

Brand Identity Guidelines

ANIMAL SAVE MOVEMENT

(STAGE TWO)

Updated on December 2020

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

MOVEMENT DEMANDS

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.

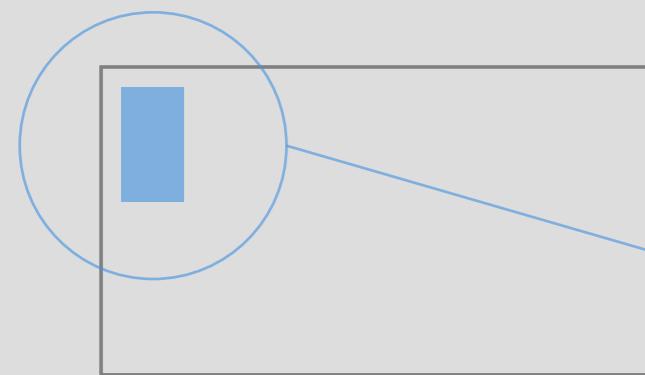
MOVEMENT PRINCIPLES

- 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.

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png

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Main Identity Logos

Brand Identity Guidelines



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LOGOTYPES



Youth Climate Save has their own section with resources and guides in the main branding folder!

ANIMAL
SAVE
MOVEMENT

HEALTH
SAVE
MOVEMENT

CLIMATE
SAVE
MOVEMENT

YOUTH
CLIMATE
SAVE
MOVEMENT



Identity Logos for each branch

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ISOLOGOTYPES



Global isologotypes for each branch.



IMPORTANT

Use the color codes instead
of taking a sample from the
document for secure use.

