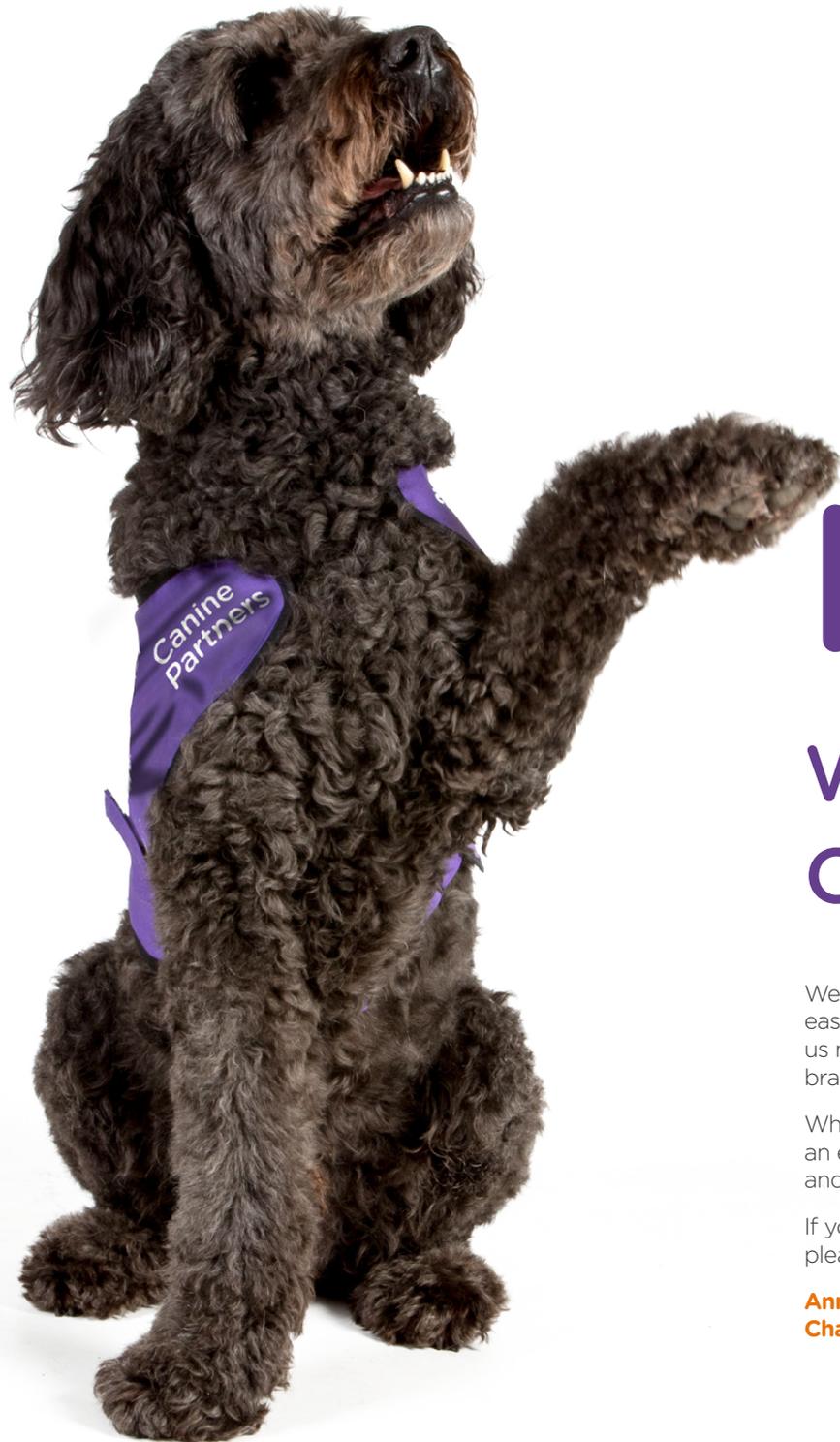




# Brand guidelines

Getting to know Canine Partners





# Hi there.

## Welcome to everything Canine Partners

We want to show how proud we are of our Canine Partners family through a strong, easily recognisable brand. Our look, personality and tone of voice are essential to give us maximum effect and impact. Equally key is to make sure that everyone knows the brand guidelines - and that we all stick to them!

