

ASM Identity Guidelines

# ANIMAL SAVE **MOVEMENT**

BRAND BOOK

Updated December 2022

These guidelines are updated regularly, please ensure you have the latest version.

## MOVEMENT CONCEPTS

### 1. The right and duty to bear witness.

We must shine a light on the animals who are exploited and suffer in darkness. Everyone must adhere to their duty to bear witness and change the cultural norm so that looking away is socially unacceptable and coming close and trying to help is the moral imperative.

### 2. Acknowledge animal agriculture devastation.

Governments, corporations, and communities must acknowledge animal agriculture as the leading contributor to climate chaos, deforestation, mass extinction, ocean dead zones, water use, pollution, and numerous environmental tipping points. They must end the unspeakable exploitation and suffering of farmed animals, wildlife, and climate refugees.

They must communicate the urgency for change, and how a plant based food system and reforestation of the earth is a necessary part of the solution.

### 3. Food system change now.

Individuals, governments, corporations and other institutions must end animal agriculture and fishing by 2030 and transition to a just, vegan food system and reforest the Earth.

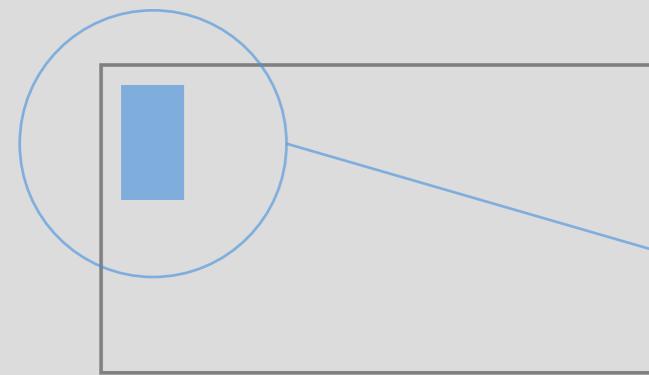
# MOVEMENT PRINCIPLES

- 1. We are all equal.** We want to create a world where all animals have equal moral consideration and are considered “**persons**” not “**property**”.
- 2. We demonstrate the positive impacts of a vegan lifestyle** on animals, the environment and health issues.
- 3. We motivate people to become activists and organizers** as everyone has a duty to bear witness to animal exploitation, climate impact and social injustice. We need to meet the animals at the slaughterhouses, auctions and animal farms and try to help them.
- 4. We are a non-violent grassroots movement.** We use a love-based community organizing approach in our outreach communications. We are non-judgemental and avoid blaming. We believe that using non-violent strategies and tactics is the right and most effective way to bring about change.
- 5. We recognize the importance of using a "momentum-driven organizing", inspired by Extinction Rebellion, to achieve food system change to end animal agriculture and fishing.** We need to mobilise at least 3.5% of the population in mass protests.
- 6. We believe in mass training where we can all learn,** plan and act in order to take our movement to a higher level of organizing and achieve our objectives more quickly. We encourage mass training in nonviolent direct action, nonviolent communication, campaign planning, momentum organizing and self-care. We are organizing meetups and trainings for all volunteers and organizers to become more focused and effective activists for the animals, the planet and health.
- 7. Our movement is anti-speciesist.** We are against all forms of discrimination based on arbitrary characteristics such as species, race, gender, etc.
- 8. We welcome everyone in the movement.** We want to create a safe environment. We want activists to pay attention to self-care and to take care of each other.
- 9. We invite everyone to participate** and encourage leadership in everyone. Our movement is democratic with a horizontal structure. We have a set of global principles which guide local autonomous chapters.
- 10. Anyone who follows these core principles and values** can form an Animal Save, Climate Save or Health Save Movement chapter.

# ABOUT FONTS!



These guidelines are updated regularly, please ensure you have the latest version.



On the top left of each slide you will find some codes. These codes are references for existing files on the “Branding Resources Main Folder”



## For files references



T is for templates.  
They are all made in  
Adobe Photoshop  
(psdt).



A png is like a jpg image  
but with transparency.  
Use for logos on screen.  
(not for print)



There's a main set  
of identity logos  
in illustrator  
(Size fully editable)

## ABOUT .PSDT FILES

A psdt file is a psd template. It works as any photoshop file, but when you double click to open it, a new fully editable psd file based on the template launches ensuring you never overwrite the original file.



Open the  
psdt file



It creates a new .psd  
file called: Untitled-1



Edit it



Save it with a  
new name

## COLOR CODES & PPI



Is for screens and  
works in 72 ppi



Is for print and works  
with 300 ppi

If you find one or more icons,  
it means that they are available  
in different file formats.

T

png

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# MAIN LOGOTYPES

CLIMATE SAVE  
MOVEMENT

HEALTH SAVE  
MOVEMENT

ANIMAL SAVE  
MOVEMENT

CLIMATE SAVE  
MOVEMENT

HEALTH SAVE  
MOVEMENT

ANIMAL SAVE  
MOVEMENT

Identity Logos for each branch

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## Logotype Dynamic: 3 styles regarding format

## Brand Identity Guidelines



“Three lines logo”

“Two lines logo (Main)”

“One line logo”

# GLOBAL BRANCH BADGES

Specially for social media profile pictures



This badges works as isologotypes to complement the branding concepts with iconic images. It doesn't replace the logotypes but are more useful in certain cases.

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# LOGOTYPE & BACKGROUNDS

**ANIMAL SAVE**  
MOVEMENT

**HEALTH SAVE**  
MOVEMENT

**CLIMATE SAVE**  
MOVEMENT

**ANIMAL SAVE**  
MOVEMENT

**HEALTH SAVE**  
MOVEMENT

**CLIMATE SAVE**  
MOVEMENT

**ANIMAL SAVE**  
MOVEMENT

**HEALTH SAVE**  
MOVEMENT

**CLIMATE SAVE**  
MOVEMENT

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# MONOCHROME

On different backgrounds

ANIMAL  
**SAVE**  
MOVEMENT

HEALTH  
**SAVE**  
MOVEMENT

CLIMATE  
**SAVE**  
MOVEMENT

ANIMAL  
**SAVE**  
MOVEMENT

HEALTH  
**SAVE**  
MOVEMENT

CLIMATE  
**SAVE**  
MOVEMENT

CLIMATE  
**SAVE**  
MOVEMENT

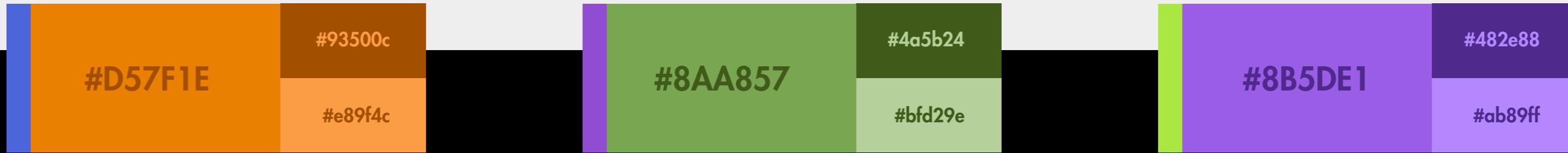
HEALTH  
**SAVE**  
MOVEMENT

ANIMAL  
**SAVE**  
MOVEMENT

! IMPORTANT

Use the color codes instead  
of taking a samples from the  
document for security.

