

# ***Brand Guidelines***



***Protecting Animal Life***

Logo

OUR MISSION

**“To build communities  
that improve the lives  
of our community cats!”**

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OUR HISTORY

PALNV was formed in October 1993 by a small group of people who were concerned about the well being of unwanted animals. On February 4, 1994 the State of California and the Federal Government granted PALNV their non-profit status. From our inception until the spring of 2011, PALNV took in over 15,000 unwanted or abandoned animals, had them spayed or neutered, vaccinated, microchipped, and adopted.

When Robert Lowry, a local resident of Wrightwood, CA passed away, he left his estate to 3 charities and PAL was named as one of the recipients. We were thrilled that Mr. Lowry felt us worthy of sharing his legacy. Part of the donation PALNV received was a house in Wrightwood. In September of 2011, PALNV relocated their office to the house and continue to operate their California programs from there.

On April 4, 2014, the State of Nevada granted PALNV their Foreign Qualification status to transact business in the state. PALNV moved the non-profit to Las Vegas in May 2014 and is now operating their Cat Adoption Program and Rescued Treasures Cat Café to help get our community cats off the streets and out of the shelters. PALNV is also partnering with local businesses and rescue groups to fulfill their mission.



Overview

PRIMARY LOGO



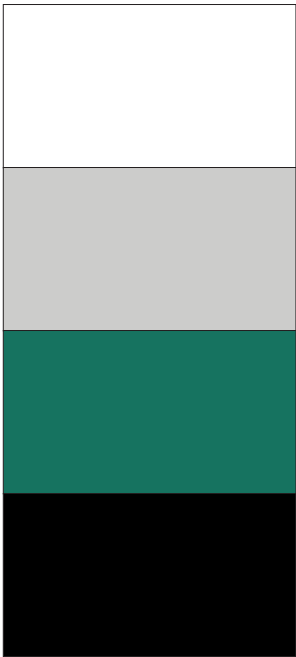
SECONDARY LOGOS



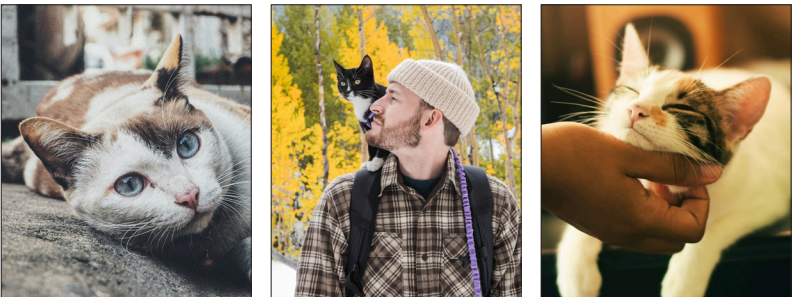
TYPOGRAPHY

Myriad Pro Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Light  
Regular  
**Semibold**  
*Bold Italic*

