

# BRAND GUIDELINES

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# WHO WE ARE

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01

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## INTRODUCTION

The Pet Cancer Foundation is a nonprofit organization dedicated to increasing the longevity and quality of life for our furry friends who've been diagnosed with cancer. We're funded through our branded product sales, our events, and public donations.

With so many nonprofits competing for attention, our strong brand is what sets us apart from other charities. The following is both a guide to who we are, as well as a structure for delivering our brand's message.





# 02

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## WHAT WE STAND FOR

### WHY WE EXIST

Pets are family. It's our obligation to give them every chance to live. We fight pet cancer so you can enjoy more good tomorrows with your furry friend.

### WHAT WE'RE ABOUT

The Pet Cancer Foundation's goal is to be the world leader in pet cancer awareness, research, and support. Following a diagnosis, we're the organization with both the info and resources you need to make better care decisions for your pet.





OUR VISION

To increase the life expectance and quality of life of  
pets diagnosed with cancer through a 360 degree  
approach focused on research, care and community.

OUR MISSION

To build a human-style cancer agency for pets  
and their families that is the most impactful  
animal cancer organization in North America.

OUR VALUES

Integrity, Passion, Positivity and Transparency.

OUR PURPOSE

We fight pet cancer so that your pet can  
enjoy more good tomorrows with you.

OUR BENEFITS

- Cancer Research  
Patient Services
- Education & Awareness  
Cancer Progress



## BRAND MANIFESTO

Pets are family. When they get cancer, you support them like you would your human family. And we know there's more to do.

We will raise funds.

We will research.

We will educate.

We will be there for you and for them.

We will create a future where pet cancer is manageable so that pets and their families can enjoy more good tomorrows together.





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## OUR VALUES

### WHAT WE BELIEVE IN

Integrity  
Passion  
Positivity  
Transparency

### BRAND TRAITS

Courageous  
Empowering  
Optimistic  
Upbeat  
Intelligent





## BRAND TONE

We focus on the good in any situation. Our brand should inspire pet owners so that they feel empowered to make a real impact. Everyone who interacts with us should look forward to spending another day with their fun, adorable, silly best friend.

Speak like you're talking to your smartest friend. Be clear. Be friendly. Be confident. Our audience is people who love pets. Yes, cancer is a heavy subject, but these people are passionate and loving.

An important note: no sad puppy dog eyes. Guilt only goes so far, never belittle a pet brave enough to battle cancer by making them seem weak or helpless.





## BRAND AUDIENCES

### PET LOVERS

Pet lovers are a wide group. They include owners, those hoping to get pets, veterinarians, and other pet professionals. We speak to them in an empowering, optimistic, and actionable tone. Our goal with this group is to build a community and, eventually, generate donations.

### CANCER FAMILY

The cancer family is anyone who currently has, or once had, a pet with cancer. Some are lucky enough to afford treatments. Most are limited to providing hospice care. For this group, we use a tone that's compassionate, credible, and educational. We're providing the knowledge and support they need to make their pet's life comfortable and even enjoyable. It's possible to discuss medical things without being clinical. Avoid big words, or explain them when necessary.





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## PHOTOGRAPHY

### DO'S

Photography should be a celebration of healthy, happy pets. It should feature intimate portraits that carry emotional weight. Keep things bright, lively, and joyful. It's always better to capture an imperfect, genuine moment than to construct a flawless shot.

### DON'TS

Never show sad, abused animals. We're about optimism and positivity. Also, avoid black and white photography, it often leans dramatic.









# LOGO USAGE

## BRAND STANDARDS

The following standards have been developed to provide direction for the use of the Pet Cancer Foundation logo. The Pet Cancer Foundation logo is only available in vertical orientations.

## COLOR

The full color version of our logo is always preferred. This version is only available in a CMYK format.

## COMBINED COUNTRY LOGOTYPE

Used for foundation literature, media, and press.

## Primary Brand Elements

### COMBINED COUNTRY LOGOTYPE



### LOGOMARK





## LOGO USAGE

### CANADIAN & AMERICAN LOGOTYPES

Used to reinforce brand awareness in the given country for specific regional tactics (ex. out of home, direct mail, events). The demarcation is also important for a given country's ecommerce transactions to assure a donor of their regional impact.

