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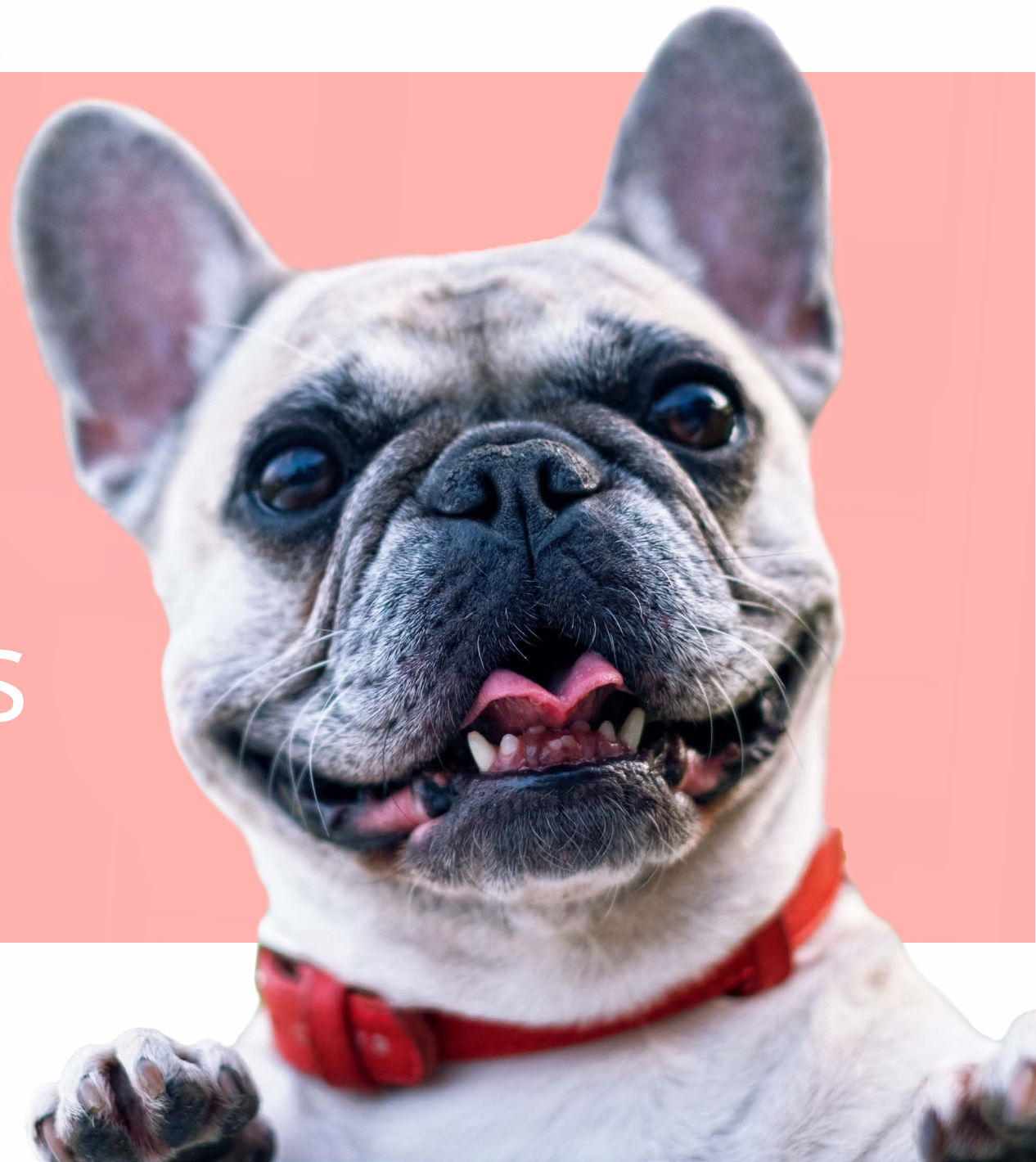
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01.

About Us



Who We Are

Pound Dog Rescue is a non-profit, volunteer run organization dedicated to rescuing, rehabilitating, and re-homing stray, abandoned and surrendered dogs in Southern Ontario pounds and low resource shelters.

Our Mission

It is our mission to adopt these dogs out to loving, secure homes so that they never again deal with the devastation of being lost, homeless, or abandoned and facing certain euthanasia due to space limitations at overwhelmed pound facilities.

