austin pets alive!
Helping People Help Pets

Branding and Style Guide

2019

TABLE OF CONTENTS

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.

austin pets alive!

Helping People Help Pets
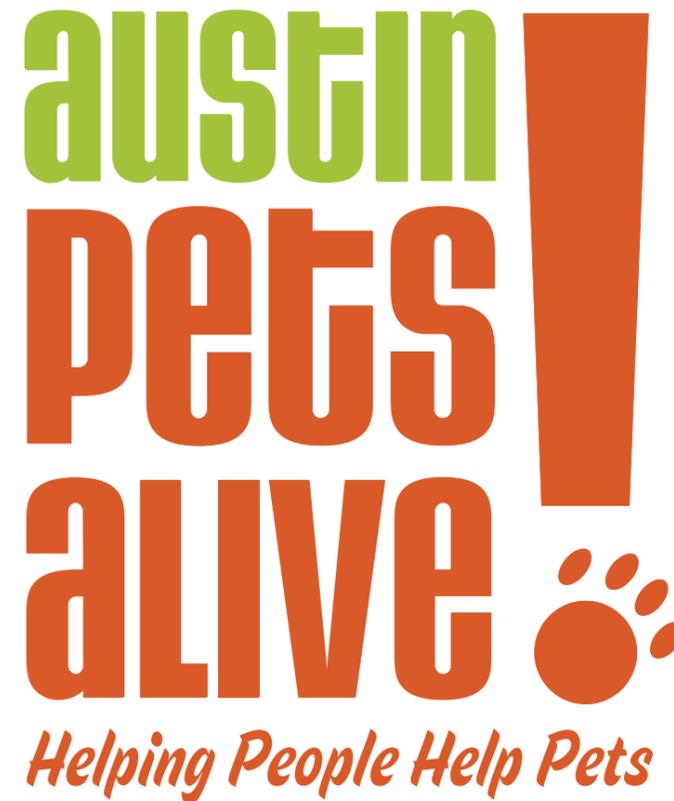
Optional Tagline

Secondary Logo
"Horizontal"

austin pets alive!

Helping People Help Pets

Alternative colors

austin pets alive!

Black

austin pets alive!

White

austin pets alive!

Reverse

Logo Usage

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

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.

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
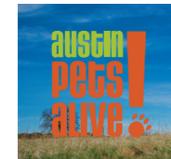
Do Not —
Place color logo over images or patterns

Logo Usage (cont.)

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).
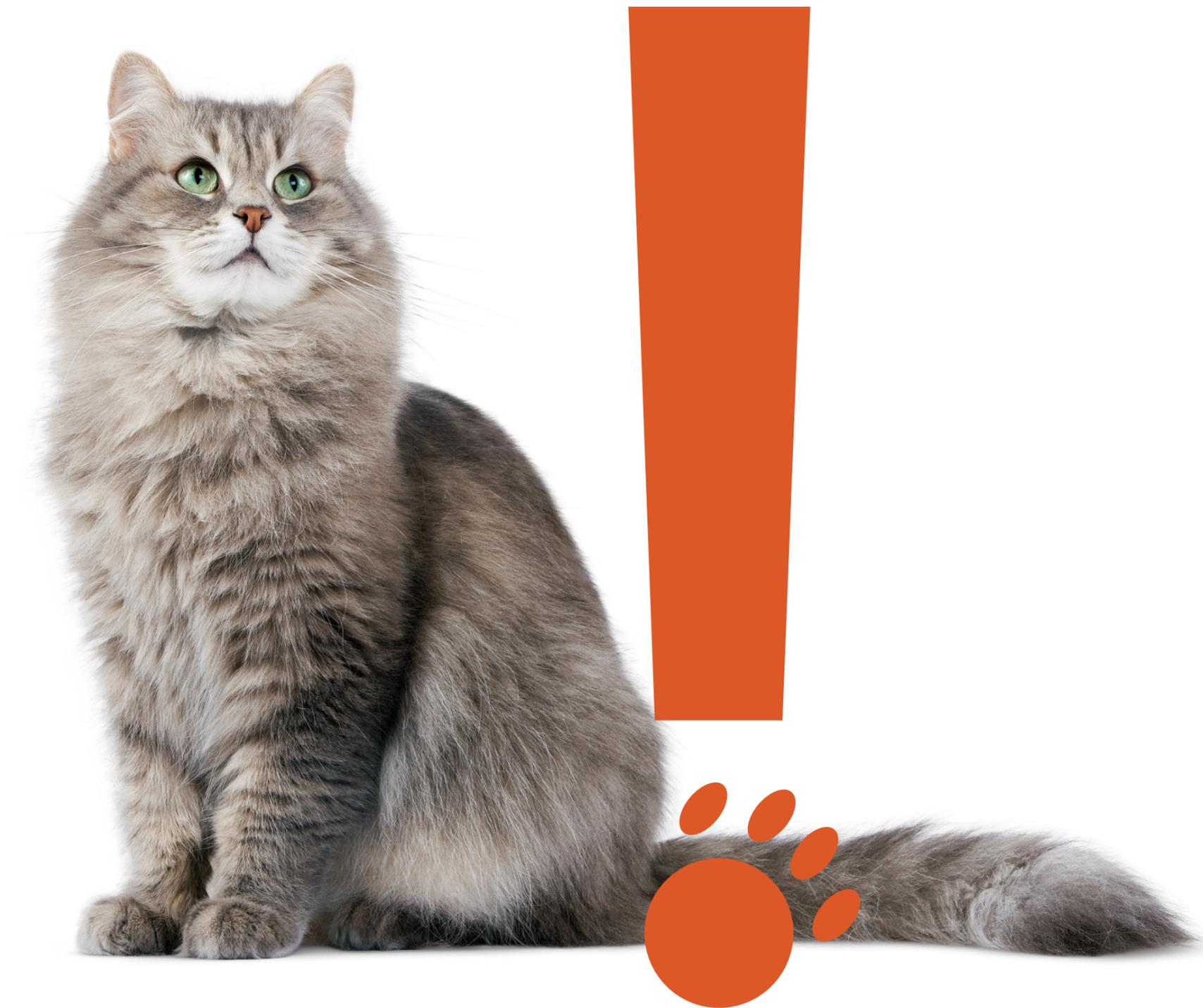
Typography

