

# Brand Identity Guidelines



PUPPYJAKEFOUNDATION.ORG





# Using the brand identity guidelines

## Our Mission

To provide well bred, socialized and professionally trained service dogs for wounded American military veterans.

## Our Vision

To be the leading non-profit organization in placing service dogs to assist wounded military veterans by:

- Selecting outstanding dogs
- Conducting an intensive training and socialization program
- Placing dogs with deserving wounded veterans
- Following up to ensure success of both the dog and receiving family

Through these efforts, we seek to enhance the quality of life for wounded military veterans and by expanding and sharing knowledge, to advance the understanding of issues facing wounded veterans as well as service dogs.

## Our Values

Our foremost responsibilities are to the wounded military veterans, their families, the dogs we place and to the donors that have committed their personal resources to our Mission. To fully meet these responsibilities, we are committed to an explicit set of values. These values are the standards that we use to guide our daily actions and decisions.

- A commitment to provide military veterans with the highest quality of dogs- including breeding, temperament, training and readiness
- A commitment to treat our dogs fairly and with the utmost respect
- A commitment to respect the receiving military veterans and their privacy
- A commitment to our donors that every dollar donated will be wisely spent toward achieving our Mission

## Our Brand

The Puppy Jake Foundation brand identity is the expression of the mission and values that we stand for. Because of this, our audience experiences the purpose of Puppy Jake Foundation through our verbal and visual communication as much as social interaction.

By maintaining a well-implemented brand identity, Puppy Jake Foundation will be able to communicate our purpose to the world. The guidelines provided will ensure the correct and consistent use of visual elements and tone to support our message. An accurate representation of this identity system protects the positive image of Puppy Jake Foundation and preserves it's integrity.

# Puppy Jake Foundation Brandmark

The full-color version of our logo is the primary brandmark of Puppy Jake Foundation.

We strongly recommend the use of this version in applications whenever possible. Pantone, CMYK and RGB reproduction files of this mark are available upon request.

The Puppy Jake Foundation logo must always appear as shown in the full-color example or as one of the alternative options shown on this page.

It is important that the logo is never altered by redrawing, skewing, adding other graphic elements or changing the colors of the logo.

The logo must always appear as a unit, unless otherwise approved by Puppy Jake Foundation. Do not separate elements of the brandmark.

## PRIMARY LOGO – FULL COLOR



## APPROVED ALTERNATE VERSIONS

### One-Color Blue Logo



### One-Color Black Logo



### One-Color Reversed Logo



# Brandmark Usage and restrictions

## Backgrounds and Background Color

The preferred usage for the Puppy Jake Foundation logo is to appear on a white background, however we acknowledge that there will be exceptions. To avoid overpowering or competing with the logo, the logo should be placed on a solid background whenever possible. Use of the one-color or reverse options may be ideal when printing on certain colors.

Avoid placing the logo over patterns or colors that conflict with those in the Puppy Jake Foundation logo.

## Minimum Size

The Puppy Jake Foundation logo has been designed to accommodate a variety of sizes/needs and reproduces well when scaled. To ensure the best quality reproduction, please do not scale the logo smaller than .75 inches wide in printed material. For screen, the logo should not be smaller than 160 px wide.

## Clear Space

Allow adequate space between all sides of the logo and any graphic/type elements. Do not place elements closer than .25" to the logo. Exceptions to this are allowed for materials such as stationery where an address or website will need a closer relationship to logo.

**Please see page 5 for further examples of unacceptable usage.**



Correct usage



Do not place on background that conflicts with color palette



Do not place on background pattern that detracts from logo



Do not skew logo



Do not scale logo disproportionately



Do not tilt logo



Do not redraw or alter the logo in any way



Do not alter the color of the logo or use colors not in the approved palette



Minimum Size



Clear Space Requirements

## Color Palette

Color is key to maintaining a consistent appearance across all visual communication. Consistent use of color strengthens brand recognition and creates impact.

The Puppy Jake Foundation color palette is comprised of the logo colors and several accent colors carefully chosen to support the brand identity and evoke feelings of friendliness, trust and positive interaction.

The inspiration of the primary color palette is Jake himself! The color of Jake combined with red, white, blue and neutral grays convey the service and military message, which is the our leading message.

