



american pets alive!

BRANDING AND STYLE GUIDE

2019

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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.

Primary Logo
“Stacked”



Optional Tagline

Secondary Logo
“Horizontal”



Alternative colors



Black



White

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



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



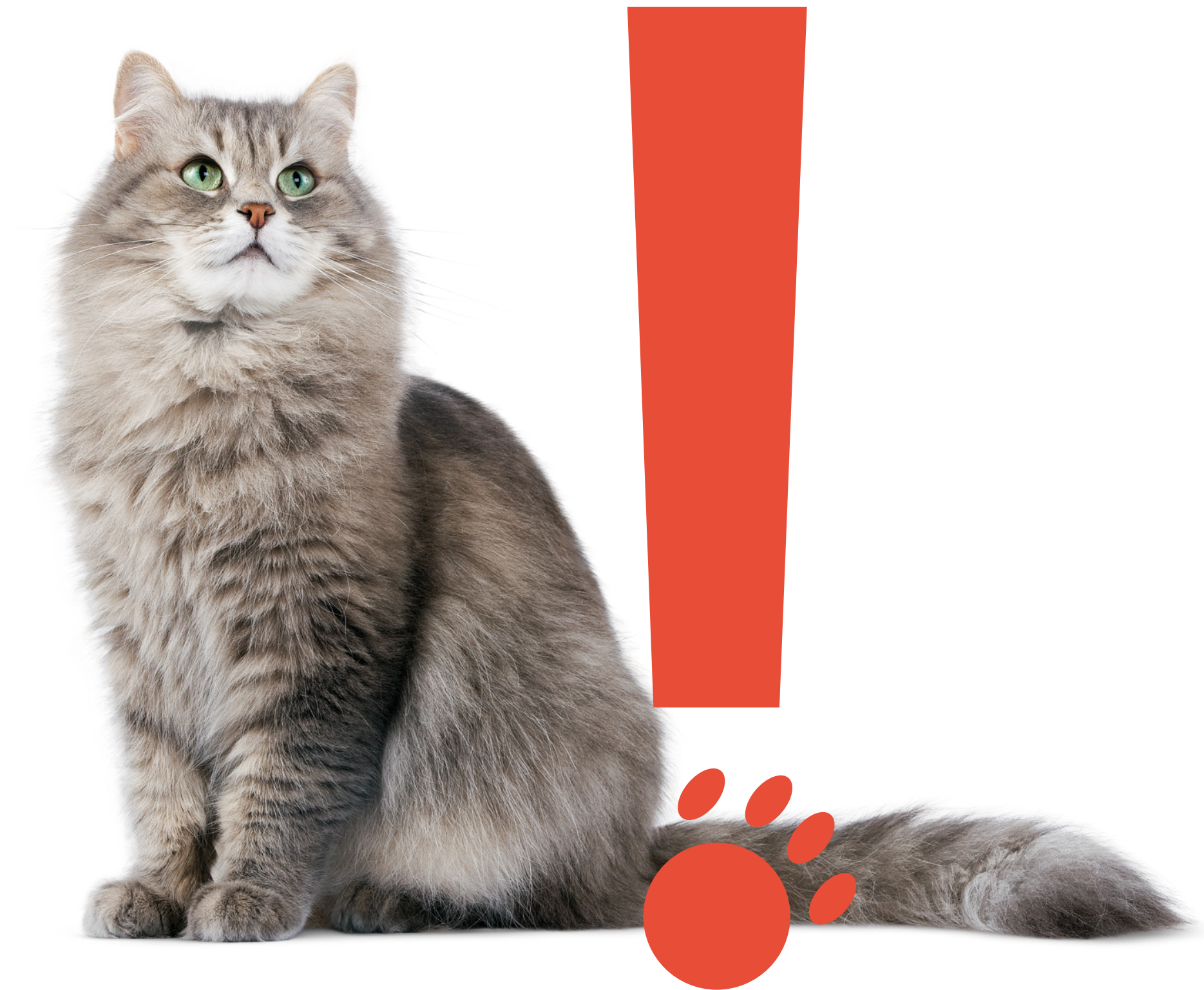
Do Not —
Change part of
the logo, or use
the old logo



Do Not —
Place color logo
over images or
patterns

LOGO USAGE (CONT.)