Whilst this document will help grow awareness of the Canine Partners' family through an easily recognisable brand, it is important to remember that these are guidelines and not a set of rules, and the Communications Team are here to guide you.

If you have any questions on anything to do with the Canine Partner's brand, please contact a member of the Communications Team:

**Anne Yendell** - [aney@caninepartners.org.uk](mailto:aney@caninepartners.org.uk)

**Charlotte Leng** - [charlottel@caninepartners.org.uk](mailto:charlottel@caninepartners.org.uk)

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# Our family tree

Canine Partners is a charity with two audiences. Those who would like to help and support the Charity, as well as those who are seeking help from the Charity.

In order to communicate to these two audiences effectively, the Charity has sub brands, ensuring that the right messages are reaching the right audiences.



## Canine Partners

This is the core brand, and should focus on the outcome of Canine Partners' work: improving quality of life of disabled people through trained assistance dogs. It is important that, at this level, Canine Partners are seen as a disability charity, and not an animal charity. Therefore, all communications should be centred around this cause, with a strong call to action to support the charity, or to apply for an assistance dog.

### **Our Mission is:**

To transform the lives of disabled people through partnership with our specially trained assistance dogs.



**Sponsor a puppy. Transform a life.**

## My Amazing Puppy

This is a fundraising programme for Canine Partners, which solely acts as a way to gather donations through individual giving. This platform communicates slightly differently to the core brand, as the audience for My Amazing Puppy are initially those who are looking to regularly commit to the Charity for something in return and do not necessarily have a personal connection to the cause. Therefore the focus for this sub-branding is on the amazing, cute puppies, and how the individual is helping them through training.

# Introducing our logo

**This is the standard logo for Canine Partners - whilst there are variations, it should be this version which is used when possible.**

The logo should appear on every single piece of communications sent out by Canine Partners.

It should sit in a prominent place, and should be large enough to be able to read the strap line.

Please ensure that enough space is left around the logo to really help it stand out.



**Minimum size:** 28mm/115px wide





**All of our logos** are available from the Communications Team

**In order to cater for all eventualities across printed and digital media, we have some variants of our logo.**

The 'Standard' logo should always be considered first. It is for use on white/light backgrounds and should be placed in an accessible position (preferably in one of the right-hand corners, top or bottom).



Reversed logo

Only use when more stand-out is needed.



Black and white

Only use the mono logo where colour printing is unavailable.

Enhanced strapline

The Enhanced Strapline can be used on printed material, where the standard logo will not work within the format, and also digitally as an email footer.



**We like our logo** just how it is. Please don't try and change it



Don't distort the logo, please no stretchy dogs.



Don't rotate or tilt the logo, no up or down hills.



Don't resize parts of the logo, they are all relevant.



Don't change the colour, our dogs wear purple jackets.



Don't use a tint or change opacity, we like it bold.



Don't separate the image from the text, they belong together.

# Accessibility

At Canine Partners, we strive to be as clear as possible in all communications; especially as we are helping and working with disabled people, we want to ensure our content is accessible for absolutely everyone.

We therefore aim to conform to level AA accessibility guidelines – for more information on accessibility guidelines, please visit: [www.w3.org/standards/webdesign/accessibility](http://www.w3.org/standards/webdesign/accessibility)



# Tone of voice

When referring to Canine Partners we always display the words in title case. It's also important that we have a consistent way of saying things. This checklist points out some thoughts for you to consider when writing pieces of communication.

## 1 Inviting

Due to the diversity of people wanting to contact Canine Partners, we need to be inviting and approachable. We take great pride and joy in what we do and want to share this with others.

## 2 Relevant

What we do can and does make a difference and we want tell the world about it so others can see it and believe it too.

## 3 Influential

We're about doing and saying things with purpose, passion and belief - we want our audience to know that together we can all help make a difference.

## 4 Simple

Simple is about putting the right amount of information in, so our audience can gather the right information and we use words people know to make things clear and relevant.

