



A Commitment to Caring *Since 1899*

BRANDING

THE ANTI-CRUELTY SOCIETY

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Introduction to Branding

Our brand is the sum of all the characteristics, tangible and intangible, that makes our organization unique. The Anti-Cruelty Society lives its brand through our actions and our commitment to caring for the community around us.

Our graphic identity should represent both the image and aspirations of our institution. For this reason, the graphic identity, or logo, becomes the cornerstone of all communication efforts.

For both online and in print communications, the way in which a brand represents itself must be habitually consistent. The key to the success of these logotype standards lies in their correct and consistent application on all forms of communication and this manual serves as a guide to accomplish this goal. Presenting a strong, unified identity will make a powerful statement that continues to identify our organization to the public.

Please follow these guidelines to maintain the visual integrity of The Anti-Cruelty Society's identity.

The Anti-Cruelty Society Logo



APPLICATION

The logotype is to be printed on all forms of formal communications, both internal and external. The logotype should be used both on the front and back of all publications, such as annual reports, newsletters, brochures, and postcards.



COLOR

The correct and only acceptable color application of The Anti-Cruelty Society logotype is “The Anti-Cruelty Society” and “A Commitment to Caring” printed in black, and the logo mark and “Since 1899” printed in PMS 194. The strict use of this Pantone color is completely necessary moving forward with any materials printed.



GRAYSCALE APPLICATION

When one-color applications are necessary the logotype appears in black on a white or light-colored background. Specifically, the entire logo and typemark become 100% black. Alternately, The Anti-Cruelty Society logotype can appear in white on a black or dark-colored background.



CRITICAL DETAILS

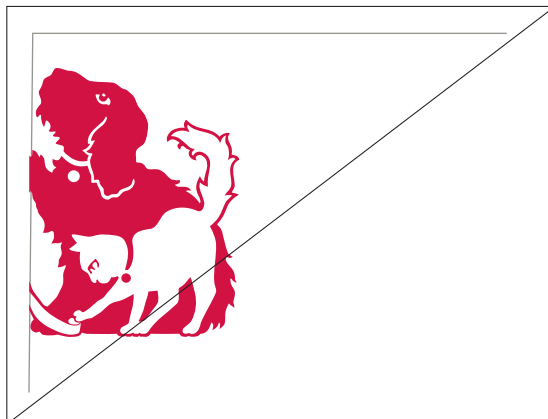
Though much of the logomark for The Anti-Cruelty Society is based upon typography, under no circumstances may it be re-created, or modified to oblige a specific application. The only acceptable use is one that has been imported into a document as an EPS or JPG image.

SPACING GUIDELINES

The minimum distance between the logotype and other graphic elements is indicated by the gray area surrounding the logotype as shown in the diagram at left.

This gray area is equal to the width of the lower-case characters in the typographic logomark. No other graphic elements should fall within this area.

Prohibited Logo Usage



RESTRICTED COLOR

When the logo appears in color, it is strictly limited to Pantone 194U. Specifically needing to be avoided, is the printing of our logo in Pantone 193U. In our past, this color has been being used as a substitute. This is absolutely not acceptable.

Historically, our logo would appear in brochure and print applications in various colors: changing in each instance to coordinate more easily with an autonomous piece. Moving forward, we are focusing on unifying the brand, and will no longer entertain variations of hues or shades.

UNACCEPTABLE SPACING

Whenever possible, the logo is to appear in the corner of printed material, or locked into a bar or graphic: looking stable and secure amongst the other design elements in the piece. Use of the logo “floating” randomly in white space compromises the integrity of the logo and should be avoided.

To keep the integrity of the brand and fully establish the strength of The Anti-Cruelty Society logo, a clear space must be kept all around the signature. No other elements, such as text or images, should enter this safety distance established around the logo. This allows the logo to best communicate The Anti-Cruelty Society image.

Under no circumstance should the logo bleed off a page, be cropped to the exact edge of materials. The logo mark and the type in the logo can not be separated. The logo may also not be used in any watermark application.

The signature should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced electronically or photographically from the electronic files provided by the appropriate Society representative.

Logo Sizing



LOGO SIZING

In order to maximize legibility on printed materials, The Anti-Cruelty Society logo must be prominently and largely displayed. Depending upon the medium, size will vary, but it should be appropriately sized for each particular application.

