



Assistance & Facility Dogs

Brand Guide





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Mission & Values

The what, and why of Paws
With A Cause



Mission

Paws With A Cause® enhances the independence and quality of life for people with disabilities nationally through custom-trained Assistance Dogs. PAWS® increases awareness of the rights and roles of Assistance Dog Teams through education and advocacy.



Values



Adaptable

Embraces change for the betterment of PAWS. Supports the decisions of the team. Pivots when needed to meet the needs of the organization.



Dedicated

Acts with loyalty & integrity. Commits to the success of the organization & supports its decisions. Takes initiative to do what is needed without direction. Pitches in when needed across the organization.



Innovative

Uses creative problem solving to move the organization forward. Demonstrates a willingness to entertain new ideas. Envisions & prepares for future possibilities. Leverages past learnings.



Optimistic

Strives for positive outcomes even when acknowledging obstacles or adversity. Focuses on the present & the future possibilities with commitment to the greater good.



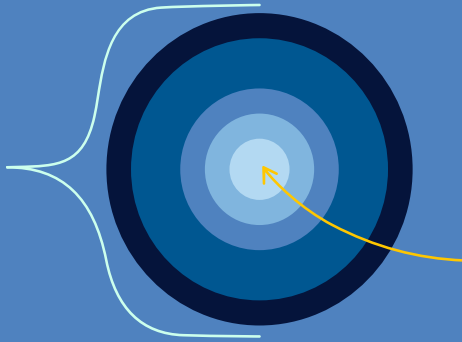
Gratitude

Exercises kindness, respect & collegiality in interactions with others. Assumes positive intent. Ensures that all are valued and heard.

Marketing Persona

Defining the PAWS audiences and how we communicate with them.





What is a marketing persona?

A persona is a marketing tool where we personify our target audience (clever, huh?). Having personas helps you focus your marketing. When making decisions, talk about your persona(s), call them by name, and consider what they are interested in and what they care about.

Your target personas aren't the only people who will interact with your brand or participate in your services. Think of it more like a bullseye. If you're shooting for the middle target, you're bound to get some arrows in the outer circles (or sometimes not even on the board).



Meet Penny

Penny is a vibrant and compassionate woman who believes everyone has the power to create a positive impact on their community. Born and raised in a tight-knit suburban town, Penny comes from a long line of strong, community-oriented women. Her grandmother fought for women's equality, her mother was a schoolteacher, and now Penny herself continues the legacy of contributing to the greater good in the ways she can. After earning a degree in social work, Penny became a licensed therapist and spends her days helping others. Dogs have a special place in her heart, and she believes in the therapeutic power of the bond between humans and animals.

You'll often find Penny at a local community event or out with her galpals. She is adventurous in the kitchen and likes to travel the world via her palate. She has a greenish thumb and grows her herbs in her windowsill but doesn't have a full-fledged garden (yet).

Penny represents the strength, compassion, and resilience of women across generations who strive to make a difference in their communities, embracing the challenges of suburban life with determination and grace.



Interests

- Animals
- Pickleball and other outdoor activities
- Baking
- Local community events
- Time with family
- Card games with loved ones
- Reading
- Sustainable shopping

Key Locations

The suburbs of...

- Detroit, Michigan
- Grand Rapids, Michigan
- Fort Lauderdale, Florida
- Phoenix, Arizona
- Newark, New Jersey
- Chicago, Illinois



More About Penny

Motivations for Connecting with PAWS

Emotional Connection: Penny is motivated by the emotional connection she feels towards dogs and the positive impact they can have on individuals with disabilities.

Visible Community Impact: She wants to contribute to causes that make a difference in her local community, and Paws With A Cause's mission aligns with her desire to create positive change. She also likes seeing the tangible nature of the service dogs out and about supporting their human.

Tech-Enabled Programs: Penny is techish. She might not know how to troubleshoot ever internet snafu she runs into, but she is drawn to organizations that highlight and embrace technology to enhance their programs and services.