## 5 Human

It's about showing that we can speak to people in a way that they can relate to and that feels warm and compassionate. We want to show we care for and understand the work we are doing.



## Colours: print

**Canine Partners has a strong set of colours, all of which work together harmoniously, although it is important that each colour is used appropriately and moderately.**

Of course, purple is the brand colour, and should therefore be the most prominent colour in all communications.

Dark grey is the second primary colour, being the most appropriate shade for body text. In order to be accessible for absolutely everyone, it is important to keep body text in a clear colour such as this, rather than a bright colour which runs the risk of being illegible.

The secondary colours of green and teal help to keep communications looking bright, playful and engaging – whilst they should not be as used as freely as the purple, these can be used to add a splash of colour.

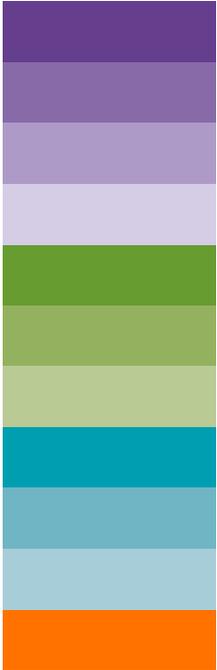
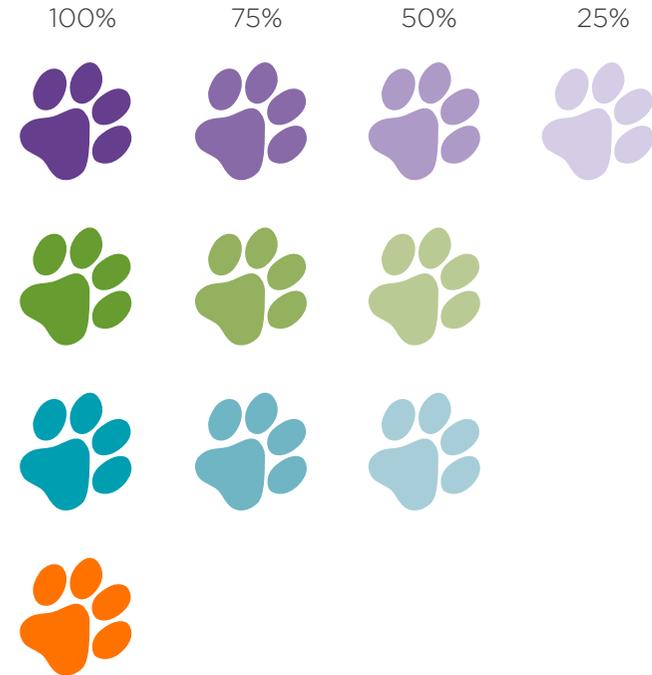
The tertiary orange colour should purely be used as a highlight colour – this should be used sparingly, as we do not want this bright shade battling with the core purple. However, this colour is ideal for pulling out snappy promotions or important pieces of information.

Primary		C M Y K	75 85 5 0	R G B	100 70 150	HEX #644696	PANTONE 266C
Secondary		C M Y K	66 17 100 3	R G B	102 156 36	HEX #669c24	PANTONE 7490CP
		C M Y K	78 15 29 1	R G B	0 159 178	HEX #009fb2	PANTONE 320 U
Tertiary		C M Y K	4 64 99 0	R G B	231 114 13	HEX #e7720d	PANTONE 152CP
Text		C M Y K	0 0 0 85	R G B	74 74 73	HEX #3d3d3d	PANTONE 418CP

# Use of tints

In printed work, when necessary we can use tints of colour to add hierarchy and create visual interest.

Secondary tints can be used in 25% increments as to not over power the communications with solid blocks of colour.



**Be sure** to use tints with enough contrast to differentiate between sections easily.

## Colours: digital

The Canine Partners palette translates successfully across into the world of digital, and the same guidelines apply in terms of which colours should be more dominant, and which are more highlight colours.

To meet accessibility requirements, some further tints have been developed to ensure all copy and aesthetics are always clear and easy to read.



