Lucky Dog Animal Rescue

Brand at a Glance

Our brand is one of the most important tools we have as an organization. What we say and how we say it are all part of our brand.

**OUR PURPOSE**
End pet homelessness
We are dedicated to rescuing homeless, neglected, and abandoned animals from certain euthanasia and finding them loving forever homes.

**OUR TAGLINE**
Get Lucky! Adopt Today!

**OUR PROMISE**
Help as many as we can through adoption and education of our Lucky Dog community and beyond.
Lucky Dog Animal Rescue is a volunteer-powered nonprofit dedicated to rescuing homeless, neglected, and abandoned animals from certain euthanasia and finding them loving forever homes. We educate the community and all pet parents on responsible pet parenting, including the importance of spay/neuter, obedience training, and good nutrition.

**SPEAK WITH ONE VOICE**

**CONVEY THE RIGHT TONE:**
We are direct and rational. We focus on what we can achieve. Our tone is **NOT:**
- Corporate or stuffy
- Cutesy or soft
- Focused on suffering

**CAPTURE OUR PERSONALITY:**
- Inclusive
- Dedicated
- Structured
- Organized
- Positive
- Strategic
- Multifaceted
- Volunteer-focused

**KEEP IN MIND**
Always keep the logos, dog and text together. Do not adjust the proportions. Please make sure to keep a clear space around it, and display the primary and secondary logos on a white background.

**OUR LOGOS**

**Primary Logo**
Vertical

**Secondary Logos**
Horizontal

**Photography logo**

**COLOR PALETTE**

**Primary Colors**
- Rescue Blue
  HEX: #0076C0
  RGB: 0 118 192
- Lucky Green
  HEX: #48A942
  RGB: 72 169 66

**Secondary Colors**
- Adoptable Blue
  HEX: #BACFEC
  RGB: 186 207 236
- Adopted Green
  HEX: #AEF5AA
  RGB: 174 245 170
- Savior Green
  HEX: #35433C
  RGB: 53 67 60
- Handsome Gray
  HEX: #3F4143
  RGB: 63 65 67

**TYPOGRAPHY**

**Primary Sans**
- Ad Lib ICG: is to be used for all standard body text.

**Secondary Sans**
- PT Sans Narrow: ideal for use in text headers, or labels.

**Primary Logo & Header**
- Ad Lib ICG is the font used in the LDAR Logo and can be used for large advertisements, print or web banners, flyers etc.

**IMAGERY**

Photos and videos are powerful storytelling tools.

- Eye contact is key
- Highlight human-animal bond
- Show the reality of the situation, do not aim to shock
- Pet dogs and cats should be wearing collars and tags.
- Image should be in focus and fit the space
- Photography logo needs to be added