Challenges

Time: Between her relationships, community commitments, and everything else Penny has going on, whatever programs she's a part of need to fit within her busy schedule.

Dubious: Penny has a healthy amount of skepticism and she won't want to partner with any organization that feels inauthentic to her. Aim for transparency rather than slick marketing and cultivate a relationship through your storytelling.

Even More About Penny

Communication Style

Casual: Being relational and relatable is important when communicating with Penny

Gentle: You're not going to win brownie points by aggressively upselling or marketing to Penny. She is loyal but only to those who treat her with respect and a touch of gentleness. Refer to the voice and tone guide for more language tips for Penny.

Nostalgic: Penny wants the world to continue to evolve and do better, but she has a soft spot for pop culture and events from her youth. Be sure to bring in some history and incorporate nostalgic aspects to your marketing when appropriate.

Communication Preferences

Snail Mail: Penny tends to use her digital platforms for more personal things, so if you are trying to get general information out, digital is good but if you need a clear action or information shared to Penny specifically, be sure to send it with some postage! She's happy to visit a website listed in the piece but this is the best way to get her attention.

Digital Channels: Penny is often on her phone and computer and she gets a lot of her "fun" information via Facebook and checks her email periodically.

Video & Summary Content: Penny is always on the go, so when possible communicate to her via short and fast-paced videos and or summarize important information for her to skim.

Personal Stories: Penny is moved by personal stories that showcase the real impact of Paws With A Cause's work. Success stories of individuals whose lives have been positively changed by assistance dogs resonate with her.

Regular Updates: Penny appreciates regular updates on how her contributions are making a difference. Transparent communication about the organization's achievements and challenges helps her feel connected to the cause.

Primary Marketing Touch Points

- Organic social media
- Facebook/Instagram/Google ads
- Email newsletter
- Word of mouth
- Nonprofit or community events

Variations of Penny

Like Barbie, Penny has a few variations, but they are all equally Penny. Her interests, challenges, and the like are all the same for each variation. Below are helpful demographics and key distinctions for each of the primary variations to help with advertising purposes.

Target: Community Awareness

Community Penny is the most widespread as far as age, education, and income level. Community Penny is the “every Penny” and isn’t ready to commit to donating and isn’t able to volunteer/foster but cares about dogs and those with special needs. She may know someone who has a PAWS service dog or just enjoys seeing the good in the world (plus cute doggos).