COLOR PALETTE



PHOTOGRAPHY



PATTERN



PRIMARY LOGO

Logo



SECONDARY LOGO OPTIONS

Vertical



Submark



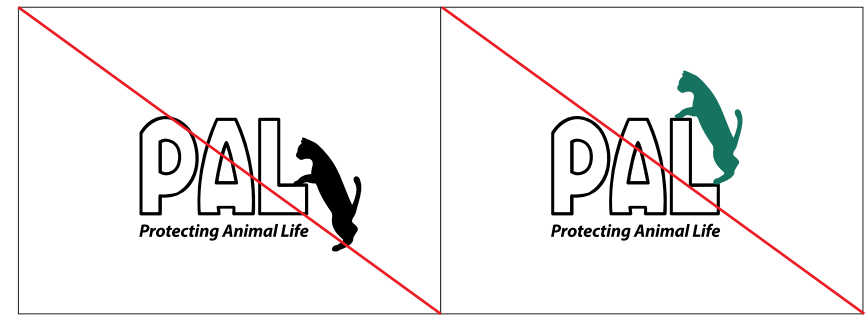
Favicon



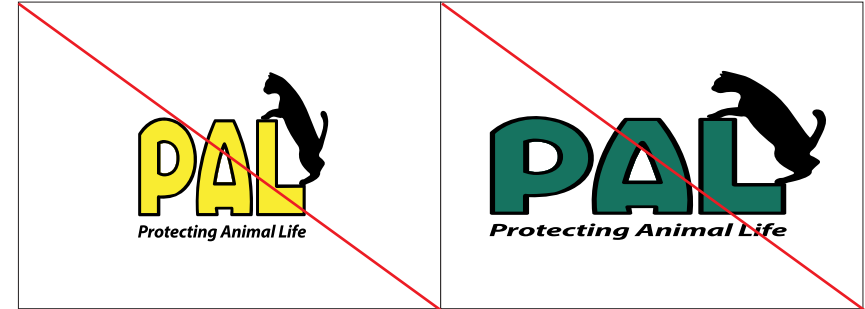
## Logo — Do's & Dont's



When placing the PALNV logo, please make sure to give the logo clearspace area equal to the cap height of the PAL "Protetecing" P. Logo artwork has clearspace included in the artboard.

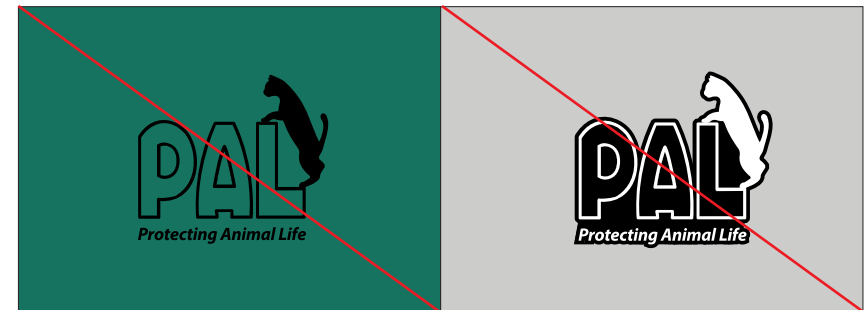


**Don't** move the cat around the logo. **Don't** change the color of the cat.



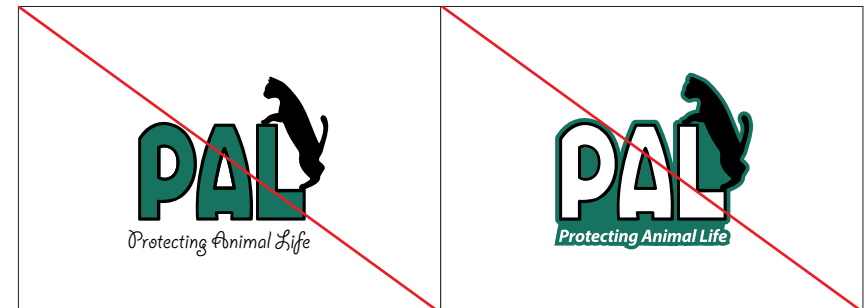
**Don't** use non-branded colors.

**Don't** stretch or distort the logo.



**Don't** place on a color background without the white outline.

**Don't** reverse the black and white approved version of the logo.



**Don't** change the font in the logo.

**Don't** change the outline color to anything but white.

## Cobranding

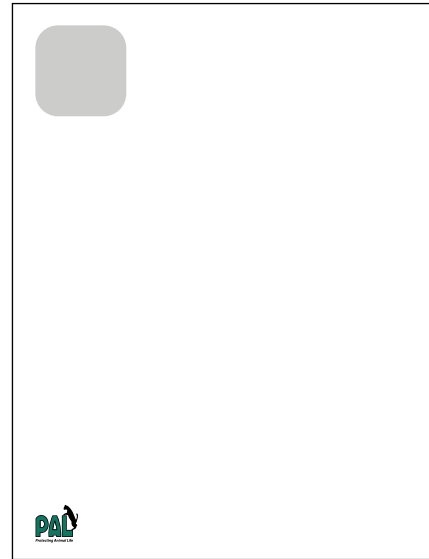
### PALNV-Led MATERIAL

Our logo is most prominent, so you should use the primary PALNV logo. The other brand(s) are mentioned so their logos should be included smaller on the bottom left. Messaging, look, and feel to reflect the PALNV visual identity.