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.

Aa

Neuzeit Grotesk Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890$%&(.,:'"/!?)

Neuzeit Grotesk Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890$%&(.,:'"/!?)

Neuzeit Grotesk Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890$%&(.,:'"/!?)

Neuzeit Grotesk Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890$%&(.,:'"/!?)

Neuzeit Grotesk Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890$%&(.,:'"/!?)

Neuzeit Grotesk Extra Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
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.)

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.

House Industries Movements

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890$%¢(.,:'"/!?)

House Industries Slant

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:'"/!?)

COME MEET YOUR NEW
Best Friend!

HELPING
PEOPLE
HELP PETS!

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 heirarchy 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.).

Primary Colors

APA! Orange
PMS 180C
HEX #dd5928
RGB | 221 89 40
CMYK | 10 80 100 0

APA! Green
PMS 376C
HEX #a7c539
RGB | 167 197 57
CMYK | 40 5 100 0

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

Dark Orange
PMS 181C
HEX #83332e
RGB | 131 51 46
CMYK | 31 86 80 33

Dark Green
PMS 377C
HEX #789904
RGB | 120 153 4
CMYK | 58 22 100 4

Dark Grey
85% Black
HEX #4d4d4f
RGB | 77 77 79
CMYK | 0 0 0 85

Tints & Shades

	APA! Orange	APA! Green	APA! Grey
100%			
70%			
50%			
20%			
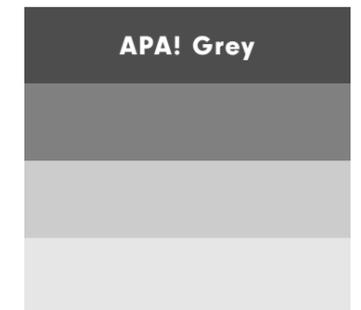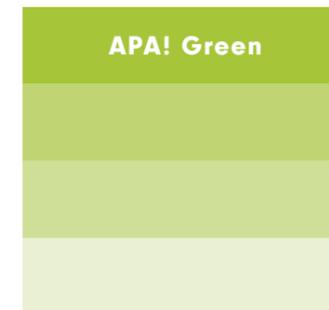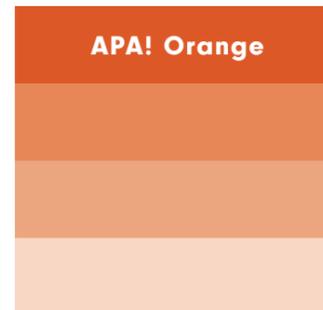
Secondary / Accent Colors