The integrity of the logo may be compromised if reproduced any smaller than the indicated minimum size: 1.25" in width. Because of the small white detail lines in the mark, as the logo reduces in size, these details becomes lost, and the result is a poorly-represented logo.

In very small applications of the logo, such as giveaways, it may become necessary to omit the tagline in order to preserve the integrity of the signature. If you have questions about signature formats, contact our graphic designer prior to publication and distribution of your materials.

SMALLEST ACCEPTABLE SIZE (1.25" WIDE)



UNACCEPTABLE SIZE (SMALLER THAN 1.25" WIDE)



ACCEPTABLE SMALL LOGO USAGE



Using Color



PANTONE 194U

C 000
M 100
Y 064
K 033



100% BLACK

C 000
M 000
Y 000
K 100

USING COLOR

The standards for color reproduction of The Anti-Cruelty Society logotype ensure quality and consistency in the presentation of our corporate identity, while allowing design flexibility for a wide range of applications. To ensure consistency and quality in the presentation of The Anti-Cruelty Society logo, there can be no variation on the approved colors.

APPLICATION OF COLOR

The Anti-Cruelty Society utilizes a maroon, as shown, and this shade is designated as the official corporate color. This specific shade of maroon is to be used as the preferred color treatment of the corporate signature.

The Anti-Cruelty Society red is strictly defined as PMS 194U for all print applications where spot color is available, or C: 0, M: 100, Y: 64, K: 33, for process-color applications.

COLORLESS APPLICATION

The Anti-Cruelty Society logo may be blind embossed or debossed into wood, metal, glass, paper, or any plain or solid colored material.

Typography in Print

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÉ
ÎÏabcdefghijklmnop
qrstuvwxyzàáéîïøü
&1234567890(\$£.,!?)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopq**

ABCDEFGHIJKLMNO
PQRSTUVWXYZabcde
fg hijklmnopqrstuvwxyz **Aa**

ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnopqrs
tuvwxyz1234567890.,;!?-+ #*
&%€ **Bb**

ABCDEFGHIJKLMNQRSTUVWXY
Zabcdefghijklmnopqrstuvwxyz1234567
890.,;!?-+ #*&%€ **Cc**

ABOUT FONT

Typography adds an important element to the brand identity. Use of consistent typefaces across communications adds another element that defines The Anti-Cruelty Society's look. The typefaces listed below are the only acceptable fonts that can be used in printed materials.

GENERAL FONT USE

For all documents not being sent to a printer, both internal and external, type should be set in the type-face Times New Roman. Alternatively, the type-face Time may be used as well for these "short-run" documents.

ADVERTISING/PRINT MATERIAL BODY FONT

The Cheltenham font family is an old-style serif type-face available for both PC and Mac platforms and was designed by Bertram Grosvenor Goodhue and Ingalls Kimball originally in 1896 for the New York publishing company, Cheltenham Press.

Cheltenham has a warmth and readability that result from the humanistic treatment of letter proportions and design detail.

Cheltenham's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of Roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography.

ADVERTISING/PRINT MATERIAL HEADLINE FONTS

Headlines and other short phrases or blocks of text are often set in display type sizes of 18 points and larger. While readability is still important, there is more leeway for using fun or decorative typefaces in headlines.

The Anti-Cruelty Society will again utilize the font Cheltenham, but in the bold form, and written in small caps. Under no circumstance should titlecase be used for body copy, or anything other than headlines, or large pull-quotes.

Typography Online

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎÏÛabcdefghijklm
nopqrstuvwxyzàåéîïøü
&1234567890(\$£.,!?)

FONT FOR WEB

Proper use of typography is just as important on a web page as it is in any other medium. The fact that it appears on a computer screen and not on a piece of paper is immaterial; it should still be pleasing to look at and easy to read.

The elastic nature of a web page readability can be problematic when designing for the web. It is the job of a designer to understand these issues and to address them—maintaining our brand integrity while staying in complete control of how the site and other online applications will appear on all platforms and in all web-browsers.

Copy on The Anti-Cruelty Society website and microsites should be Times. Like Cheltenham, Times is an extremely easy-to-read serif font that is standard on all computers, both PC and Mac alike.