### Primary Brand Elements

#### CANADIAN & AMERICAN LOGOTYPES



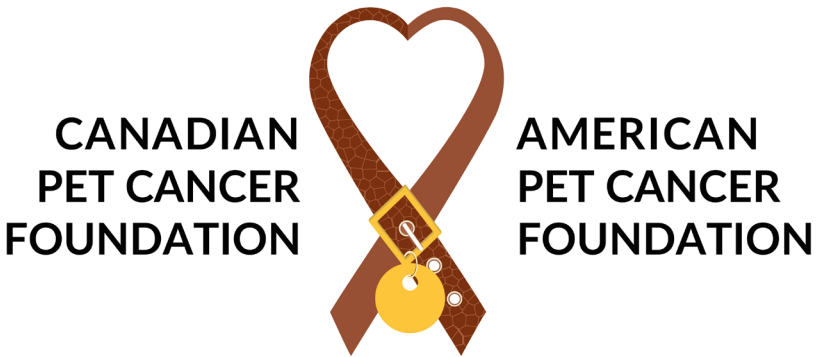
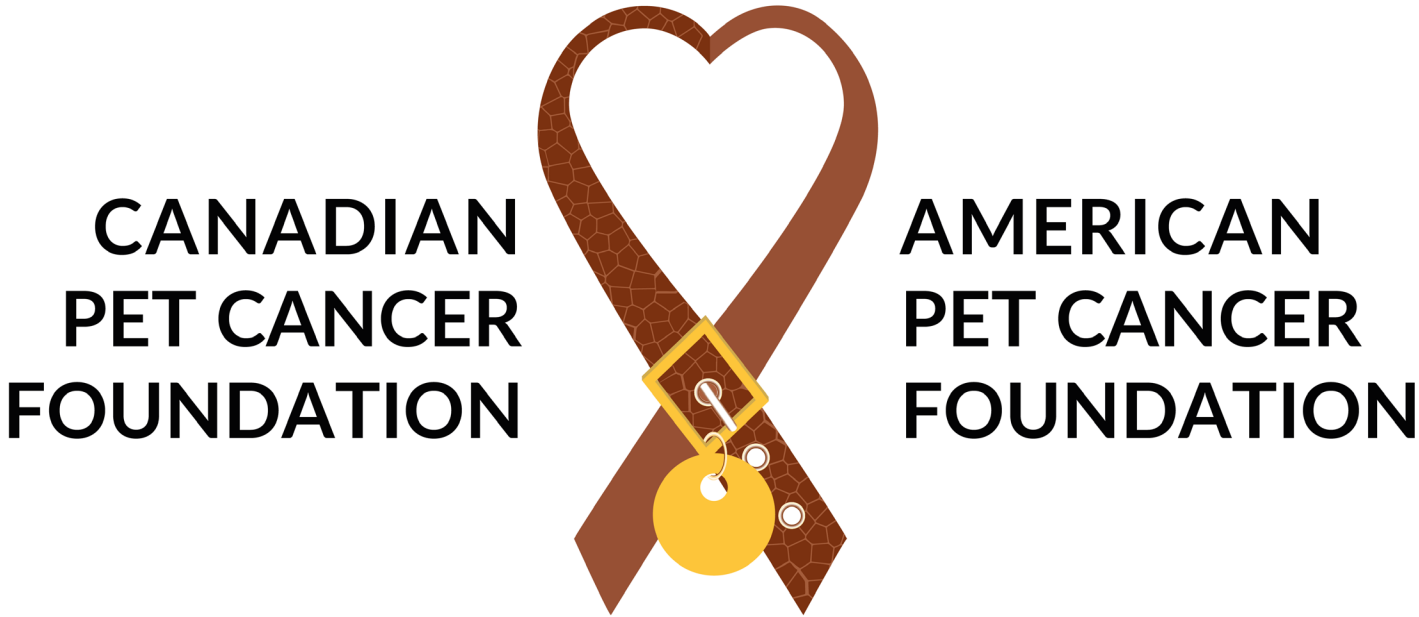
LOGO USAGE

MINIMUM SIZE LOGOTYPES

In order to maintain clarity and readability, the logos must never appear smaller than in the example.

Primary Brand Elements

MINIMUM SIZE LOGOTYPE





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## CLEARANCE

In order to maximize visibility and recognition, the logos should have a minimum amount of clearance around them.

Primary Brand Elements



# INCORRECT USAGE

No variation of any logo other than those already outlined should ever be used. The following examples provide a visual reference of some common misuses to avoid.

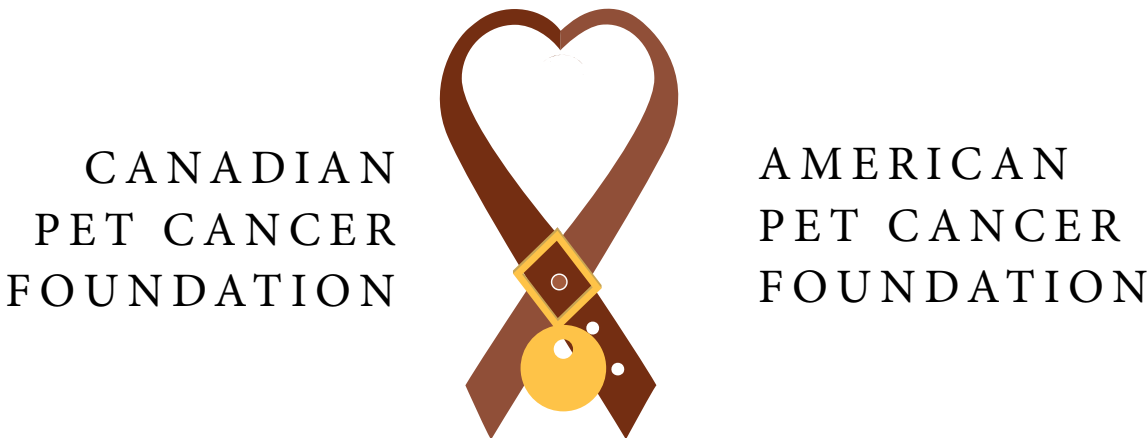
Don't use colors outside the brand color palette.



