



BRAND GUIDELINES



WHO WE ARE

The Humane Society of New York is an animal shelter based in the heart of New York City that serves to provide a home for animals when illness, injury, or homelessness strikes. The Humane Society of New York was founded in 1904 as a response to the abuse of city horses and has since then been providing personal and individualized care to all the animals brought to them. The Society is known for caring for each animal on an individual level. They are highly recognized for their "highly individualized approach to animal care.



"This doesn't feel like a shelter" remark many visitors to the Society. "It feels like a home."



ORIGINAL LOGO



PRIMARY LOGO

The new logo for The Humane Society of New York consists of a circular stamp looking mark with a silhouette of a puppy to connect to what the society does, provides shelter for animals in need. The text is wrapped around the outline of the circle in the primary logo.

For the primary logo, due to the fact that it is a one-color logo, any color variation using the colors in the color palette is acceptable. These are the preferred six options for color variations.





OTHER LOGO VARIATIONS

In addition to the primary logo mark, there are several other options for acceptable ways to use the logo: black and white, inverted black and white, horizontal in any of the colors included in the color palette, and the six different social media icons listed below.

BLACK AND WHITE



HORIZONTAL



SOCIAL MEDIA ICON





IMPROPER USAGE

In order to maintain the cohesiveness of The Human Society new brand, the logo may not be altered in the following ways. It should only be used in the approved ways.

DO NOT RESIZE ELEMENTS OF LOGO



DO NOT OUTLINE LOGO



DO NOT ROTATE LOGO



DO NOT DISTORT LOGO



DO NOT ROTATE ELEMENTS OF LOGO



DO NOT USE NON BRAND COLORS FOR LOGO





COLOR PALLETE

The new and innovated color pallete for The Humane Society of New York is inspired by the original color, blue. However, the old colors were outdated and non-cohesive. The new color pallete is a soft range of blues, greys, and a turquoise to pop; it is a very NYC esque collection of colors.

B9C4CC

C: 27 M: 16 Y: 14 K: 0
R: 185 G: 196 B: 204

54768E

C: 72 M: 46 Y: 32 K: 6
R: 84 G: 118 B: 142

149E9E

C: 79 M: 17 Y: 41 K: 0
R: 20 G: 158 B: 158

585E67

C: 67 M: 56 Y: 46 K: 22
R: 88 G: 94 B: 103

283678

C: 100 M: 93 Y: 21 K: 9
R: 40 G: 54 B: 120

0F132B

C: 91 M: 85 Y: 50 K: 68
R: 15 G: 19 B: 43



PRIMARY TYPEFACE

The typeface Din Alternate Bold is the type face used in the logo for The Humane Society of New York. It is solely used for the words "Humane Socieety of New York is all of the logo variations.

DIN ALER-NATE BOLD

upper case

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

lower case

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

numbers

1 2 3 4 5 6 7 8 9 0

special characters

~ ` ! @ # \$ % ^ & * () _
+ = { } \ | ; : " " ? / . , < >



SECONDARY TYPEFACE

The typeface Acumin Variable concept is used in the rest of The Humane Society of New York branding campaign. It is used in this brand guide, stationery, business cards, etc. The typeface has a vast variety of weights and variations of the typeface. The ones used most for the brand are the following:

