LOGO

Specifications

Logo
To ensure the integrity and impact of our logo we keep it prominent and clearly visible by allocating an exclusion zone around it. This exclusion zone (X) defines the minimum area of clear space around the logo and must be kept free of graphic elements. The allocated a minimum exclusion zone is equal to a quarter of the width of the logo.

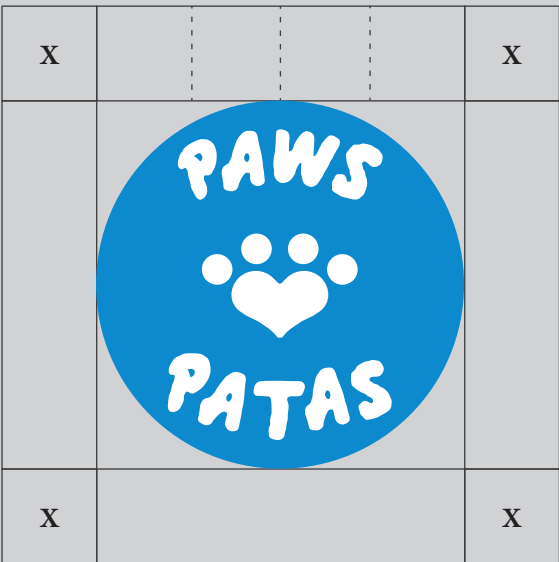The colours of the logo should never be inversed.

Hallmark
The hallmark must only ever be used where the logo is also clearly visible and can only be used on its own in special instances.
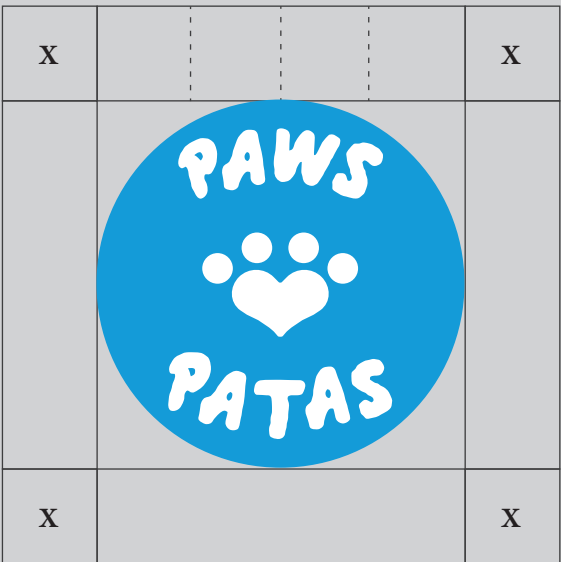
Print

Logo clear space

X		X
X		X

Colour Profile

CMYK C=85 M=33 Y=0 K=0

Screen

Logo clear space

X		X
X		X

Colour Profile

RGB R=0 G=153 B=204   **HEX** #0099CC
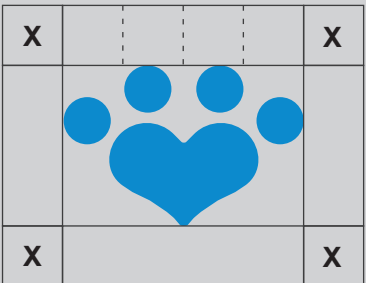
Minimum size

Print
20mm

Screen
65px

Our logotype should never be used smaller than 20mm wide on printed applications and 75px wide on screen.

There is no maximum size for our logotype.

HALLMARK

Hallmark clear space

X		X
X		X

Special instances
Some times we may need to make our hallmark smaller than the minimum size for certain applications like app buttons or our website favicon. These are the only exceptions to the minimum size rule.

App button

Favicon browser
www.paws-patas.org

Print
5mm in print

Our hallmark should never be used smaller than 5mm wide on printed applications.
There is no maximum size for our hallmark.

Screen
25px on screen

Our hallmark should never be used smaller than 25px wide on screen.

AW   Always use master artworks supplied

Typography

HEADER TEXT

Font specimen
Arial
abcdefghijklmn
opqrstuvwxyz
0123456789

Header text weight
Aa

Sub header text weight
Aa

COPY TEXT

Font specimen
Minion Pro Regular
abcdefghijklmn
opqrstuvwxyz
0123456789

Body text weight
Aa

URL AND EMAIL TEXT

Font specimen
**Arial Rounded MT Bold
abcdefghijklmn
opqrstuvwxyz
0123456789**

URL and email text weight
abc@paws-patas

General

Associación protectora de animales is the official and legal name of the organisation, but is only used on legal documents.   Always use sentence case. The organisation is know to all as **PAWS-PATAS**.

