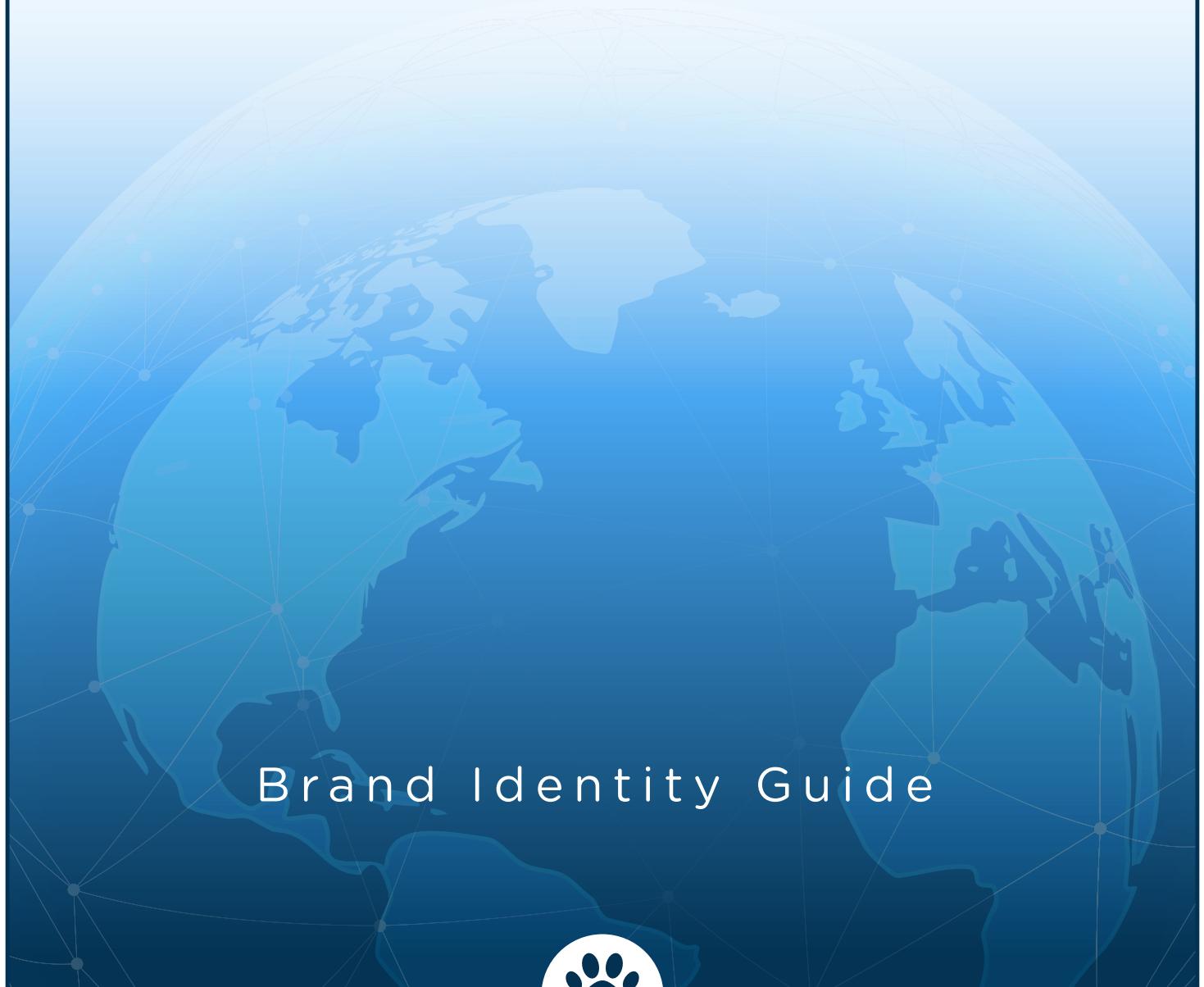




# PAWS

## ANIMAL CHARITY



A large, semi-transparent globe graphic is positioned in the background, showing the outlines of continents against a light blue gradient. Overlaid on the globe is a network of thin white lines connecting various points, suggesting global connectivity or a global reach.