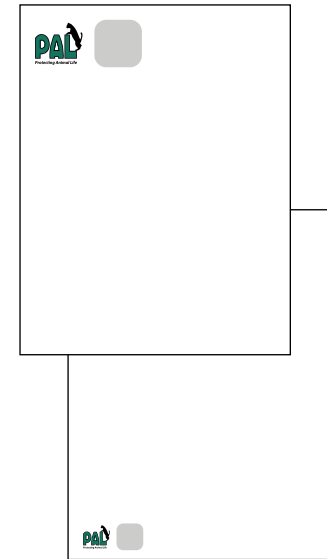
### OTHER BRAND LED

The other brand creates the content and is therefore the dominant brand. Use the PALNV primary logo on the bottom left, smaller. Messaging, look, and feel to reflect the other brand's visual identity.



### EQUALLY LED MATERIAL

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use the PALNV primary logo first and directly left of the logo in the same size is the other brand. Visual identity to reflect the balance between PALNV and the other brand.



## Colors & Pattern

### COLOR PALETTE

Our brand color palette has been chosen to work well as background and text as long as they are used in combination with the background to meet a minimum AA accessibility rating.

### PATTERN

Our pattern is custom to PALNV and artwork should not be altered nor should new patterns or color variations be created without the PALNV marketing team approval.



#### White

CMYK 000 / 000 / 000 / 000  
 RGB 255 / 255 / 255  
 Hex #FFFFFF

#### Grey

CMYK 000 / 000 / 000 / 020  
 RGB 204 / 204 / 204  
 Hex #CCCCCC

#### PALNV Green

CMYK 081 / 000 / 017 / 055  
 RGB 022 / 115 / 096  
 Hex #167360

#### Black

CMYK 000 / 000 / 000 / 100  
 RGB 000 / 000 / 000  
 Hex #000000

# Myriad Pro Semibold

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# Myriad Pro Light

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## TEXT CALLOUTS (use sparingly)

***Myriad Pro Bold Italic***

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Myriad Pro Regular

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PALNV brand font is Myriad Pro. This sans serif font family of styles & weights allows for consistency and flexibility in useage. For consistency, please use one the styles and weights listed.



## Photography

PLAYFUL • LOVING • CUTE • REAL

Find real PALNV adoption images that represent genuine stories and real people in real environments, rather than models in staged settings. Make sure photography is composed in a way that makes the story and content clear. Avoid busy and complex photography where the viewer is unsure what to focus on. PALNV photography should create a lasting impact. Animals are the main focus of the photography.



Photo by Yerlin Matu on Unsplash



Photo by Chewy on Unsplash



Photo by Kate Stone Matheson on Unsplash



Photo by Mieke Campbell on Unsplash



Photo by Chewy on Unsplash



Photo by Yerlin Matu on Unsplash



Examples —  
PRINT



**MISSION STATEMENT:**

To build communities that improve the lives of our community cats!

**OUR VISION**

Our Goal Is To:

- Reduce the cat overpopulation problem in our community through spay/neuter and related programs
- Ensure that the welfare of cats continually improves
- Provide resources to assist animal rescues to continue their work in saving lives
- Promote cat care and responsibility to our community
- Build a safe haven for cats


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Protecting Animal Life



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Are you the one for me?



palnv.org | (702) 629-6351 | Info@rtcatcafe.org



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Are you the one for me?

