

The Guelph Humane Society

Branding Guidelines



GUELPH
HUMANE SOCIETY

Logo variations



Use for formal documents. This is the main logo along with Horizontal no tag logo.



Use for centered text. Secondary logo.

HOPE. CARE. COMPASSION.



This is our primary logo. It can be used interchangeably with tag logo.



This is our primary logo. The white version of this logo can be used on colour block.



The Vertical logo is a tertiary logo for design pieces that have limited space or a more vertical centered design.



The white version of this logo can be used on colour block.



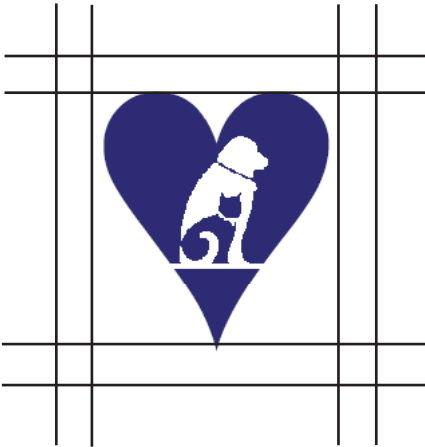
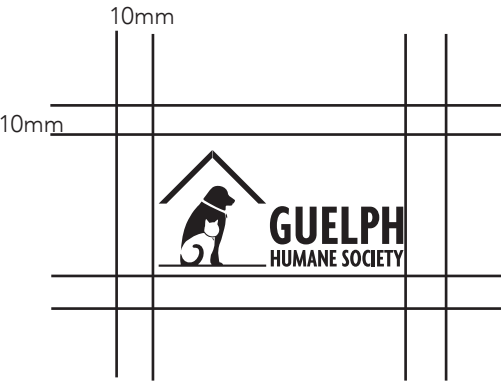
Logo for donor focused pieces and some swag. To be used at Marketing's discretion only.

When and where to use logos:

jpeg = anywhere png = web eps = print/design programs

Sizing and scalability of the logo

When using the logo make sure to leave a minimum of 10mm between it and any other content, and for sizing reference please use the required logo sizes shown below.



200 px



150 px



100 px



Logo misuses

1. Use only the GHS colours. The only colours the logo is available in.



2. Keep the proportion of the logo. Do not alter the proportion and size as per this document.



3. Do not put logo on a slant or angle.



4. Do not distort the size of the logo elements.



6. Do not apply any special effects, design, or elements to the logo.



7. Do not change the font of the logo.



Typography

Avenir font type

H1 - Black (Size = 20 - 24 pts)
Titles, bolded items or call outs

H2 - Heavy - Subtitles (Size = 14 - 18 pts)

H3 - Medium - highlighting text (Size = 12 -14 pts)

Main body/Paragraph - Light (Size = 10 - 12 pts)
abcdefghijklmnopqrstuvwxyz1234567890

Less used - Book, often used for page numbers

This font was chosen for it's clean and fresh perspective. The font is smplistic which stays true to GHS's tone, voice and brand.

Luna font is for any titles for the **Unleashing Hope** New Building Campaign only.