COLOR HARMONY SYSTEM

#D57F1E

PANTONE 1505 C



#8AA857

PANTONE 368 C



#8B5DE1

PANTONE 2665 C



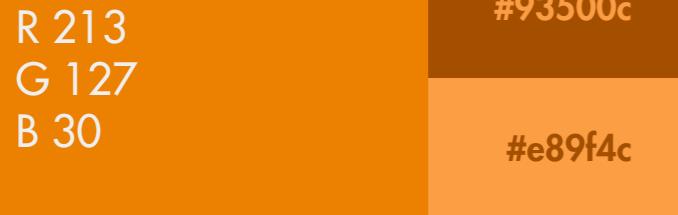
#D3C25D

PANTONE 141 C



R 213
G 127
B 30

#93500c
#e89f4c



#5565d9
Complementary Color

R 138
G 168
B 87

#4a5b24
#bfd29e



#814ed1
Complementary Color

R 139
G 93
B 225

#482e88
#ab89ff



#c0e954
Complementary Color

R 211
G 194
B 93

#867a2e
#fff5bd



#c357de
Complementary Color

#d57f1e #93500c #e89f4c #5565d9

#8aa857 #4a5b24 #bfd29e #814ed1

#8b5de1 #482e88 #ab89ff #c0e954

#d3c25d #867a2e #fff5bd #c357de

R 213
G 127
B 30

R 147

G 80

B 12

R 232

G 159

B 76

R 232

G 159

B 76

R 138

G 168

B 87

R 74

G 91

B 36

R 191

G 210

B 158

R 129

G 78

B 209

R 139

G 93

B 225

R 72

G 46

B 136

R 171

G 137

B 255

R 192

G 233

B 84

R 211

G 194

B 93

R 134

G 122

B 46

R 255

G 245

B 189

R 195

G 87

B 222

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LOGOTYPE USE

On different backgrounds

CLIMATE SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

CLIMATE SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

CLIMATE SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

CLIMATE SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

CLIMATE SAVE
MOVEMENT

CLIMATE SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

HEALTH SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

ANIMAL SAVE
MOVEMENT

Other Brands



ACTIVIST SUPPORT
MOVEMENT

BEE SAVE
MOVEMENT

ANIMAL SAVE
& CARE PORTUGAL

OCEAN SAVE
CAMPAIGN



ACTIVIST SUPPORT
MOVEMENT

BEE SAVE
MOVEMENT

ANIMAL SAVE
& CARE PORTUGAL

OCEAN SAVE
CAMPAIGN

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

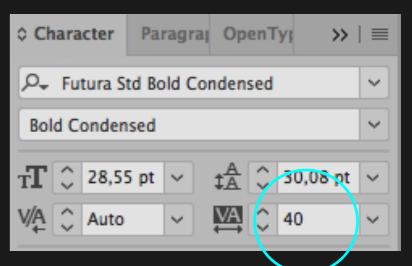
#SWITCHTOPLANTBASED
CLIMATESAVEMOVEMENT.ORG

animalsavemovement.org

climatesavemovement.org

healthsavemovement.org

Futura STD Heavy For Small Caps

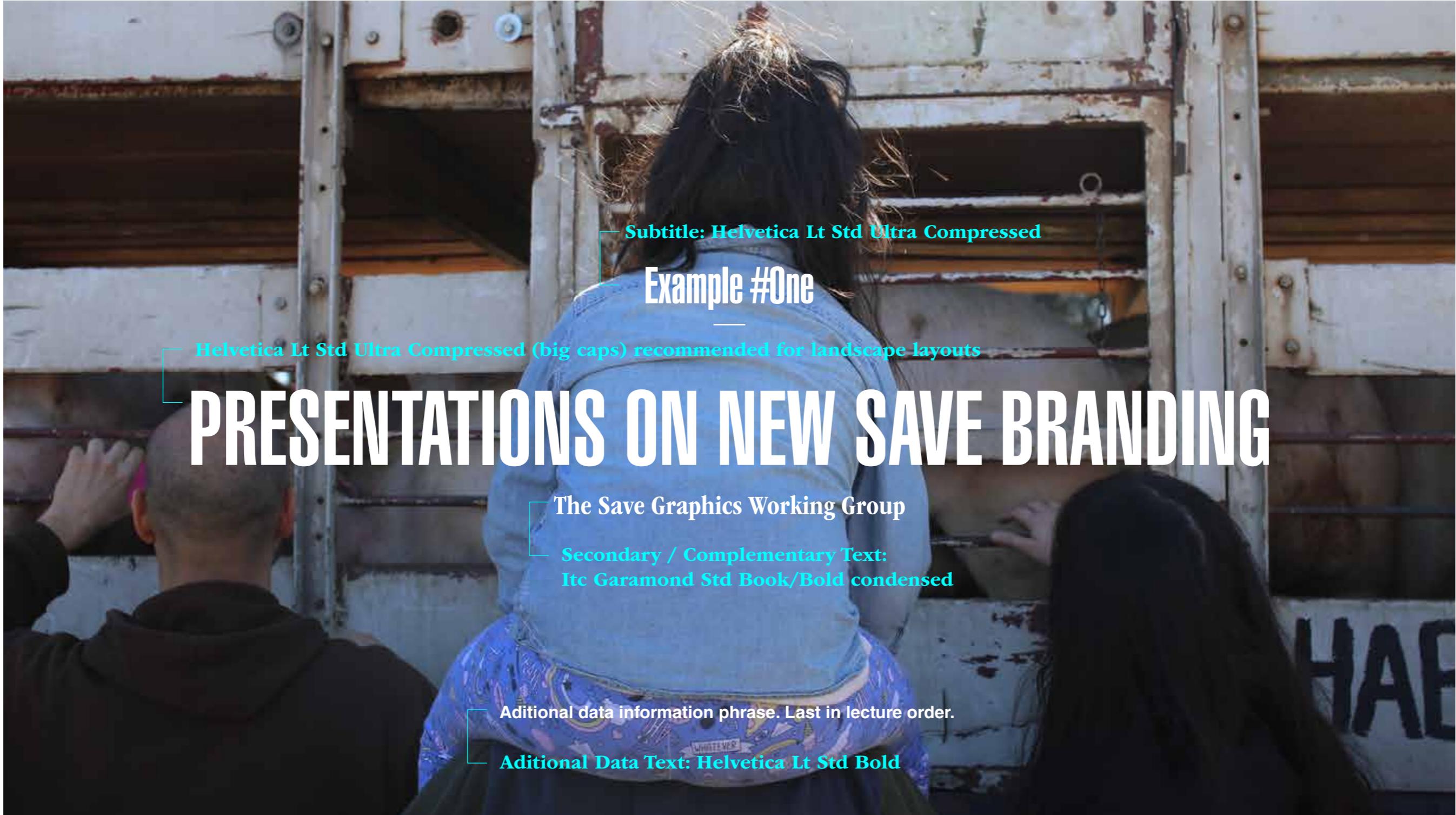


Tracking on 40
for both uses

Futura Std Medium
Bigcaps
260 tracking

Futura Std Bold
Condensed

EXAMPLE



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

THE TEXT BLOCK

Helvetica Lt Std Compressed (big caps)