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.

Aa

Neuzeit Grotesk Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)

Neuzeit Grotesk Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)

Neuzeit Grotesk Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)

Neuzeit Grotesk Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)

Neuzeit Grotesk Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)

Neuzeit Grotesk Extra Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)

Body copy is set in Neuzeit light or regular, depending on context. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tum Piso: Quoniam igitur aliquid omnes, quid Lucius noster? Piso, lore noster, et alia multa.

Body copy is set in Neuzeit light or regular, depending on context. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tum Piso: Quoniam igitur aliquid omnes, quid Lucius noster? Piso, lore noster, et alia multa et hoc loco Stoicos irridebat: Quid enim. Epicuri non probo, inquam. Vide ne ista sint Manliana vestra aut maiora etiam, si imperes quod facere non possim. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TYPOGRAPHY (CONT.)

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

Aa

EXAMPLE HEADLINE LOREM IPSUM

Body copy is set in Neuzeit light or regular, depending on context. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tum Piso: Quoniam igitur aliquid omnes, quid Lucius noster? Piso, lore noster, et alia multa.

Body copy is set in Neuzeit light or regular, depending on context. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tum Piso: Quoniam igitur aliquid omnes, quid Lucius noster? Piso, lore noster, et alia multa et hoc loco Stoicos irridebat: Quid enim. Epicuri non probo, inquam. Vide ne ista sint Manliana vestra aut maiora etiam, si imperes quod facere non possim. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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
WXYZ1234567890\$%&('"/!?)

Quatro UltraBlack

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890\$%&('"/!?)



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 heirarchy in AmPA! branded elements.

