



# ***BRAND AND VISUAL IDENTITY***

Huntingdon County Humane Society  
Graphic Identity Standard Guide

Issued December 2019

# Mission Statement

*"To help homeless pets find their loving and forever homes. Educate the public about the safety and welfare of animals and to promote responsible pet ownership by having your pets spayed or neutered."*

## About Statement




Located in Huntingdon, Pennsylvania, we at the Huntingdon County Humane Society have been supporting the health and wellbeing of cats and dogs since 1978. We care about the health and safety of all our pets, which is why we intervene when an animal's life is at risk. Recently, we rescued dozens of cats

from a life-threatening situation. With your help, we can provide these rescue animals a new life in a safe and happy home. Our shelter takes in stray, abused, abandoned, and surrendered dogs and cats from both Huntingdon and Mifflin counties, providing them a place to get healthy before adoption.

## Tagline Statements

Together We Can  
Adopt. Volunteer. Foster.

# Core Color Palette

PRIMARY PALETTE		PMS	C	M	Y	K	R	G	B	HEX
		0000	94	63	44	29	12	74	95	#0C4A5F
SECONDARY PALETTE		0000	2	72	90	0	238	108	50	#EE6C32
		0000	29	14	10	0	179	198	213	#B3C6D5
		0000	11	10	11	0	225	221	218	#E1DDDA
		0000	40	32	71	4	158	152	105	#9E9869
		0000	28	83	69	18	148	73	72	#944948

This color palette demonstrates a professional, yet playful theme. With at least one bold color featured in the palette to be used for aspects that are most essential to the Huntingdon Humane Society's brand.

We have incorporated the new color, Honest Blue, that will be used to paint the walls in the new physical space. We have discussed the possibility for using this physical space as a backdrop for photos, which would work well in the new visual identity.

# Visual Identity

The new circular logo works well for multiple mediums including shirts, other merchandise, print materials, and online platforms including social media.. Warm, inviting image of cat and dog embracing demonstrates the mission of HCHS to provide loving homes for reused cats and dogs. Note the design of the dog and how it looks like a bully breed, typical of the kind of dogs HCHS encounters every day.





# Single Color Logo



Black one color logo



Blue one color logo



Reverse logo for use in print when printing on dark colors.

# Incorrect Logo Usage



HUNTINGDON COUNTY  
HUMANE SOCIETY

Don't rearrange the text in the logo



Don't change the colors of the icon



Don't stretch the logo out of proportion



Don't remove the text and leave the icon



Don't place anything too close to the logo



Always use contrasting colors

# Typography

## Roboto

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Regular

AaBbCcDdEeFfGgHhIiJjKk 123!%&

Light

AaBbCcDdEeFfGgHhIiJjKk 123!%&

Roboto can be used for web related material.

It's simple structure is ideal for body text.

Download on [Google Fonts](#).

## Poppins

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Regular

AaBbCcDdEeFfGgHhIiJjK 123!%&

Medium

AaBbCcDdEeFfGgHhIiJjKk 123!%&

Poppins is reserved strictly for text on the website.

Used for the body text of the website.

Download on [Google Fonts](#).

## Roboto Slab

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Regular

AaBbCcDdEeFfGgHhIiJjKk 123!%&

Light

AaBbCcDdEeFfGgHhIiJjKk 123!%&

**Bold**

**AaBbCcDdEeFfGgHhIiJjKk 123!%&**

Roboto Slab is a serif font that is best used for titles and sub headings.

Incorporated it into the title pictures seen on the landing page of the website.

Available on [Google Fonts](#).

## Playfair Display

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Regular

AaBbCcDdEeFfGgHhIiJjKk 123!%&

**Bold**

**AaBbCcDdEeFfGgHhIiJjKk 123!%&**

Playfair Display is a more playful font and can be used for promotional events.

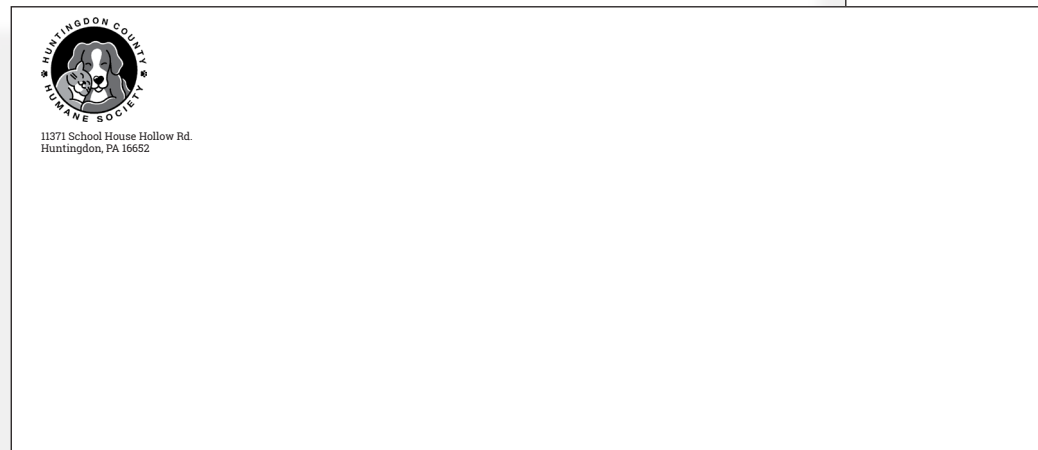
Used in the Facebook cover page, for example.