Background & Demographics

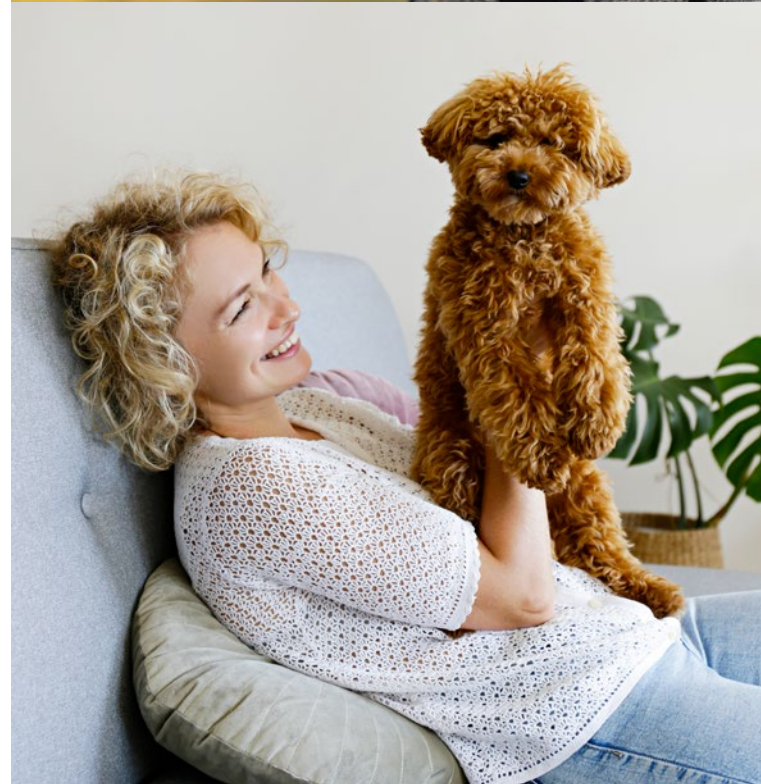
Age: 20-65 years old

Home Status: Homeowner

Education: Bachelor’s Degree

Income Level: Middle to Upper-Middle Class

Location: Suburban neighborhood, USA





Target: Donors

Donor Penny is split into two camps:

First Penny: is a retired (or approaching retirement age) woman who is ready to give back some of her savings and income to better the world. She is more likely to give medium to large gifts once or twice a year, usually around “typical” giving times like Giving Tuesday and EOY giving.

Second Penny: is a young professional in her 30s or 40s who wants to give to organizations she believes in and trusts. She’s more likely to sign up for a small monthly recurring donation, knowing it only costs \$30 a month to feed a dog in the final stages of the program. She likely has a dog or had one previously and her heartstrings are pulled on when she reads the testimonies and work the PAWS dogs do

Background & Demographics

Primary Age Range: 55-75+ years old (medium to large gifts, less often)

Secondary Age Range: 30-45 (small more frequent gifts)

Home Status: Homeowner

Education: Bachelor’s Degree

Income Level: Middle to Upper-Middle Class

Location: Suburban neighborhood, USA

Target: Volunteer

Worker Penny is ready to get her hands dirty! She is able to foster a PAWS pup or volunteer. Partner or no partner, she is an independent gal who is without young children. She lives within a 30-minute drive of a PAWS Puppy Club in order to attend classes (foster) or to volunteer her time.

Background & Demographics

Primary Age Range: 35-49 years old (teen children or soon to be empty-nesters)

Secondary Age Range: 18-25 years old (college student or early career)

Gender Identifier: Female

Home Status: Homeowner

Education: High School Diploma+

Income Level: Middle Class

Location: Within 30 minutes of:

- Novi, Michigan
- Belleville, Michigan
- Wayland, Michigan
- Chicago, Illinois
- Phoenix, AZ



Voice & Tone

How we communicate
with our audiences.



Voice

Our voice is our unique personality, similar to the voice of a friend. Voice helps readers identify our writing style by our personality, and it reflects our core values. Our voice shouldn't change because it is based on who we are.

Buddy Ol' Pal

When communicating, we're simply chatting with a close friend whom we've known for ages but we're still learning things about each other.

Practical Ways to do this:

- Personalize pieces where possible using the client's name, details about them, etc.
- Use warm and approachable language to further build a connection.
- Incorporate empathy and understanding, showing genuine care for the cause.
- Using language that puts the reader in the first person instead of hypothetical.
- Share information through stories first and foremost.
- Bring in some hints of nostalgia or history when appropriate.

Supportive Advocate

When we are working with clients, we are the epitome of a supportive advocate. We are here for you. We are in your corner. We are encouraging and supportive in every communication.

Practical Ways to do this:

- Celebrate successes, share stories of impact, and acknowledge the challenges faced by those involved.
- Use language that uplifts and motivates the audience to engage with the cause.
- Talk directly to the client in written materials when appropriate. When talking to other audiences (donors, volunteers, etc.) keep clients top focus.



Tone

Our tone is our attitude – the emotions we want our readers to feel. This means our tone can vary depending on our audience, the medium, or the event (just like it would if you're having a hard day or a great one, or if you're talking about something sad or sharing exciting news).

Passionate

Remember we are advocates, we need to vocalize and be heard, but we don't make noise for the sake of noise.