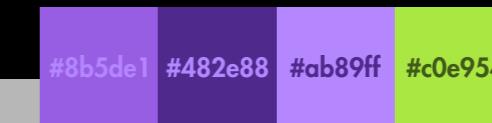
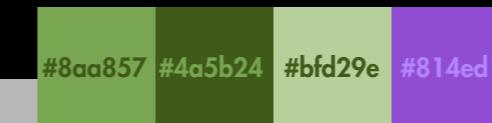
# COLOR HARMONY SYSTEM



#5565d9  
Complementary Color

#814ed1  
Complementary Color

#c0e954  
Complementary Color



R 213   R 147   R 232   R 85  
G 127   G 80   G 159   G 101  
B 30   B 12   B 76   B 217

C 3%   C 25%   C 0%   C 75%  
M 60%   M 75%   M 44%   M 64%  
Y 100%   Y 100%   Y 81%   Y 0%  
K 0%   K 17%   K 0%   K 0%

R 138   R 74   R 191   R 129  
G 168   G 91   G 210   G 78  
B 87   B 36   B 158   B 209

C 57%   C 72%   C 30%   C 58%  
M 15%   M 42%   M 4%   M 76%  
Y 90%   Y 100%   Y 48%   Y 0%  
K 1%   K 36%   K 0%   K 0%

R 139   R 72   R 171   R 192  
G 93   G 46   G 137   G 233  
B 225   B 136   B 255   B 84

C 55%   C 87%   C 87%   C 35%  
M 79%   M 100%   M 100%   M 0%  
Y 0%   Y 4%   Y 4%   Y 93%  
K 0%   K 0%   K 0%   K 0%

PANTONE 1505 C



PANTONE 368 C



PANTONE 2665 C



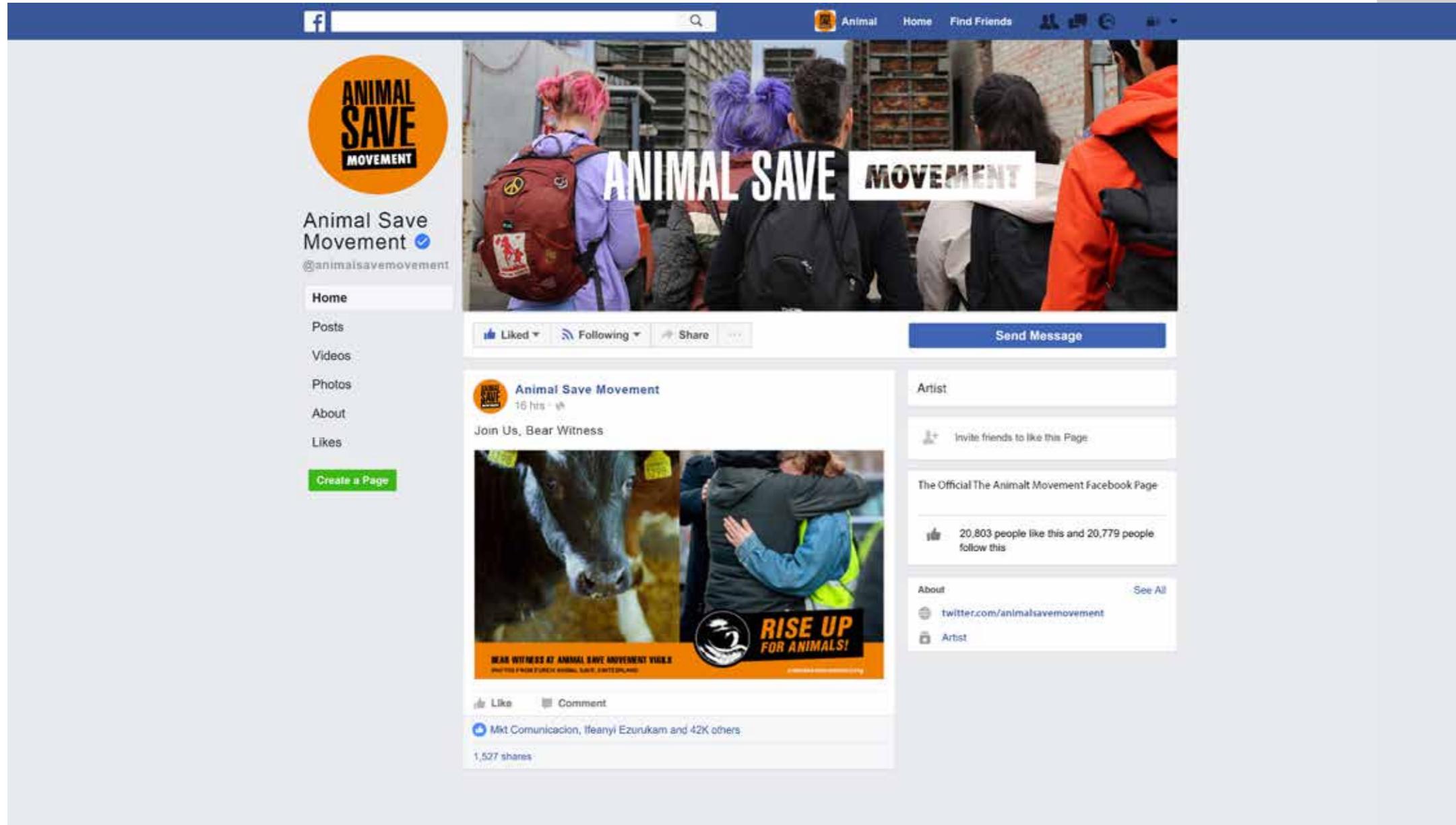
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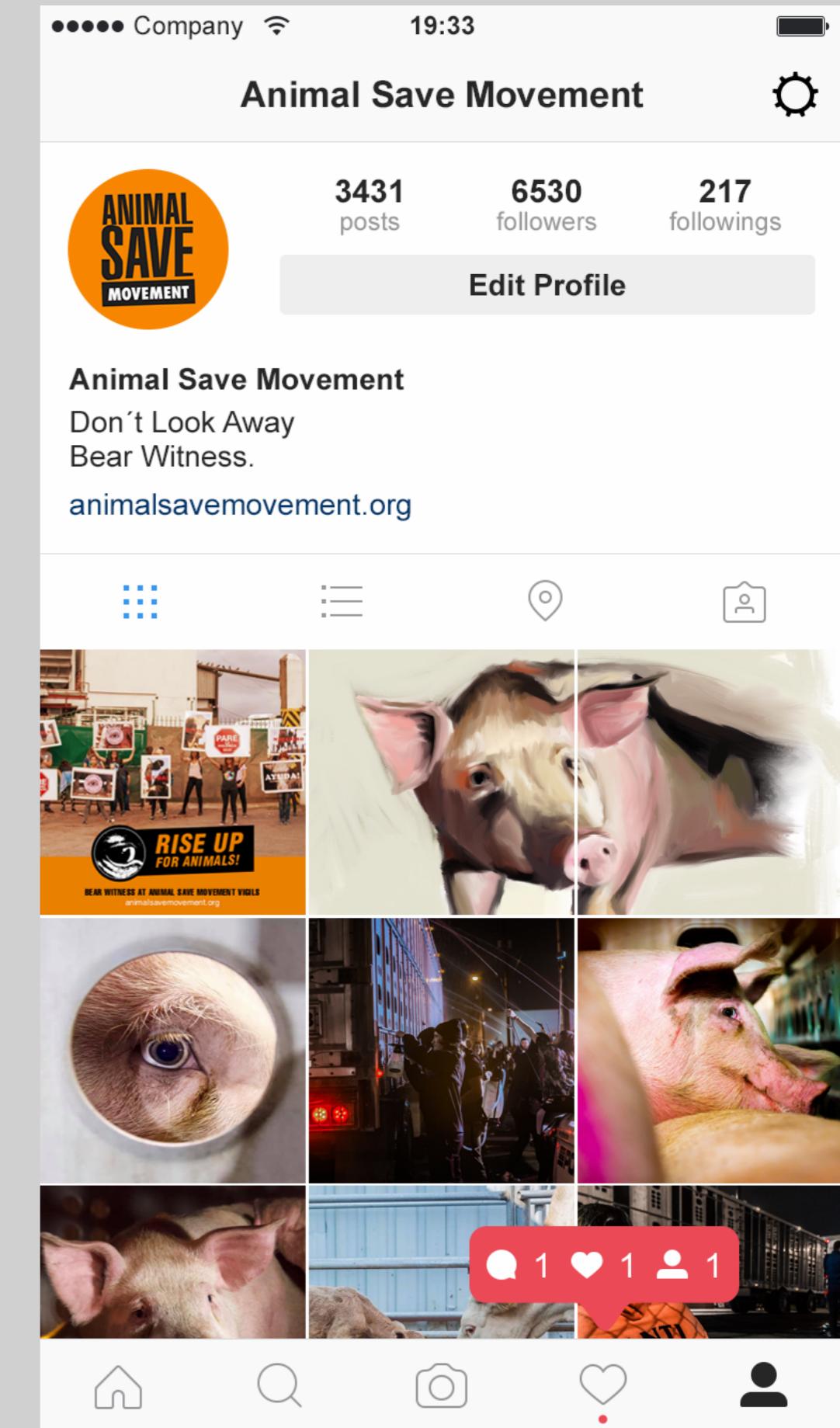
# BRANDS ON SOCIAL MEDIA

