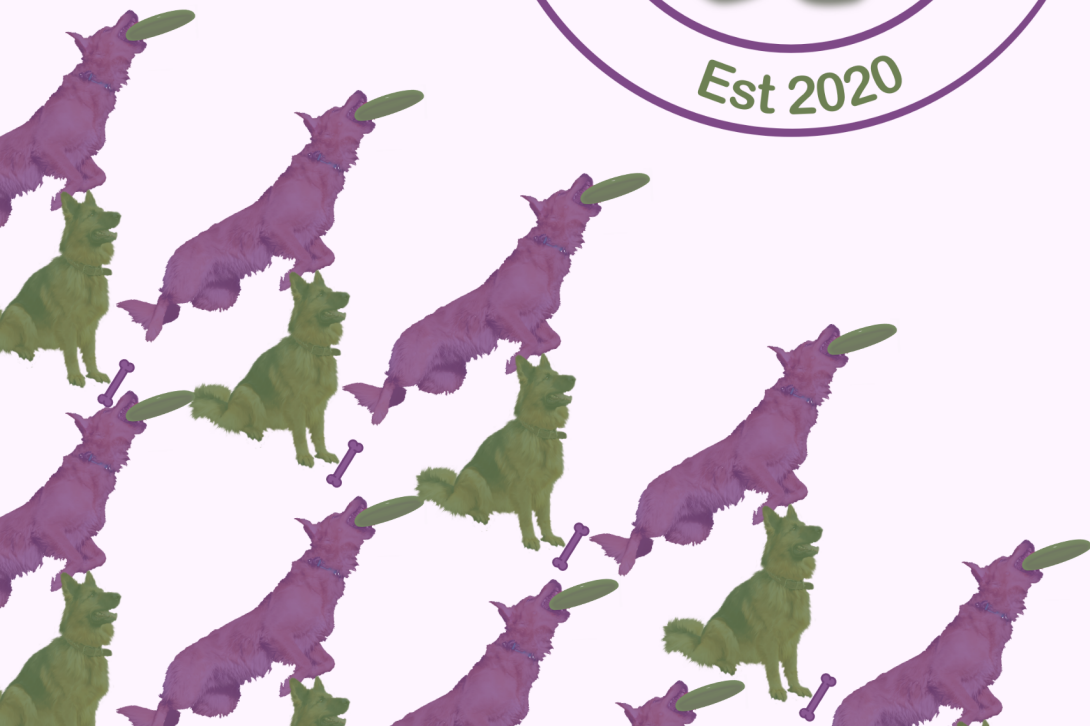


Paws for Orlando

Style Guide

"Save Orlando Doggos"



Branding

Mission Statement:

“Saving one dog will not change the world, but surely for that one dog, the world will change forever.”

Educational:

Paws for Orlando is a community that brings awareness and supports dog shelters in the Orlando Area. Our goal is to support our furry best friends by telling the community how they can help. We have created an effortless platform that lists how to donate, volunteer and foster our dogs.



Logos



Main

We designed our logo to represent a paw in a circle because our mission is to provide dogs with a safe home. Metaphorically the paw is in a safe circle

Web Min size requirement: 25px

Print Min size requirement: 20px

Usage: Promotional print media, company website.



Alternate

This alternate logo is a reorientation of the original logo with the larger paw emphasizing our company's focus, Doggos.