Don't be afraid to show joyful passion when sharing stories and information.

Educational

When sharing information, convey a level of confidence and experience.

Avoid jargon when unnecessary and explain information in a straightforward easy to understand way.

Provide valuable insights and information in an easily digestible format.

Optimistic

Our stories focus on the brightness at the end of the tunnel. The journey may have been hard to get there, and it's an important part of the story, but every tale we tell is rooted in optimism for the future.

Goals are expressed with attainable and challenging language.

Inclusive

Communicate with inclusivity and accessibility for all.

Use common words whenever possible.

If certain words or phrases are not widely known, be sure to define them.

Avoid language that is negative towards marginalized groups (ie. seniors, at-risk, minority, etc.)



Writing Examples:

Here are some practical examples of how to take existing copy and apply the voice and tone.

Before: Learn about our service animals.

After: Discover the incredible impact of our expertly trained service animals.

Before: Service animal training process.

After: Embark on the journey of transforming furry friends into life-changing companions.

Before: Support us.

After: Join hands with us to make a difference in the lives of those in need. Together, we create a world of empathy and assistance.



Logos

Logo usage and how we
visually represent ourselves.



Primary Logos

In most print and web applications, one of the primary logo lockups (arrangements of logo icon and text) should be used. For certain occasions where a more horizontal format is needed, the horizontal logo lockup may be used.

Use the icon in small applications like enamel pins, stickers, favicons and profile images, or instances where the full logo cannot be used.

Icon



Stacked Lockup



Vertical Lockup



Horizontal Lockup



One-Color Logos

On a white background, use the full-color logo. On a color background, use either black, white, or one of the primary logo colors. Ensure that contrast remains high to maintain legibility.



Minimum Clear Space

Appropriate clear space around the logo should be maintained so the logo stays clean and without other elements too close.

The minimum clear space allowance around the logo is equal to the width of the W in “Paws.”



Minimum Size

Another way to ensure the logo stays clear and legible is to ensure it stays large enough for print and web.

For print, all logos should be printed at a minimum of 1.25” wide to maintain legibility (especially of “Assistance and Facility Dogs.” For digital, logo width shouldn’t be any less than 300 pixels.



Logo Misuse

How not to use the logo. Please DO NOT stretch, distort, alter, use incorrect coloring, not enough clear space or place on a busy background.



Color

Preferred palettes, tints , and hierarchies of color.



Brand Palette

The main brand palette includes a medium teal, sky blue, royal blue, and tan. Then there are main tints and shades of each of those primary colors, as well as secondary “pops” of color.

Primary Colors



CMYK: 73 5 52 0
RGB: 55 177 150
Hex: #37B196



CMYK: 48 17 1 0
RGB: 128 180 222
Hex: #80B4DE



CMYK: 12 32 54 0
RGB: 224 175 128
Hex: #E0AF80



CMYK: 98 71 16 2
RGB: 0 86 146
Hex: #005692

Primary Tints & Shades



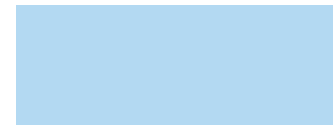
CMYK: 88 36 54 14
RGB: 0 116 114
Hex: #007472



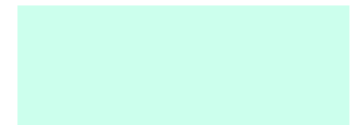
CMYK: 42 57 80 29
RGB: 123 91 59
Hex: #7B5B3B



