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.

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

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

OUR LOGOS

Primary Logo
Vertical

Secondary Logos
Horizontal

Photography logo

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.

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

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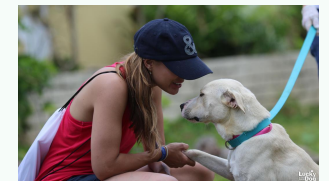
Secondary Sans

Open Sans: is to be used for all standard body text.

Primary Logo & Header

Ad Lib ICG: iAd Lib 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