Larger text colour blocks layout

Heading

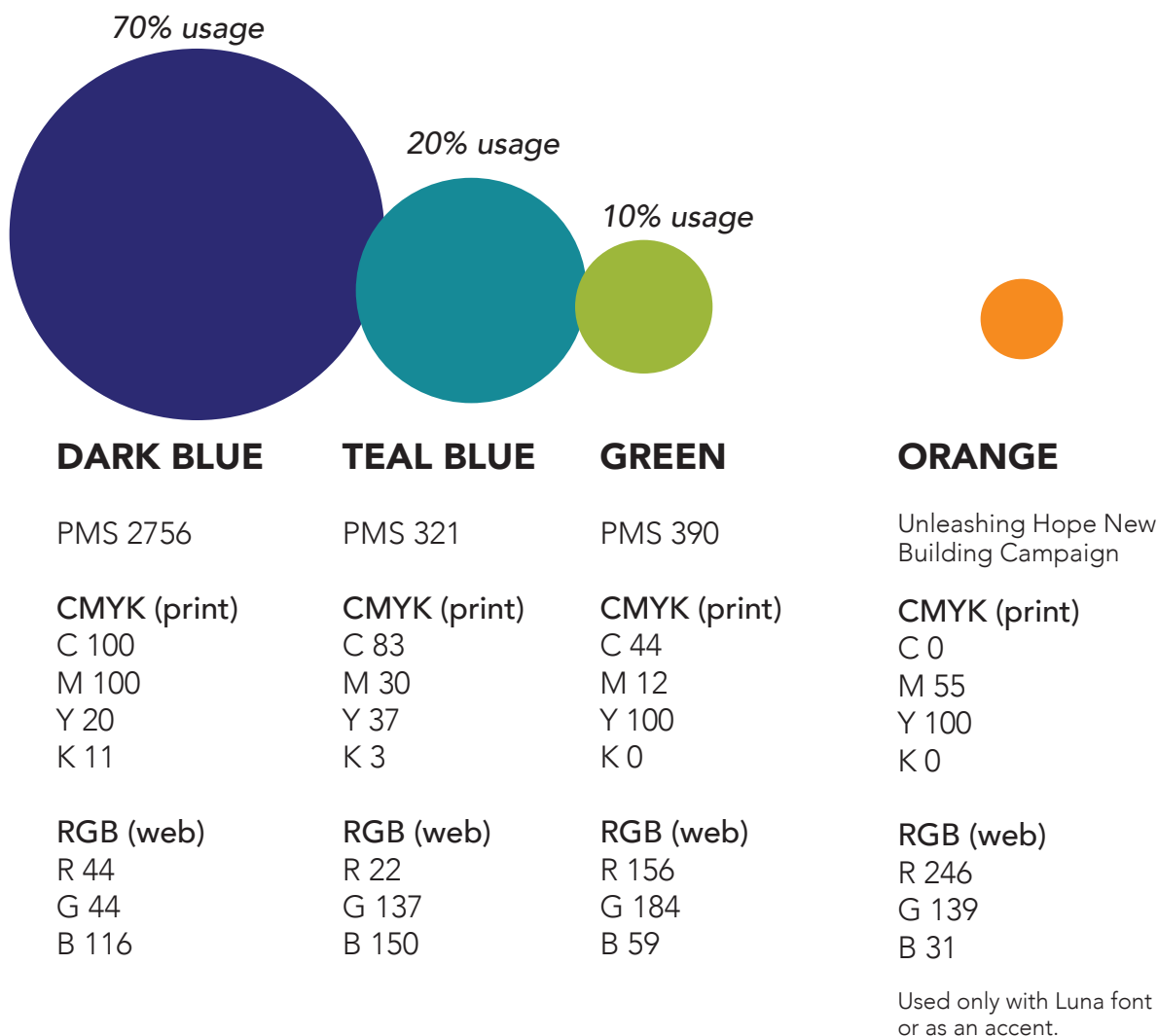
main body text

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Leave adequate spacing
around text, 0.25" approx

Colours



Callout coloured bubble uses

Leave adequate spacing around text, 0.25" approx for larger circles

Use circles as accents on design pieces to help bring out captions, **stats**, or IMPORTANT CONTENT. Use bolder fonts or caps lock to make content pop!