CMYK: 72 43 1 0
RGB: 78 130 192
Hex: #4E82C0



CMYK: 27 4 1 0
RGB: 179 218 241
Hex: #B3DAF1



CMYK: 17 0 12 0
RGB: 204 255 237
Hex: #CCFFED

Secondary Colors with Tints



CMYK: 0 22 100 0
RGB: 255 199 0
Hex: #FFC700



CMYK: 0 2 24 0
RGB: 255 245 203
Hex: #FFF5CB



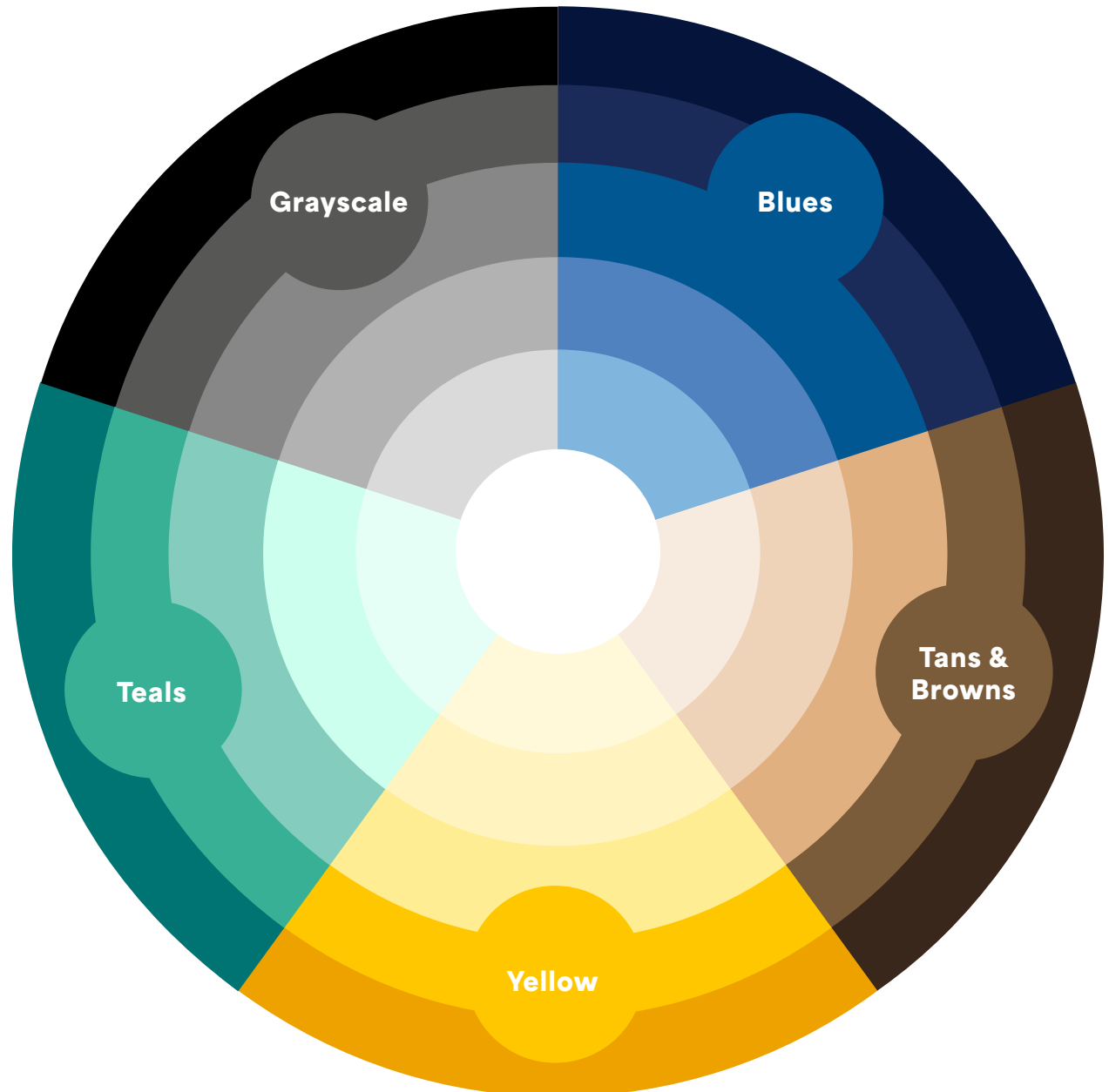
CMYK: 100 90 37 31
RGB: 26 44 88
Hex: #1A2C58

Secondary Colors & Tints

The secondary color palette, or tints, can be used to complement the primary colors as backgrounds, for use in icons and other supplementary materials.