Colours used in digital:



Purple variations on website:



#644696

- Headings above 26px
- Hover states on main navigation bar
- Current tab on navigation bar
- Hover state on buttons
- Footer



#846ab0

- Main navigation bar background
- Current tab on side navigation
- Buttons



#7d53c2

- Headings below 26px
- Lines under image links



#eae2f6

- Thin dividers
- Bottom navigation - top line
- Border for primary side navigation



#f7f6fa

- Bottom navigation - background
- Information dividers - background (outlined here for visual purposes as colour is very light)

## Teal variations on website:



#009fb2

- Sub headings
- Search / Find / Subscribe buttons
- Section headers on main navigation hover
- Hyperlinks 16px and under
- Search / Find / Subscribe button hover
- Unchosen headers in side navigation
- Borders around image links on hover



#007c96

## Green variations on website:



#669c24

- Donation buttons



#547f1f

- Donation button hover

## Grey variations on website:



#3d3d3d

- Main body copy
- Descriptors
- Contact info/navigation hover



#737373

- Contact info/navigation pre-hover
- Chevrons for further information



#dadada

- Secondary and tertiary side navigation boxes (ex: My Amazing Puppy)

## Orange on website:



#e7720d

- Donation highlight for image links

## Palette



# Fonts for print

**The Gotham Rounded font family serves as our chosen print font. It has a wholesome and friendly appearance, whilst being simple and legible.**

We use Gotham Rounded Bold for all headings and subheadings - it can also be continued across our call-to-actions when featuring the website URL or phone numbers.

Gotham Rounded Light or Gotham Rounded Book are used for all body copy on printed articles. To remain legible, we recommend staying at 10pt or above when possible. Any legal information or terms and conditions should be at least 6pt.

Gotham Rounded Book is also used for any white text on a coloured background, as the Light cut can get lost during the print process.

Gotham Rounded Medium can be used as sub-headers, for information and call-to-action segments, highlighted quotes (these can also be in bold) or other important text such as contact details.

**Please note: all correspondence editable text on marketing materials, will be in the font Arial 12pt.**

## Gotham Rounded Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?><()\*&%£\$@!

## Gotham Rounded Medium

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?><()\*&%£\$@!

## Gotham Rounded Book

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?><()\*&%£\$@!

## Gotham Rounded Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?><()\*&%£\$@!



**Bigger is better.**  
 Always try to keep body copy above 10pt where possible



Small print should never be smaller than 6pt



# Fonts for digital

For digital use, web fonts have been selected which closely reflect the style of Gotham Rounded - helping us to extend brand consistency, as well as maintaining optimum legibility and accessibility.

In these cases Proxima Nova Soft Bold should be used for headlines

Open Sans Regular for body copy

Open Sans Bold for subheaders and navigation headers.