Light Blue
PMS 2995C
HEX #00a7e1
RGB | 0 167 225
CMYK | 81 12 1 0

Dark Blue
PMS 314C
HEX #007da5
RGB | 0 125 165
CMYK | 100 33 27 2

Yellow
PMS 122C
HEX #fdbf3b
RGB | 253 191 59
CMYK | 0 25 77 1

Icons

APA!'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.
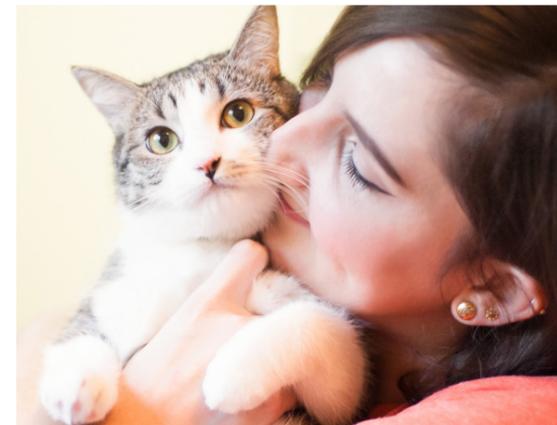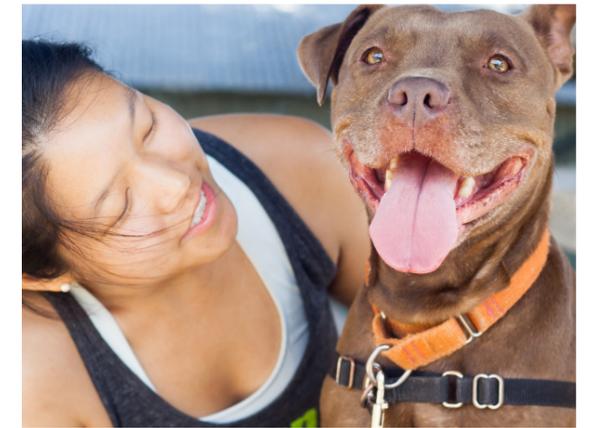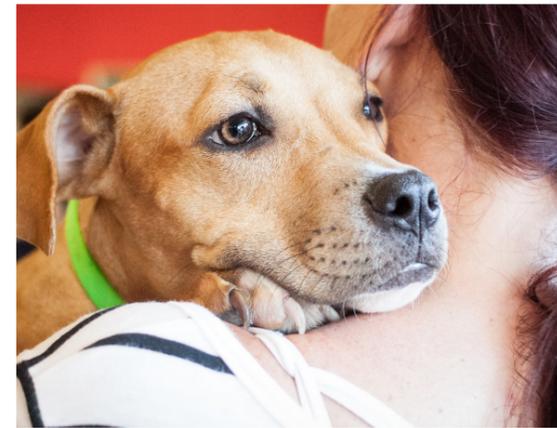
Illustrations & Pattern

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.
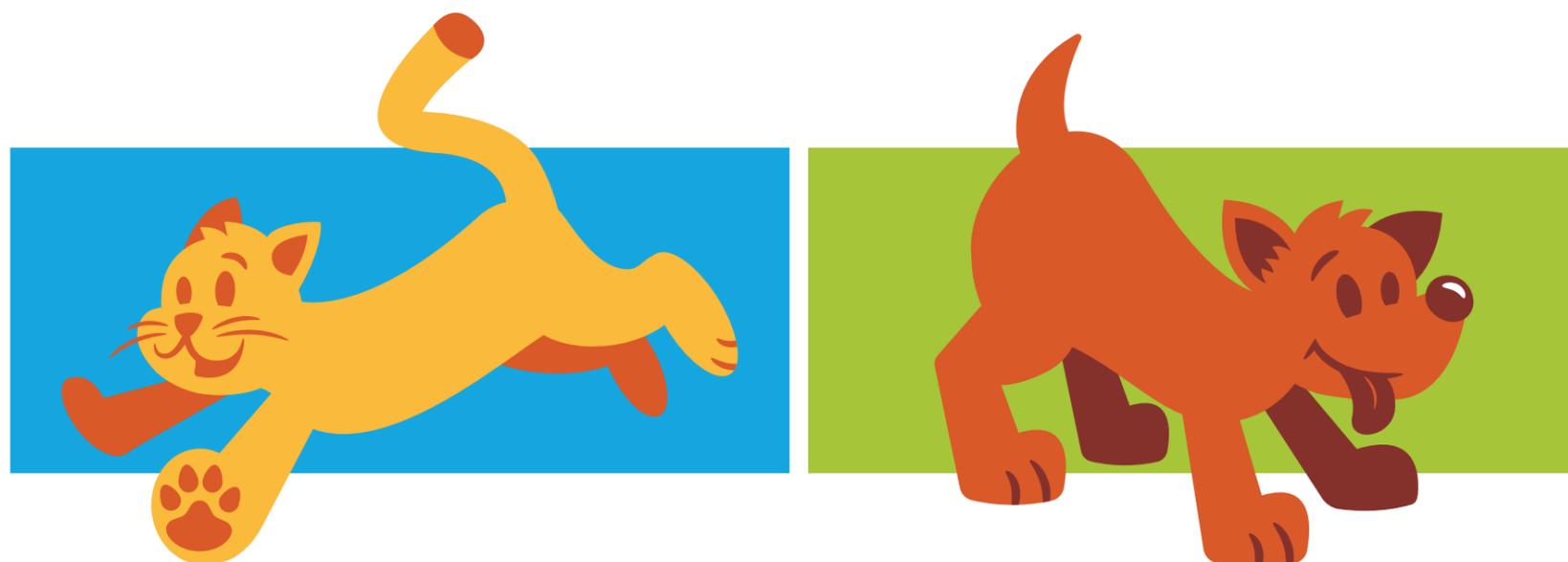
Paw Print