Primary Colors



AmPA! Blue
PMS Process Blue C
HEX #0082ca
RGB | 0 130 202
CMYK | 100 35 7 0



AmPA! Red
PMS 7417 C
HEX #e64b38
RGB | 230 75 56
CMYK | 4 86 85 0



AmPA! Creme
PMS 461 C
HEX #eade98
RGB | 234 222 152
CMYK | 9 7 48 0



Dark Blue
PMS 302C
HEX #003a5d
RGB | 0 58 93
CMYK | 100 74 40 33

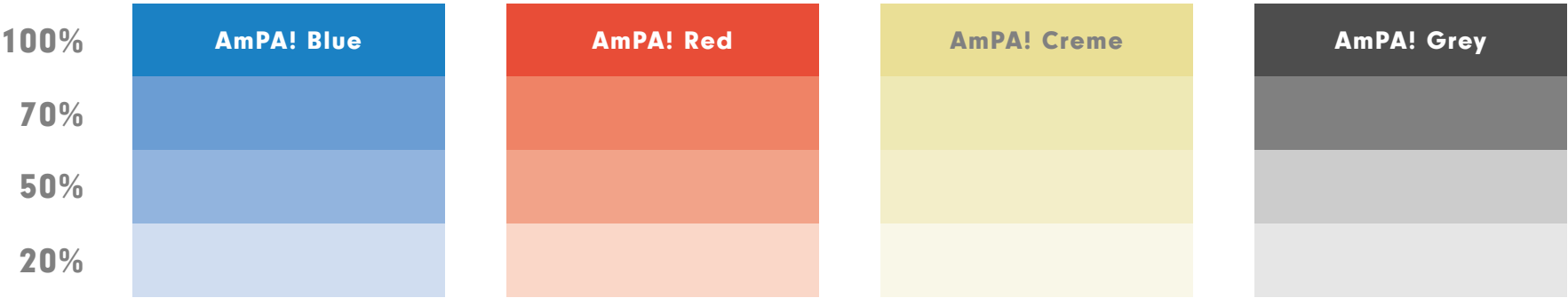


Dark Red
PMS 180C
HEX #c23b33
RGB | 194 59 51
CMYK | 17 90 89 6



AmPA! Grey
70% Black
HEX #4d4d4d
RGB | 77 77 77
CMYK | 0 0 0 70

Tints & Shades



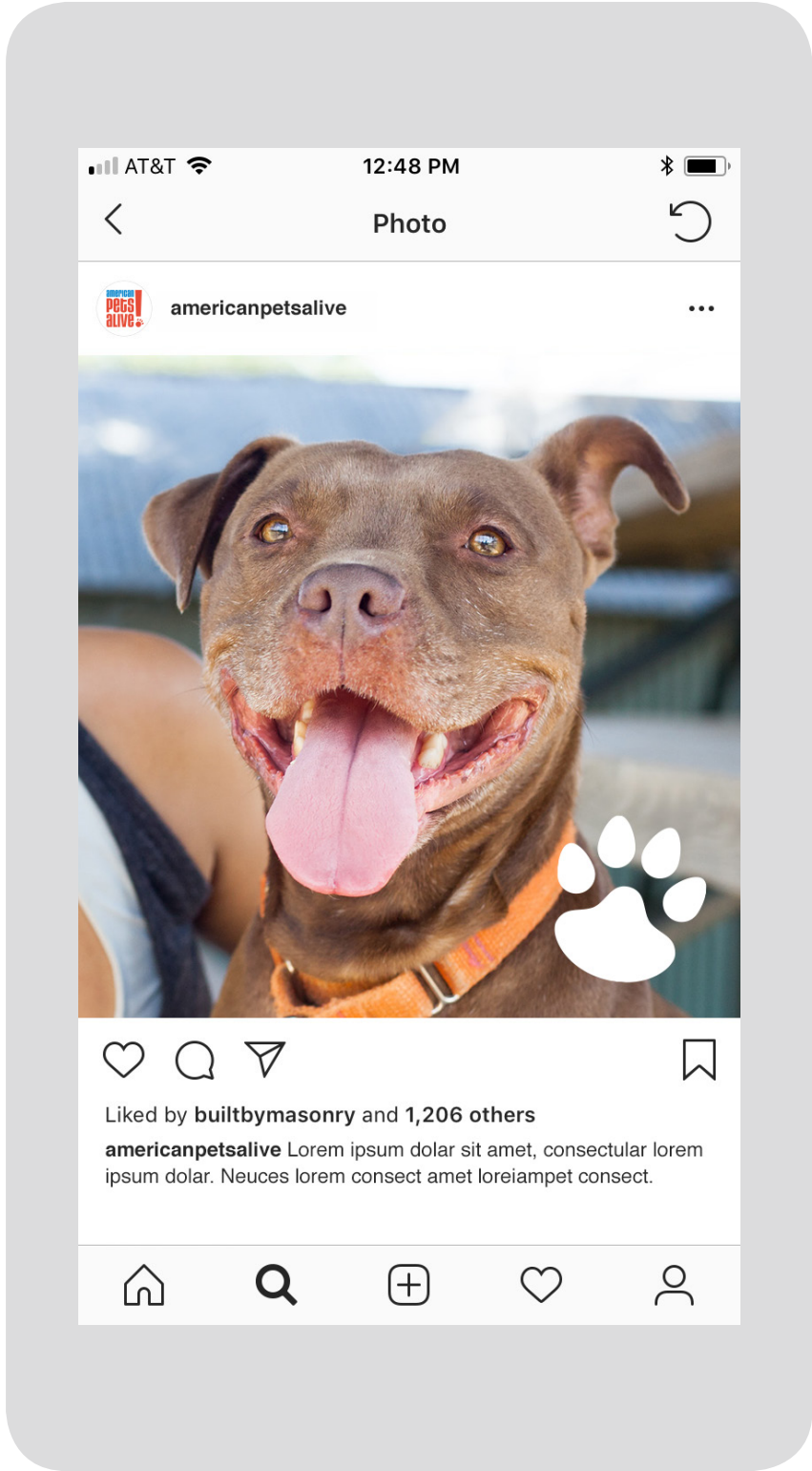
ICONS

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.



