



2023 Style & Brand Guide



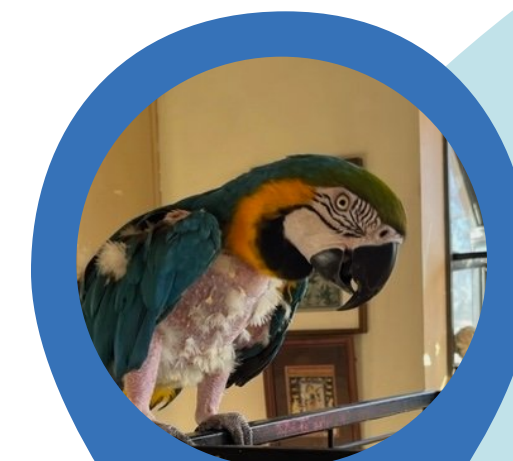
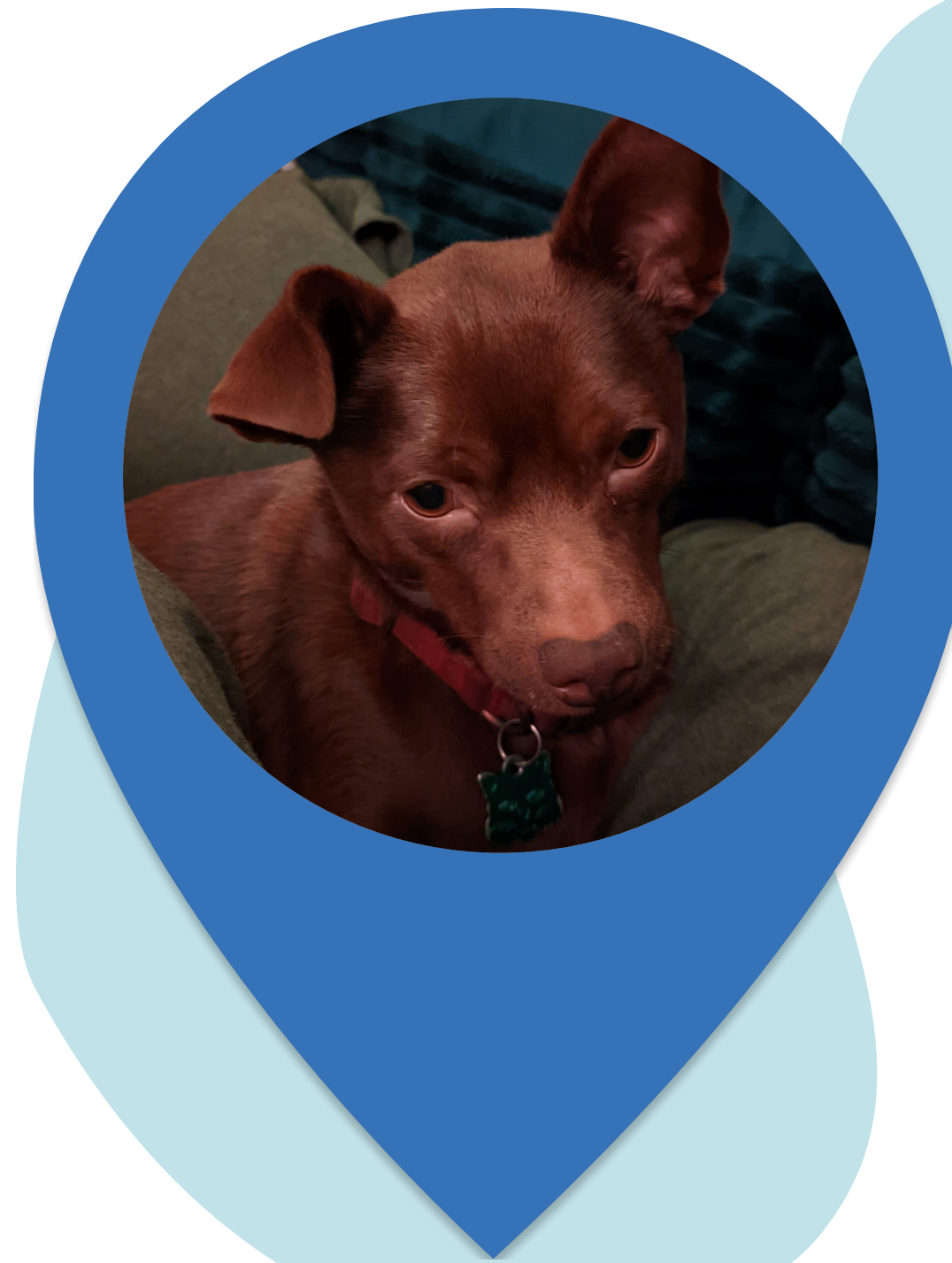


Pawrpose of this guide.

A brand is the sum-total of all experiences people have with an organization that forms its public identity. These experiences include online, social and traditional media as well as any event materials the public may encounter in their interactions with the organization. Because of the importance for *Until They're Home* to present and protect its reputation in the community, we have put together this guide..

This guide is an aid for a diverse team of marketing and creative professionals to maintain the integrity of the *Until They're Home* brand across multiple media. Over time, this will help develop a distinct brand voice and recognizable identity in the community which is aligned with the organization's marketing and communications goals.

The Until They're Home brand need not be stodgy or overtly "corporate" in order to still be professional. It is our vision that the brand represents the joy, companionship and fun that pets bring to their owners. It should be positive, joyful and playful but also professional. Donors, volunteers and patrons should feel comfortable with the organization and that its resources are used appropriately for the benefit of homeless pets.





Logo colors and mark

Wherever possible, the logo should always be presented in the brand colors, defined here. Additional colors in the logo are not permitted.

The mark with the paw and pin may also be used as an icon or in other applications where use of the full logo is redundant.



Medium Blue
R: 54 G: 114 B: 184
Hex: 3672B8

Dark Blue
R: 31 G: 38 B: 88
Hex: 1F2658

Bright Green
R: 132 G: 189 B: 64
Hex: 84BD40

Safe zone

To maintain the logo's presence in any materials, there should be a "safe zone" of white-space margin which is not encroached by any graphic elements, with the exception of images and elements used as a background.

The unit of space shown here as "X" is the height of the lowercase letters in the word "Home."




Expanded color palette

In addition to the colors used in the logo, these secondary colors are also recommended for use in an expanded palette.

 **Medium Blue**
R: 54 G: 114 B: 184
Hex: 3672B8

 **Dark Blue**
R: 31 G: 38 B: 88
Hex: 1F2658

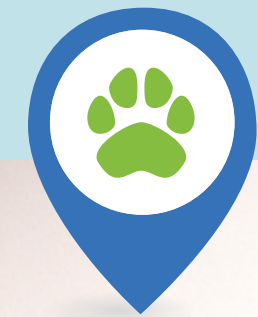
 **Bright Green**
R: 132 G: 189 B: 64
Hex: 84BD40

 **Medium Teal**
R: 0 G: 149 B: 164
Hex: 0095A4

 **Light Blue**
R: 194 G: 226 B: 233
Hex: C2E2E9

 **Yellow Green**
R: 220 G: 245 B: 146
Hex: DCF592





Fonts

The font chosen for the logo and accompanying text is Myriad Pro, available from Adobe for print and online use. It is chosen for its versatility and clarity.

Additional decorative fonts may also be used sparingly in materials, but should never be the dominant font or detract from the readability and accessibility of the communication.

Myriad Pro

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