Institutional social media brand uses



You'll find the png files for logo and cover templates in the main folder.

Use logos with an orange background for general social media branding.  
Use horizontal logo on cover. Respective colors and logos for all the SAVE branches.



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# EVENT COVER

Example of an event cover application.

The screenshot shows a Facebook event page. At the top, there's a navigation bar with 'f' icon, 'Buscar' (Search), a search bar, and links for 'Inicio' (Home), 'Crear' (Create), and social sharing. Below the bar, the main content area has tabs for 'Evento' (Event) and 'Estadísticas' (Statistics). The 'Evento' tab is selected, showing a large image of two cows with the title 'EVENT COVER TITLE' overlaid. To the left, a sidebar lists 'Eventos' (Events), 'Calendario' (Calendar), and a specific event titled 'Vigilia de Vacas y Corderos | Cows & Sheep Slaughterhouse Vigil'. The main content area displays the event details: 'AGO 1 Vigilia de Vacas y Corderos | Cows & Sheep Slaughterhouse Vigil' (Public · Organized by Animal Save Id Test). It includes a 'Me interesa' (Interested) button, a 'Asistiré' (Attending) button, a date range ('1 de ago., 00:00 – 2 de ago., 03:00 UTC+02'), a location ('Sabadell slaughterhouse'), and buttons for 'Información' (Information) and 'Conversación' (Conversation). The 'Estadísticas' tab shows zero attendees and zero responses. The 'Promociones' (Promotions) section includes a megaphone icon and a 'Promocionar evento' (Promote event) button. The bottom features a text input field 'Escribe algo...' (Write something...).

You'll find a psdt template  
to create event covers in  
the main folder.

This screenshot shows the same Facebook event page after applying a template. The event cover now features a horizontal title 'EVENT COVER TITLE' over a background image of cows. Below the title, the subtitle 'Event cover subtitles and details' is visible. The event details remain the same: 'ago 1 Vigilia de Vacas y Corderos | Cows & Sheep Slaughterhouse Vigil' (Public · de Animal Save Id Test). The 'Me interesa' and 'Asistiré' buttons are present, along with the date and location information. The 'Información' and 'Conversación' tabs are at the bottom, and a small logo for 'Sabadell slaughterhouse' is shown next to the text 'Escribe algo...' (Write something...).

Local groups application on social media. Use cover template with horizontal title.

You'll find the fonts in  
the first item of the  
drive branding folder

# FONT SYSTEM FAMILIES

## Helvetica Lt Std

For main logo, titles and headlines.

## ITC Garamond Std

For text, secondary titles and long phrases.

## Futura Std

For complementary usage, hashtags, web use and extra data.

Main Claim / HASHTAG

#SWITCHTOPLANTBASED  
ANIMALSAVEMOVEMENT.ORG

#SWITCHTOPLANTBASED  
HEALTHSAVEMOVEMENT.ORG

#SWITCHTOPLANTBASED  
CLIMATESAVEMOVEMENT.ORG

animalsavemovement.org

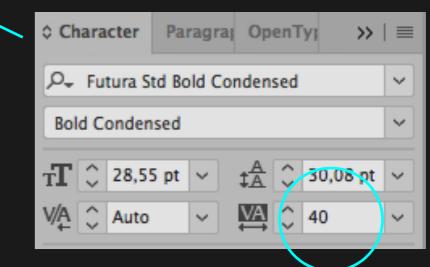
climatesavemovement.org

healthsavemovement.org

Futura STD Heavy For Small Caps

Futura Std Medium  
Bigcaps  
260 tracking

Futura Std Bold  
Condensed



Tracking on 40  
for both uses

# EXAMPLE



Preferably, try to center the title on the artboard on a single line

# THE TEXT BLOCK

Helvetica Lt Std Compressed (big caps)

**THIS IS AN  
EXAMPLE OF  
A PHRASE**

Make the lines wide  
match reducing font size

Try to balance  
space between  
lines

Highlight  
important words  
with brand color

The text block is a very important design element which we use very often on designs including carousels, posts, placards, etc.

