



Cincinnati Animal CARE

HUMANE SOCIETY™

Brand Guidelines

1 About

Because You CARE

Our brand is how people experience us and want to volunteer, foster and adopt that makes the difference.

Our vision is to reunite lost companion pets, reduce the stray population, offer opportunities for unwanted animals to be adopted or rescued and provide the public with information and programs for responsible pet ownership in Hamilton County, Ohio.



2 Logo

This logo is the heart and soul of Cincinnati Animal CARE. Utilizing 2 C's (one standard, one inverted) to enforce the first letter in "Cincinnati" and "CARE", a dog's muzzle is formed.

Small whisker dots adorn the muzzle, and a small tongue pokes from underneath, adding a touch of cuteness and whimsy to the logo. The heart-shape nose at the top of the logo completes the dog's face, both drawing the user in and implying the sense of love we feel for our pets. Light shadowing on whiskers, tongue, and nose complete the logo.



3 Logo Specifications

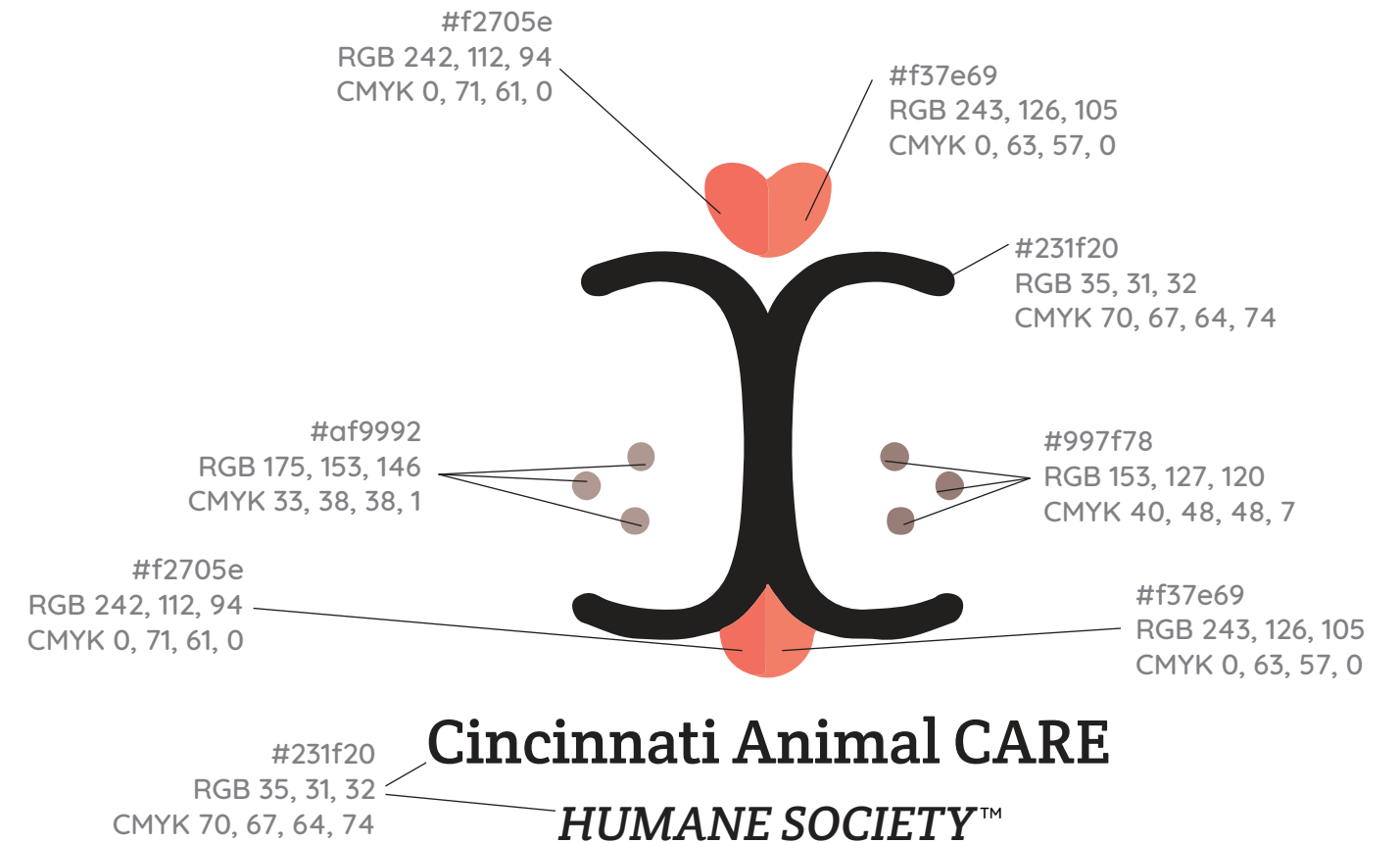


Pixel values based on 96dpi, the setting used on most monitors.



The logo must be surrounded by a minimum clear space on all sides that is at least equal to the height of the heart shape using the same scale as the logo. Other design elements, such as type, photography and illustrations, should not be positioned within this clear space. As a general rule, the more clear space around the logo the better. When the logo is resized, all logo elements must be scaled in correct proportion.

