



A Socially Conscious
Animal Welfare
Organization™

STYLE GUIDE

Version 1.0 | July 2019

LOGO VERSIONS

FULL-COLOR LOGO-PRINT

The full-color logo should be used for print (CMYK) applications.



FULL-COLOR LOGO-WEB

The full-color logo with drop shadow should be used for digital (RGB) applications.



2-COLOR SPOT LOGO

To be used for silkscreening, or in instances where it is specifically requested.



1-COLOR SPOT LOGO

To be used only where color limitations apply, or in instances where it is specifically requested.



BLACK LOGO

To be used only when color limitations apply (example: newsprint).



WHITE LOGO

To be used on top of contrasting backgrounds or photography



CLEAR SPACE

It's very important for the logo to be clearly seen. To ensure that the logo is legible, it must always be isolated from surrounding graphic elements. Clear space surrounding the logo equals half the height of the logo. Do not let other graphic elements (such as type or other logos) penetrate this area.

CLEAR SPACE = HALF THE HEIGHT OF THE LOGO



COLOR PALETTE

PRIMARY

PMS 2334

C=56, M=53, Y=53, K=21

R=108, G=100, B=99

PMS 2230

C=78, M=22, Y=36, K=1

R=0, G=138, B=162

SECONDARY

PMS 2154

C=98, M=76, Y=13, K=2

R=0, G=69, B=129

PMS 3272

C=69, M=8, Y=46, K=0

R=0, G=161, B=155

ACCENT (USE AS SMALL ACCENTS ONLY)

PMS 3005

C=85, M=52, Y=4, K=0

R=0, G=117, B=201

PMS 358

C=33, M=0, Y=56, K=0

R=170, G=218, B=145

T Y P O G R A P H Y

Typography helps to unify all Socially Consious Animal Welfare Organization brand materials and promote familiarity with the organization's messaging.

CORSA GROTESK (USED FOR ALL PRINTED MATERIALS)

Corsa Grotesk XLight

Corsa Grotesk XLight Italic

Corsa Grotesk Regular

Corsa Grotesk Italic

Corsa Grotesk Bold

Corsa Grotesk Bold Italic

Corsa Grotesk Black

Corsa Grotesk Black Italic

POPPINS (USED FOR WEBSITE USE)

Poppins Light

Poppins Light Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins ExtraBold

Poppins ExtraBold Italic