Check the post & social media guide for more advice on creating art.  
(coming soon)

T

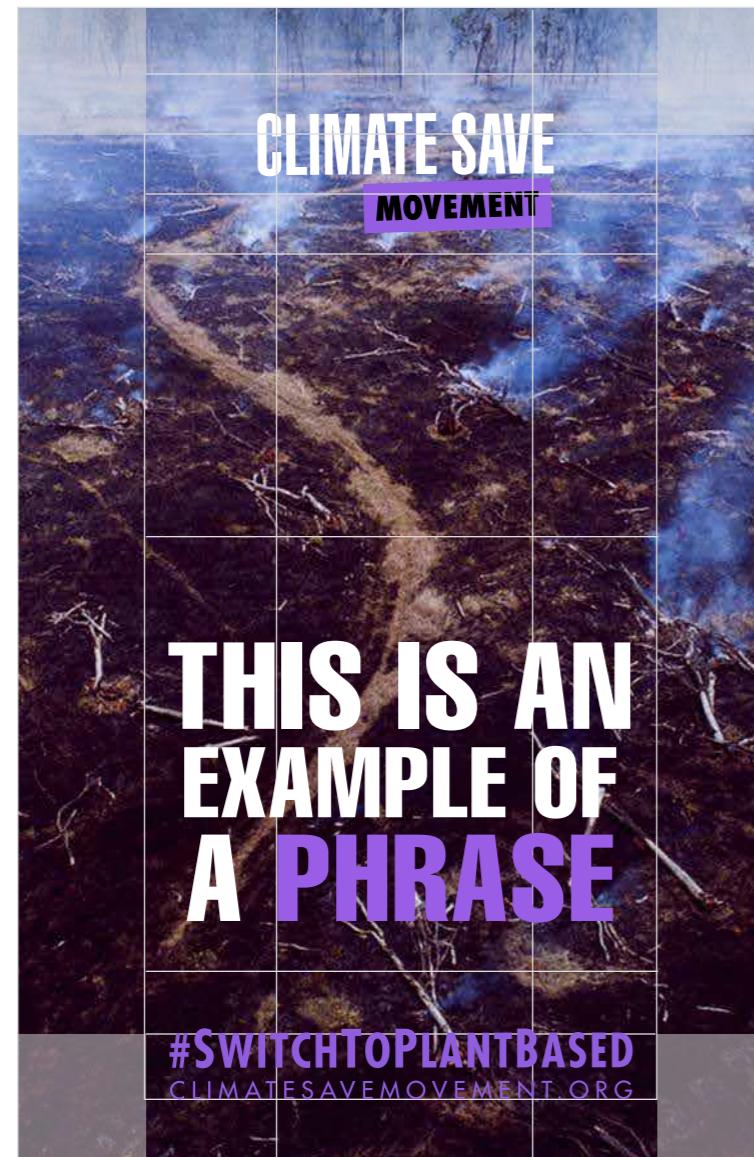
png

Ai

LOGO  
AREA

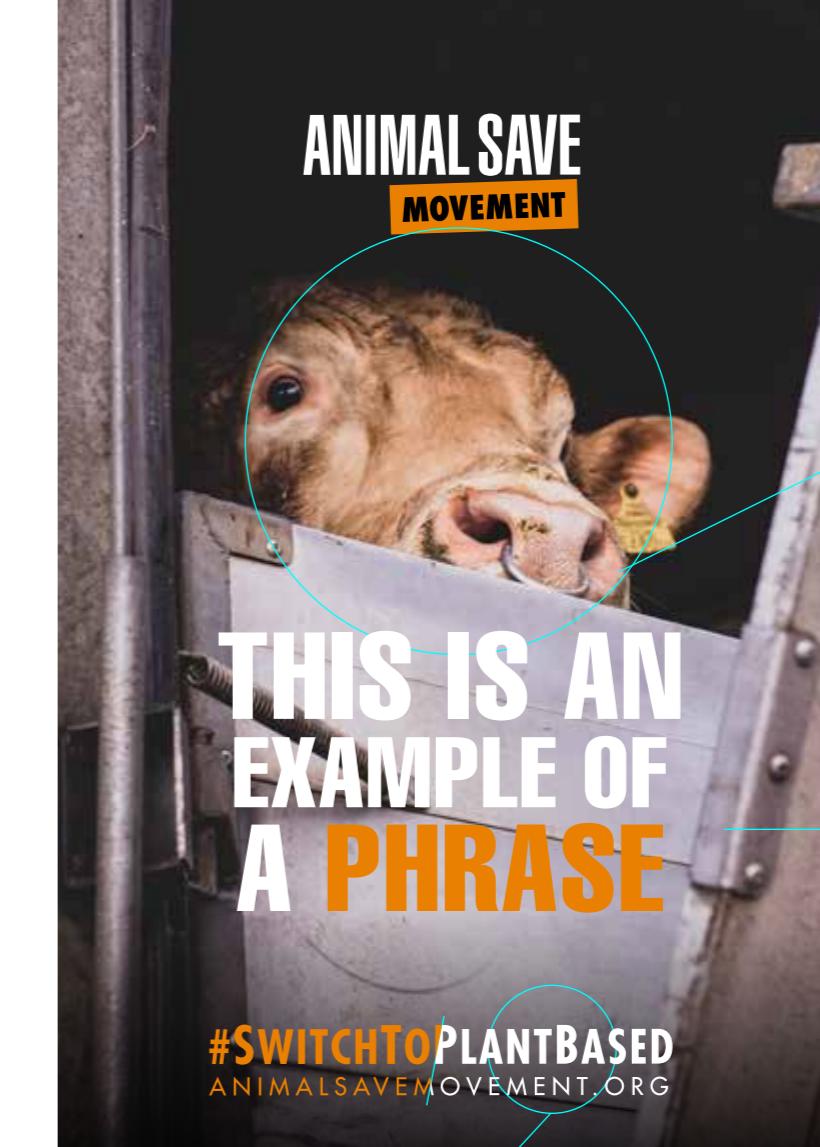
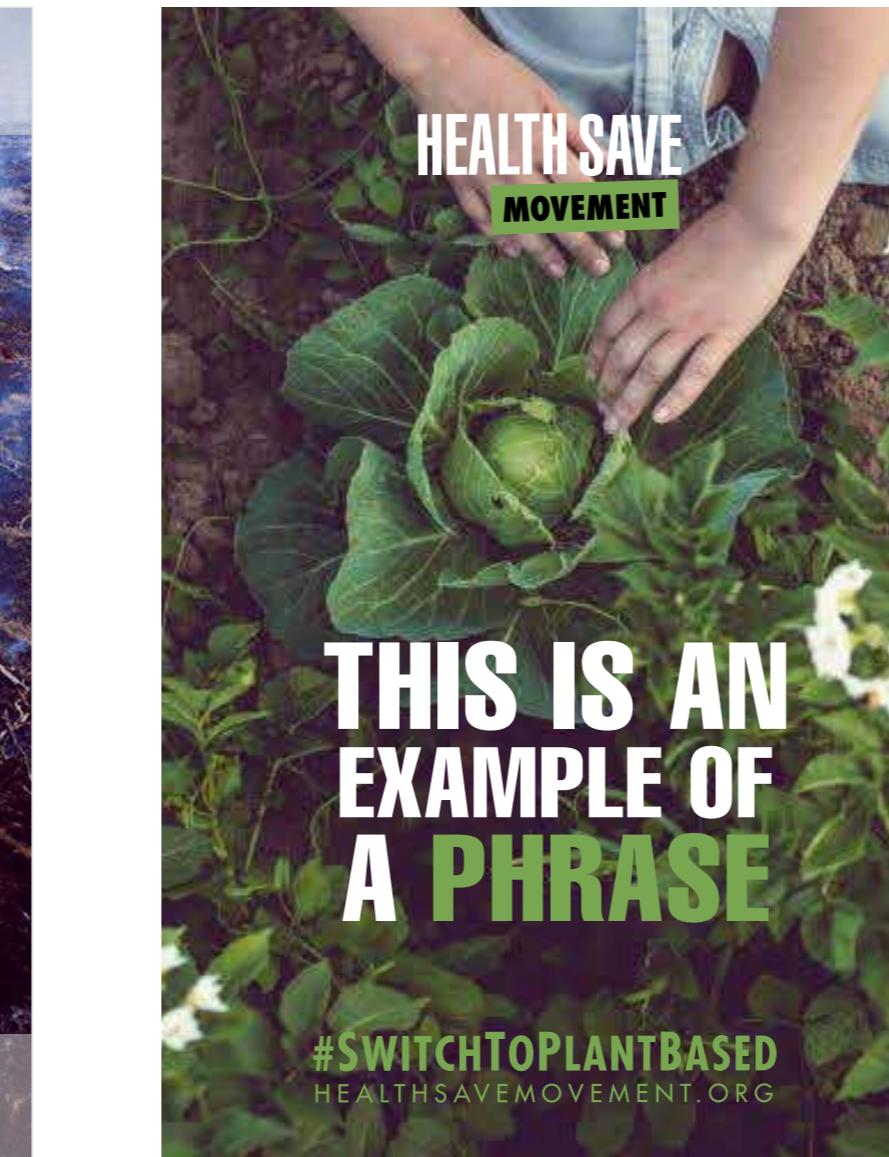
PHRASE  
AREA