Times or Times New Roman should also be used in all forms of e-communication: including, but not limited to, company-related instant messaging, e-cards/email blasts and both internal and external email communications.

Editorial Guidelines

EDITORIAL GUIDELINES

The use of language is an important branding element when writing or speaking for an organization or business. The Anti-Cruelty Society has adopted the following language styles as part of their identity and straying from these phrases and abbreviations is not acceptable.

PROPER USAGE OF NAME

The Anti-Cruelty Society. The word “The” always appears in front of “Anti-Cruelty Society,” and should always be capitalized. It is never acceptable to abbreviate the Society as “ACS” or to refer to the Society as “Anti-Cruelty.”

In writing, it is acceptable to refer to The Anti-Cruelty Society as “the Society” but only after The Anti-Cruelty Society has been printed before the reference and this does not carry on from one page to another.

The Anti-Cruelty Society the Society

BREAKING THE ANTI-CRUELTY SOCIETY

When printing our business name in formal forms of communication, one must never break the name The Anti-Cruelty Society over two lines.

This is an example of incorrect way of typing The Anti-Cruelty Society. It is also not permitted to break The Anti-Cruelty Society. None of the four words can appear on separate lines.

TITLES

Robyn Barbiers’ official title
Robyn Barbiers, D.V.M., President

John-Ryan Griggs
Graphics and Publication Designer

Board of Directors
Members of the Board attend the Annual Meeting

Editorial Guidelines (Continued)

TITLES

John F. Kennedy, Jr.

Richie Rich III

Derek Shepherd, M.D.

Mr. & Mrs. John Doe

Dr. & Mrs. John Smith

NAMES OF AREAS

The Mullane Auditorium

The Lenore Shapiro Adoption Garden

Dr. Aurelio M. Caccomo Dog Exercise Area

Dr. Aurelio M. Caccomo Dog Care Center

The Virginia Butts Berger Cat Clinic

The Bruckner Rehabilitation & Treatment Center

Charlotte's Cat Corner

Education & Training Center

EVENTS

Our Birthday Celebration – March 7, 1899

Bark in the Park

Canine Cruise

Jazz Nativity

Bark-B-Que

WEBSITE

www.anticruelty.org

website (one word, lowercase “w”)

CATS AND DOGS

When mentioning cats and dogs, cats are always mentioned before dogs. One is never to write dogs before cat.

Acceptable: There were many cats and dogs at the party.

Unacceptable: There were many dogs and cats at the party.

Editorial Guidelines (Continued)

ADDRESS

157 West Grand Avenue (Not W or Ave)
Chicago, Illinois 60654 (Not Chic, however IL is acceptable)

Parking is available in our garage on Wells Street,
entrance just south of Grand Avenue.

Building Addresses:

510 N. LaSalle St. (Adoption Center)

169 W. Grand Ave. (Education & Training Center)

TELEPHONE NUMBERS

(312) 644-8338 ext. 1234 (Not 1234, Ext. or Ex.)

DATES (EDITORIAL)

May 2 (Not May 2nd)

May 2, 2010 (Not May 2, '10)

May 2 through June 6 (Not May 2 - June 6)

May 2—June 6 (use m-dash)

1970s (Not the 70's)

1930s (Not the 30's)

DATES (IN ADVERTISEMENT)

Wednesday, May 12th or Wednesday, May 12, 2011.

TIMES

7 p.m. (Not 7pm or 7 pm or 7PM or 7 PM)

7:30 p.m. (Not 7:30pm or 7:30 pm)

noon-lowercase

(Not Noon—unless beginning a line or sentence)

NUMBERS

Spell out the numbers one through nine; for 10 and up,
use numerals. For ages, percentages, years, months
(anything that is measured) always use numerals, even for
numbers less than 10.

Sammy is 2 years old.

400–500, not four to five hundred

When spelling out an age, use hyphens.

Editorial Guidelines (Continued)

Sammy is a 1-year-old lab mix.

This 4-year-old domestic shorthair mix is one sweet cat.

Spell out numerals that start a sentence; if the result is awkward, recast the sentence.

The one exception to this rule is in a sentence that begins with a calendar year. 1899 was the year The Anti-Cruelty Society was established.

