

PETSMART Charities®

Brand Guidelines 2018





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About Us

- PetSmart Charities was founded in 1994 and is a 501(c)(3) organization, independent from PetSmart, Inc.
- Each year more than 500,000 dogs and cats find homes through adoption
- As the leading funder of animal welfare in North America, PetSmart Charities administers and efficiently distributes 90 cents of every dollar donated through grants that support our mission



Mission Statement

We're committed to finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together.

Logos

As a protected brand asset, PetSmart Charities' logo should be displayed with the ® symbol in the bottom right corner.



First option:

The all white logo with blue background should be first choice use of the logo.



Second option:

When placing the logo on an all white background, the 4 color logo should be used.



Third option:

If the logo must be placed over a light photo or if the print is in B&W, then the black logo should be used. This logo should be a last resort for design.

Logo Sizing & Spacing

- The size of the logo should never go below 1” width (One Inch).
- The size of the lock up space around the logo is 60% of the height of the logo on top and bottom and 33% of the width of the logo on both sides.
- If the sizing is a square or circle, the sides should have 33% of the size of the logo on either side and then centered.
- Spacing around the logo on top and bottom should be the height of the “a” from the “Charities” and the width size should be the size of the “t” turned on its side.
- Strongly used words/sub-brands use same spacing as above with a spacer set between logo and text



1”
Wide



Smallest Logo size

1”
Wide



Smallest Logo size



Smallest Logo size



Smallest Logo size



Proud
Sponsor of:



Correct Logo Usage

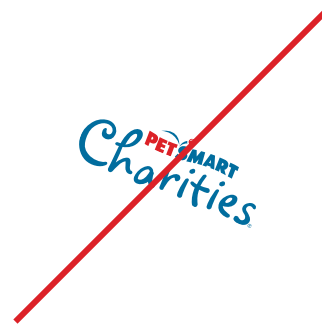
To ensure brand consistency, the PetSmart Charities' logo should be displayed correctly on all assets, no matter the source.



Do Not use off brand colors



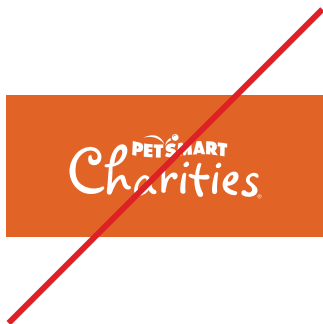
Do Not place text too close



Do Not rotate logo



Do Not stretch logo

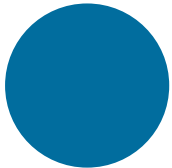


Color Palette

Color can help you express the PetSmart Charities personality and promote a consistent brand identity. Here you see our primary palette designed to work as a system based on the five main colors.



PCI Blue



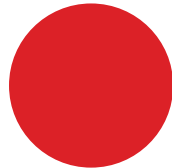
Hex# - 006997

RGB - 0 / 105 / 151

CMYK - 100 / 51 / 19 / 3

Pantone - 307C

PCI Red



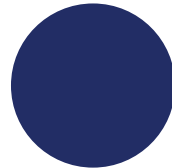
Hex# - DC1F26

RGB - 220 / 31 / 38

CMYK - 7 / 100 / 100 / 1

Pantone - 2035C

PCI Navy



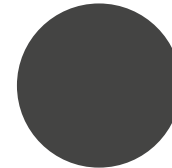
Hex# - 002169

RGB - 0 / 33 / 105

CMYK - 100 / 93 / 27 / 24

Pantone - 280C

Copy Gray



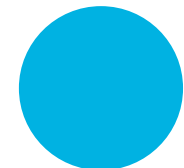
Hex# - 424242

RGB - 66 / 66 / 67

CMYK - 67 / 60 / 59 / 45

Pantone - 446C

Accent Blue



Hex# - 00B8E0

RGB - 0 / 184 / 224

CMYK - 71 / 4 / 7 / 0

Pantone - 306C

Font

Our primary typeface is Proxima Nova Bold and is available in a variety of weights: light, regular, medium, bold, extra bold and black. Top-level content, such as headers, will use bold, extra bold or black. Lower-level content will use Proxima Nova in light, regular or medium weights.

