Branding and Style Guide
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission</td>
<td>3</td>
</tr>
<tr>
<td>Our Logo</td>
<td>4</td>
</tr>
<tr>
<td>Logo Usage</td>
<td>5–6</td>
</tr>
<tr>
<td>Typography</td>
<td>7–8</td>
</tr>
<tr>
<td>Colors</td>
<td>9</td>
</tr>
<tr>
<td>Icons</td>
<td>10</td>
</tr>
<tr>
<td>Photography</td>
<td>11</td>
</tr>
<tr>
<td>Illustrations</td>
<td>12</td>
</tr>
<tr>
<td>Mascots</td>
<td>13</td>
</tr>
<tr>
<td>Paw Print</td>
<td>14</td>
</tr>
<tr>
<td>Application Examples</td>
<td>15–16</td>
</tr>
<tr>
<td>APA! Thrift</td>
<td>17</td>
</tr>
</tbody>
</table>
Our Mission

To promote and provide the resources, education, and programs needed to eliminate the killing of companion animals.
Our Logo

The APA! 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.
Logo Usage

The APA! 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 APA! logo paw.

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

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 APA! 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 APA! logo must accompany it all communications (see pgs.15–16 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.

---

**Neuzeit Grotesk Black**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789`  

**Neuzeit Grotesk Bold**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789`  

**Neuzeit Grotesk Regular**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789`  

**Neuzeit Grotesk Light**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789`  

**Neuzeit Grotesk Condensed**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789`  

**Neuzeit Grotesk Extra Condensed**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789`  


Typography (cont.)

Customized typefaces, House Industries Slant & Movements, may be paired with Neuzeit to give a sense of fun energy to marketing headlines.

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

These typefaces may not be used as body copy.
Colors

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

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

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

Secondary colors provide a visually balanced pairing, and are to be used sparingly as accents and calls to action (buttons, etc.).
Icons

APAI’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.
Photography

The APA! 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.
Illustrations & Pattern

The APA! illustration and pattern style is playful and slightly rough. These can be applied to merch, the website, and other marketing communications.
**Mascots**

The APA! mascots, Barton the Dog & Lavaca the Cat, are a fun brand identifier that can be used in any marketing materials.

Do not change the color of the mascots, or alter them in any way in order to maintain brand consistency.
Paw Print

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

Here are some examples of how the APA! brand can be used in context.
Application Examples (cont.)

Digital and print ads, focused on donations and adoptions.
APA! Thrift

The APA! Thrift brand extension comes in stacked and horizontal formats, and can be applied to building signage and employee apparel and accessories.

The APA! Thrift brand may not be altered in any way in order to maintain brand consistency.