The inspiration for the secondary color palette is JOY! Puppy Jake Foundation aims to bring joy and hope to the families we serve, and we want it to show in our visual communication as much as our attitude!

### PRIMARY COLOR PALETTE



PMS 7510

C: 4  
M: 35  
Y: 65  
K: 10

R: 200  
G: 143  
B: 66



PMS 200

C: 3  
M: 100  
Y: 66  
K: 12

R: 183  
G: 18  
B: 52



PMS 285

C: 90  
M: 48  
Y: 0  
K: 0

R: 0  
G: 115  
B: 207



Cool Gray 7

C: 22  
M: 15  
Y: 11  
K: 32

R: 154  
G: 155  
B: 156



Cool Gray 3

C: 8  
M: 5  
Y: 6  
K: 13

R: 201  
G: 202  
B: 200

### SECONDARY COLOR PALETTE



PMS 1215

C: 0  
M: 8  
Y: 48  
K: 0

R: 250  
G: 221  
B: 128



PMS 3258

C: 63  
M: 0  
Y: 32  
K: 0

R: 80  
G: 201  
B: 181



PMS 7416

C: 0  
M: 69  
Y: 65  
K: 0

R: 224  
G: 104  
B: 75



PMS 144

C: 0  
M: 52  
Y: 100  
K: 0

R: 233  
G: 131  
B: 0



PMS 292

C: 58  
M: 11  
Y: 0  
K: 0

R: 99  
G: 177  
B: 229

# Typography

Two primary typefaces have been chosen to represent Puppy Jake Foundation in printed materials. Alternate web fonts have been indicated to complement the printed materials. These typefaces should be used in all official communication.

These typefaces have been chosen according to their compatibility with the brandmark. Use only the weights that appear within this brand standards document.

## Primary Fonts

### Clarendon

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### OFFICINA SANS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### Allura

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## Web Applications

### GEORGIA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### SIGNIKA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz



## Imagery

Photography should be carefully selected to maintain the highest level of standards in quality and composition. Imagery should positively reflect Puppy Jake Foundation's mission and vision and values with the goal of creating a distinct and lasting impression.

Approved Puppy Jake Foundation marketing photography is categorized under three subject categories: our dogs and their environment, our dogs and their experiences and our dogs and their people.

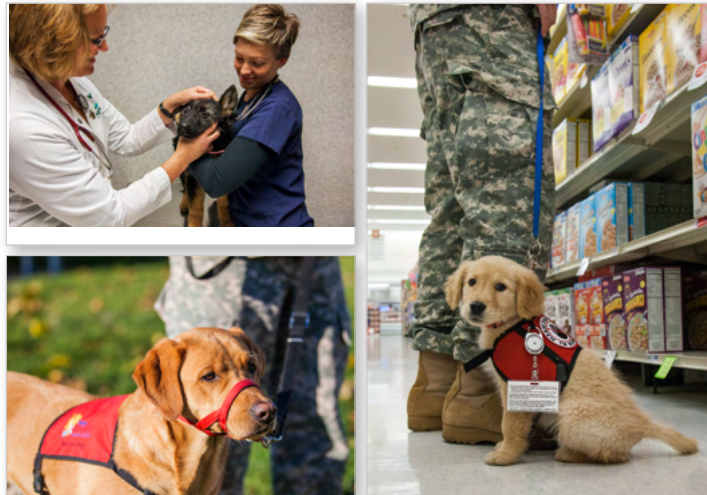
These categories have been assigned to protect brand integrity and support the mission, vision and values of Puppy Jake Foundation. Access to approved photography will be available upon request.

It is important that imagery is compelling, uplifting, caring and optimistic. Subjects should demonstrate the purpose of Puppy Jake Foundation and promote emotional connection.

### Our Dogs and their Environment



### Our Dogs and their Experiences



### Our Dogs and their People





## Brand Elements

There are several design elements available to enhance the visual appearance of Puppy Jake Foundation marketing collateral.

Please use only approved brand elements and apply only as shown within these guidelines. Do not alter color or patterns or separate elements. Vector files are available upon request.