## Proxima Nova Soft Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?><()\*&%£\$@!

Headings – Size 26px/30px  
– use purple #64496

Headings – Size 16px/20px  
– use purple #7d53c2

**DESKTOP**

Headings – Size 22px/24px  
– use purple #64496

Headings – Size 16px/18px  
– use purple #7d53c2

**MOBILE**

## Open Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?><()\*&%£\$@!

Body Copy – Size 16px

Subheaders – Size 18px

Navigation Headers – Size 16px

**DESKTOP**

## Open Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?><()\*&%£\$@!

Body Copy – Size 14px

Subheaders – Size 16px

Navigation Headers – Size 14px

**MOBILE**

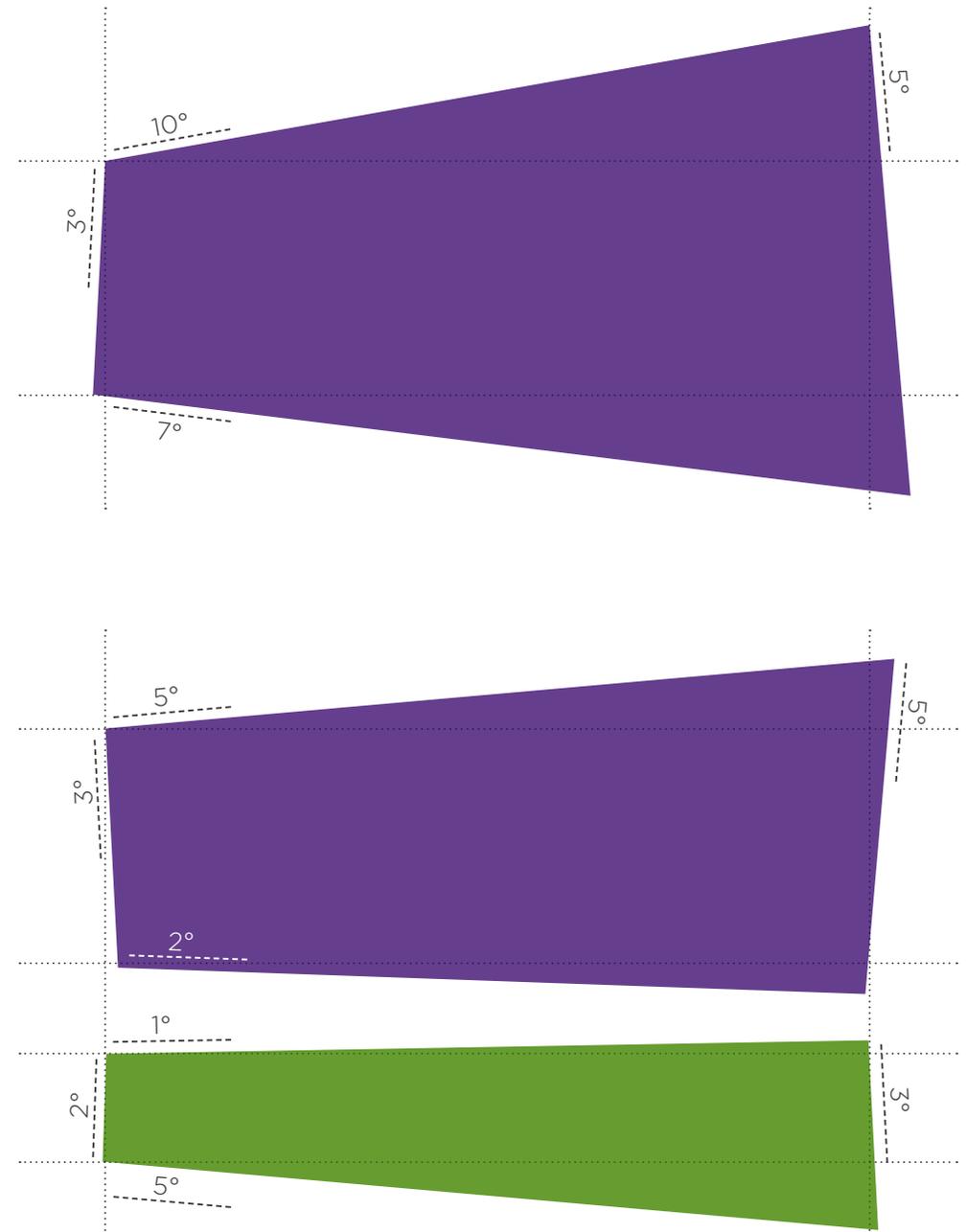


# Holding devices

**In many cases across both print and digital, there will be certain aspects we want our audience to focus on. Whether it's a title, information about a special event, or a call to donate, we want them to stand out. Our holding boxes are the perfect way to do this.**

The holding boxes are essentially distorted oblongs, made to fit the shape of what ever image or text you wish to highlight. The simplistic design makes this device extremely versatile, however there are some restrictions. When used singularly, we would recommend that the top or bottom line is skewed no more than  $10^\circ$  (with the remaining skewed at  $7^\circ$  or less), with the sides being distorted  $5^\circ$  or less. If more than one holding device is used we would recommend no more than  $5^\circ$  on the top or bottom (with the remaining being skewed  $3^\circ$  or less) with the sides also being distorted no more than  $5^\circ$ . Remember, these are just guidelines, you may end up using less extreme and distorted iterations than the ones shown here.