GO VEGAN
TO REFOREST
THE EARTH

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)

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LOGO
AREA

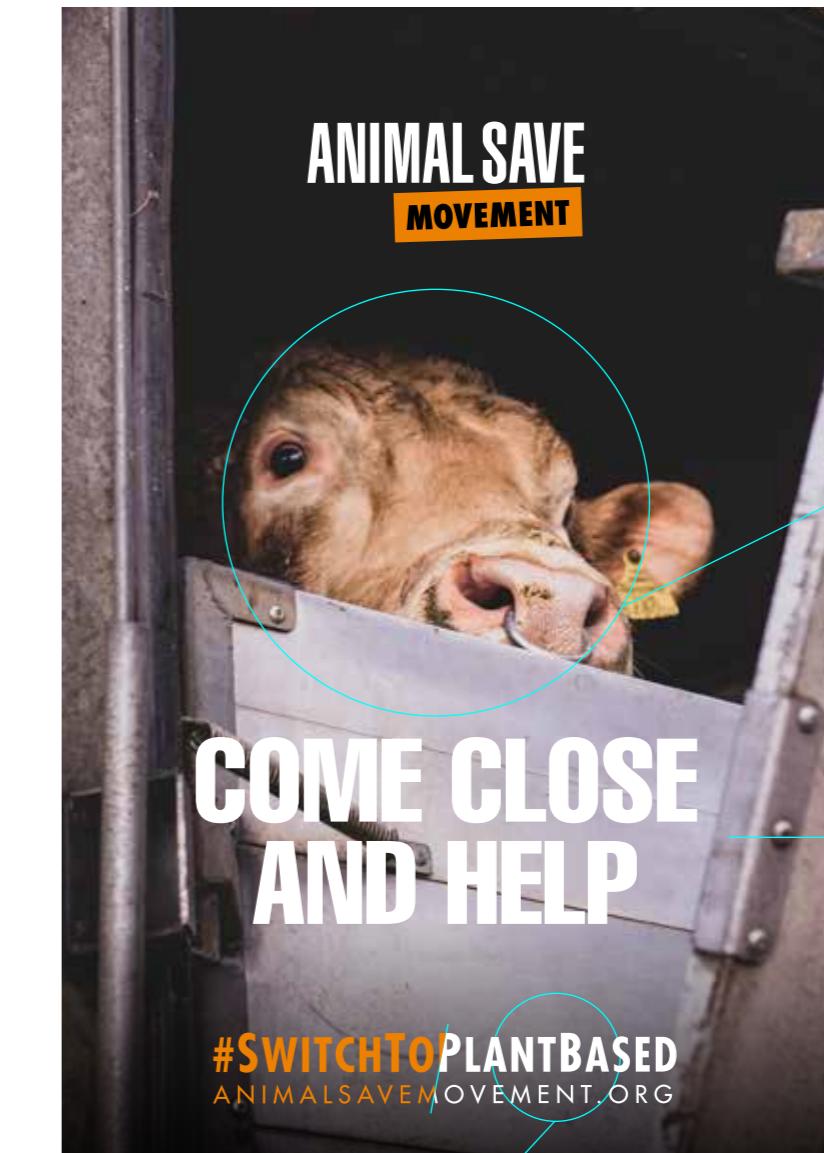
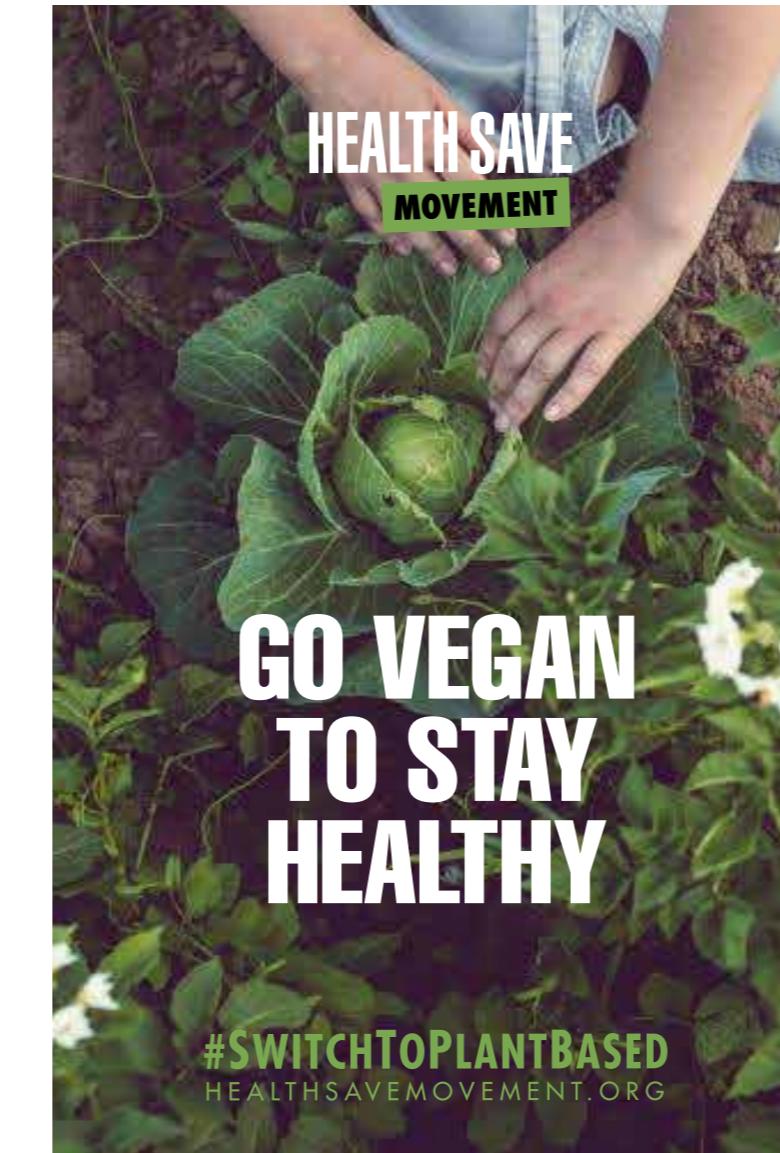
PHRASE
AREA