Copy text is always in sentence case a serif font like Minion Pro Regular. With the only exceptions being **PAWS-PATAS** which is always presented in uppercase, bold, hyphenated and in a San Serif typeface.

Where possible use the logo print colour profile and **Arial Bold** in the same weight as the rest of the copy for **PAWS-PATAS**.

Our website address and email addresses should always be in **Arial rounded bold** and in the logo print colour profile. For example:
www.paws-patas.org and **info@paws-patas.org**

Title Case or UPPERCASE can be used in regular or bold for header and sub header text in any colour that compliments the rest of the layout.

Where **PAWS-PATAS** appear as part of a header of sub header the same copy text rules apply.

Our hallmark is used in unordered lists instead of bullets. e.g.

- Lorem ipsum dolor
- Curabitur pretium
- Aliquam faucibus

Don'ts:

- Avoid using underline.
- Avoid Italics in conjunction with Bold.
- Avoid putting text in the footer area, below the **PAWS-PATAS** logo.

Brochures

We have 4 brochures. For an example visit the Branding/Brochures folder.

- Pet bereavement
- General
- TNR
- We need your help

Punctuation

- No full stops after the end of headers.
- No full stops after items in unordered and ordered lists.
- Follow the Spanish convention for placement of the € sign. e.g. 6,00 € with a space between the last digit and the €.
- We use the comma to indicate decimal places and 1000 separator.

Special instances

Sometimes we have to use our hallmark in different colours to complement the design of our literature where it is used as an unordered list. e.g.
Header
- Lorem ipsum dolor
- Curabitur pretium
- Aliquam faucibus

The colour for **PAWS-PATAS** can be adjusted to match the design of the literature.

The colour for our website address and email addresses can be adjusted to match the design of the literature.
www.paws-patas.org and **info@paws-patas.org**

Posters

The poster template can be found in Branding/Posters

www.paws-patas.org   Find us on

LOGOS

PAWS-PATAS UK

Logo clear space

X			X
X			X

PAWS UK

Colour Profile

RGB R=204 G=51 B=51   **HEX** #CC3333

PAWS-PATAS NL

Logo clear space

X			X
X			X

PAWS NL

Colour Profile

RGB R=255 G=102 B=51   **HEX** #FF6633

Minimum size

Screen   Screen

PAWS UK   **PAWS NL**

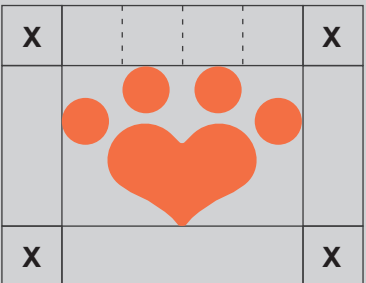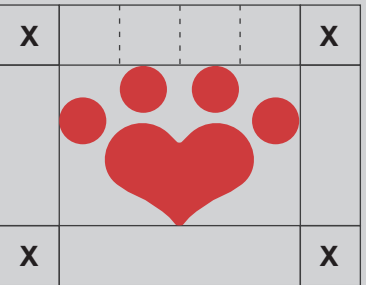65px   65px

Our logotype should never be used smaller than 65px wide on screen.

There is no maximum size for our logotype.

Partners

PAWS-PATAS UK &
PAWS-PATAS NL

Our partners has an online presence only. All literature is presented under die **PAWS-PATAS** identity.

HALLMARK

Hallmark clear space

X			X
X			X

X			X
X			X

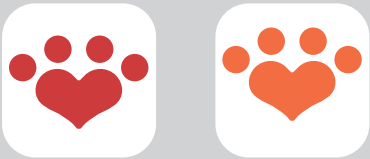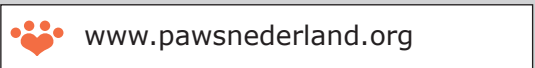## Special instances

Some times we may need to make our hallmark smaller than the minimum size for certain applications like app buttons or our website favicon. These are the only exceptions to the minimum size rule.

App button

Favicon browser

www.pawsuk.org

www.pawsnederland.org

Screen

25px on screen

Screen

25px on screen

Our hallmark should never be used smaller than 25px wide on screen.