Examples





**Occasionally, depending on the visual nature of a piece of work, we can add a bit more depth of field to the title by reducing the opacity of the accompanying boxes.**

The examples on the right shows what the differences would look like in a three-box title scenario. The top example has no opacity changes. The primary purple box appears over the two green boxes. In the lower example the two green boxes have been moved in front of the primary purple box, and then had their opacities lowered to 90%, leaving some room for the purple box to be seen through the green.

The lower version has been altered slightly in order to keep a working visual style; for example the words 'Authorised' have been moved down, the 'for Canine Partners' has been moved up to compensate for the green box being over the top of the purple. The box distortion has marginally changed between the two versions, again to keep spacing and balance even, as this changes when the green boxes are brought to the fore.

No opacity change



90% opacity on top (green) boxes

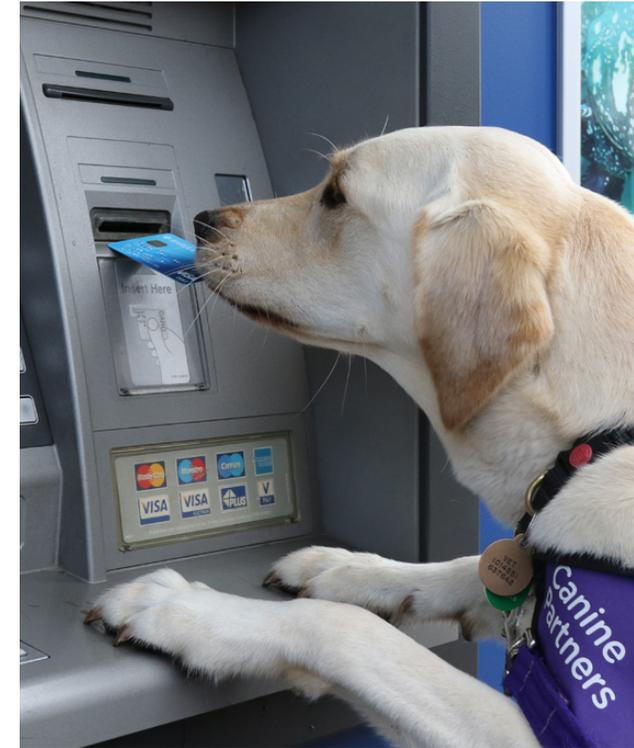


# Imagery

Photographs are the lifeblood of any charity, particularly when it comes to marketing and PR. Really good photos will determine whether an article is used in a magazine or not.

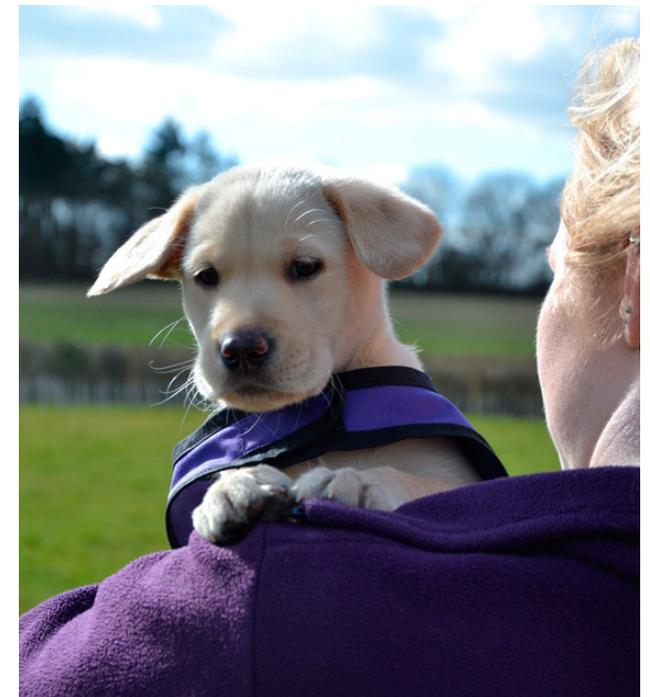
- Always get permission from the subject for use of the photo in PR or marketing
- If you have children in the photographs, you must have written permission from the parents before you can use that photo for any publication
- We have a bank of approved partnership, dog and puppy photos so it is worth contacting the Communications Team to check whether a photo is already available

NB For all photos, the higher the resolution the better. 300 dpi or above is necessary to be used on any literature, marketing material or publicity.