Body

Proxima Nova Light

Body

Proxima Nova Regular

Body

Proxima Nova Medium

Sub Header

Proxima Nova Bold

Header 2

Proxima Nova Extra Bold

Header 1

Proxima Nova Black

Alternate fonts - Body: Helvetica Regular / Header: Arial Bold & Arial Black

Photo Selects

PetSmart Charities uses three photography styles to communicate the brand:



People and Pets (Lifestyle):

These photographs depict simple, relatable examples of the human-animal bonds that we enable every day. Images should always portray a pet and pet parents interacting in a positive manner. There should be an overall sense of warmth relayed through imagery, which can be obtained through light, tone and color. The focus should be on the pet(s). As with all of our imagery, the tone should be positive and optimistic.



Adoptable Pets (Lifestyle):

These photographs feature pets in a happy habitat. The focus of the image should be on the pet while implying the presence of the pet parent (i.e. not in kennel or behind bars at a shelter). The goal is to evoke a direct emotional connection with an audience and drive immediate action such as adoption or donation.



White Sweep Photography:

This style of photography provides clean and crisp imagery suitable for marketing collateral, print and digital advertisement, or any scenario that requires seamless imagery.

Imagery



X

DON'T cover the main subject with hands, arms or other objects. **DO** focus on the connection between the person and the pet.



✓

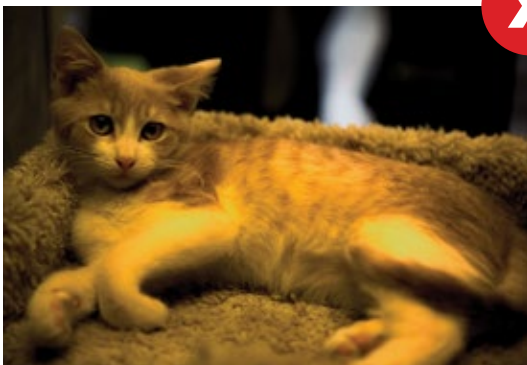


X

DON'T feature caged, sad or unhealthy pets. **DO** capture images that showcase success stories and the positive effects of our efforts.



✓



X

DON'T use images that are dark, yellow, out of focus or blurry. **DO** keep it light, bright and optimistic.



✓

Layout



DON'T use off brand colors or dark logo on a dark background. **DO** default to the PCI blue with the white logo and approved font. Always ensure proper contrast between the logo and background.



DON'T place text over busy backgrounds. If text must be displayed over an image, **DO** ensure there is contrast between the text and background for easy reading.



DON'T stray from approved fonts or design elements such as using drop shadows, gradients or bevels.



PR Style Guide

Correct name uses:

- PetSmart Charities®
- Please use the registered trademark symbol only with the first reference of our name

Examples of how to reference our support:

- A grant provided by PetSmart Charities will help launch spay and neuter efforts
- PetSmart Charities donated \$5,000 to a local animal shelter

Please try to avoid using these variations of our charities' name:

- Petsmart Charities (note: "s" in PetSmart should be uppercase)
- PetSmart (note: please reference PetSmart Charities as we are independent from PetSmart)
- PetSmart and PetSmart Charities (note: Please use PetSmart Charities unless otherwise noted)

Our Tagline:

The leading funder of animal welfare
in North America

Boilerplate

About PetSmart Charities®

PetSmart Charities, Inc. is committed to finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities helps to find forever homes and families for more than 500,000 shelter pets each year. PetSmart Charities also provides grant funding to nonprofits aligned with its mission under key areas of support. Each year, millions of generous PetSmart shoppers help pets in need by donating to PetSmart Charities using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in North America, granting nearly \$400 million since its inception in 1994. Independent from PetSmart Inc., PetSmart Charities is a 501(c)(3) organization that has received the Four-Star Rating from Charity Navigator, a third-party organization that reports on the effectiveness, accountability and transparency of nonprofits, for the past 16 years in a row – placing it among the top one percent of charities rated by this organization. To learn more visit www.petsmartcharities.org.

Follow PetSmart Charities on Twitter: [@PetSmartChariTs](https://twitter.com/PetSmartChariTs)

Find PetSmart Charities on Facebook: [Facebook.com/PetSmartCharities](https://www.facebook.com/PetSmartCharities)

See PetSmart Charities on YouTube: [YouTube.com/PetSmartCharitiesInc](https://www.youtube.com/PetSmartCharitiesInc)

Social Media

PetSmart Charities Social Media Properties:

- Facebook: [@PetSmartCharities](https://www.facebook.com/PetSmartCharities)
- Twitter: [@PetSmartChariTs](https://twitter.com/PetSmartChariTs)
- Instagram: [@PetSmartCharities](https://www.instagram.com/PetSmartCharities)
- YouTube: www.YouTube.com/PetSmartCharitiesInc
- **#adoptlove**
- **#petsmartcharities**
- **#iadopted**