CLAIM
&
WEB
AREA



Layouts with photo (campaigns, posters and placards)

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)

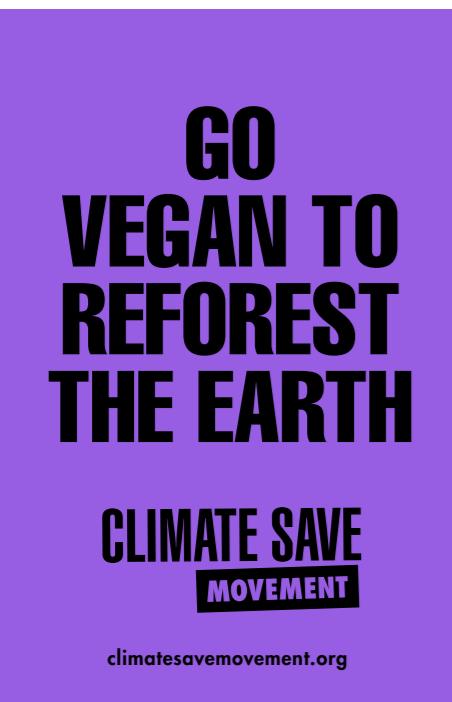
Ways to use the identity and fonts on photographic backgrounds.
White logotype with color tags.
White typography HELVETICA STD COMPRESSED

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



Helvetica Ultra Compressed for long statements on flags.



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

POST & SOCIAL MEDIA DESIGN GUIDE

CHECK THE SOCIAL MEDIA SECTION

In the main Drive Branding folder.

A photograph of a young man with reddish-brown hair, wearing a black leather jacket, looking upwards towards the sky. He is positioned in front of a large red truck with white lettering and a white trailer. In the background, there's a building with a blue sign that partially reads "DRIFTER".

LOCAL LOGOS

T

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

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Ai

! 3 FILES

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

CHAPTERS LOGOS



The isologotypes are used as chapters logos too. We replace the text "city name" for the local chapter one.

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.

MAIN VIGIL LOGOS



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

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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

!