Tone/Voice

When we communicate, it is always from a positive perspective with a casual tone that allows our audience to see that we are a caring and loving organization. We want to tell the dogs' stories and celebrate successes and the future happiness of these dogs and their forever homes.

Our Audience

The members of our primary target audience are defined by their charitable, “dog-loving,” and activist characteristics. The age demographic is undefined, (with the exception of children under the age of 15), as all people who are interested and able to participate in volunteering, adopting, and donating contribute to the mission of the organization. Generally, we target Waterloo region, Wellington county and Oxford county.

The secondary audience contains any individual that is not directly targeted, but willing to advance the organization’s mission (e.g. children or family members of those who have adopted a dog).

02.

Logo



Logomark

The logomark symbolizes a dog as well as a 'P' and a 'D' that represent the name of the organization. It is simple, bold, and cheerful to reflect who we are, our mission, and our tone.



Primary Logo

Our primary logo is comprised of our logomark and wordmark. The typeface used for the wordmark is Omnes, and compliments the bold, cheerful nature of the logo.

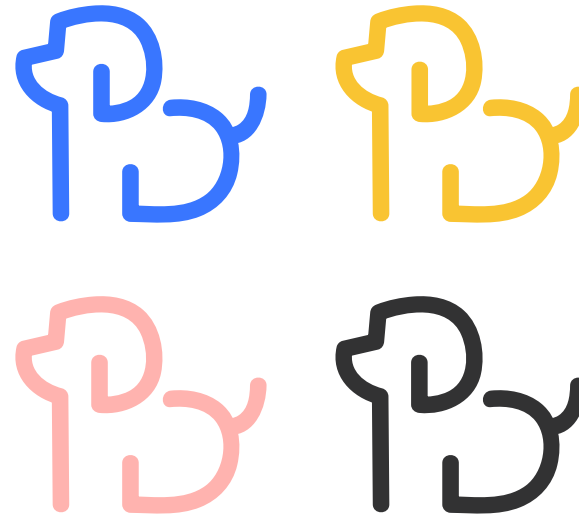
The stacked version should be used when possible in order to view all elements clearly.



Secondary Logos

Our secondary logos include just the logomark in any of our specified colours, as well as our logomark beside our workmark to be used when a horizontal orientation is most appropriate.

The logomark on its own should only be used when it is clear that other branding communicates our organization.



Minimum Sizing

Please ensure that the logos are not used any smaller than the dimensions specified here in order to maintain legibility.



60 px
1 in



30 px
0.5 in



15 px
0.25 in

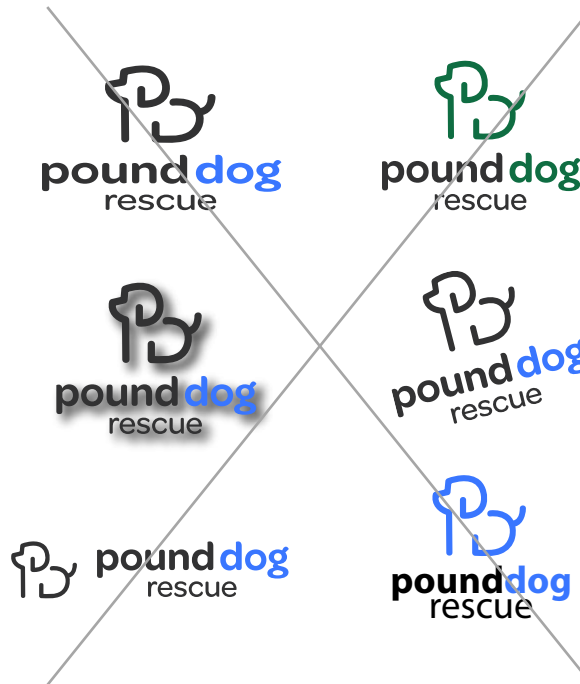
Clear Space

Please ensure that there is a clear space around the logo that is at least the height of the “pound dog” portion of the logo.



Improper Usage

Please avoid any of these mistakes as it is important to maintain brand consistency and legibility of the logo.



Please do not stretch, squish, or distort.

Please do not add effects.

Please do not place logomark beside stacked wordmark.

Please do not use unspecified colours.

Please do not rotate.

Please do not change typeface.

03.