Logo Colors



4 Logo Variations

For the horizontal logo, the text stays vertically centered on the “C” that makes up the dog’s muzzle, and always to the right, left aligned. As long as this ratio stays locked, it will always have the correct sizing, no matter the scale.



Pixel values based on 96dpi, the setting used on most monitors.



The logo must be surrounded by a minimum clear space on all sides that is at least equal to the height of the heart shape using the same scale as the logo. Other design elements, such as type, photography and illustrations, should not be positioned within this clear space. As a general rule, the more clear space around the logo the better. When the logo is resized, all logo elements must be scaled in correct proportion.

5 Color

Primary Brand Colors



Light Terra Cotta

#D16F5C
RGB 209, 11, 92
CMYK 14, 67, 64, 1



Dark Burnt Orange

#C63118
RGB 198, 49, 24
CMYK 16, 94, 100, 5



Dark Antique Violet

#71535D
RGB 113, 83, 93
CMYK 52, 66, 48, 24

Secondary Brand Colors



Eggplant

#483B55
RGB 72, 59, 85
CMYK 73, 77, 42, 33



Dark Navy Blue

#010A43
RGB 1, 10, 67
CMYK 100, 95, 34, 52



Very Dark Navy Blue

#090A30
RGB 9, 10, 48
CMYK 93, 89, 48, 64

6 Logo Color Variations

#f2705e
RGB 242, 112, 94
CMYK 0, 71, 61, 0

#f37e69
RGB 243, 126, 105
CMYK 0, 63, 57, 0



#f2705e
RGB 242, 112, 94
CMYK 0, 71, 61, 0

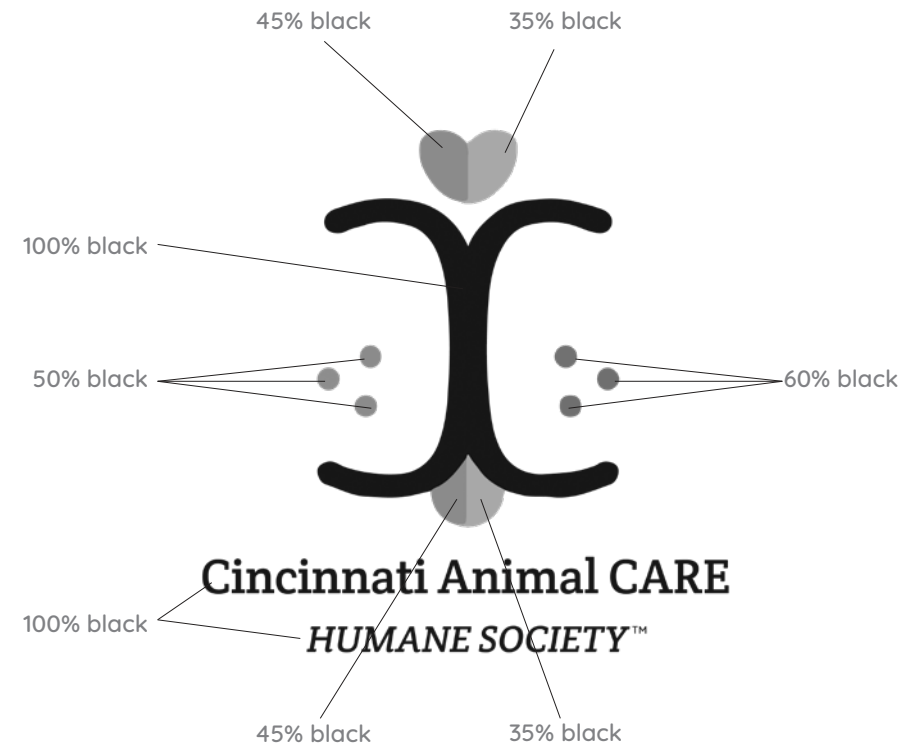
#f37e69
RGB 243, 126, 105
CMYK 0, 63, 57, 0