Brand Identity Guide



## Typefaces

Fredoka One

**Aa Bb Cc Dd Ee**

**01 23 45 67 89**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

Gotham Rounded - Book

**Aa Bb Cc Dd Ee**

**01 23 45 67 89**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**



## Primary Color Palette



Pale Red  
HEX#: ef6565



Light Red  
HEX#: ed5859



Light Blue  
HEX#: 48a6f0



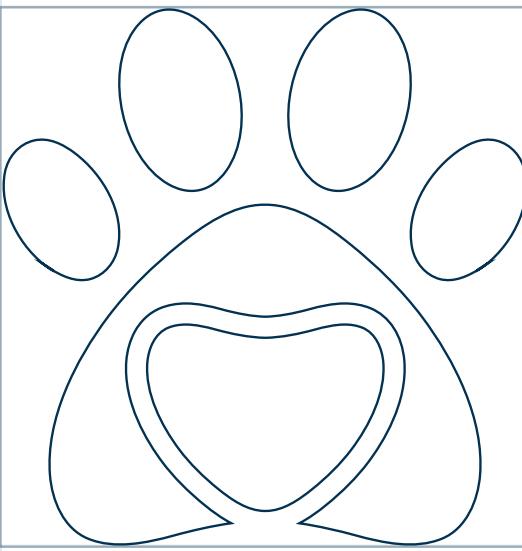
Tufts Blue  
HEX#: 3f91d4



Prussian Blue  
HEX#: 033252



# Logo Icon Construction



# Full Logotype Construction



**PAWS**  
ANIMAL CHARITY

Variation 1 (Single Color)



**PAWS**  
ANIMAL CHARITY

Variation 1 (Full Color)



Variation 2 (Single Color)



Variation 2 (Single Color)

## Full Logotype Styles



Full Logotype Primary Style



Full Logotype Secondary Style

## Light Background Use Cases



**PAWS**  
ANIMAL CHARITY

Variation 1 (Primary)



**PAWS**  
ANIMAL CHARITY

Variation 2



**PAWS**  
ANIMAL CHARITY

Variation 3

## Dark Background Use Cases



**PAWS**  
ANIMAL CHARITY

Variation 1 (Primary)



**PAWS**  
ANIMAL CHARITY

Variation 2



**PAWS**  
ANIMAL CHARITY

Variation 3

# Disclaimer

All icons, logos, and full logotypes in this PAWS Brand Identity Guide were created with intent to be used exactly how they are displayed in this document. Any and all files will be publicly accessible through the PAWS Official GitHub. We ask that you kindly follow the guidelines in this document and do not use the logos in other formats or styles, as it may not only reflect negatively on PAWS, but other organizations and companies as well.

If you have any questions regarding the use of these logos and designs, please contact [contact@paws.fund](mailto:contact@paws.fund) or any of the Official PAWS Team Members on the official social media accounts owned by PAWS.

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## Official PAWS Resources

**Website - <https://paws.fund/>**

**Forum - <https://forum.paws.fund/>**

**Twitter - <https://twitter.com/pawsfund>**

**Facebook - <https://www.facebook.com/Pawsfunds/>**

**Telegram PAWS Chat - <https://t.me/pawschat>**

**Telegram PAWS Fund - <https://t.me/pawsfund>**

**Medium - <https://medium.com/paws-animal-charity>**

**Steemit - <https://steemit.com/@pawsfund>**

**Instagram - <https://www.instagram.com/pawsfund/>**

**Pinterest - <https://www.pinterest.com/pawsfund/>**

**Tumblr - <https://pawsfund.tumblr.com/>**

**Github - <https://github.com/pawsfund>**

**Block Explorer - <http://chain.paws.fund/>**

**Whitepaper - <https://github.com/pawsfund/PAWS-WhitePaper>**

**Email - [contact@paws.fund](mailto:contact@paws.fund)**

Brand Identity Guide and Logo Designs created exclusively by Jules Dubois and Jordan Sadler.