Colours



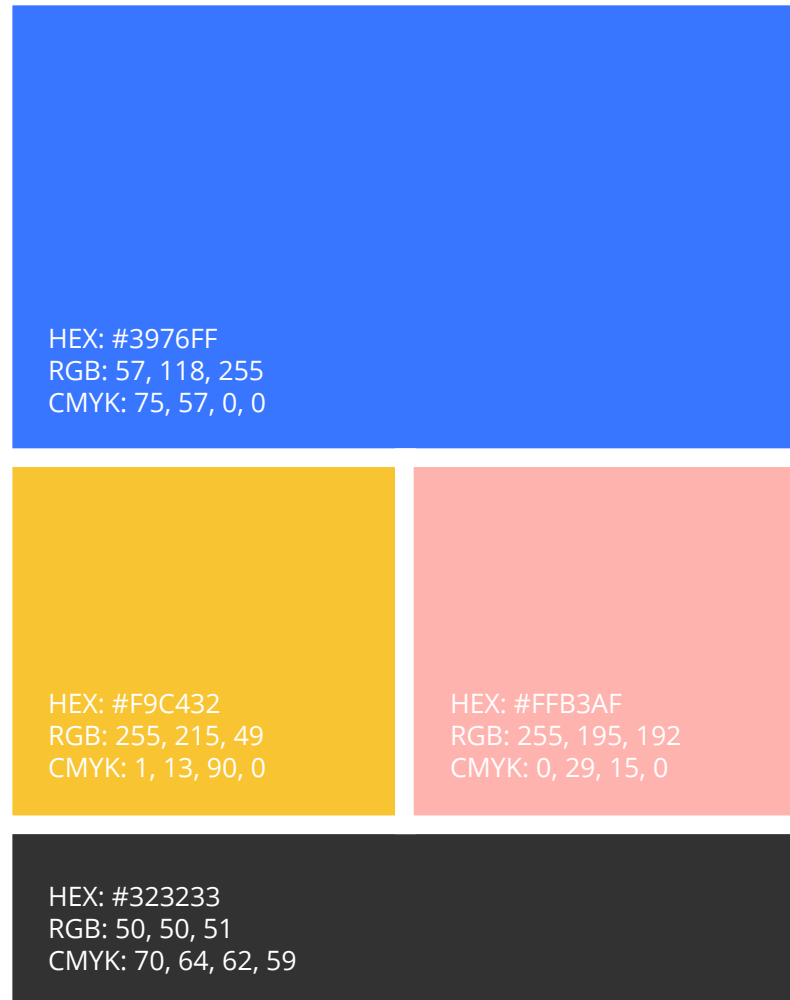
Colour Palette

Blue represents the stability and loyalty of the organization and shows our dedication to dogs.

Yellow represents positivity, optimism, fulfillment, hope and happiness, It lightens the tone of the brand.

Soft pink represents the love and warmth associated with the brand.

A deep brown-black represents strength and reliability. It's associated with resilience, dependability, security and safety.



04.

Typography



Aa

Omnes

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Usage

For main headers we use Omnes in medium weight, with capitalization.

Secondary headers are in Open Sans, in either regular or bold weight depending on the application. These headers are in uppercase letters.

For body copy we always use open sans or similar alternative for maximized legibility.

Header 1

HEADER 2

Body. Omnisitatque exerum quia sandigene nihil ent ea sum re, quo quatur andel et iniae repta dolupiet et as venitioris ea non rem cus que sum eos etus magnim renis et et, quaspel il modignat ad quidis de demolorempos nam et dunt pero vellitatur aut voluptatis eos di apis ut ex eum es quidelis et fugite lam, nossit labore est, ium eos molupta speliqui bla velia. Ullaccum, coristi aliquunt. Ibusam renis doluptatum aut aute est re, ullaut. Omnisitatque exerum quia sandigene nihil ent ea sum re.

05.

Imagery



Photography

The photography we use should reflect what our organization is all about. For this reason we use photography that shows our happy, adorable, and lovable dogs that need new homes.

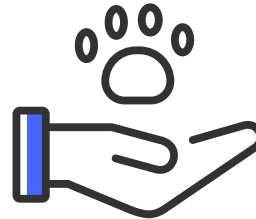
When using photography, it is important that the image is clear and high quality.

In certain branding applications, the background can be removed and the dog can be placed on a solid coloured background from our specified palette. This creates a bold and playful image that represents our brand.



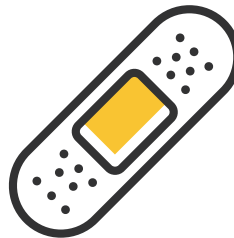
Icons

These icons can be used to help describe what we do as an organization. Any further icons should follow this style and colour palette.