#e8e6e6
RGB 232, 230, 230
CMYK 8, 7, 6, 0



#e8e6e6
RGB 232, 230, 230
CMYK 8, 7, 6, 0



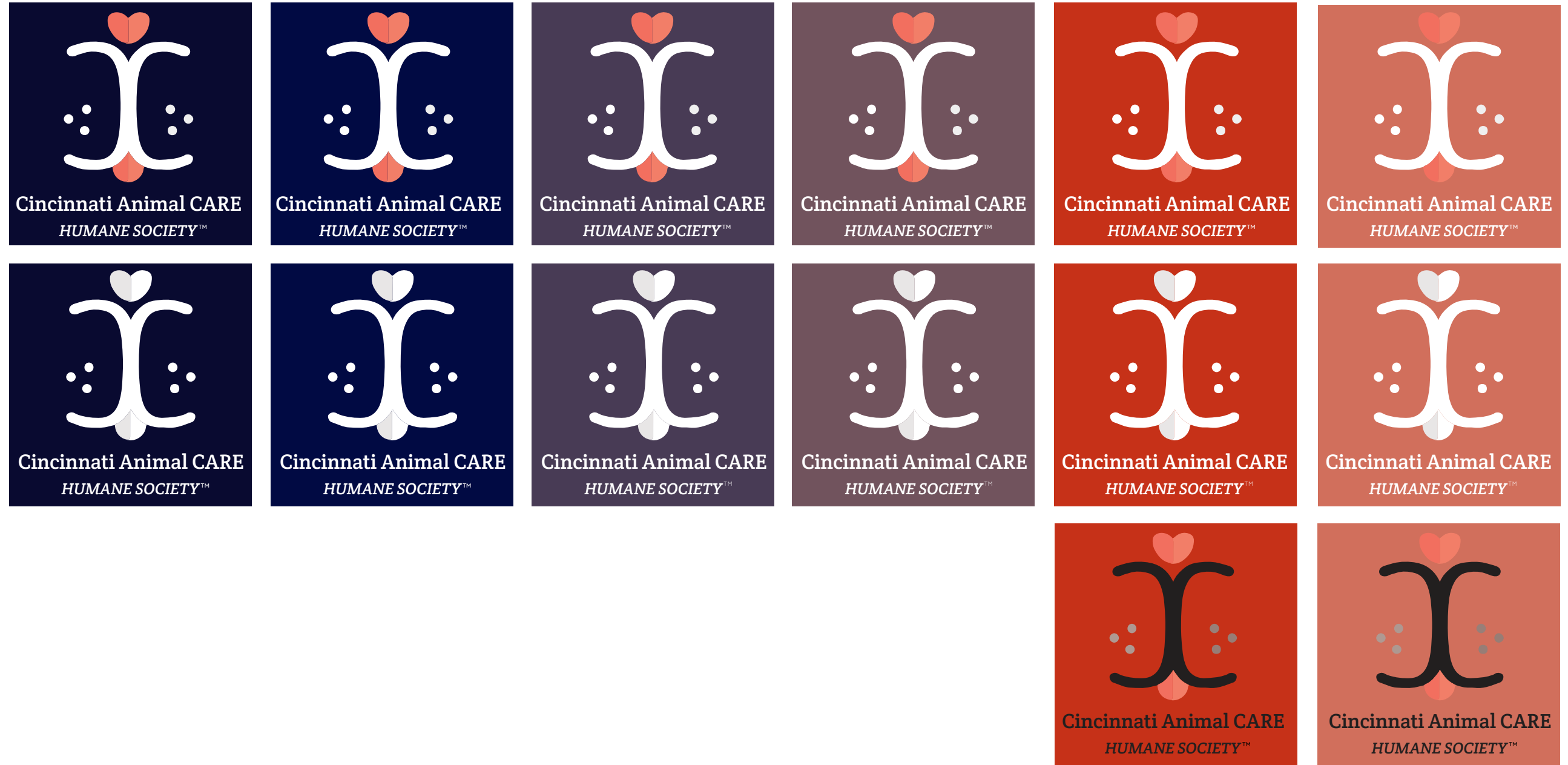
DO NOT show heart and tongue using one color.



