



Brand Identity Guidelines

Vertical



Horizontal

Logo Configurations

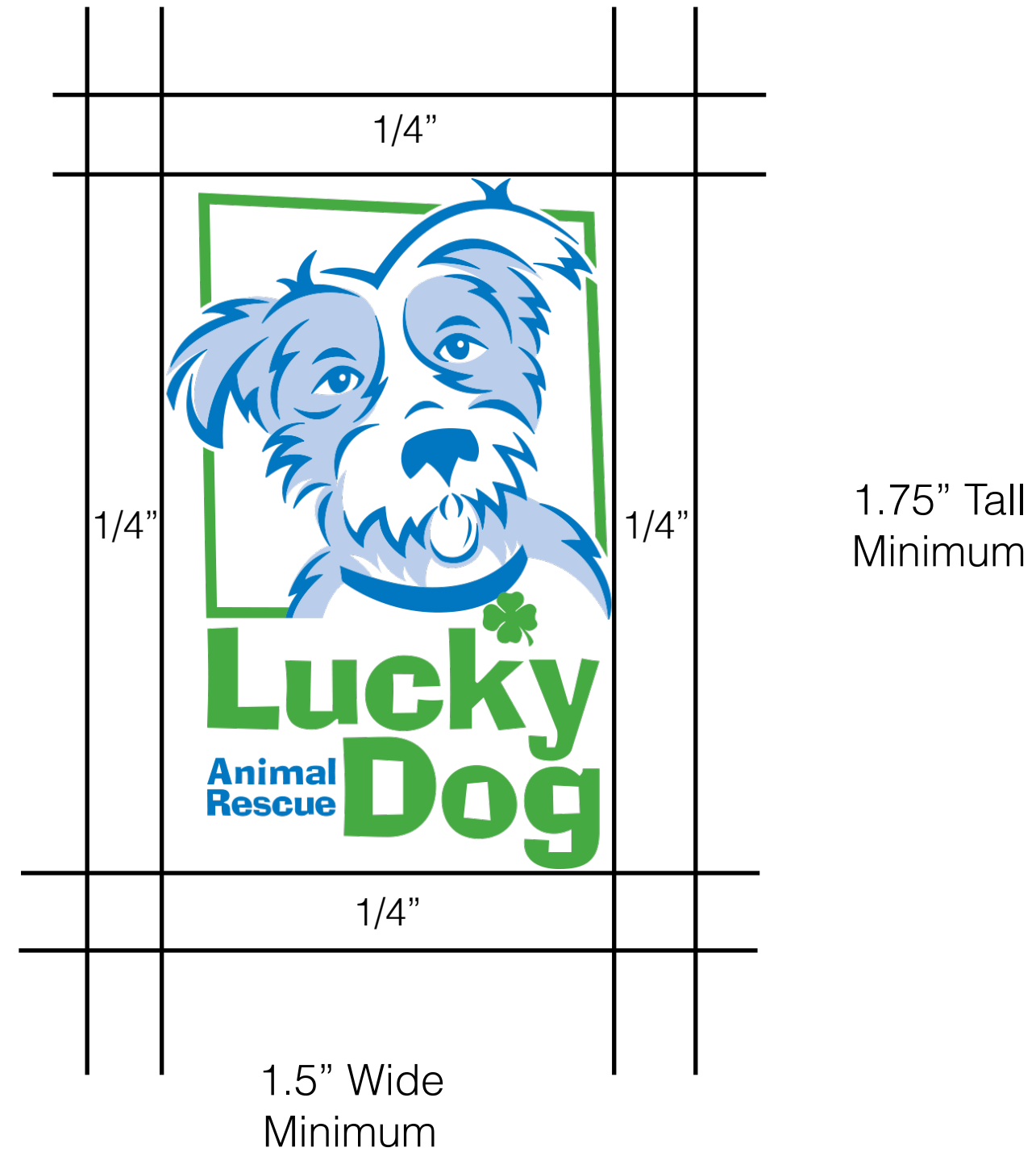
The preferred version of the Lucky Dog Logo is the vertical configuration in full color.

