

BRAND GUIDELINE SHEET

PRIMARY LOGO



USAGE

This should be used first if space allows for it. Use it on websites, footers, stationary, signage, ect...

SECONDARY LOGO



USAGE

For when the primary logo doesn't fit in the regulated space. Use on websites, printed materials and longer elements

EMBLEM



USAGE

For when the primary logo doesn't fit in the required space. Use on websites and printed materials.

ICON



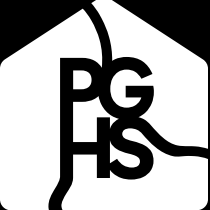
USAGE

Social media profile pictures, stamps, favicon. Use when your other variations simply wont fit.

PRIMARY LOGO



EMBLEM



COLOUR PALETTE

CMYK

They are the colours used in printed materials.

RGB

This is used on-screen and for web design.

HEX

This colour code is used on-screen and for web design.

BLUE HEELER

Primary Colour

CMYK

C:81% M:54% Y:0% K:0%

RGB

R:55 G:113 B:184

HEX

#3771B8

FUREVER HOME

Primary Colour

CMYK

C:78% M:12% Y:56% K:1%

RGB

R:35 G:163 B:139

HEX

#23A38B

SECOND CHANCE

Secondary Colour

CMYK

C:95% M:81% Y:47% K:50%

RGB

R:20 G:40 B:65

HEX

#142841

CATNIP

Secondary Colour

CMYK

C:42% M:0% Y:85% K:0%

RGB

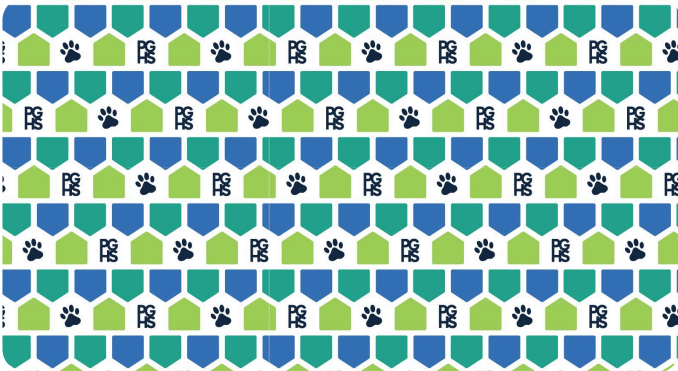
R:159 G:205 B:89

HEX

#9FCD59

PATTERNS

Patterns can be used alone or in a larger design. Use this on websites, stationary, packaging, printed materials, social posts, ect.



PRIMARY FONT

Gabarito Bold

USAGE

The primary font is your default typeface and should be used within headers and titles.

SECONDARY FONT

GABARITO REGULAR

USAGE

The secondary font compliments your primary font. This will be used on subheadings.

COMPLIMENTARY FONT

Helvetica Regular

USAGE

This compliments the primary and secondary font. This should be used within body copy.