AMERICAN PETS ALIVE CONFERENCE

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.



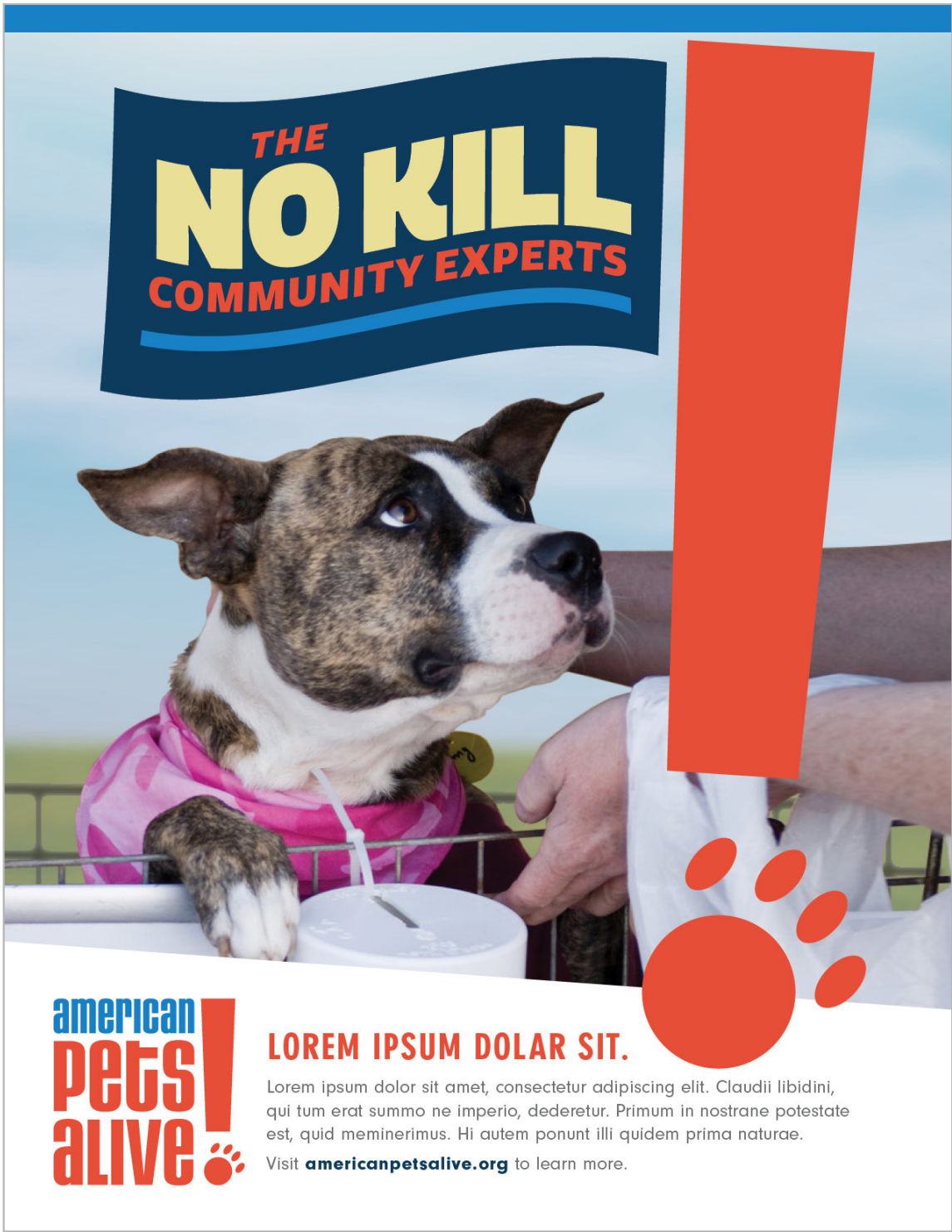
APPLICATION EXAMPLES

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.



NOTES

american pets alive!

For any Branding &
Style Guide questions, contact
Branding Department
marketing@americanpetsalive.org