Give them a home & they will give you their heart






Photo by Jean Philippe Delberghe on Unsplash

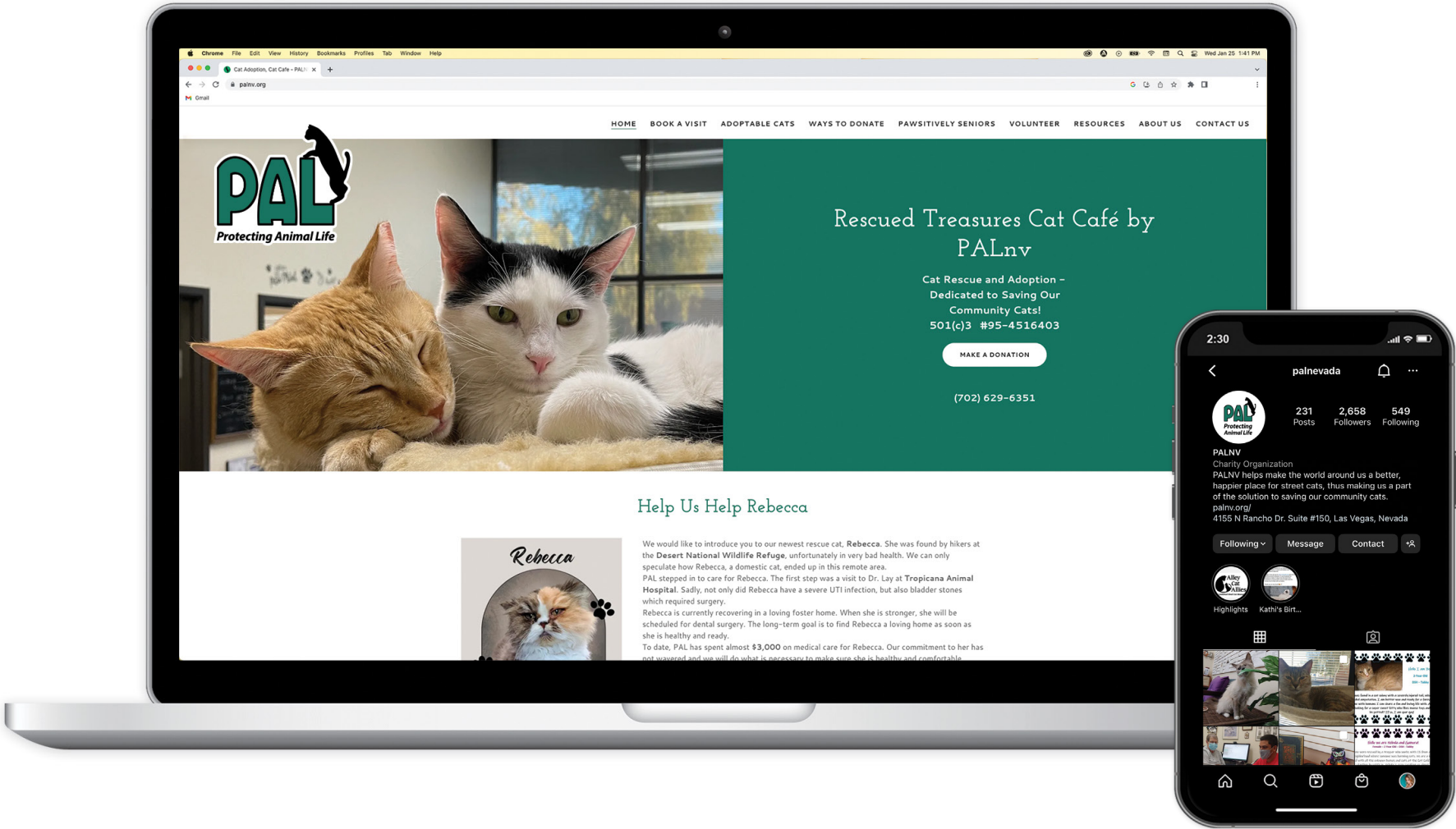


Protecting Animal Life

Photo by John Paul Henry on Unsplash



Examples —  
DIGITAL





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