The full color logo should only appear against a solid white background. Use the color, vertical version whenever possible to ensure that the identity is communicated consistently and effectively.

The horizontal version of the logo has been designed for elongated formats, instances where the available space is insufficient for the vertical logo.

Secondary versions of the logo, including black, and reverse (white), should only be used when color artwork layouts are not possible.

Vertical



White Space

In order to give the Lucky Dog logo maximum legibility and ensure that it will not be obscured or diminished by other elements, please allow for an area of white space (margin) around the entire logo.

The minimum white space for both logos is 1/4" on all sides.

Sizing

The Lucky Dog logo should not be used in any circumstances where the logo is shorter than 1.75" and 1.5" wide. Producing the logo in a smaller size jeopardizes the legibility and integrity of the Lucky Dog Animal Rescue brand.

Print Examples

Full Color



White



Logo Type

The Lucky Dog logo is available for both print and digital (web) use. Use the appropriate version for each application.

Print

Use EPS, PSD or AI files for all print applications. JPEG should only be used on a white background.

Digital (Web and Video)

Use EPS, PNG or JPEG files for all digital applications. JPEG should only be used on a white background.

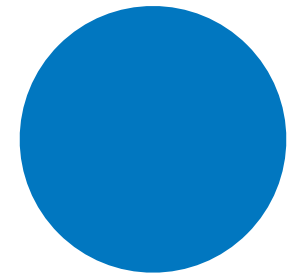
Misuse

The Lucky Dog logo should only be used according to the specifications detailed in this style guide. Always use the approved artwork and do not alter the logo in any way.

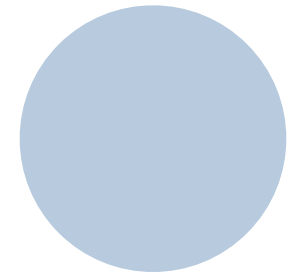
Here are some samples of incorrect usage:

- Changing the logo's color
- Do not change the logo's typeface
- Do not adjust the size relation of each component
- Do not squeeze or disproportionately alter the logo

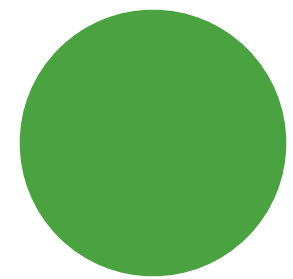
Primary Colors



RGB: R=0 G=118 B=192
CMYK: C=100 M=46 Y=0 K=0
Hex: #0076c0



RGB: R=186 G=207 B=236
CMYK: C=25 M=11 Y=0 K=0
Hex: #bacfec



RGB: R=72 G=169 B=166
CMYK: C=70 M=0 Y=100 K=9
Hex: #48a942

A standard color palette ensures that the brand is recognizable and promotes consistency. The colors used for print should always be CMYK or Cyan, Magenta, Yellow and Black.

The colors used for the web should be RGB or Red, Green, and Blue.

Web colors are also identified by a hex code, a number followed by a combination of six numbers and letters.

Fonts

Primary Font: Ad Lib ICG

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

The primary font used by Lucky Dog is Ad Lib ICG. This font should be used when available.

Secondary fonts Helvetica and Arial are commonly available and may be used for other applications.

Secondary Fonts: Helvetica

ABCDEFGHIJKL

Secondary Fonts: Arial

ABCDEFGHIJKLM

Hashtag & Watermarks

Hashtag - Available in Black or White

#IAmLuckyDog

Watermark - Available in Black or White



The Lucky Dog #Hashtag and Watermark should be used in either black or white on all photographs and images displayed on Lucky Dog's social media.

The #IAmLuckyDog hashtag can also be used on Twitter, Facebook and other social media to identify Lucky Dog volunteers, dogs and events.

The #Hashtag and Watermark are available in .AI, .EPS, .PNG formats. The .PNG format has an alpha channel that allows the graphic to be placed on top of an image.

Watermark