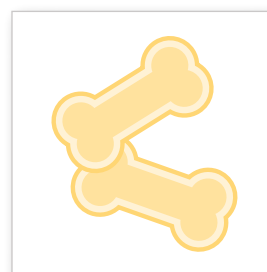
### Patterns



### PJF Paw



### PJF Bones



### PJF Accent Flag



Printed  
Applications

Informational Materials

# Large Headline

Subhead here

Unt erum nem aut volute se venim quodic tem voluptate pero et que et, alit es ministi rem es-  
trumque sequatecte am susa cuptae ea solor maio omnit pos et quod quosa volorepero con exerum  
consedit quodit volu Giam, omnis anisimagnis abo. Ut undigen itempostia dolut  
aut molupatur? Agninet voloreperum nonseni molupta tquiatut si nossunt volup  
offic temperia que nest aut quid que que eat Tam fugiaspic tor moluptatem dolup  
porem non commit et qui con plam, cone.

★★★★★  
callout  
info

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Full-page  
ad or flyer

Tri-fold  
brochure

Event/Promotional Materials

# Large Headline

## Event

Subhead here

Da quiant, soluptaque autend  
pient, qui bera conserum facc  
atur? Tiosanti blatquunti  
autatur, Magnissinctem que  
net quis essimaio isquid que  
et quaesec ulparum vel iust,  
ut volut fugia