7 Color Associations

Brand Palette Backgrounds

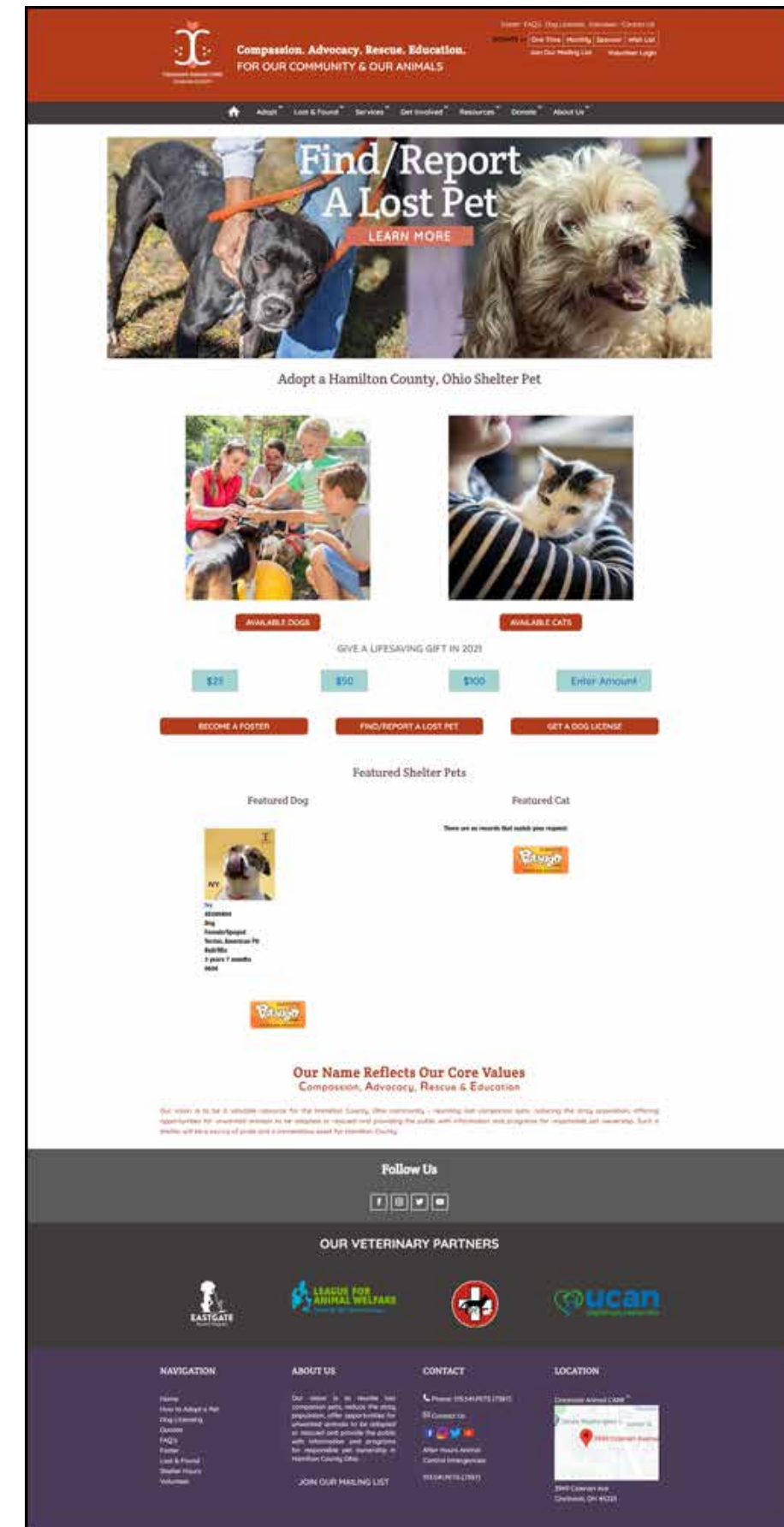
Colors from the brand color palette should be considered as a first choice for backgrounds when possible. All logo elements should clearly separate from the background.



