



Branding & Style Guide

2020



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Our Mission

To support Pima Animal Care Center and enhance its efforts to save the lives of pets in need.

Our Vision

Every pet who comes to Pima Animal Care Center is supported with the resources needed to find a loving home.

Our Logo

The Friends of PACC logo is our main brand identifier. Wherever possible, use the primary full-color logo. In use cases where it is not an ideal fit, the secondary versions may be used.

Primary Logo



Secondary Logo



Black



White

Logo Uses

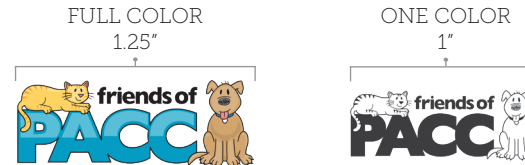
The Friends of PACC logo requires ample clear space and a minimum height and length for legibility. The logo should not be manipulated or changed in any way outside of the style guidelines.

Clear Space



Clear space for the 'horizontal' logo is defined by the height of the Wynona the dog.

Minimum Dimensions



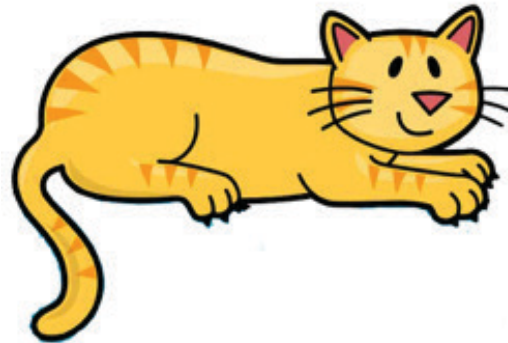
Incorrect Usage



Mascots

Fred the cat and Wynona the dog are official PACC mascots that Friends of PACC has permission to use per the organizations' Master Cooperative Agreement.

Fred and Wynona cannot be used outside of the Friends of PACC logo without prior written permission from Pima Animal Care Center.



Typography

Museo Slab is a bold and sporty 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.

Museo Slab is the default headliner font for both print and web usage.

Arial is a straight-forward sans serif that is to be used as the default body font for both print and web.

Aa

Museo Slab 100
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$%&(",:"'/?)

Museo Slab 300
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$%&(",:"'/?)

Museo Slab 700
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ WXYZ1234567890\$%&(",:"'/?)

Museo Slab 900
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ WXYZ1234567890\$%&(",:"'/?)

Arial
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890\$%&(",:"'/?)

Headliner Test

Body Test. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Colors

Our color palette is bright and colorful, full of life and fun just like the pets being sheltered at PACC.

The primary color palette is to be used as the main identifier of the PACC brand.

Tints and Shades may be used to help establish visual hierarchy in PACC branded elements.

Primary Colors



Blue

PMS 3551 U
HEX #099cc1
RGB | 9 156 193
CMYK | 78 22 15 0



Yellow

PMS 141 C
HEX #ecc157
RGB | 238 195 218
CMYK | 58 2 12 0



85% Black

HEX #4d4d4f
RGB | 77 77 79
CMYK | 0 0 0 85



Light Blue

PMS 2227 U
HEX #5dc3da
RGB | 93 195 218
CMYK | 58 2 12 0



Light Brown

PMS 21-4 c
HEX #d5a670
RGB | 213 166 112
CMYK | 16 35 63 0

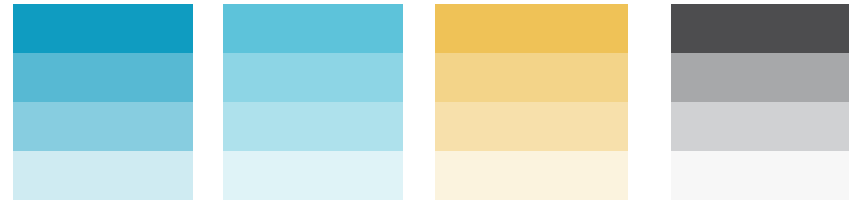


70% Black

HEX #6d6e71
RGB | 109 110 113
CMYK | 0 0 0 70

Tints and Shades

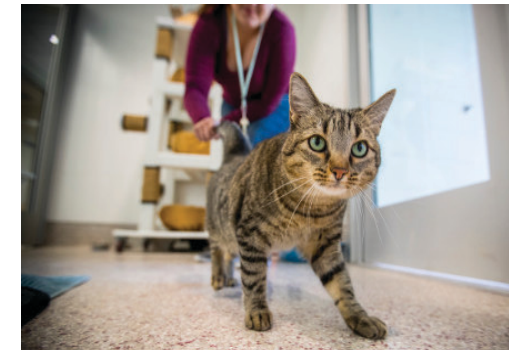
100%
70%
50%
20%



Photography

The Friends of PACC photography style is colorful, energetic, and uncluttered.

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



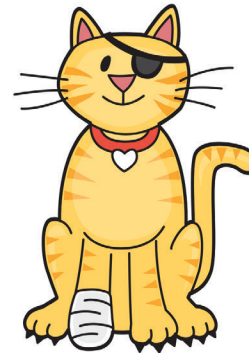
Project Logos

The Friends of PACC project logos for TOP Dogs, Mission PAWsible, and Mature Mutts are secondary brand identifiers.

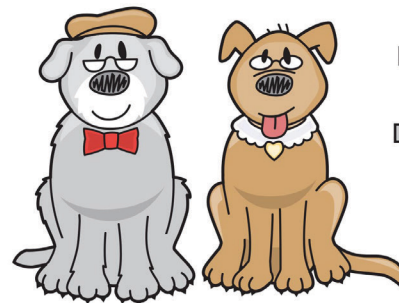
Wherever possible, use the primary full-color logo. In use cases where it is not an ideal fit, please contact the Friends of PACC marketing team for assistance.



TOP Dogs!



**Mission
PAWsible**



**Mature
Mutts!**



For Branding &
Style Guide questions, contact

Marketing & Development Specialist
Sara Wolfe Vaughan
sara@friendsofpacc.org