**Date**  
**Month, Day**  
**Time**  
**Noon-3 p.m**  
**Location**  
**Name**  
**Address**

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Poster

Oversized  
Postcard

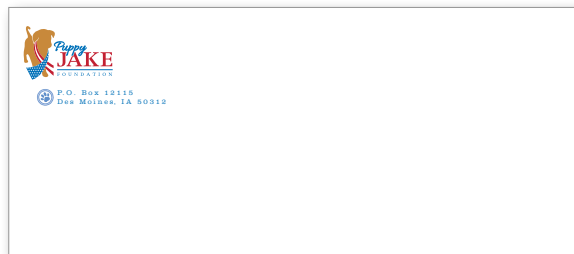
# Stationery



Letterhead

Back

## Envelope

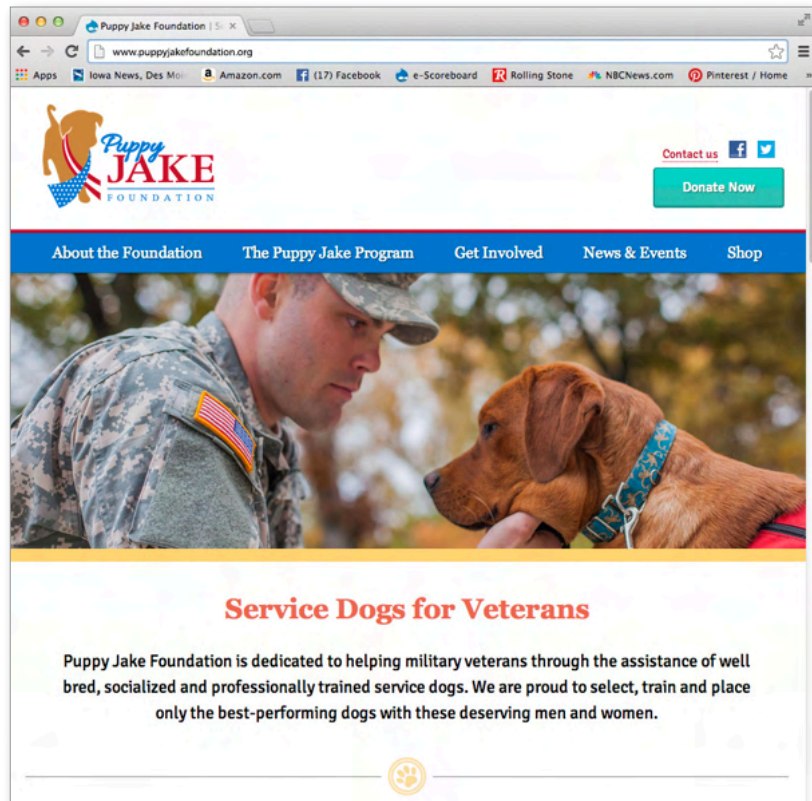


Business Cards

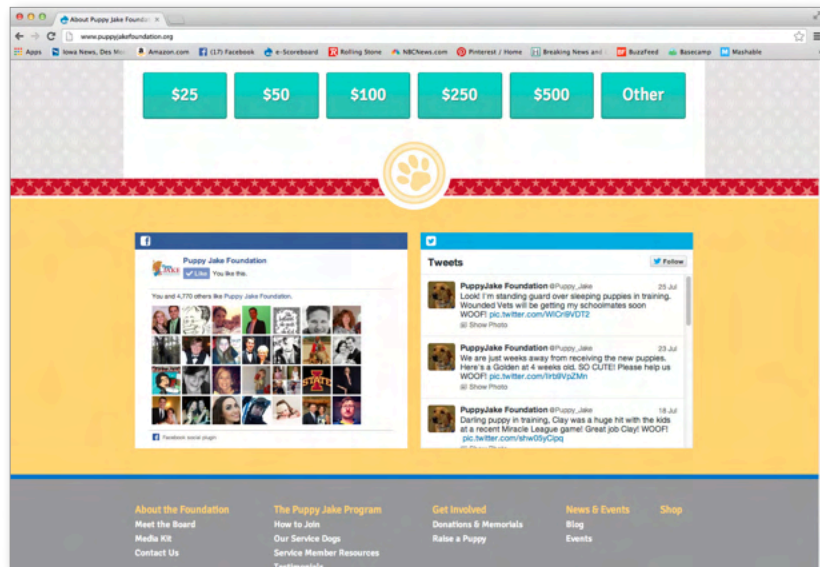




## Digital Applications



Website



## Copy Tone

Copy tone is essential to communicating a consistent message. Puppy Jake Foundation messaging should always represent one voice and should project the following key attributes:

### **Friendly**

Everybody loves dogs! There is a special warmth and joy that comes from having a four-pawed best friend by your side, and this should be embodied in all communications.

### **Fun**

Dogs are energetic & spirited. Messaging should reflect the light-hearted nature and playfulness of our canine friends.

### **Compassionate**

Our heroes need our help. While each experience of an American veteran is different, we are doing our best to ease the transition to their life back home and need to demonstrate unity and understanding.

### **Respectful**

We owe our freedom to the brave men & women of the U.S. Armed Forces. It's important to express our appreciation of the brave men & women who made the ultimate sacrifice for our country.

## Common Language

"Puppy Jake Foundation is a non-profit organization focused on making our American heroes' lives easier and more fulfilling. The Puppy Jake Foundation provides well bred, socialized and professionally trained service dogs for wounded military veterans.

These high-functioning dogs help veterans who may be living with PTSD, amputations, physical disabilities or other related challenges. Puppy Jake Foundation provides service dogs at no cost to qualifying veterans.

Puppy Jake Foundation's mission starts with the support of people like you. There are three ways you can contribute: volunteer to be a trainer or sitter, attend a fundraiser and donate directly. Donations go to pay for the training, health care and food supply of service dogs. You can make donations online at [www.puppyjakefoundation.org](http://www.puppyjakefoundation.org)."

## Key Points

- All Puppy Jake Foundation dogs are well bred, socialized and professionally trained.
  - Puppy Jake Foundation provides service dogs to wounded American military veterans at no cost to them.
  - Dogs help improve function, increase mobility and provide companionship for wounded veterans.
  - Donations go to pay for the training, health care and food supply of service dogs.
- 

## Grammar & Usage

### Naming

- Puppy Jake Foundation should be referred to as such and never “The” Puppy Jake Foundation.
- In copy, try to use the full name of the organization (“Puppy Jake Foundation”) in the first reference on a page. Subsequent references can be made to “Puppy Jake” or “the Foundation.”

### Punctuation

- Avoid using serial commas. Example: “Meet our new puppies Thor, Katie and Brick.”

### Numbers

- In print, spell out numbers below 10 (one, two, three, etc.); Online, try to use numerals in all instances.

### Reference

- Members of the United States Armed Forces should be referred to as “American military veterans,” “wounded warriors,” “service members” or similar variations when used in body copy. Avoid “soldiers” or other terms that may imply a specific branch of the Armed Forces.