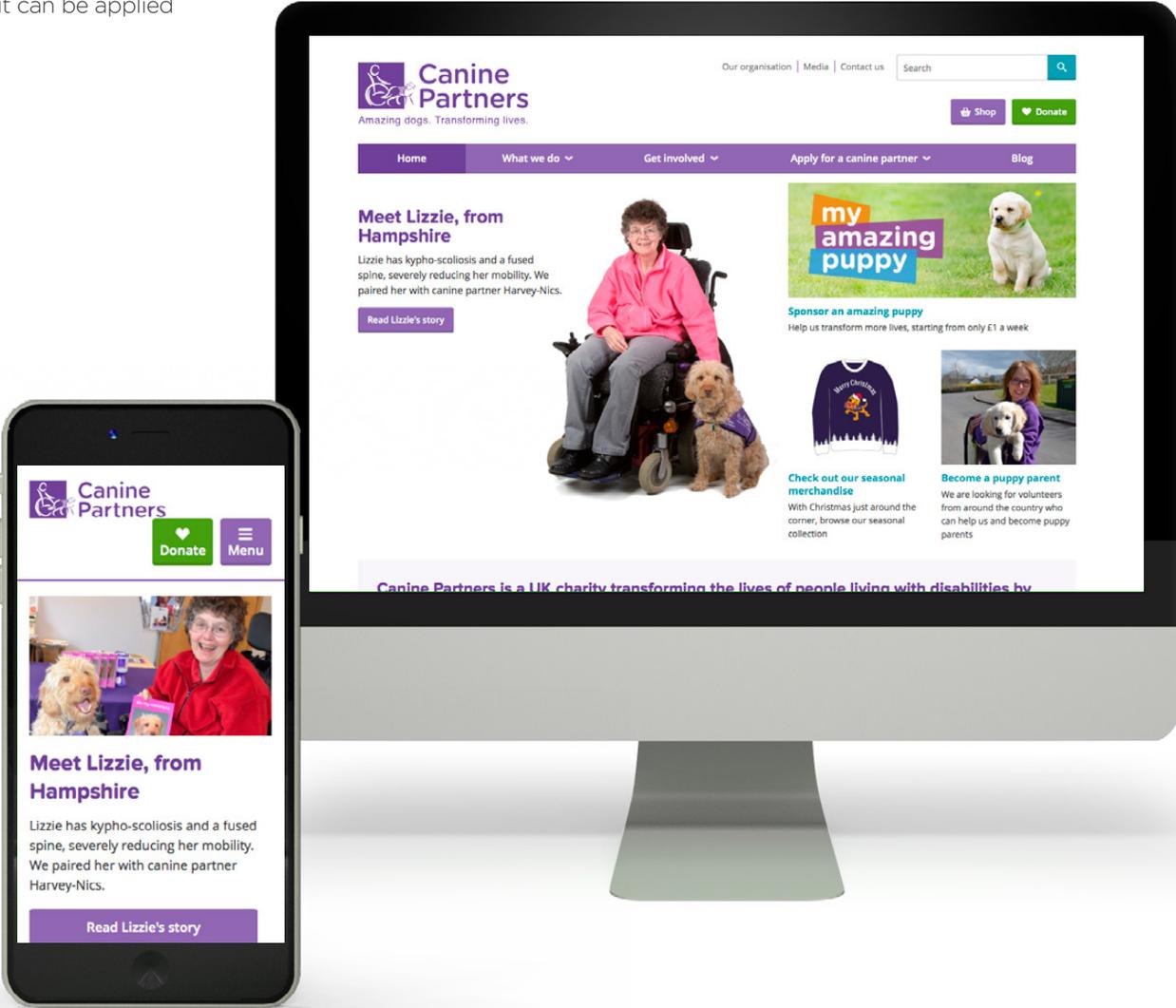
# Puppies

Everyone loves a cute puppy! Which is why we love to show them across our promotional material, looking sweet and innocent. Where possible, it's also preferable to show them in one of our purple jackets.