Brand Guidelines

8 Color Usage

When developing posters, advertisements, brochures, company website, social media, presentations, etc. always include the brand colors.



9 Typography

Quicksand - Light

“The quick onyx goblin jumps over the lazy dwarf”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Quicksand - Regular

“The quick onyx goblin jumps over the lazy dwarf”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Quicksand - Medium

“The quick onyx goblin jumps over the lazy dwarf”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Usage:
Body copy, buttons, and links

Crete Round - Regular

“The quick onyx goblin jumps over the lazy dwarf”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Usage:
Headers, Subheaders and logotype

Crete Round - Italic

“The quick onyx goblin jumps over the lazy dwarf”

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)*

AMATIC BOLD

“THE QUICK ONYX GOBLIN JUMPS OVER THE LAZY DWARF”

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ 0 1 2 3 4 5 6 7 8 9

Usage:
Dog name on social media feature
graphics

Brand Guidelines

10 Text Elements

Campaigns can capture the essence of what the viewer feels about fostering and volunteering.

The word CARE should always be capitalized when used as a graphic element.

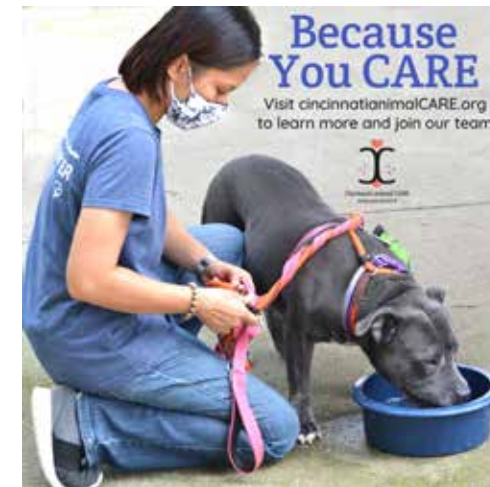


Cincinnati Animal CARE
HUMANE SOCIETY™

Because You CARE

Volunteer with Cincinnati Animal CARE

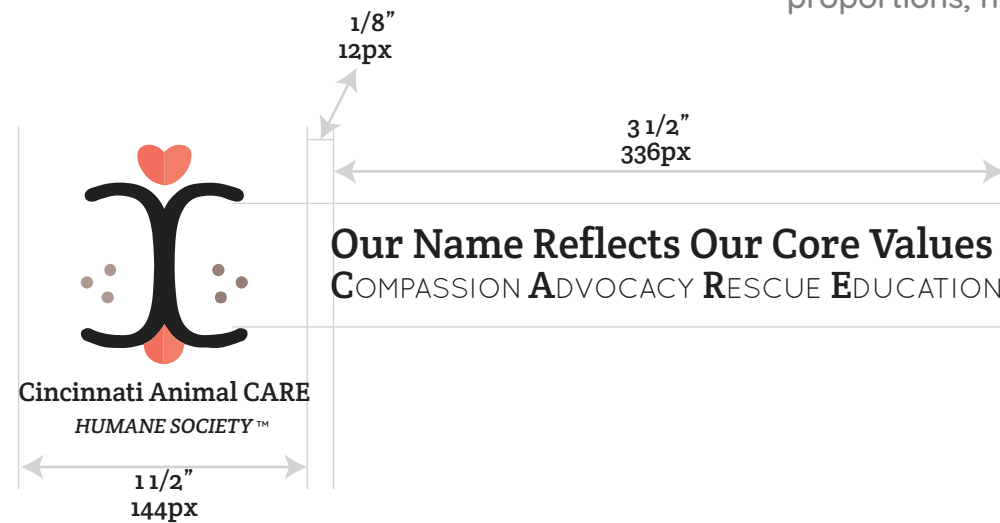
Visit cincinnatianimalCARE.org to learn more and join our team



