT DETERMINES OUR THINKING, OUR ACTIONS
AND IS MOTIVATION TO US

We are convinced that a high quality, high performance harness stands for the most trusting and safest connection between man and dog.

vision

This core belief is founded in our heritage:
curli is a swiss brand: Outdoor activities, mountain sports and peak performance are an essential part of our swiss lifestyle and culture. Good high-quality equipment is a fundamental part of being out there in the mountains. Trust and reliability decide on your safety and well-being. This is why we know about the value of reliable, functional high-tech equipment.

heritage

With curli we bring that experience and know-how into the pet industry: With unique harnesses and leashes, which are designed with perfection and are manufactured on an absolutely high-quality, innovative level. We regard man and dog as companions which need to be able to rely on each other. For this, with our harnesses, our know-how and future orientated high-class technology we provide a perfect foundation.

promise

curli products are characterized by high functionality and the very highest standards of design and manufacturing. We bring together animal welfare and best technical innovations. This gives us a leading position in the market in terms of quality and function. We believe that dogs and their owners deserve only the very best.

products
impact & relevance

curli is made for people who value a sense of responsible partnership with their dog. Our products are positive for pets and allow maximum comfort and security.

curli is made for...

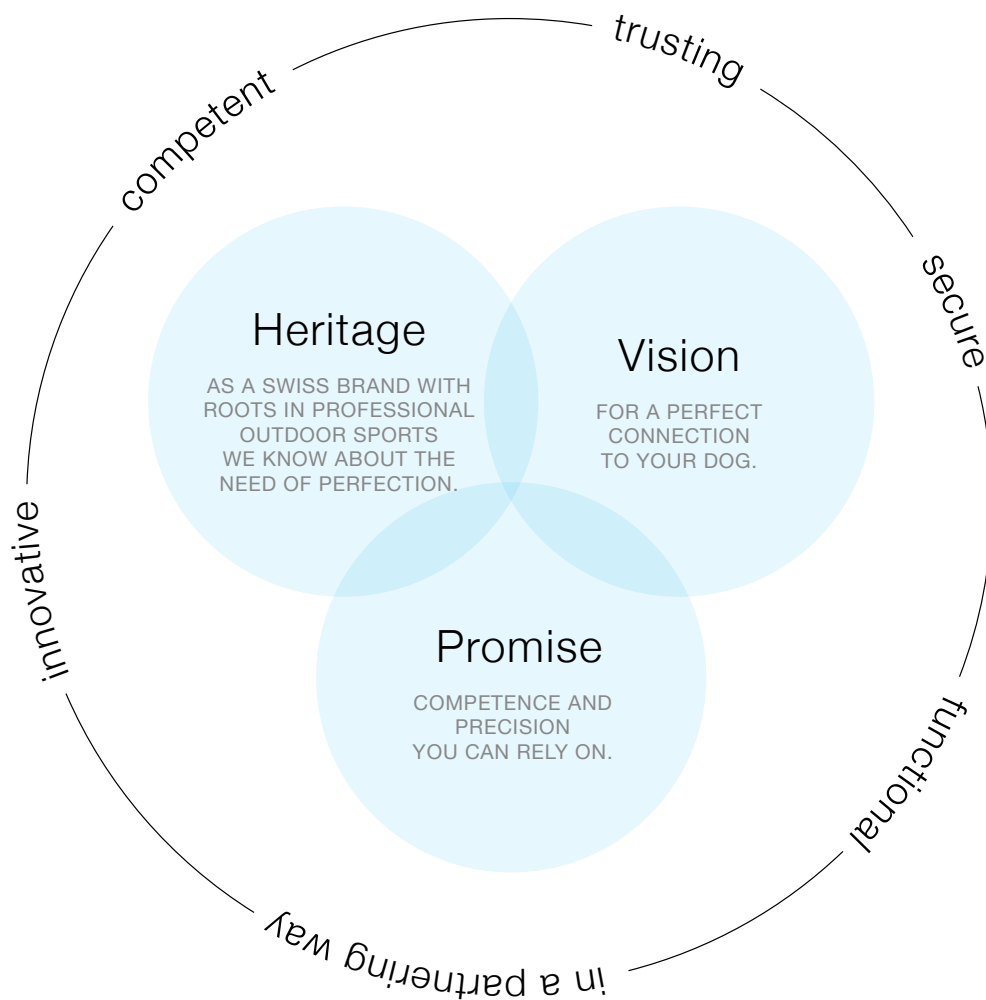
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For a perfect connection between you and your dog.

OUR CORPORATE IDENTITY

Heritage, Vision and Promise

We live our heritage, our vision, our promise and the values that derive from them, consistently and convincingly in every respect.

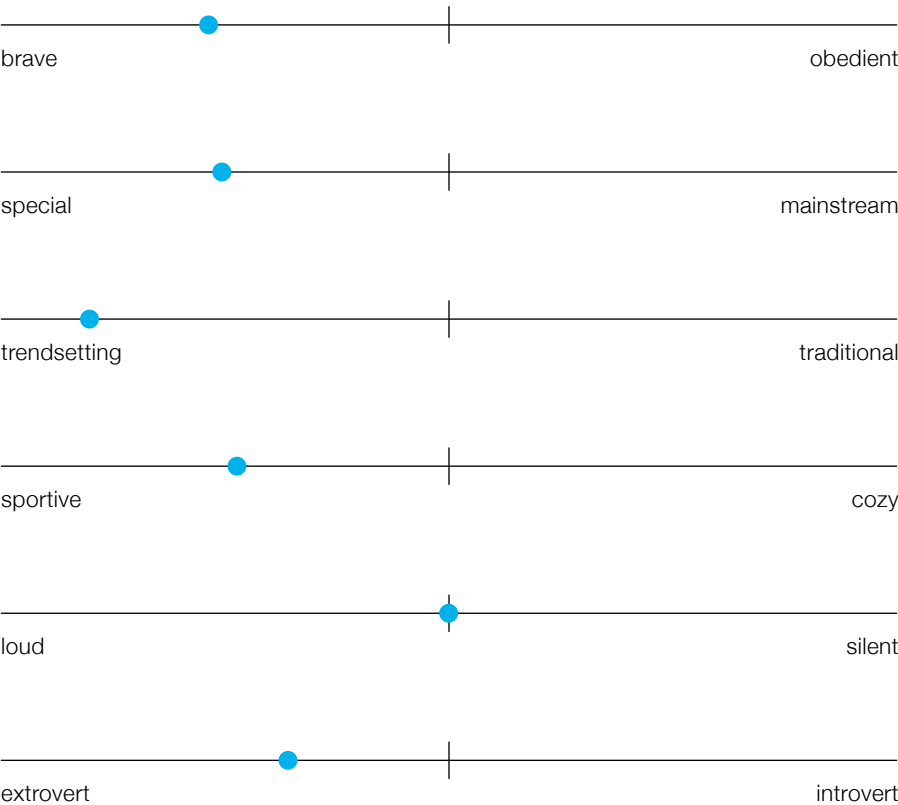


→ [curli Brand Manual](#)

OUR CORPORATE IDENTITY

Our character

The curli character is evident throughout our communication.



[→ curli Brand Manual](#)