# Work examples

Rather than just tell you about our brand, we thought we'd show you how it can be applied in the real world.



## Amazing dogs. Transforming lives.

Canine Partners provides dogs to disabled people all over the UK, from all walks of life. Jo is just one of those people. This is her story...

### Jo Hill - Derby & Me

**Being asked to write about my relationship with Derby has thrown me into a bit of a quandary! How on earth am I supposed to encapsulate what Derby means to me in a few paragraphs?!**

I'll do my best to tell you just how quickly Derby has bonded with myself and my family, although our cats have taken a little longer to adjust! I am a wheelchair user as a result of a road traffic accident in January 2006 and due to severe nerve damage I am in constant pain and discomfort.

Previously I'd been an active individual, training for triathlons and running around after my children. Whilst the pain is one element of my disability, for a long time I also struggled to come to terms with my lack of independence and physical ability.

When I discovered Canine Partners, I knew it was perfect for me. I fell in love with the idea of having the help I needed, and a close companion, without losing my privacy.



"It soon became clear that Derby was going to listen to my every word and tend to my every need, filling me with confidence both in him and myself once more."

I'll never forget the first time Derby walked attentively by the side of my wheelchair. It was all I could do to hold back the tears realising that he was going to be one of the most important parts of my life due to his amazing skills and unconditional love.

That alone was enough to bring me back from a very dark place emotionally. Instead of dwelling on the negatives I now focus on the best things in life... one of them being my incredible bond with Derby.

**Your support will enable more people like Jo to benefit from specially trained dogs like Derby. Thank you.**

For more information please contact Canine Partners on 08456 580480.

Patron of Canine Partners: HRH The Duke of Gloucester KG GCVO.  
Major Donors & Sponsors: The Cavalry and Guards Club, Lt Dougie Dalzell MC Memorial Trust, Anne Duchess of Westminster's Charity, Alice Ellen Cooper Dean Charitable Foundation, Miss Gloria Abby

Canine Partners, Mill Lane, Heyshott, Midhurst, West Sussex GU29 0ED  
Canine Partners for Independence. Registered in England No 2516146. Charity Commission. Registered No. 803680. Scottish Charity Registered No. SC039050



[caninepartners.org.uk](http://caninepartners.org.uk)



# Canine Partners Swim-a-thon

**Fancy taking the plunge and raising money for Canine Partners?**

**All you need is a team of four (human!) swimmers with a minimum sponsorship of £250.** Each team will swim for two hours and the winners will be those who swim the most lengths. Don't forget, every swimmer needs to do at least two lengths of doggy paddle!

**When** Saturday 7 February **From** 4.00pm - 8.00pm

**Where** Billingshurst Leisure Centre, RH14 9RY

To register  
Email: [hollyb@caninepartners.org.uk](mailto:hollyb@caninepartners.org.uk)  
Call: 01730 716013  
Visit: [caninepartners.org.uk/swimathon](http://caninepartners.org.uk/swimathon)



Team entries are limited.

A company limited by guarantee. Registered in England 2516146. Charity Commission Registered No. 803680. Scottish Charity Registered No. SC039050.

# Canine Partners Summer Show

11am-4pm

Come and celebrate 25 years of Canine Partners with us at our biggest event of the year. There will be lots of fun for the whole family at our Heyshott Training Centre.



**Saturday 4 July 2015**

Bouncy castles Games and activities Raffle Stalls

Demonstrations Dog show BBQ and refreshments

£2 per adult  
50p per child



**Canine Partners, Mill Lane, Heyshott, West Sussex, GU29 0DF**  
[caninepartners.org.uk/summershows](http://caninepartners.org.uk/summershows)

Southern Centre, Mill Lane, Heyshott, Midhurst, West Sussex, GU29 0ED  
Midlands Centre, Ashby Road, Osgalhorpe, Loughborough, Leicestershire, LE12 9SR  
T: 08456 580480 E: [info@caninepartners.org.uk](mailto:info@caninepartners.org.uk)

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