Branding & Style Guide

2020
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Our Mission
To support Pima Animal Care Center and enhance its efforts to save the lives of pets in need.

Our Vision
Every pet who comes to Pima Animal Care Center is supported with the resources needed to find a loving home.
Our Logo

The Friends of PACC logo is our main brand identifier. Wherever possible, use the primary full-color logo. In use cases where it is not an ideal fit, the secondary versions may be used.

Primary Logo

Secondary Logo

Black

White
Logo Uses

The Friends of PACC logo requires ample clear space and a minimum height and length for legibility. The logo should not be manipulated or changed in any way outside of the style guidelines.

Clear Space

Clear space for the ‘horizontal’ logo is defined by the height of the Wynona the dog.

Minimum Dimensions

<table>
<thead>
<tr>
<th>Color</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Color</td>
<td>1.25&quot;</td>
</tr>
<tr>
<td>One Color</td>
<td>1&quot;</td>
</tr>
</tbody>
</table>

Incorrect Usage
Mascots

Fred the cat and Wynona the dog are official PACC mascots that Friends of PACC has permission to use per the organizations’ Master Cooperative Agreement.

Fred and Wynona cannot be used outside of the Friends of PACC logo without prior written permission from Pima Animal Care Center.
**Typography**

Museo Slab is a bold and sporty serif typeface that has a conversational visual tone. It is easily legible as body copy, and has unique characteristics and a variety of weights that also make it an ideal headline typeface.

Museo Slab is the default headliner font for both print and web usage.

Arial is a straightforward sans serif that is to be used as the default body font for both print and web.

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**Headliner Test**

Body Test. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Colors

Our color palette is bright and colorful, full of life and fun just like the pets being sheltered at PACC.

The primary color palette is to be used as the main identifier of the PACC brand.

Tints and Shades may be used to help establish visual hierarchy in PACC branded elements.
Photography

The Friends of PACC photography style is colorful, energetic, and uncluttered.

Ideal photographs have a blurred background with the subject in sharp focus, and a shallow depth of field.
Project Logos

The Friends of PACC project logos for TOP Dogs, Mission PAWsible, and Mature Mutts are secondary brand identifiers.

Wherever possible, use the primary full-color logo. In use cases where it is not an ideal fit, please contact the Friends of PACC marketing team for assistance.
For Branding & Style Guide questions, contact

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