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OUR MISSION

AmPA!’s mission is to urgently address the crisis of unnecessary deaths of shelter animals by empowering communities with proven solutions.

OUR VISION

American Pets Alive! believes in a world where all shelter animals are valued and given a true chance at life.

We believe our role in this movement is to be an innovative and trusted leader in creating a world where shelters have the tools, resources and knowledge necessary to be safe havens for animals until their families are found.

Together, we can end the unnecessary deaths of shelter animals.
**OUR LOGO**

The AmPA! logo is our main brand identifier. Wherever possible, use the primary “Stacked” logo. In use cases where it is not an ideal fit, the secondary “Horizontal” version may be used.

**Alternative colors**

- Black
- White

**Primary Logo**

“Stacked”

**Secondary Logo**

“Horizontal”

Optional Tagline
LOGO USAGE

The AmPA! logo requires ample clear space and a minimum height for legibility. The logo should not be manipulated or changed in any way outside of the style guidelines.

Clear Space

Clear space for the ‘stacked’ logo is defined by the height and width of the AmPA! logo paw.

Clear space for the ‘horizontal’ logo is defined by the height of the AmPA! logo exclamation point.

Minimum Height

FULL COLOR
1.25”

ONE COLOR
1”

Incorrect Usage

Do Not — Apply Outlines
Do Not — Alter logo color scheme
Do Not — Skew or change logo proportions

Do Not — Add elements, patterns or textures
Do Not — Use white logo on light background
Do Not — Place color logo on color background

Do Not — Violate logo’s clear space
Do Not — Change part of the logo, or use the old logo
Do Not — Place color logo over images or patterns
The AmPA! exclamation point may be used in marketing communications as a visual motif to accentuate pets in a branded way. The exclamation point may not stand alone, however. The AmPA! logo must accompany it all communications (see pgs.12–13 for use examples).
TYPOGRAPHY

Neuzeit Grotesk is an approachable, geometric sans serif typeface that has a conversational visual tone. It is easily legible as body copy, and has unique characteristics and a variety of weights that also make it an ideal headline typeface.

Neuzeit is appropriate for both print and web usage.


**TYPOGRAPHY (CONT.)**

The main headline font for AmPA! is Neuzeit Grotesk Extra Condensed. This combination gives AmPA! a clean, bold, and professional look.

**EXAMPLE HEADLINE LOREM IPSUM**


TYPOGRAPHY (CONT.)

Quatro Black and UltraBlack may be paired with Neuzeit to convey a bold trustworthiness to the AmPA! brand.

The AmPA! exclamation point may be used as an accent for copy, but must always be accompanied by the full AmPA! logo in the same layout.

Quatro Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789$%(&.,:'"/!?)

Quatro UltraBlack

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789$%(&.,:'"/!?)
COLORS

The Primary color palette is to be used as the main identifier of the AmPA! brand.

Tints and Shades may be used to help establish visual hierarchy in AmPA! branded elements.
AmPA!’s icon style is flat, simple, and easy to read in order to clearly and quickly communicate. These are primarily used in digital contexts for website navigation.
PAW PRINT

AmPA!’s paw print is a simple identifier of the brand, and can be used in any marketing communications.
**PHOTOGRAPHY**

The AmPA! photography style is bright and playful, showing pets and their human companions in happy, loving contexts.

Ideal photographs feature a shallow depth of field, with the main subject in sharp focus, and the background blurred.

Photos should be colorful, energetic, and uncluttered.
The AmPA! Conference logo features a banner paired with the main AmPA! logos. There are different formats that may be used depending on context, utilizing both the stacked and horizontal logos.
APPLICATION EXAMPLES

Here are some examples of how the AmPA! brand can be used in context.
APPLICATION EXAMPLES (CONT.)

Digital and print ads, focused on education and the AmPA! Conference.
For any Branding & Style Guide questions, contact Branding Department marketing@americanpetsalive.org