COMMONLY USED PRODUCTS/ORGANIZATION NAMES

Comfort Zone®

Feliway®

Adaptil™

PetSmart Charities®

Rescue Waggin®

PetSmart®

BREEDS OF ANIMALS

When referring to cat and dog breeds, capitalize the part of the name derived from a proper noun and lowercase the part of the name derived from a common noun.

In the following examples, “English” and “Yorkshire” are derived from proper nouns—the names of places—and thus should be capitalized. On the other hand, “mastiff” is derived from the Latin “mansuétus” for “tame or mild,” and “terrier” is derived from Old French “chien terrier” for “dog of the earth, land, or ground”—both common nouns, which means those parts should not be capitalized.

English mastiff

Yorkshire terrier

*For additional language use, refer to AP Style book.

FORMATTING DOCUMENTS

The Anti-Cruelty Society has a pre-printed letterhead that is to be used in all formal kinds of print communication.

When using this letterhead, you must use the Microsoft Word template designed to accompany the letterhead, as to ensure the document being formatted properly.

(See example page 13)

2.75"

2"

1.5"



THE ANTI-CRUELTY SOCIETY

A Commitment to Caring *Since 1899*

May 17, 2013

1 Space

Ms. Sample Person
Society of Sample People
1234 Something Street
Chicago, IL 60201

1"

1 Space

Dear Ms. Sample Person

1 Space

Epre nos ilignist, sit, omnitaquam imusdae consequid ut eati maxim ame plaut vendus et demporu ptiorio nsequatem qui re, ut aut intotatum des nos et pedit velecep eriorpos re netus exeaquis serit hiligenis nullectaecab ipsame et hit optaquo volorum acepudior acias voloribus earum dolupti assequatur?

Tem conecep ernatus trupti in perit ex eaqui apidita quuntorecum sequis pro eos dolupta des aut molore, qui ut aliqui tem arcisquis ea consecea diatem. Itatinu llandist unte volupta simillatem aut et, odi illendit facitatur?

1 Space

Ebit quae enim quo ex ea que nulparum vel iumque estrum ea sequiat illaccusdae es eossi ut aut doluptur rehendi bea inciur, sam quatiam doloribus, ulpa debis voluptaque nis pro in conese es et aceribus reperum eumqui ut odi ommodip suntem corro volorpo recaepr eperum fugit eritate volest omnimi, cusam, tem estium res rero to temporempos veroreius, excepe eius, cum cum qui accum hit odisitia porum ra volupta sa pre lam, must alique voluptatem fugia iminim reptassimin nobisquia demolup tassit, sit, estoriore veliasp electo omnis eatem. Tur? Feribus, sincte si omnihi- cia dolupta sapit ipsum facepta speriate natiat.

1 Space

Iqui corum repe voluptaqui susam entius. Parion nem fuga. Et qui cullore re cus seque voluptia doluptas aut int. Nam int. Porest odipsa idelitaspiet officinde eatur? Ipicius, vellut venis re rem- pelecum que nos nonsequ atempor acescient autat aut qui con nulp conet elibus ut liquiducid que volorei cidestrum que perchiciam recus vendit duntur am antus derchillorro molupta spernatiis ut pe sed que con earum fugiam, cum is et quae volupta tibustotatem qui consequi reperum endis eratiassint, andit, nimi, eum aliatem experum re maximod itisit, offic temos eum ius.