Wide Medium
Extra light

ACUMIN VARI- ABLE CONCEPT

upper case

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

lower case

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

numbers

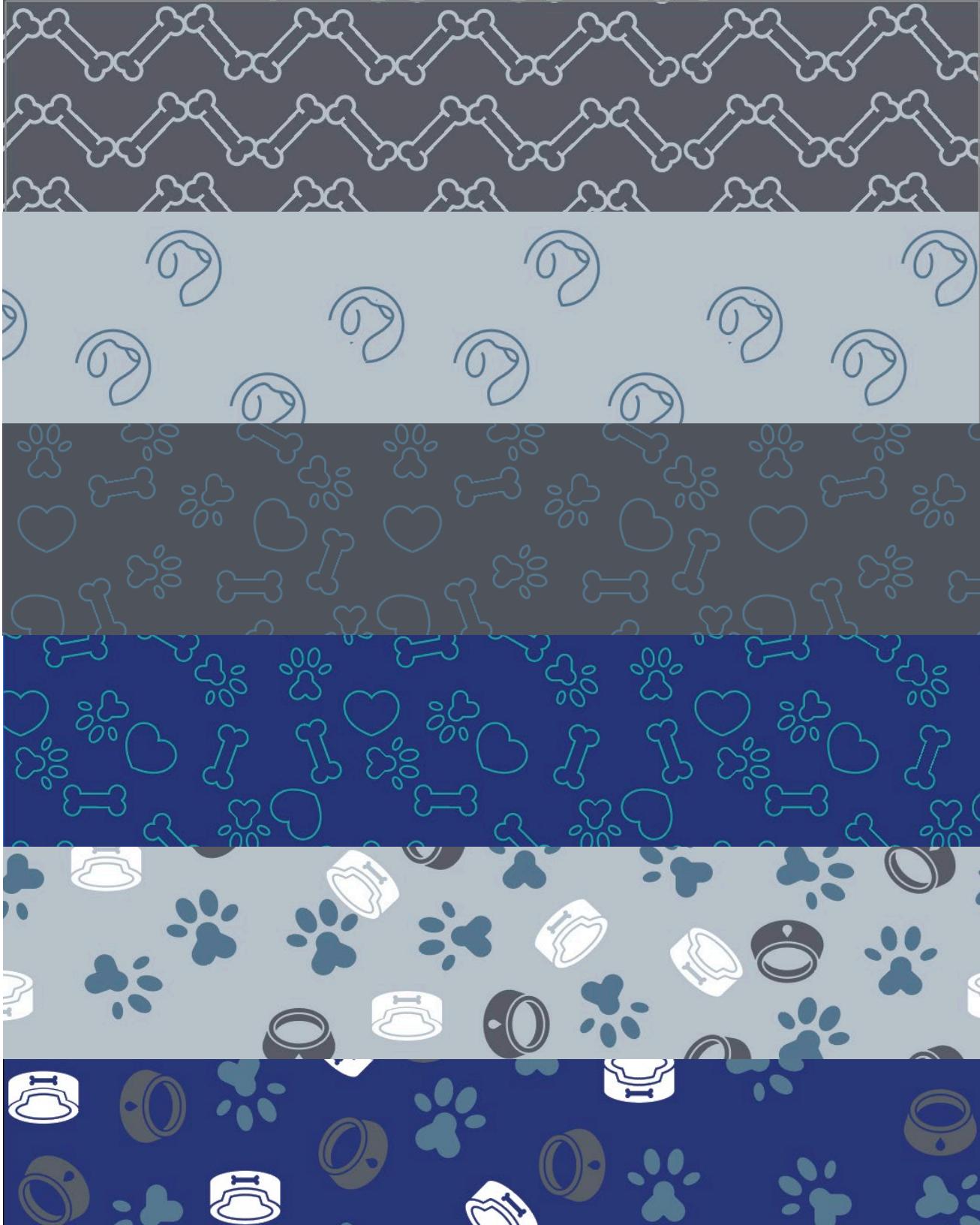
1 2 3 4 5 6 7 8 9 0

special characters

! @ # \$ % & * () - + =
{ } [] \ | ; " " ? / , < >



PATTERNS





PRIMARY STATIONERY





SECONDARY STATIONERY





BUSINESS CARDS





MERCHANDISE

APPAREL





MERCHANDISE

APPAREL





MERCHANDISE ACCESSORIES





MERCHANDISE

DOG APPAREL





MERCHANDISE

DOG APPAREL





MERCHANDISE

DOG ACCESSORIES





MERCHANDISE

ADDITIONAL ACCESSORIES





MERCHANDISE

STICKERS





MERCHANDISE

INTERIOR BUILDING DECOR



designed by:

CAYLA TODES