3 FILES

MORE VIGIL LOGOS

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



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

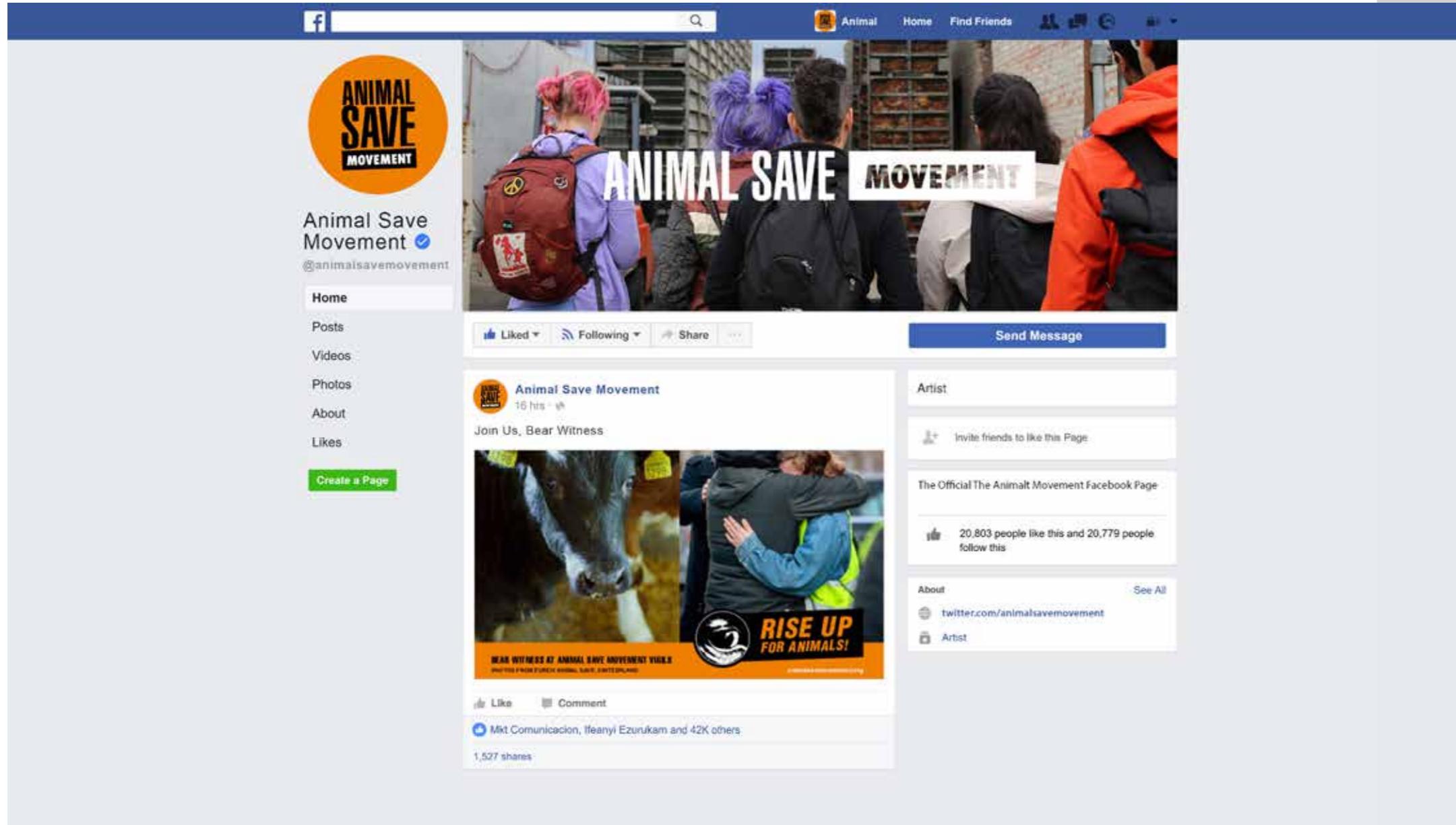
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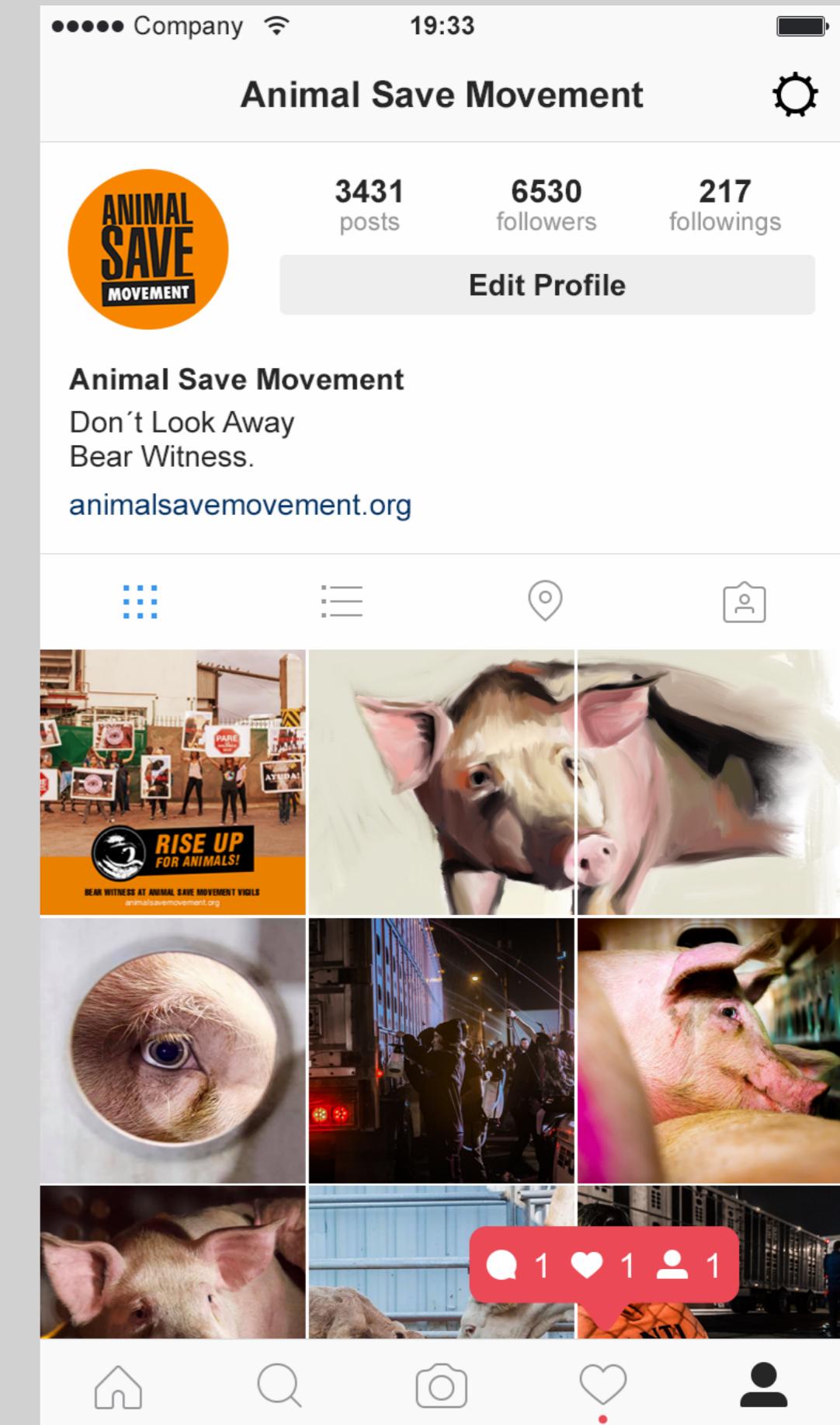
BRANDS ON SOCIAL MEDIA