CLAIM  
&  
WEB  
AREA



Layouts with photo (campaigns, posters and placards)

# AYOUTS



1/6 wide perimeter module for margins

! BACKGROUND SIZE  
For print we use 300dpi.  
Make sure the image  
is big enough.

Phrases should  
never cover  
animal faces

Helvetica Lt Std  
Compressed (big  
caps)

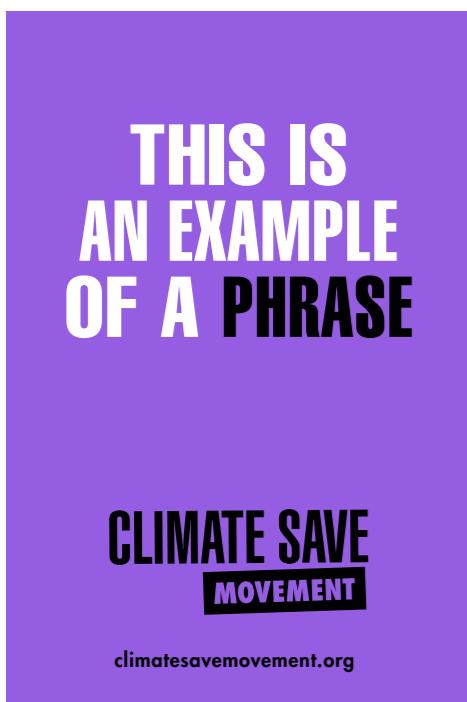
Ways to use the identity and fonts on photographic backgrounds.  
White logotype with color tags.  
White typography HELVETICA STD COMPRESSED

Always use the brand color.  
If contrast does not work,  
use on white.

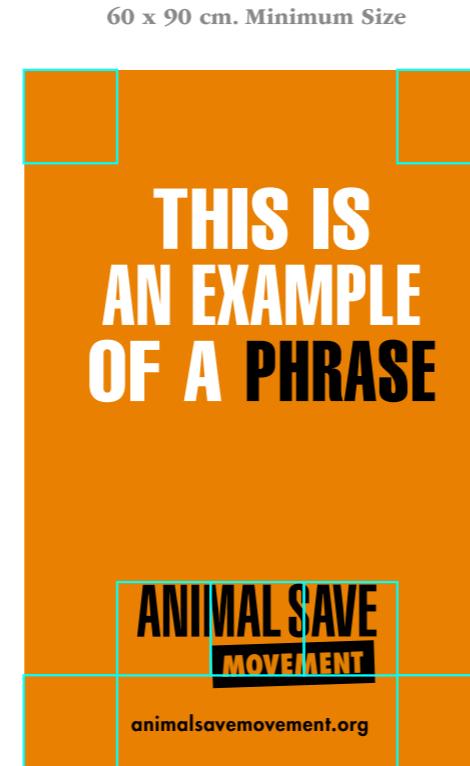
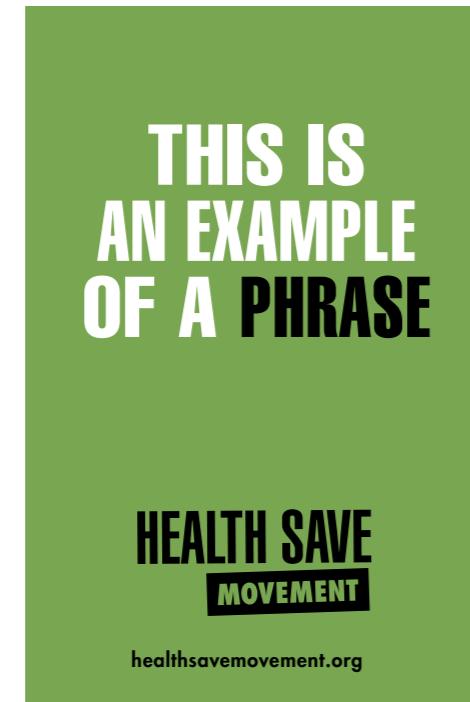
# PLACARDS AND BANNERS

For vigils and protests

Helvetica Compressed for bold statements on placards.