11 Text Elements

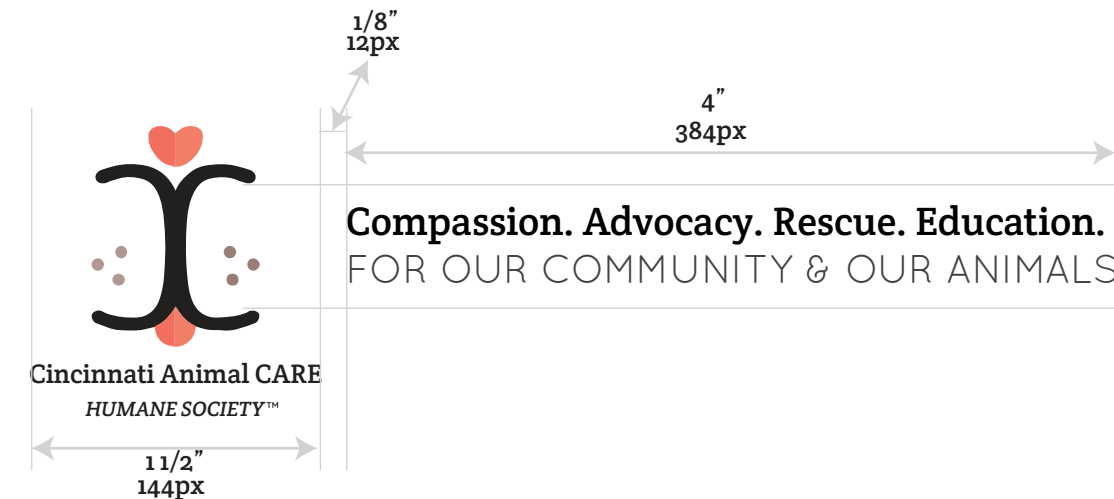
Our Name Reflects Our Core Values COMPASSION **A**DVOCACY **R**ESCUE **E**DUICATION

21pt Crete Round - Regular
14pt Quicksand - Regular
with 19pt Quicksand Medium Caps
20pt line spacing
Text is center aligned
Color can be any from the brand palette, black or white.
As long as this ratio stays locked, it will always have the correct proportions, no matter the scale.



Compassion. Advocacy. Rescue. Education. FOR OUR COMMUNITY & OUR ANIMALS

18pt Crete Round - Regular
18pt Quicksand - Regular
3pt line spacing
Text is center aligned
Color can be any from the brand palette, black or white.
As long as this ratio stays locked, it will always have the correct proportions, no matter the scale.



When using text elements with the logo they are always right aligned to the logo with flush left text. They are vertically aligned on the "C" that makes up the dog's muzzle. As long as these ratios stay locked, they will always have the correct proportions, no matter the scale.

Pixel values based on 96dpi which is most monitors.

12 Graphic Elements

Logo Mark Only




The logo mark should never be used without the text below it or beside it except as a favicon.



favicon

Buttons

The font is Quicksand Regular. Button sizes can vary according to the specific need.

