



**ANIMAL WELFARE SOCIETY OF SOUTH FLORIDA**

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BRAND IDENTITY

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# LOGO

The Animal Welfare Society of South Florida (AWSFL) is a not-for-profit full service, low-cost animal hospital that provides quality conventional veterinary care for pets.

Originally founded in 1972, AWSFL has become South Florida's only full service, low-cost facility. They provide everything from annual check ups to chemotherapy, surgical procedures, and geriatric care programs at an affordable cost.

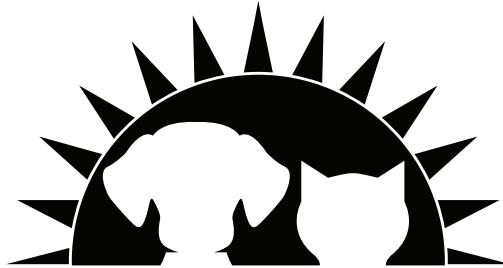


new logo

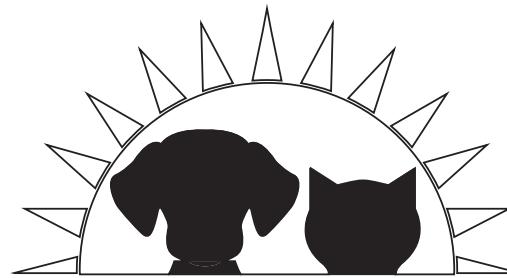


old logo

# LOGO USAGE



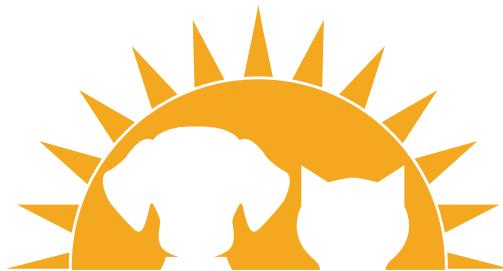
black & white



inverted



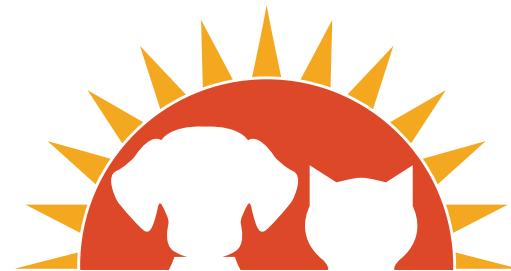
one-color: orange



one-color: yellow



social media icon



full-color

# OTHER USES



full-color with name



one-color with acronym

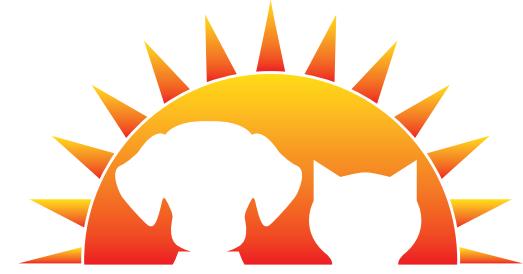
# IMPROPER LOGO USAGE



do not rotate



do not distort



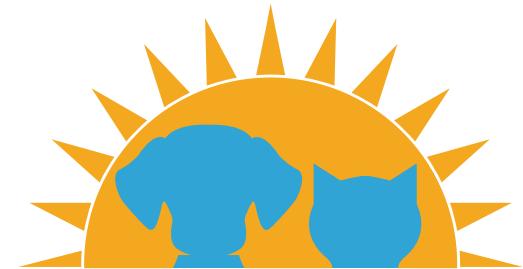
do not use gradient



do not change typeface

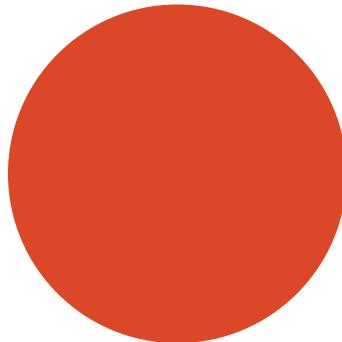


do not use acronym with full-color logo



unless the inverted BW version, logo elements MUST stay transparent

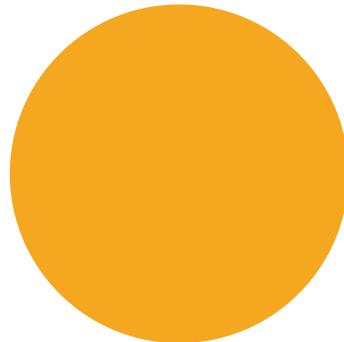
# COLOR PALETTE FOR LOGO



red-orange

R: 220    C: 8  
G: 72    M: 87  
B: 39    Y: 98  
K: 1

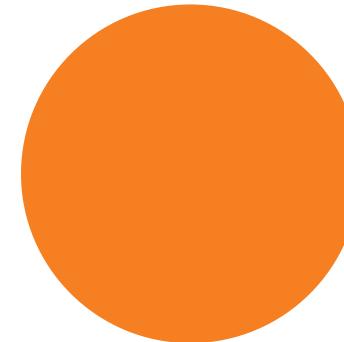
HEX: #DC4827  
PANTONE 7597 C



yellow

R: 224    C: 3  
G: 167    M: 38  
B: 31    Y: 99  
K: 0

HEX: #F4A71F  