PAWS Blues, Teals, and Tans/Browns are all included in their piece of the pie, and all tints and shades of these can be used.

PAWS Teals should not go any darker than the “dark teal” color. When adding darker colors for contrast, use darkest blues in place of the teal.



Typography

Brand fonts and typographic stylings.



Primary Typefaces

The primary font for PAWS is Area Normal, with Area Extended also able to be used.

This is an Adobe font that can be downloaded via Adobe Fonts for print or web use.

Each weight also comes in italics which can be used sparingly for quotes and subheadings.

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
1 2 3 4 5 6 7 8 9 0

Area Normal
Semi Bold
Bold
Extra Bold
Black

Area Extended
Semi Bold
Bold
Extra Bold
Black

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
1 2 3 4 5 6 7 8 9 0

Alternate Typeface

Because not everyone has access to Adobe fonts, for regular use in Word or Google documents, Manrope is the suggested alternative, free to download from Google Fonts.

**Download the Manrope
Font (Google Fonts)**

Manrope
Regular
Medium
Semibold
Bold
Extrabold

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
1 2 3 4 5 6 7 8 9 0

Typographic Styling

Please follow the following recommendations for Headline and Body Copy styling.

Colors are interchangeable within all brand fonts, depending on where the copy exists.

Headline Style 1

Area Normal Black
Title case

What We Do

Headline Style 2

Area Black
Title Case

Our Mission

Body Copy Style

Area Normal
Regular
Sentence case

PAWS Service Dogs are custom-trained to assist people with physical disabilities affecting one or more limbs. Service Dogs can enhance a person's independence by helping with tasks such as pulling a wheelchair, opening doors, turning light switches on/off or picking up objects as small as a dime. If a client falls, the dog can even act as a brace to help them up.

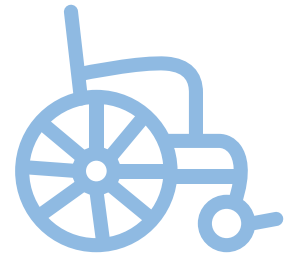
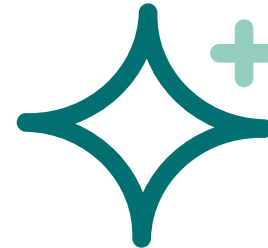
Design Elements

Graphic elements to help elevate the brand.