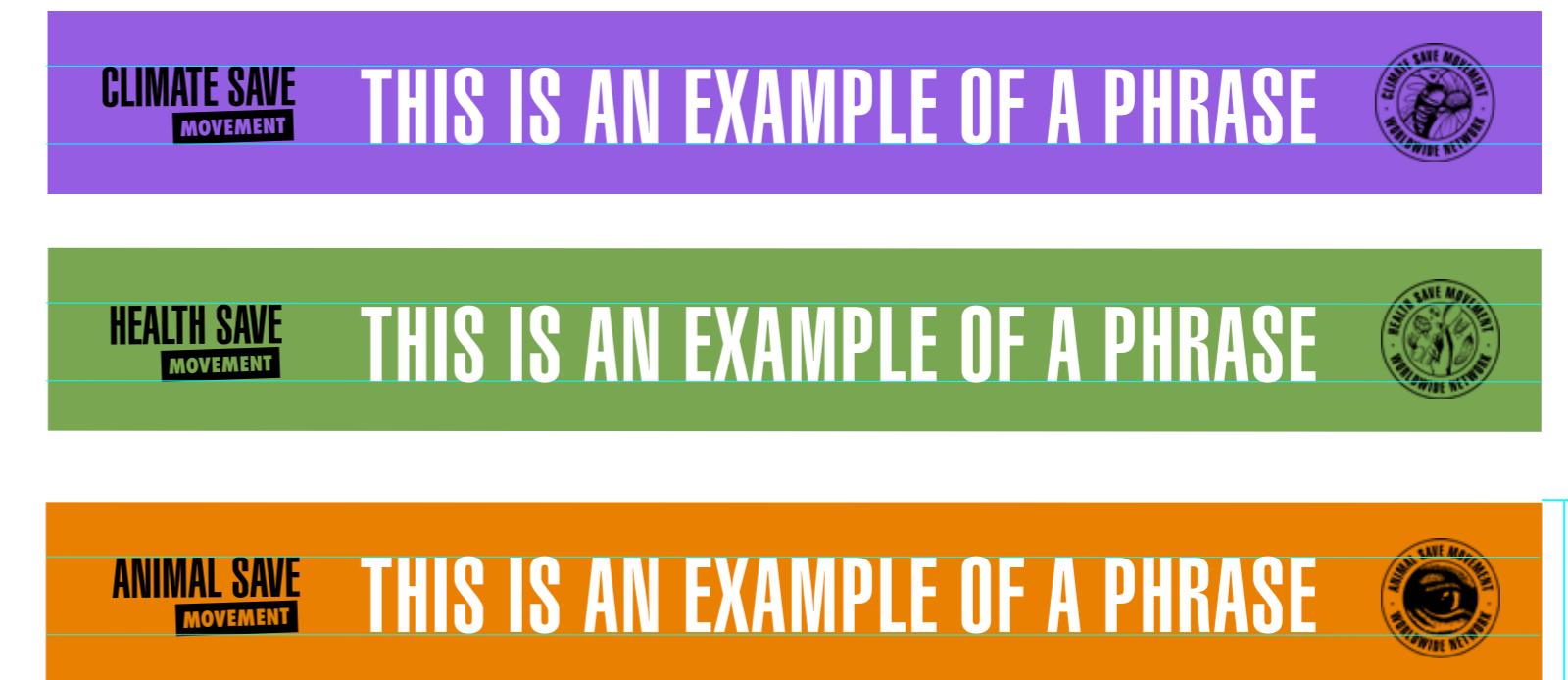


Try to unify font size and amount of lines. At least 4.



+ - 3/5 wide logo size

STATEMENT AREA  
LOGO AT BOTTOM



Helvetica Ultra Compressed for long statements on flags.

90 cm.  
Minimum Banner Height

There's a full guide for creating designs oriented to social media platforms,  
especially for Instagram posts and carousels.

# CHECK THE POST & SOCIAL MEDIA DESIGN GUIDE

AT THE SOCIAL MEDIA SECTION

In the main Drive Branding folder.

A photograph showing the back of two individuals wearing dark green t-shirts. They are both wearing hairnets and aprons, suggesting they are working in a food preparation or service environment. The person on the left's shirt has white text that reads "HAZTE VEGANO Y MEJORA TU SALUD". The person on the right's shirt has white text that reads "HEALTHY VEGAN FOOD FOR EVERYONE". Both shirts also feature small green text at the bottom that reads "#FOODSYSTEMCHANGENOW" and "HEALTHSAVEMOVEMENT.ORG".

# CHAPTERS BRANDING

HEALTHY  
VEGAN FOOD  
FOR EVERYONE

T

You'll find a psdt file with all  
the options to edit specific  
logos in the main folder.

png

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# NEW CHAPTERS LOGOTYPES



Works for city and  
country chapters.  
Check the examples.



Specially for social media posts, flyers, chapter merch

CITIES

MONTEVIDEO  
**CLIMATE SAVE**  
MOVEMENT

ANKARA  
**HEALTH SAVE**  
MOVEMENT

MONTERREY  
**ANIMAL SAVE**  
MOVEMENT

EXAMPLES

COUNTRIES

CZECH REPUBLIC  
**CLIMATE SAVE**  
MOVEMENT

ARGENTINA  
**HEALTH SAVE**  
MOVEMENT

GREECE  
**ANIMAL SAVE**  
MOVEMENT

# USAGE EXAMPLES

CAROUSEL SLIDE



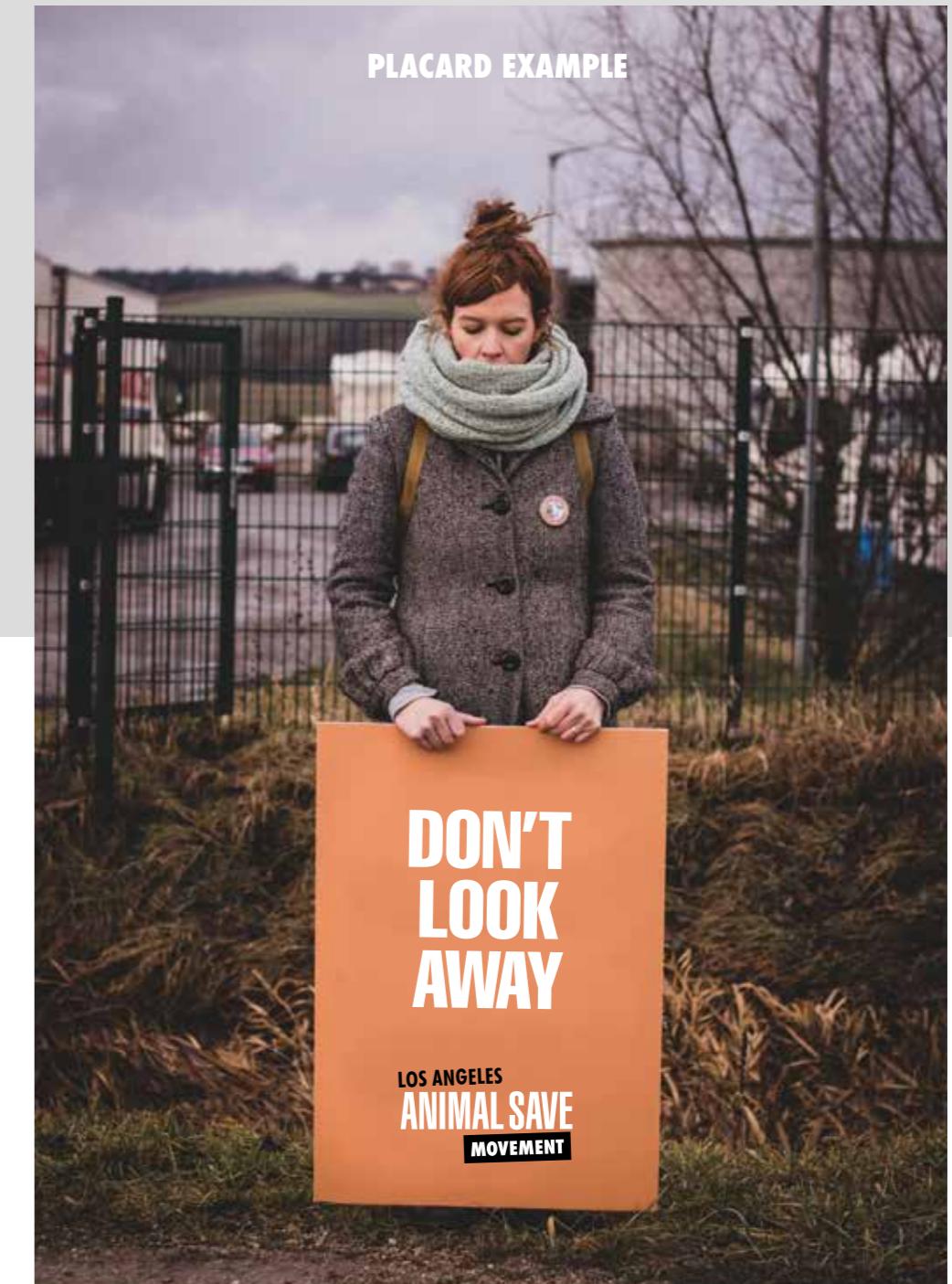
CAROUSEL FINAL SLIDE



IG POSTS



PLACARD EXAMPLE



MERCH



T

You'll find a psdt file with all  
the options to edit specific  
logos in the main folder.

png

Ai



3 FILES

Check for a short, regular or  
long name logo template.  
Adjust letterspace to balance  
the space.