Rescue

Rescue stray, abandoned & surrendered dogs in southern Ontario pounds and shelters.



Rehabilitate

Get dogs required healthcare & vaccinations, give training & socialization through foster care.

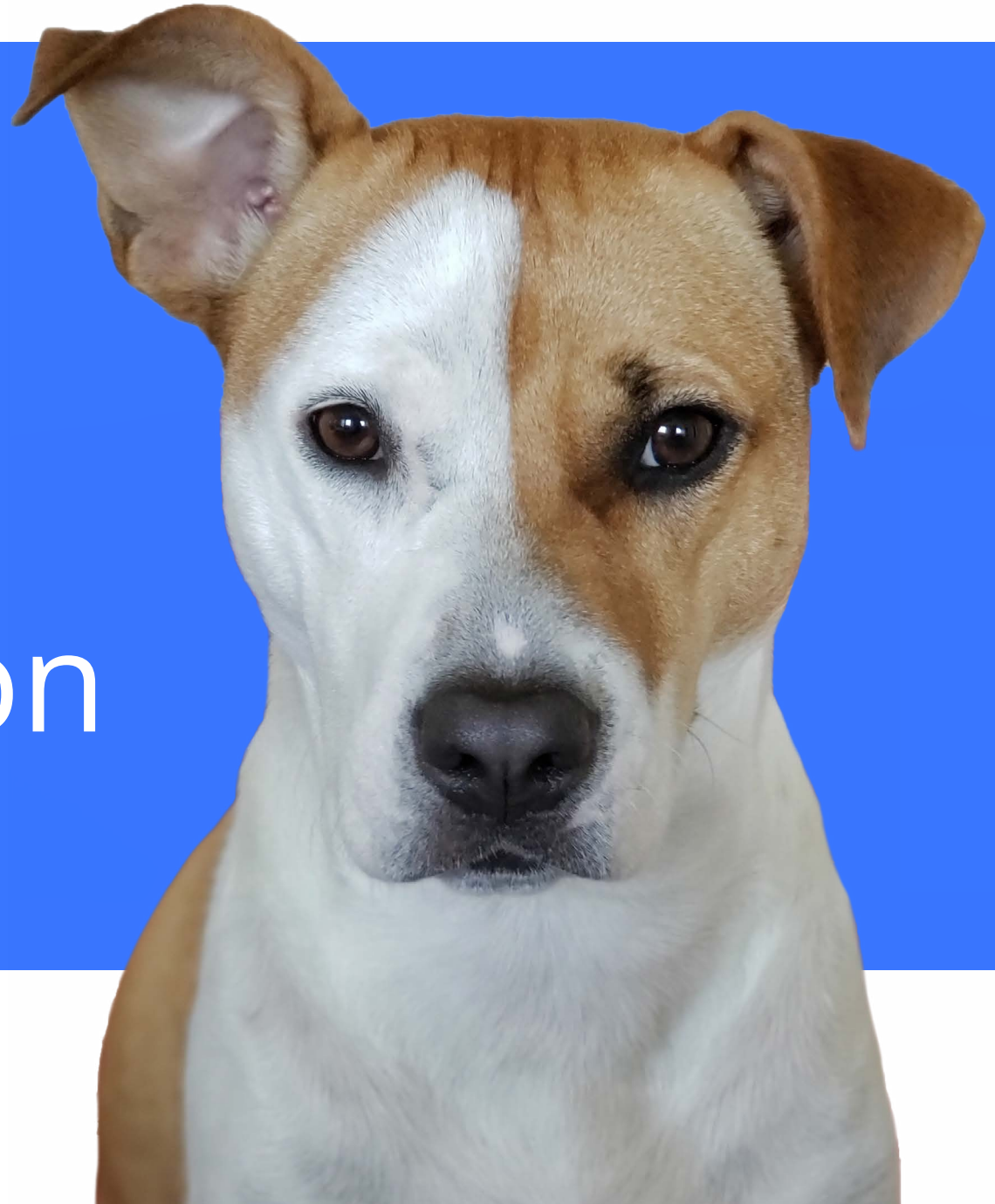


Rehome

Connect them with loving families and secure homes, freeing them from past trauma & abandonment.

06.

Application



Branding in Application

The following section demonstrates how these brand guidelines can be used to effectively communicate who we are and to achieve our mission and goals. It also demonstrates the brand consistency that should always be maintained.