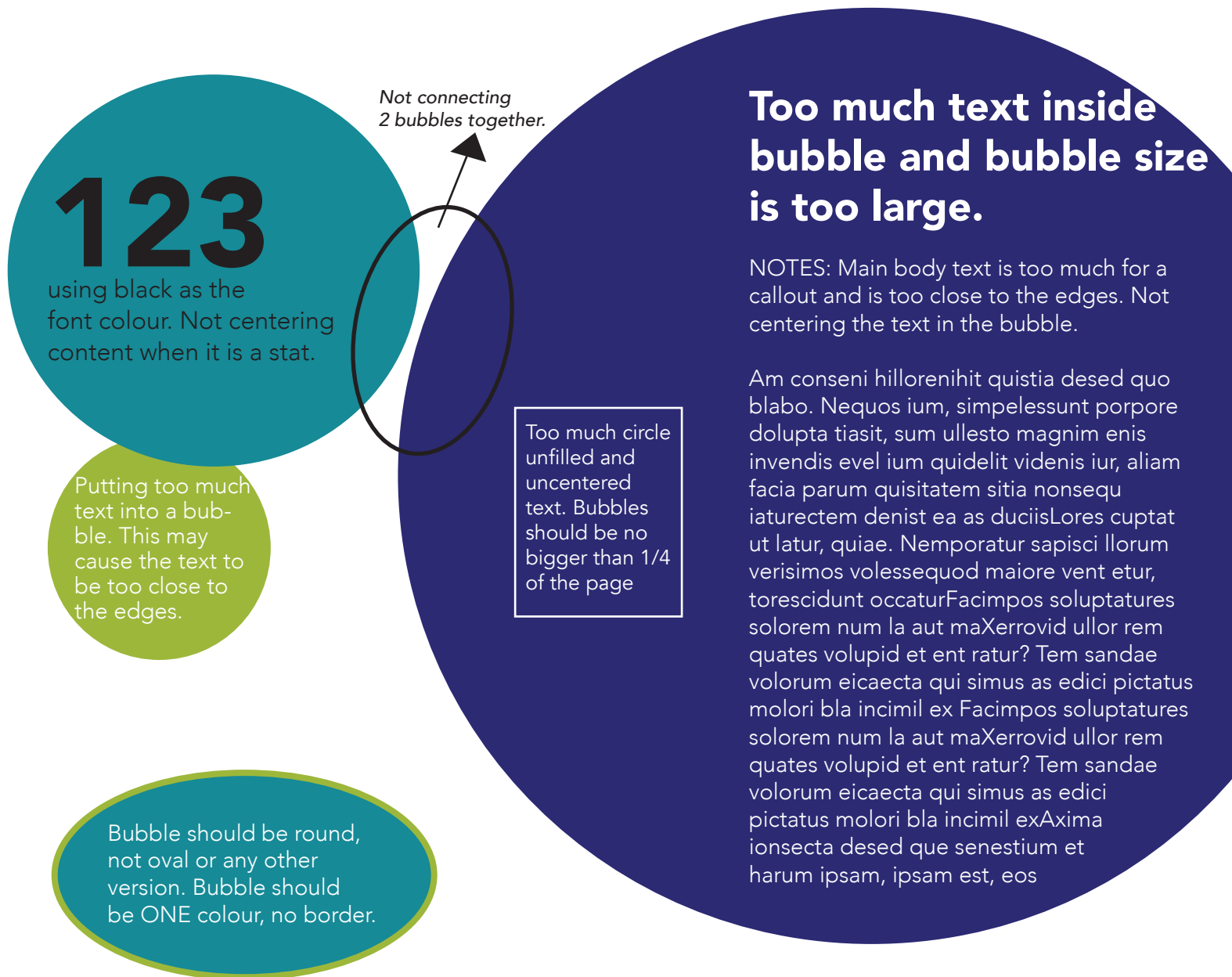
For smaller boxes keep spacing around 0.125" approx

NOTE: Use all GHS colours with WHITE font as the text font.

Circles/bubbles are for callouts only - not headings

main body text
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Callout coloured bubble MISUSES



The difference between the bubble callouts and the rectangular or square text blocks is that the bubbles are strictly for visual interest. Callouts are for standout pieces of information or important information you want your audience to be drawn too. Rectangular or square coloured text blocks are to provide visual interest to larger pieces of content. They are mostly used on posters and on multiple page documents.

Images and caption uses



Preferred Option:



Preferred Caption Placement - Bottom Right, *Avenir Medium Oblique*

White backgrounds - use "Blue" coloured font

Darker backgrounds - use White font

When copy is harder to read, use a transparent background to make it easier to read.