PANTONE 2007 C

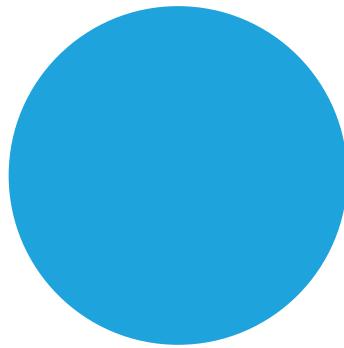


orange

R: 245    C: 0  
G: 127    M: 62  
B: 32    Y: 100  
K: 0

HEX: #F57F20  
PANTONE 716 C

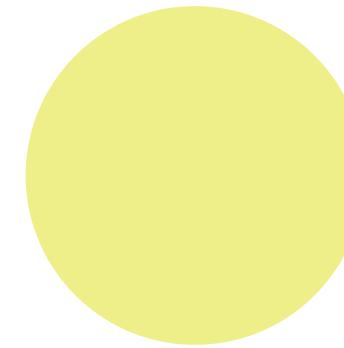
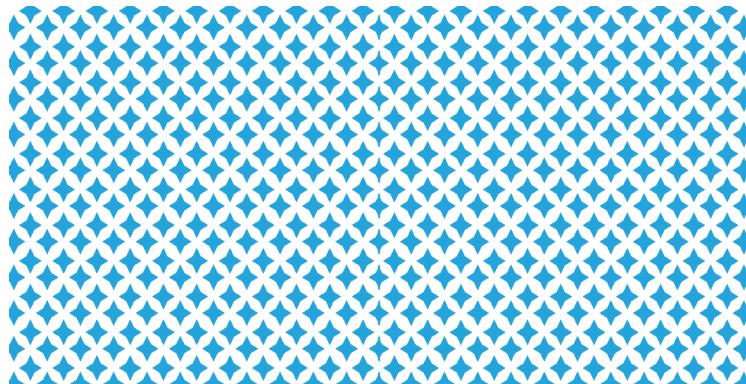
# COLOR PALETTE FOR PATTERNS



blue

R: 37      C: 72  
G: 164      M: 19  
B: 220      Y: 0  
K: 0

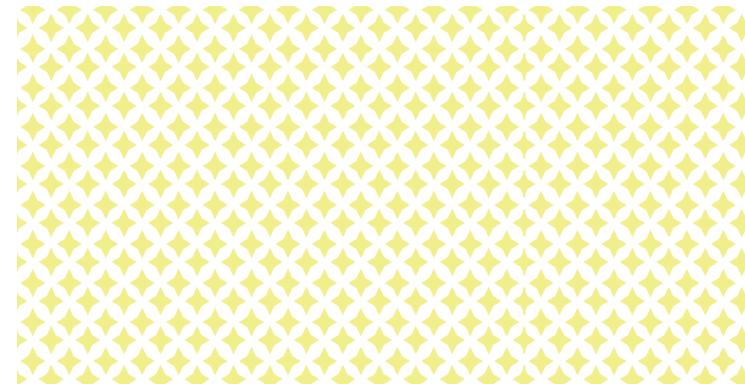
HEX: #25A4DC  
PANTONE 2171 C



green-yellow

R: 242      C: 7  
G: 238      M: 0  
B: 138      Y: 57  
K: 0

HEX: #F2EE8A  
PANTONE 930 C



\*tints, shades, and opacity may be changed on patterns

# TYPEFACE

# Avenir Next

Regular  
(for copy)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! ? . , ; @ # \$ % ^ & \* ( ) " "

MEDIUM CAPS  
(for logo)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
! ? . , ; @ # \$ % ^ & \* ( ) " "

DEMI BOLD CAPS  
(for logo)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
! ? . , ; @ # \$ % ^ & \* ( ) " "

# BUSINESS CARDS



# STATIONARY



# APPAREL



# ADDITIONAL PROMO



THE ANIMAL WELFARE  
SOCIETY OF SOUTH FLORIDA

HOME

OUR SERVICES

ABOUT OUR CLINIC

KEEP IN TOUCH

BOOK NOW



## WELCOME!

The Animal Welfare Society of South Florida is a not-for-profit 501-C-3 full service, low-cost animal hospital that provides quality conventional veterinary care for pets. For over 40 years we have helped those who cannot speak for themselves and the need for low cost veterinary care is greater now than ever.

[BOOK AN APPOINTMENT](#)



[WEBSITE](#)

# ADDITIONAL PROMO



BANDANA



TOTE BAG

# ADDITIONAL PROMO



PET TREATS



DOG BOWLS