Institutional social media brand uses



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.

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





City Name
Animal Save

@citynameanimalsave

Home

Posts

Videos

Photos

About

Likes

Create a Page



Liked Following Share ...

Send Message



Animal Save Movement

16 hrs ·

Join Us, Bear Witness



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.

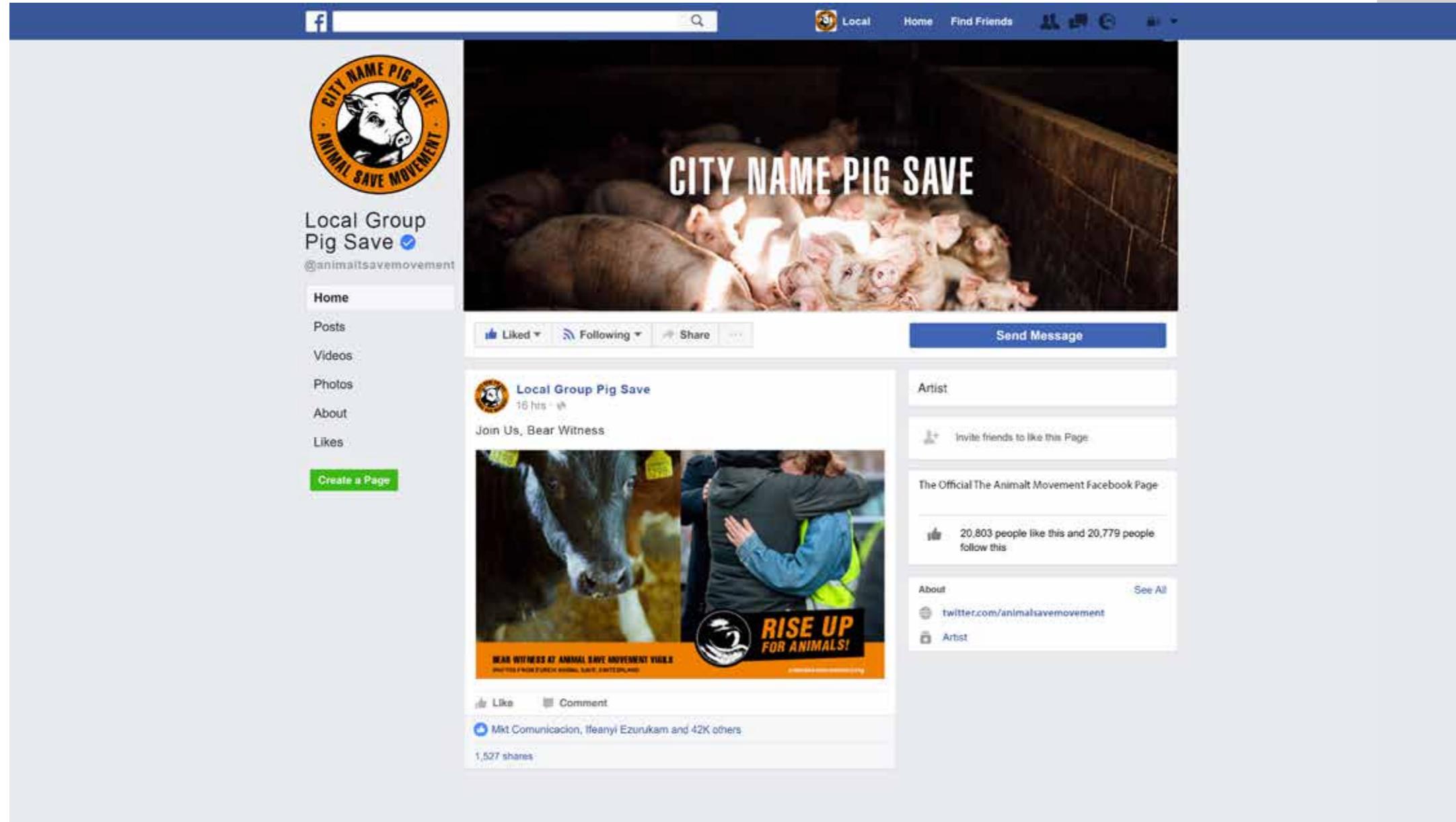
T

png

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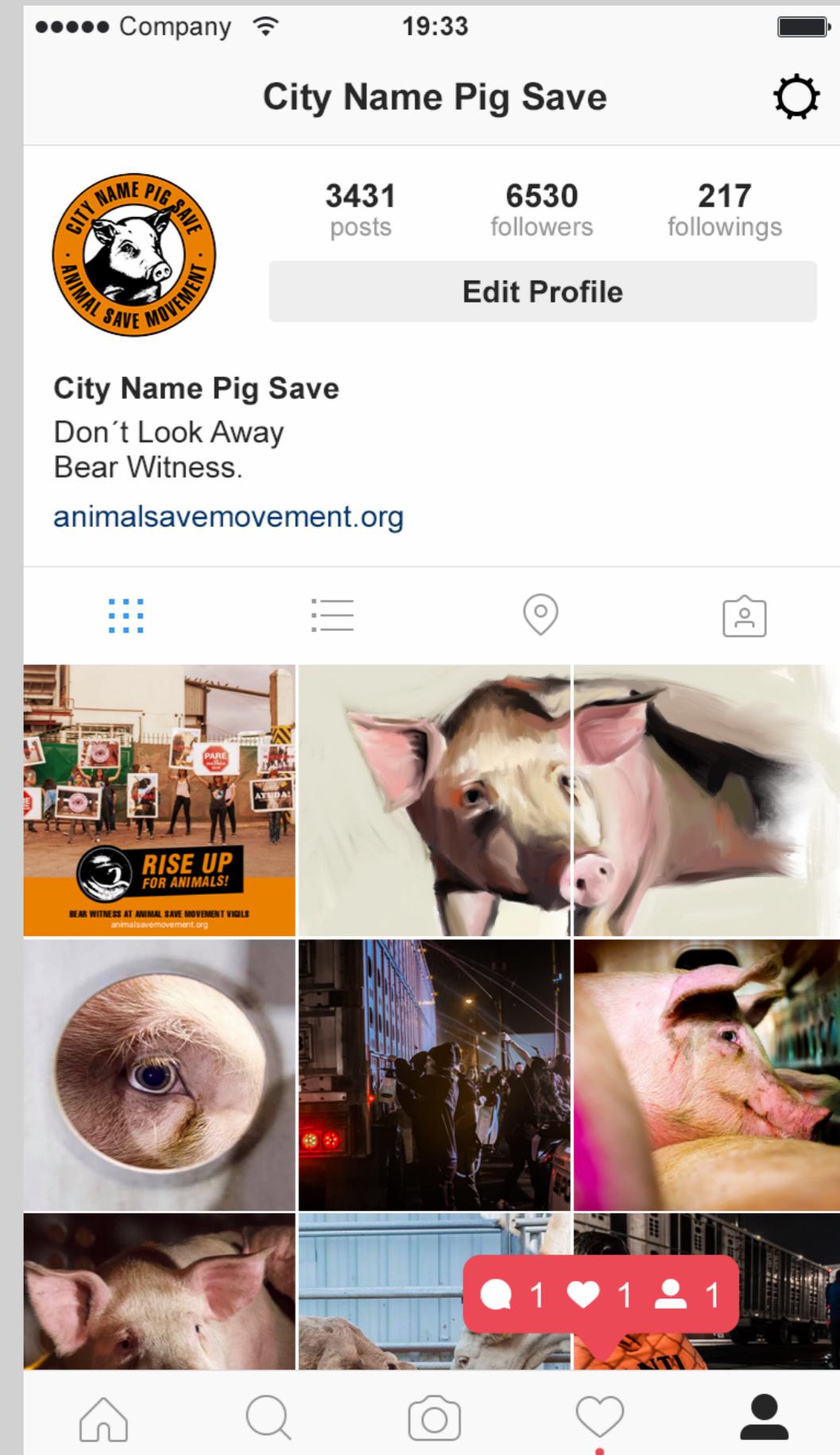
VIGILS MEDIA USES

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.



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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 navigation is a blue header bar with 'Evento' (Event) and 'Estadísticas' (Statistics) tabs. The main content area features a large image of cows with the text 'EVENT COVER TITLE' overlaid. To the left, a sidebar shows a list of events, with 'Vigilia de Vacas y Corderos | Cows & Sheep Slaughterhouse Vigil' selected. The event details show: 1 event, date 'AGO 1', title 'Vigilia de Vacas y Corderos | Cows & Sheep Slaughterhouse Vigil', organized by 'Animal Save Id Test', and location 'Sabadell slaughterhouse'. The statistics section shows 0 attendees and 0 responses. The bottom part of the page includes sections for 'Información' (Information) and 'Conversación' (Conversation), along with buttons for 'Publicación' (Post), 'Agregar foto/video' (Add photo/video), 'Video en vivo' (Live video), and 'Crear encuesta' (Create survey).

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

The mobile view of the event page shows the same information as the desktop version. At the top, it says '← Vigilia de Vacas y Corderos | Cows &...'. Below is a large image of cows. The event title 'EVENT COVER TITLE' and subtitle 'Event cover subtitles and details' are visible. The event details are: 'ago 1' (August 1), 'Vigilia de Vacas y Corderos | Cows & Sheep Slaughterhouse Vigil', 'Público · de Animal Save Id Test', and 'Sabadell slaughterhouse'. There are buttons for 'Me interesa' (Interested), 'Asistiré' (Attending), and 'Compartir' (Share). The bottom section shows the 'Información' (Information) tab active, featuring a logo for 'SABADELL SLAUGHTERHOUSE' and a text input field 'Escribe algo...' (Write something).

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



MERCH

SAVE ANIMALS
BEAR WITNESS
GO VEGAN

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.



ZIPPERED HOODIES



MERCH BACKS



LOCAL GROUP MERCH



STATEMENTS

**SWITCH TO PLANT BASED
DITCH DAIRY SAVE LIVES**

GENERAL

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**



THANKS!

The ASM Graphics Working Group