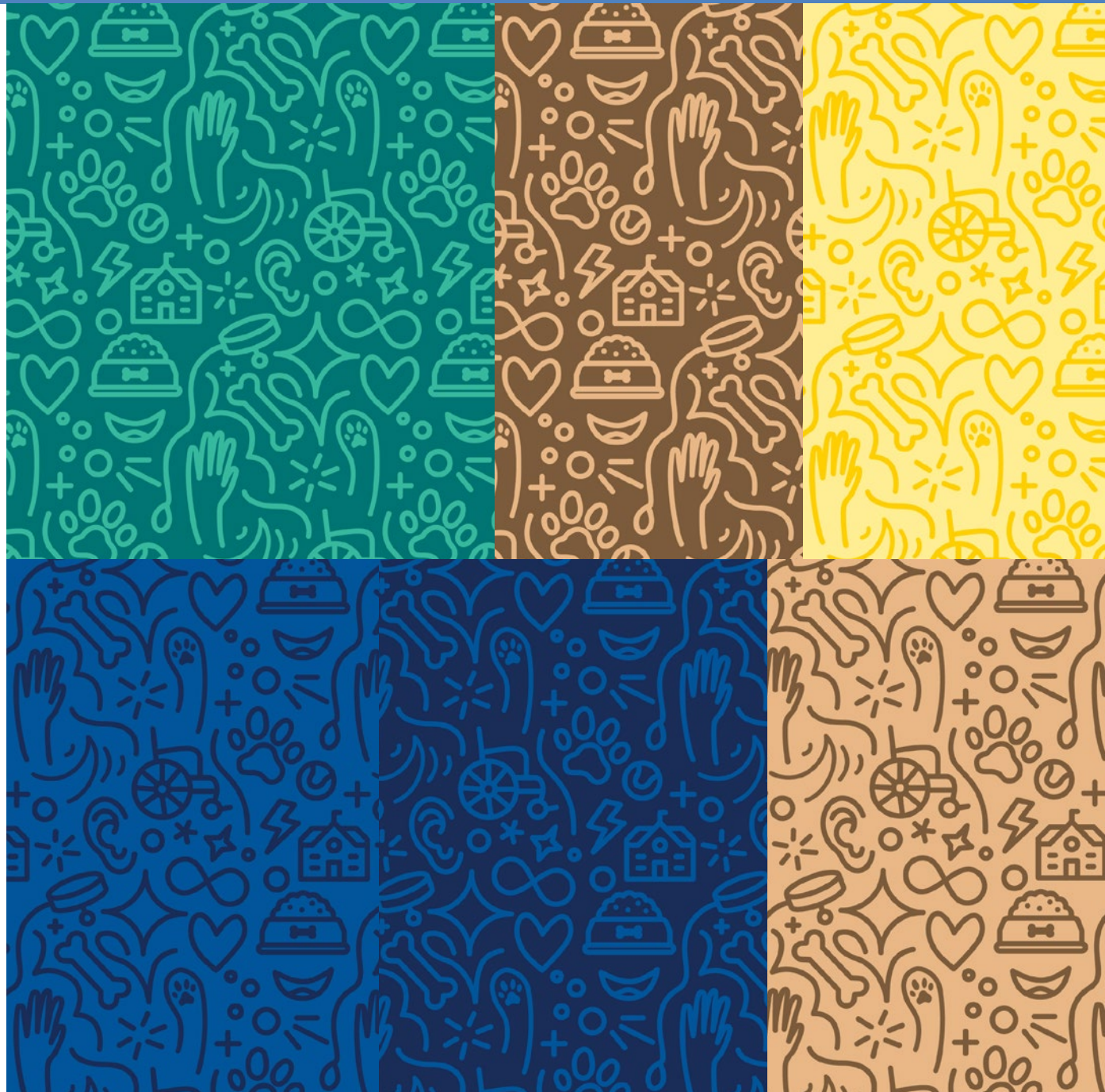
Icons

The icons we use are custom made for PAWS and use a thick line with rounded ends to give a feeling of lightness, movement, and freedom.



Pattern

There is a main PAWS pattern that is inspired by the type of work that we do and the service dogs that make this work possible. You can use this pattern in a variety of ways, but the colors used should always stay within the same color family (see the color wheel on page 23).



Photography

Images showing the work we do, the people we serve, and the dogs that make it possible.



Imagery

Our images convey the lightness, happiness, and freedom that comes when you get to have a PAWS dog, whether they're assisting you, you're training them, or fostering a puppy. Our dogs are loving and well loved!

The PAWS brand emphasizes the relationship between dogs and humans. In every phase of a PAWS Dog's life, the human interaction is the focus of the PAWS brand. After all, the PAWS Dog is there to help the person living with a disability.

Photos include dogs working, dogs with us at events, puppies at foster homes, and more. Dogs should always be wearing a cape to distinguish them from non-PAWS dogs (even though we love all dogs!).

Photos with dogs and their owners, volunteers, and foster "parents" should show the strong emotional connection between client and dog.