# CHAPTERS BADGES

Specially for social media profile pictures



This badges works as isologotypes to complement the  
branding concepts with iconic images. It doesn't replace  
the logotypes but are more useful in certain cases.



City Name  
Animal Save ✓  
@citynameanimalsave

Home

Posts

Videos

Photos

About

Likes

Create a Page



Like

Liked

Following

Following

Share

Share

Send Message



Animal Save Movement

16 hrs ·

Join Us, Bear Witness



Like

Like

Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Artist

Invite friends to like this Page

The Official The Animalt Movement Facebook Page

20,803 people like this and 20,779 people follow this

About

See All

twitter.com/animalsavemovement

Artist

You'll find an editable psdt file to set specific vigil groups fb covers in the main folder.

A photograph of a young man with reddish-brown hair, wearing a black leather jacket, looking upwards and to his right. He is positioned in front of a large red truck with white lettering and a white trailer. In the background, a person is spray-painting a wall with a blue sign that partially reads "DRIFTING".

VIGILS BRANDING

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You'll find a psdt file with all  
the options to edit specific  
vigil logos in the main folder.

png

Ai

# VIGIL LOGOTYPES

CHAPTER NAME  
**PIG SAVE**

CHAPTER NAME  
**COW SAVE**

CHAPTER NAME  
**CHICKEN SAVE**

This guide is oriented to help organizers and designers too.  
So if you are not familiar with design programs, just ask to our team for logos

T

You'll find a psdt file with all  
the options to edit specific  
vigil logos in the main folder.

png

Ai

!

3 FILES

Check for a short, regular or  
long name logo template.  
Adjust letterspace to balance  
the space.

# VIGIL BADGES



This guide is oriented to help organizers and designers too.  
So if you are not familiar with design programs, just ask to our team for logos

T

You'll find a psdt file with all  
the options to edit specific  
vigil logos in the main folder.

png

Ai

!

3 FILES

Check for short, regular or long name logo template.  
Adjust letterspace to balance the space.

## MORE VIGIL BADGES



If you need a specific species in your  
logo, contact the graphics team on Slack.

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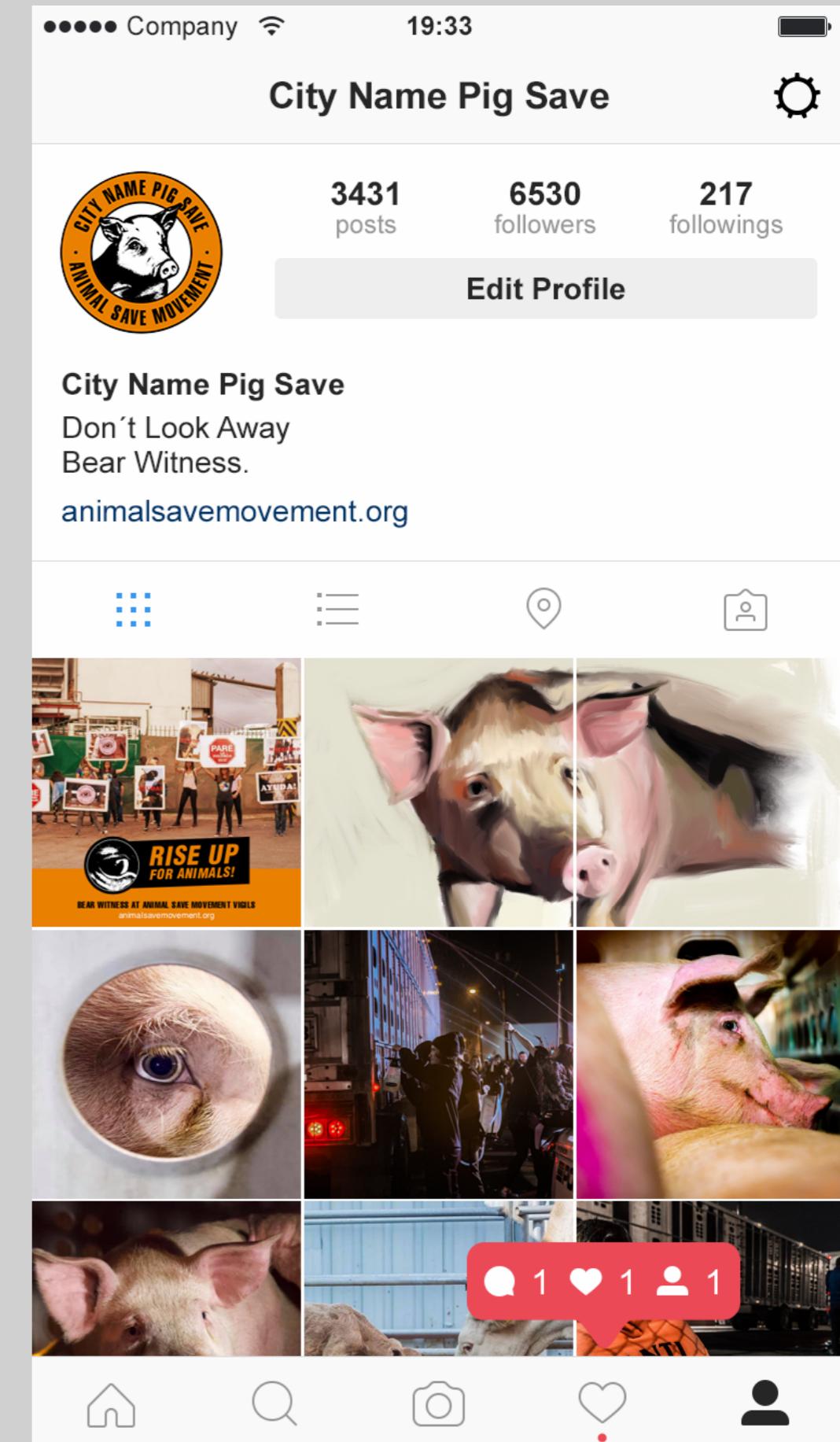
# VIGILS MEDIA USES

Institutional social media brand for vigils.