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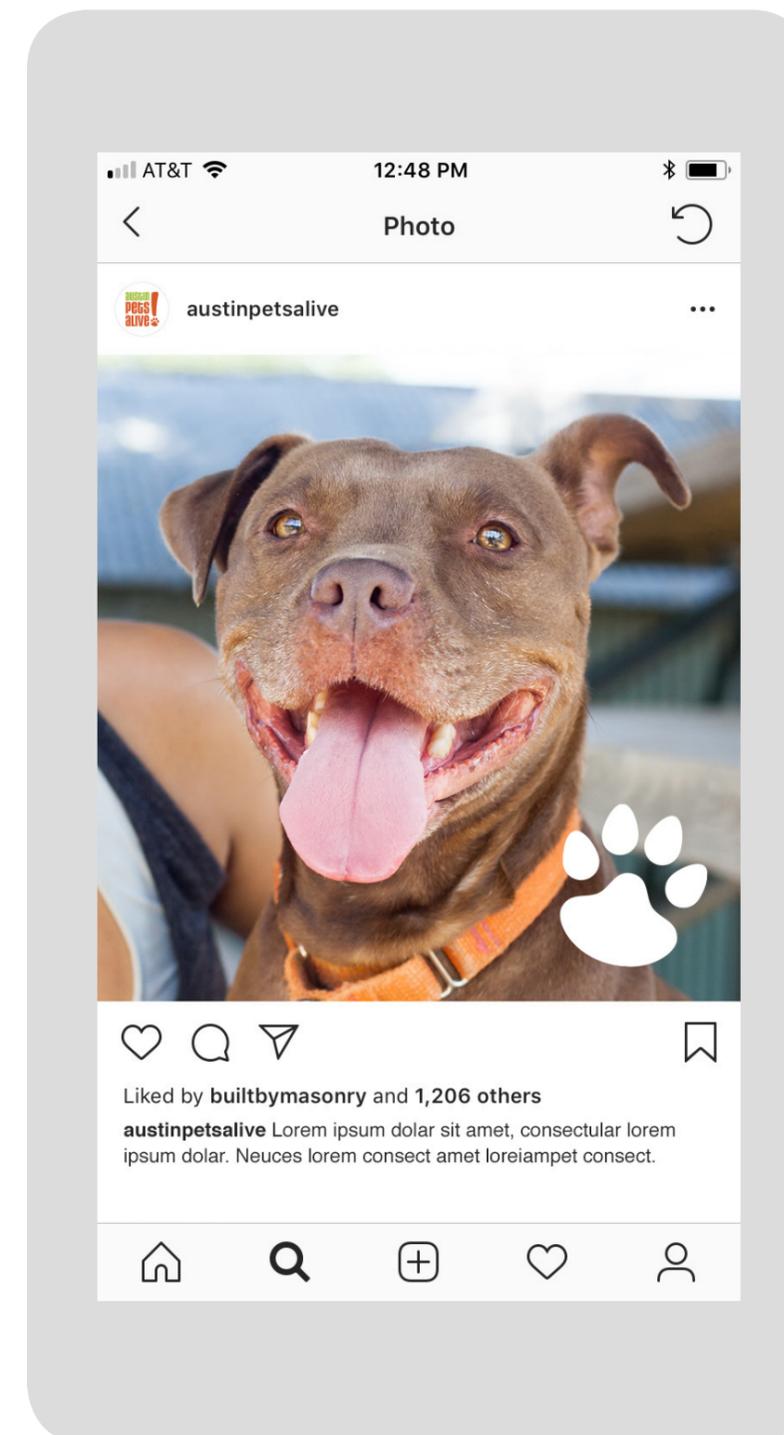
Application Examples

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 assessories.

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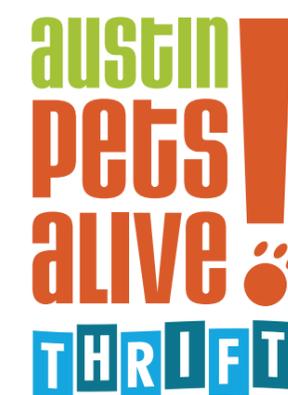
NOTES

austin pets alive!

Helping People Help Pets

For any Branding &
Style Guide questions, contact

Branding Department
marketing@austinpetsalive.org