1 Space

Best regards,

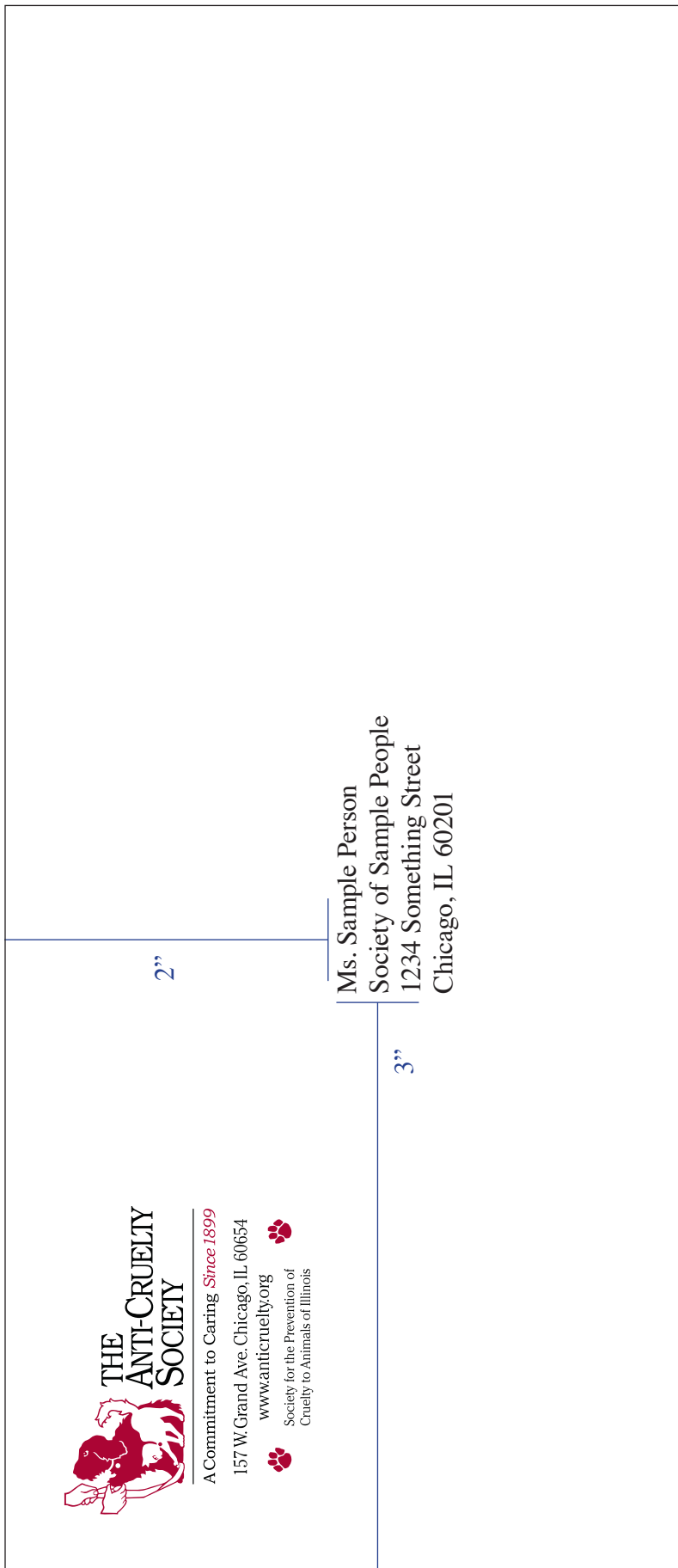
3 Spaces

Other Person
Title of other person

1"

Envelopes

In order to further standardize and brand the Society as a cohesive unit, all formal, out-bound letters are to be mailed in our branded envelopes, and addressed through our template shown left (rotated).



Email Signatures

In order to further standardize and brand the Society as a cohesive unit, all out-bound emails must contain a common format identifying the Society.

OUTLOOK

The Outlook client which is used within the Society for email has a function which the user can pre-define a “signature” which is automatically appended to each out-bound e-mail. The user can find this functionality under Tools, Options, Mail Format, Signatures inside the Outlook Program. Each ‘signature” must contain the following elements in Times New Roman font, 11 point:

Staff Name

Staff Title

The Anti-Cruelty Society

157 West Grand Avenue

Chicago, IL 60654

Staff Phone Number (with extension if applicable)

Fax Number (Optional)

Email Address (Optional)

Building a community of caring by helping pets and educating people.

Also appended automatically to all out-bound e-mail messages is a confidentiality notice which reads:

Notice to recipient of this Electronic Message:

This Electronic Message contains confidential information of The Anti-Cruelty Society and/or its clients. It is intended only for the person(s) named, and the information in such Electronic Message shall only be used by the person(s) named for the purpose intended and for no other purpose. Any use, distribution, copying or disclosure by any other persons or by the person(s) named but for purposes other than the intended purpose, is prohibited. If you have received this communication in error, please notify us by return Electronic Message and then destroy original Electronic Message.