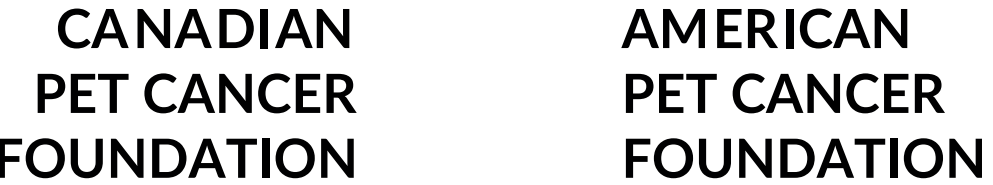
Don't warp the logo.



Don't use other typography outside of the brand.



Don't use without logomark.





# PRIMARY COLOR PALETTE

Our corporate color system reflects our brand personality. Colors play an integral role in the Pet Cancer Foundation brand as they are direct reflections of our brand personality. Beyond adding visual interest, color serves to strengthen associations to a brand both visually and emotionally.

This section outlines the colors of the Pet Cancer Foundation and provides guidelines for consistent reproduction across various media.

Pantone® 168 C	Pantone® 1575 C	Pantone® 123 C	Pantone® Black 6 C
BROWN	ORANGE	GOLD	BLACK
#7B2F03 (ACTUAL) 663300 (WEB SAFE) R 123, G 47, B 3 C 31, M 84, Y 100, K 39	#F57F26 (ACTUAL) FF6633 (WEB SAFE) R 245, G 127, B 38 C 0, M 62, Y 98, K 0	#FEC52E (ACTUAL) FFCC33 (WEB SAFE) R 254, G 197, B 46, C 0, M 23, Y 91, K 0	#000000 (ACTUAL) 010101 (WEBSAFE) R 0, G 0, B 0 C 75, M 68, Y 67, K 90



# SECONDARY COLOR PALETTE

Our corporate color system  
reflects our brand personality.

<div>Pantone® 3105</div> <div>LIGHT TEAL</div> <div># 5FC8D7 (ACTUAL) 66CCCC (WEB SAFE) R 95, G 200, B 215 C 57, M 0, Y 16, K 0</div>	<div>Pantone® 3145</div> <div>DARK TEAL</div> <div># 008999 (ACTUAL) 009999 (WEB SAFE) R 0, G 137, B 153 C 84, M 30, Y 35, K 2</div>	<div>Pantone® 185</div> <div>BRIGHT PINK</div> <div># ED1163 (ACTUAL) FF0066 (WEB SAFE) R 237, G 17, B 99 C 0, M 100, Y 41, K 0</div>	<div>Pantone® 3005</div> <div>LIGHT BLUE</div> <div># 008CCF (ACTUAL) 0099CC (WEB SAFE) R 0, G 140, B 207 C 80, M 34, Y 0, K 0</div>	<div>Pantone® 2955</div> <div>DARK BLUE</div> <div># 004177 (ACTUAL) 003366 (WEB SAFE) R 0, G 65, B 119 C 100, M 82, Y 28, K 13</div>	<div>Pantone® 470</div> <div>LIGHT BROWN</div> <div># AA5B39 (ACTUAL) N/A (WEB SAFE) R 170, G 91, B 57 C 25, M 71, Y 85, K 14</div>	<div>Pantone® 482</div> <div>CREAM</div> <div># F5E1D3 (ACTUAL) N/A (WEB SAFE) R 245, G 225, B 211 C 3, M 11, Y 14, K 0</div>
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## TYPOGRAPHY

Typography is a vital, and potentially overlooked, part of the Pet Cancer Foundation brand. It is equally valuable as color or photography in establishing a consistent brand tone and personality. The Pet Cancer Foundation uses two font families – Gelasio and Lato.

### LATO FAMILY

Use Lato regular as the primary font style for body copy and disclaimers. Use Lato Bold to highlight specific words or web addresses within copy.

### LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
iklmnopqrstuvwxyz

### LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## TYPOGRAPHY

### GELASIO FAMILY

Use Gelasio regular and bold for headlines, headings and subheads.

### 02 | Primary Brand Elements

#### GELASIO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### GELASIO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



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## BRAND DIGITAL



petcancerfdn.org



@petcancerfdn



@petcancerfdn



@petcancerfdn







**In Canada, please send correspondence to:**

**Canadian Pet Cancer Foundation  
Suite 600, 1285 Broadway Street  
Vancouver, British Columbia  
Canada V6H 3X8**

**In the United States of America, please send correspondence to:**

**American Pet Cancer Foundation  
Suite 183, 3101 N. Central Avenue  
Phoenix, Arizona  
USA 85012**

**PETCANCERFDN.ORG**





[petcanderfdn.org](http://petcanderfdn.org)