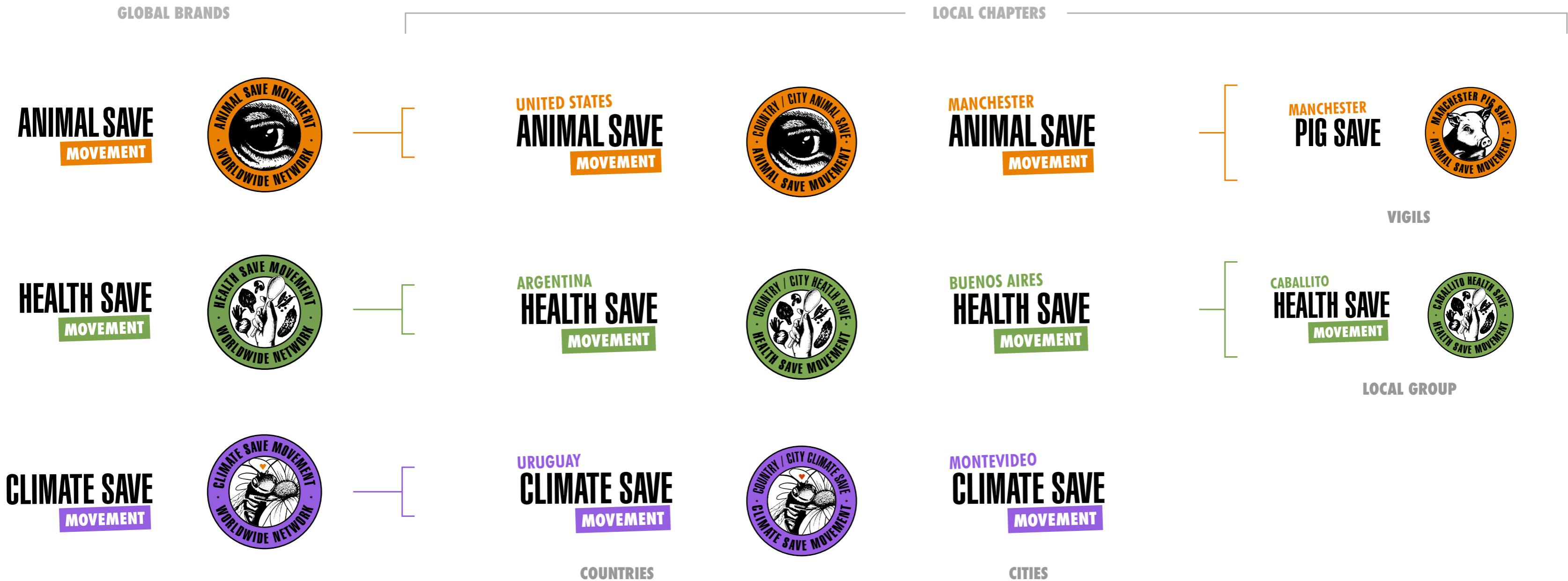


Local groups application on social media. Use cover template with horizontal title (local name)

You'll find a psdt template to create covers in the main folder.



# BRAND MAP





# MERCH

SAVE ANIMALS  
BEAR WITNESS  
GO VEGAN

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

!

For more information regarding  
merch, check the merch drive  
folder for guides and files for print.



## HOODIES & SHIRTS

Black, white, orange, or very light grey is recommended for shirts and hoodies.



# HOODIES EXAMPLES



# CHAPTERS LOCAL MERCH



# CHAPTERS LOCAL MERCH



# STATEMENTS

SWITCH TO PLANT BASED  
DITCH DAIRY SAVE LIVES

GENERAL  
ANIMAL

GO VEGAN TO IMPROVE YOUR HEALTH

HEALTH

GO VEGAN FOR THEM / LOVE

ANIMAL

GO VEGAN TO REFOREST THE EARTH

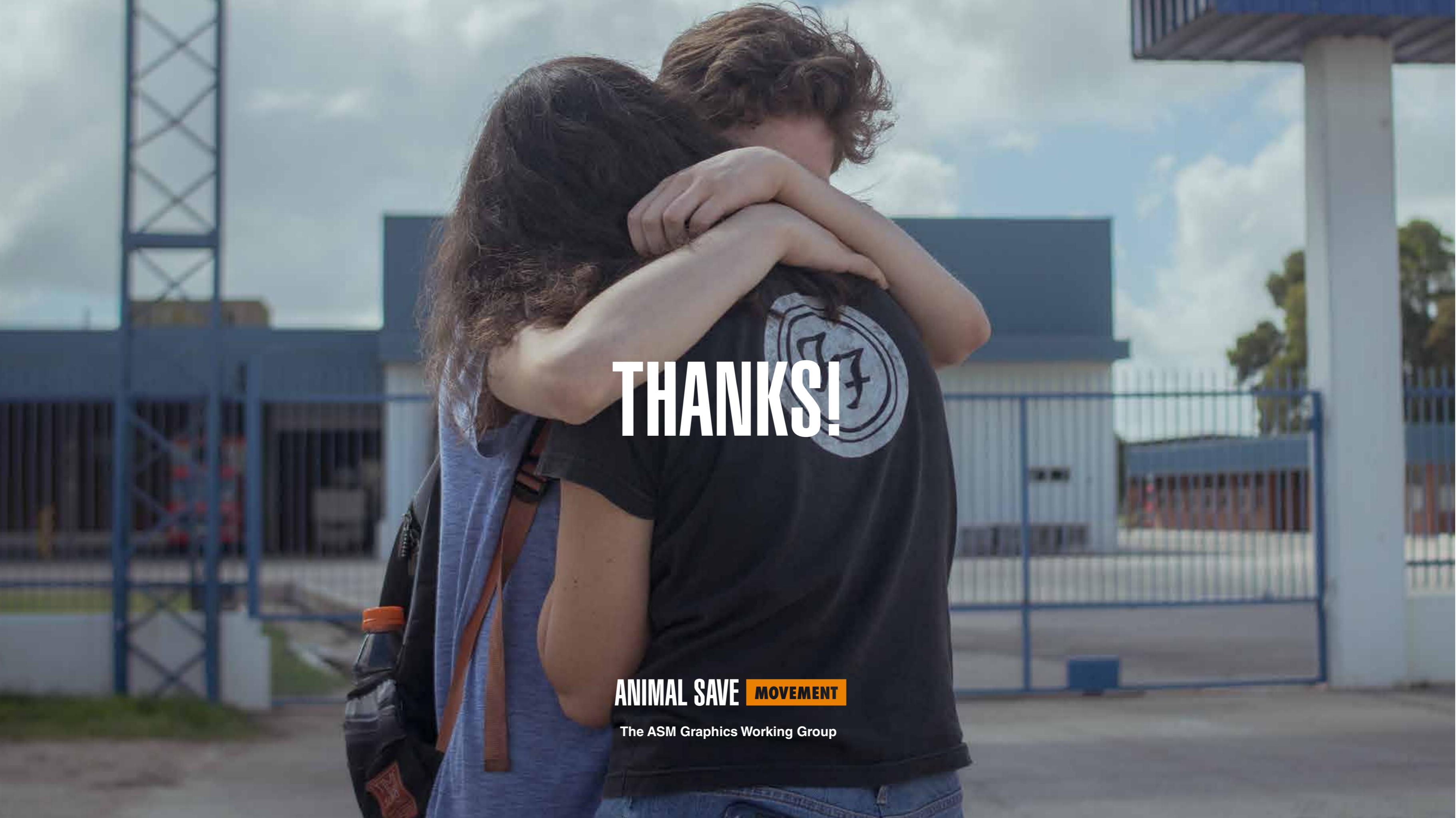
CLIMATE

CLIMATE

ANIMAL AGRICULTURE IS KILLING THE PLANET  
THERE IS NO PLANET B

# SHORTS

GENERAL  
CAN YOU HELP?  
BEAR WITNESS  
ACT NOW!  
DON'T LOOK AWAY  
COME CLOSE  
JOIN US  
RISE UP!  
GO VEGAN  
STOP SPECIESISM

A photograph of a man and a woman hugging from behind. The man has his arms wrapped around the woman's shoulders. They are standing in an outdoor setting with a blue building and a metal fence in the background.

**THANKS!**

**ANIMAL SAVE** MOVEMENT

The ASM Graphics Working Group