Normal State	Hover State	inverted State
		
#C63118 RGB 198, 49, 24 CMYK 16, 94, 100, 5	#D16F5C RGB 209, 11, 92 CMYK 14, 67, 64, 1	#D16F5C RGB 209, 11, 92 CMYK 14, 67, 64, 1

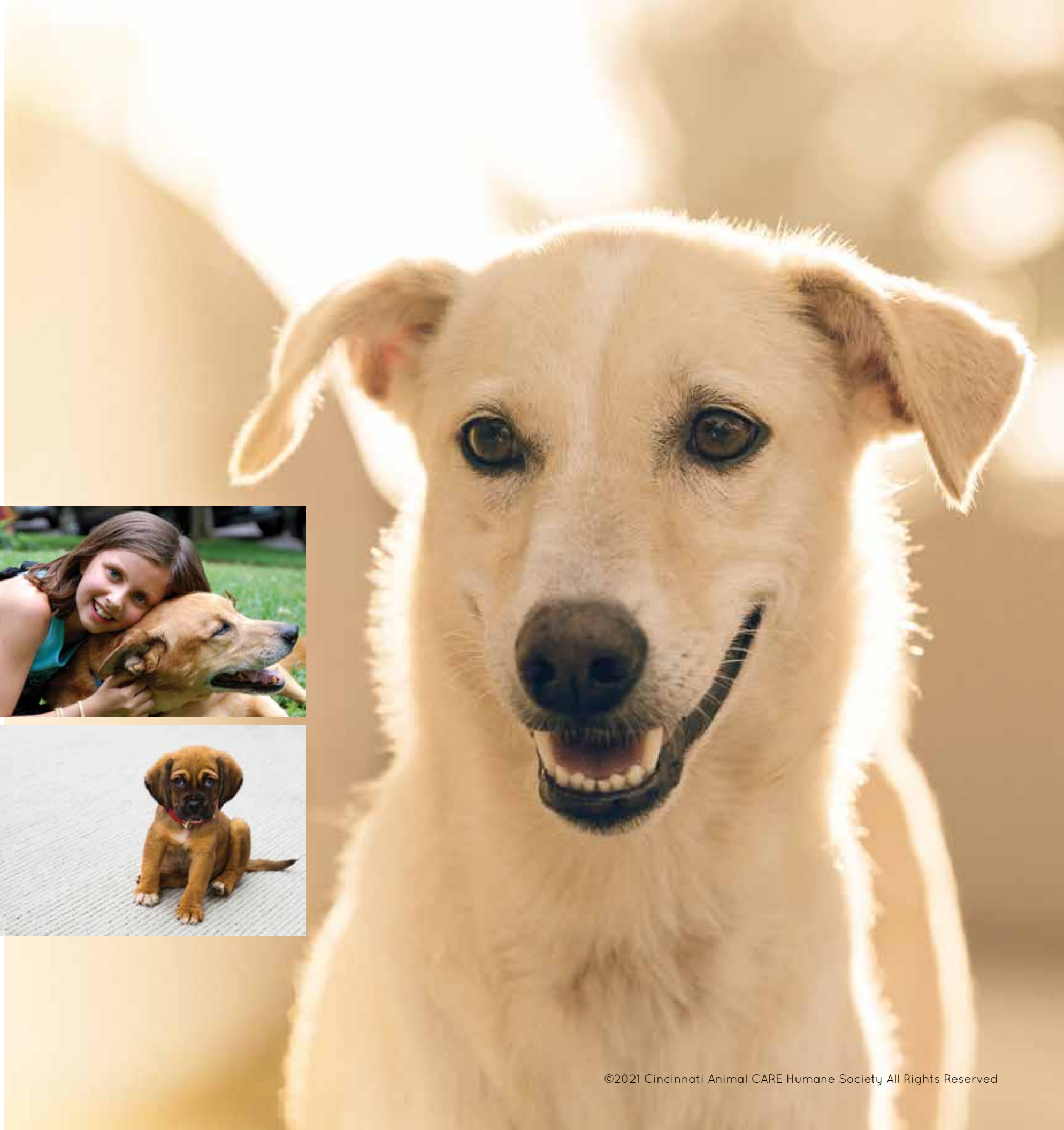
Brand Guidelines

13 Images

Images of animals in the shelter should be used whenever possible.

When needed, free images can be found on the following sites:

- pixabay.com
- stocksnap.io
- pexels.com
- reshot.com
- unsplash.com





Cincinnati Animal CARE

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Current edition and graphic elements can be downloaded at cincinnatianimalCARE.org/media-resources