Web Min size requirement: 20px

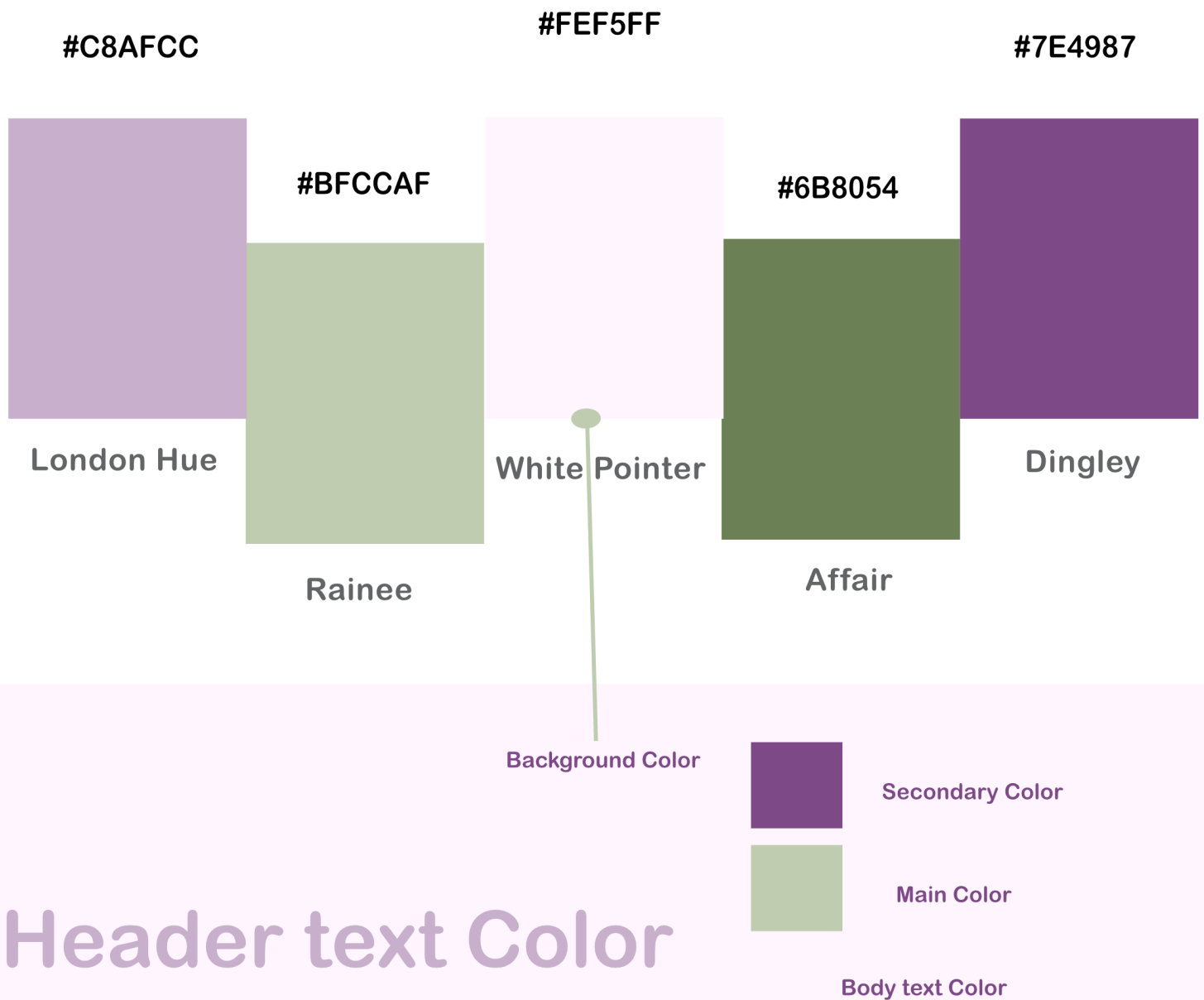
Print Min size requirement: 30px

Usage letterhead business cards and form headers.

Color Variation



Color Palette



Header text Color

Although most Animal rescue brands use warm colors like orange and red, our color palette was chosen to portray a stable and pleasing mood with these green and purple complementary colors across our media and content.

These colors together create harmony according to color theory and they complement our message to join dogs into stable families and to make our content more pleasing to the eye because they are complementary colors, and to please our audience of dog lovers and rescue enthusiasts.

Typography

Logo Font:

Ariel Rounded MT bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Font:

Barlow Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Header Min Font : 25px

Body Text min font : 16px

We chose these fonts which are similar to dog product brands such as dog food fonts on Iams and Pedigree to reach our audiences circle of trust as they interact with our media they may not recognize these similar formats but they will feel the same trusting, reliable and fond emotions they feel when they interact with their familiar brands