



**Humane Society**  
OF SUMMIT COUNTY™

**Branding & Style Guide**  
2022



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## Mission

Humane Society of Summit County serves our community by caring and advocating for vulnerable animals and enriching the lives of pets and people.

## Vision

A more compassionate and humane community for animals.





## Core Values

### Advocacy

We are the voice of Summit County's animals. We advocate on behalf of animals for their safety and compassionate care through education, awareness, and humane law enforcement.

### Compassion

We demonstrate kindness and compassion for both the animals and the people of our community. Our shelter is a safe haven, our adoption work completes families, and our resources support pet owners.

### Leadership

We strive to set an example for high-quality animal care, demonstrate integrity of action, and elevate the cause of animal welfare in our community.

### Partnership

We create a continuum of support for animals through partnerships to rescue animals in need, provide for animals in our care, and advance shared values resulting in a compassionate community.

# Our Logo

The HSSC logo is offered in horizontal and vertical formats and can be used interchangeably. The icon can also be used when the brand is represented elsewhere.

## Horizontal Logo



## Vertical Logo



"Support the Pawsibilities" tagline is optional

## Icon



## Alternate Colors



# Logo Usage

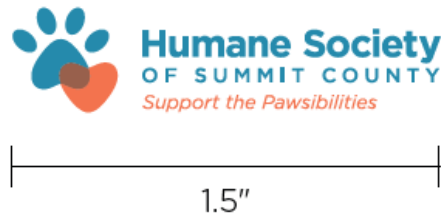
Our logo deserves ample clear space around it and should not be manipulated in any way.

## Spacing

*Use the heart as a spacing guide.*



## Sizing



The HSSC logo should never be sized smaller than 1.5 inches.



The HSSC icon should never be sized smaller than .38 inches.

## Incorrect Usage



Do not adjust proportions



Do not flip logo



Do not use unofficial colors



Do not rotate logo



# Typography

Gotham typeface is available in a variety of weights and is suitable for print and web usage.



## Titles & Headings

**Gotham Black**

**Gotham Medium Condensed**

## Body Content

Gotham Book

**Gotham Medium**

*Gotham Medium should be used instead of 'bolding' Gotham Book.*

## Accent Text

*Charline*

*Other script fonts can be used as accents when appropriate.*

# Colors

## Primary Colors



### Blue

Pantone® 7704 U  
CMYK: C: 85, M: 0, Y: 8, K: 16  
RGB: R: 52, G: 139, B: 172  
Hex: #348BAC

### Orange

Pantone® 165 U  
CMYK: C: 0, M: 53, Y: 89, K: 0  
RGB: R: 255, G: 117, B: 72  
Hex: #FF7548

### Brown

Pantone® 1685 U  
CMYK: C: 15, M: 58, Y: 87, K: 23  
RGB: R: 149, G: 97, B: 77  
Hex: #95614D

## Accent Colors



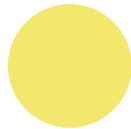
### Light Blue

CMYK: C: 24, M: 7, Y: 0, K: 9  
RGB: R: 176, G: 216, B: 232  
Hex: #B0D8E8



### Light Orange

CMYK: C: 0, M: 36, Y: 48, K: 0  
RGB: R: 255, G: 163, B: 133  
Hex: #FFA385



### Bright Yellow

CMYK: C: 0, M: 5, Y: 55, K: 4  
RGB: R: 244, G: 231, B: 110  
Hex: #F4E76E





## Logo

*The HTTS logo is offered in two formats.*



To benefit the Humane Society of Summit County™



To benefit the Humane Society of Summit County™

# Happy Tails Thrift Shop

Happy Tails Thrift Shop is an extension of the Humane Society of Summit County.

While it has its own logos, it uses the same primary colors as the Humane Society of Summit County.