Available on [Google Fonts](#).

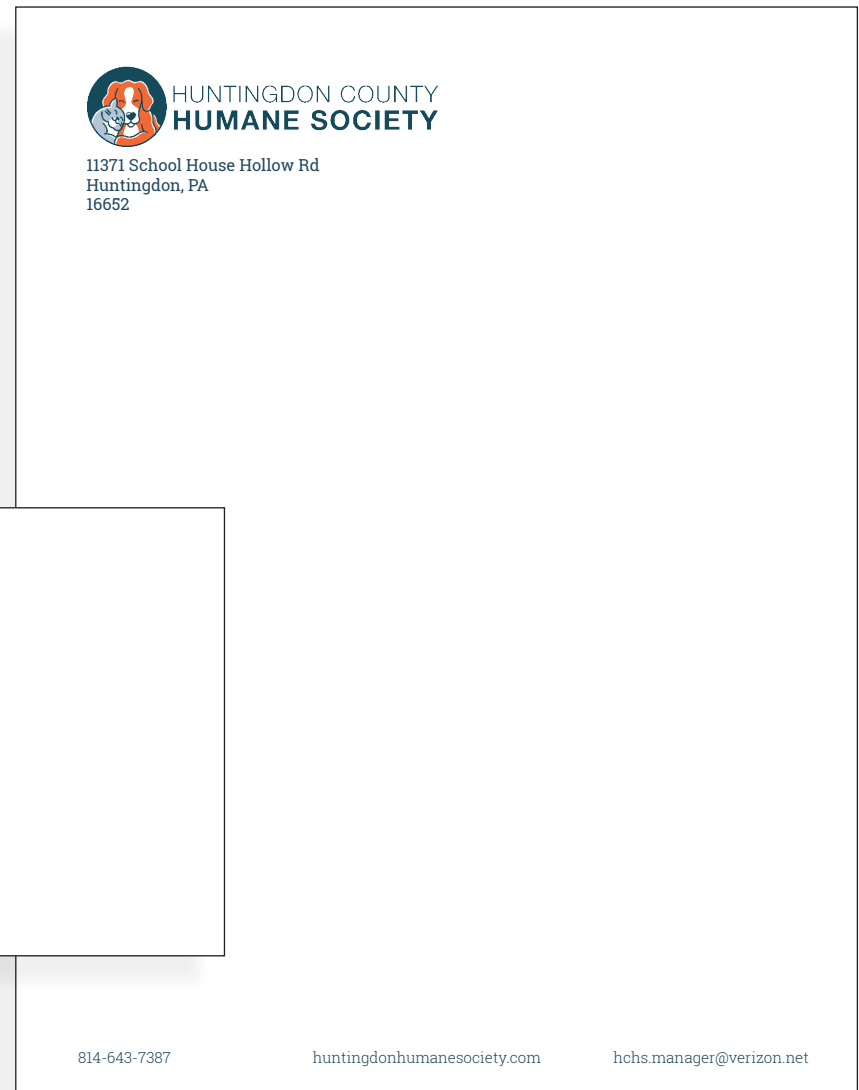
# Printed brand materials



business card

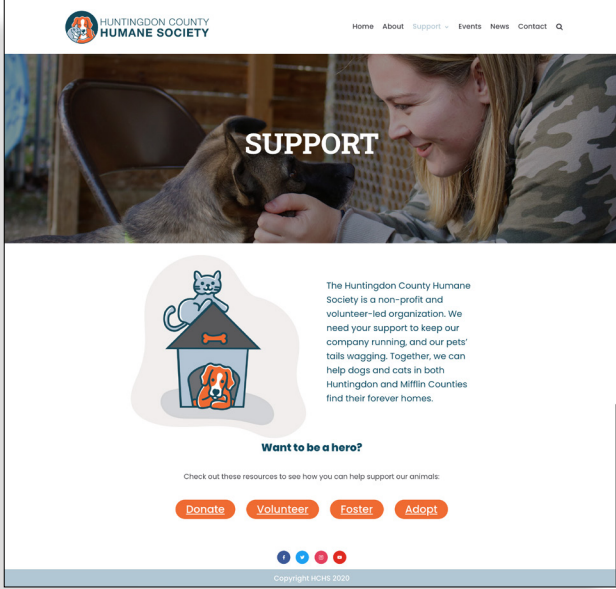
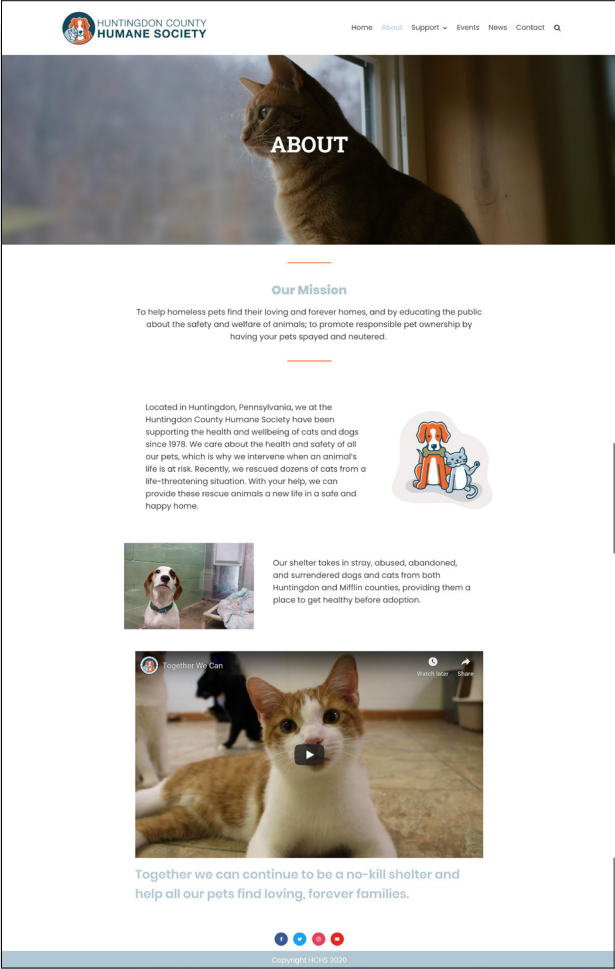
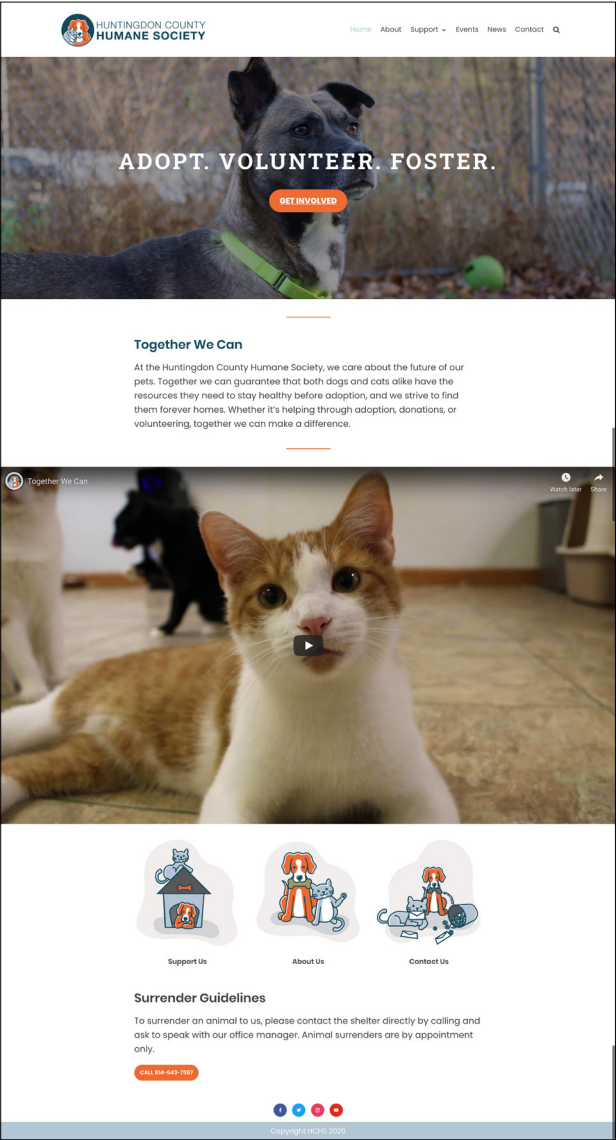


envelope



letterhead

# Website





# Event promotion



Huntingdon County

## Holiday Shopping Spree & Used Book Sale

November 8 - 9, 2019 | 15th Street UMC, Huntingdon  
For more details, visit [www.huntingdonhumaneociety.com](http://www.huntingdonhumaneociety.com)



HUNTINGDON COUNTY HUMANE  
SOCIETY

## FULLINGTON BUS TRIP TO NYC

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### “ON YOUR OWN”

December 7th, 2019  
3:30am  
Huntingdon Peebles

\$99 per person- tickets will be available at the  
shelter

Leaving Huntingdon Peebles at 3:30am on  
Saturday and returning Sunday at 12:30am

# Event promotion





# Branded merchandise

