

Brand Guidelines

2024 Edition



Canine
Partners

Amazing dogs. Transforming lives.



Hi there.

Welcome to Canine Partners.

We want to show how proud we are of our Canine Partners community 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' community through an easily recognisable brand, it is important to remember that these are guidelines and not a set of rules, and the Marketing Communications Team is here to guide you.

If you have any questions on anything to do with the Canine Partners brand, please email:

communications@caninepartners.org.uk



Contents

- Page 3** Contents
- Page 4** Vision, Mission and Values
- Page 5** Our family tree
- Page 6** Introducing our logo
- Page 7** Our sub logos
- Page 9** Colours for print
- Page 10** Use of tints
- Page 11** Colours for website
- Page 13** Fonts for print
- Page 14** Fonts for website
- Page 15** Brand elements
- Page 17** Tone of voice
- Page 20** House style
- Page 26** Photography
- Page 30** Social media elements
- Page 32** Examples
- Page 34** Get in touch

Vision, Mission and Values

Every disabled person lives their life to the full

We will change the lives of disabled people using expertly trained dogs to improve physical, emotional and social wellbeing.



Excellence.



Respect.



Passion.



Team work.



Personal Touch.



Innovation.

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.

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 the 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.

My Amazing Puppy

This is a fundraising programme for Canine Partners, which solely acts as a way to gather donations through individual giving. 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.

Canine Partners Weekly Lottery

This is a fundraising programme for Canine Partners, which solely acts as a way to gather donations through individual giving. The audience for the Canine Partners Weekly Lottery is similar to My Amazing Puppy, however the focus is on a demographic of adults as it's a gambling product. The focus of this sub-branding is on the people we help, rather than the puppies in training.



Introducing our Logo

This is the standard logo for Canine Partners - while there are variations, such as a white version for use on coloured backgrounds, it should be the standard purple version below which is used when possible.

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

The standard logo should also only be used by the charity, not by supporters. Please see the following page for more information on this.

It should sit in a prominent place, and should be large enough to be able to read the strapline. Please ensure that enough space is left around the logo to really help it stand out.



Minimum size: 28mm/115px wide



Our sub-logos

In a similar way to the charity's sub-brands, Canine Partners also has sub-logos for various campaigns and initiatives. These sub-logos help the charity to 'badge' content and materials to ensure it's clear which campaign or initiative it is part of.

When to create new sub-logos

New sub-logos can be created for Canine Partners if needed to create a look and brand for an event or initiative. For example, the charity has previously created sub-logos for the below Fundraising events.



Volunteering logos

These are examples of the charity's volunteering logos - there are more in the pipeline to cover all voluntary areas. Canine Partners uses these for all marketing communications materials and digital promotion of volunteering roles, including recruitment.



Business Club logos

These logos are used on materials and promotion relating to our Business Club, an initiative run by the charity's Corporate Team. The membership levels are awarded to corporate partners dependent on their level of support or donation.

Proudly supporting



In aid of



Supported by



Fundraising logos

These logos are to be sent to third-party fundraisers or events, or to use in-house when designing materials for supporters to use.



All of our logos are available from the Marketing Communications Team.

To cater for all eventualities across printed and digital media, the charity has some variants of its 'Standard' 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 (white)

Use when on a coloured background or image where the standard logo won't work.



Mono logo (Black and white)

Only use the mono logo where colour printing is unavailable.



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, the dogs wear purple jackets.



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



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

The same rules apply to all of the charity's sub-logos too, please don't change them.

Colours for 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. 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 purple, these can be used to add a splash of colour or to mark an initiative.

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 – such as promotional materials for challenge events.

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

Use of tints

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.



100%	75%	50%	25%



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

Colours for website

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.



Purple variations for the 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

Teal variations for the website:



#009fb2

- Subheadings
- Search / Find / Subscribe buttons
- Section headers on main navigation hover
- Hyperlinks 16px and under



#007c96

- Search / Find / Subscribe button hover
- Unchosen headers in side navigation
- Borders around image links on hover

Green variations for the website:



#669c24

- Donation buttons



#547f1f

- Donation button hover

Grey variations for the website:



#3d3d3d

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



#737373

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



#dadada

- Secondary and tertiary side navigation boxes

Orange for the website:



#e7720d

- Donation highlight for image links

Website



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:

Arial is our secondary font that must only be used if necessary. All editable text on marketing materials such as PowerPoint and Word documents will be in the font Arial as not all members of staff have Gotham Rounded as a font option.

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

Handwriting fonts

Handwriting fonts should only be used by the Marketing Communications Team designers when appropriate. These are the options that can be requested for design jobs:

Canva Student Font

Available on Canva.

Wreath Halftone Medium

Available on Adobe.

Note to designers: Please use handwritten fonts sparingly and only where appropriate e.g. to caption a 'polaroid style' image in a design.

Fonts for website

For digital use, web fonts have been selected that 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 | <ul style="list-style-type: none"> • Size 26px/30px • Use purple #644696 |
| Subheadings | <ul style="list-style-type: none"> • Size 16px/20px • Use purple #7d53c2 |

Desktop

- | | |
|--------------------|--------------------------------------------------------------------------------------------------|
| Headings | <ul style="list-style-type: none"> • Size 22px/24px • Use purple #644696 |
| Subheadings | <ul style="list-style-type: none"> • 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 Regular

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

- | | |
|---------------------------|-------------|
| Body Copy | • Size 14px |
| Subheaders | • Size 16px |
| Navigation Headers | • Size 14px |

Mobile

Brand Elements

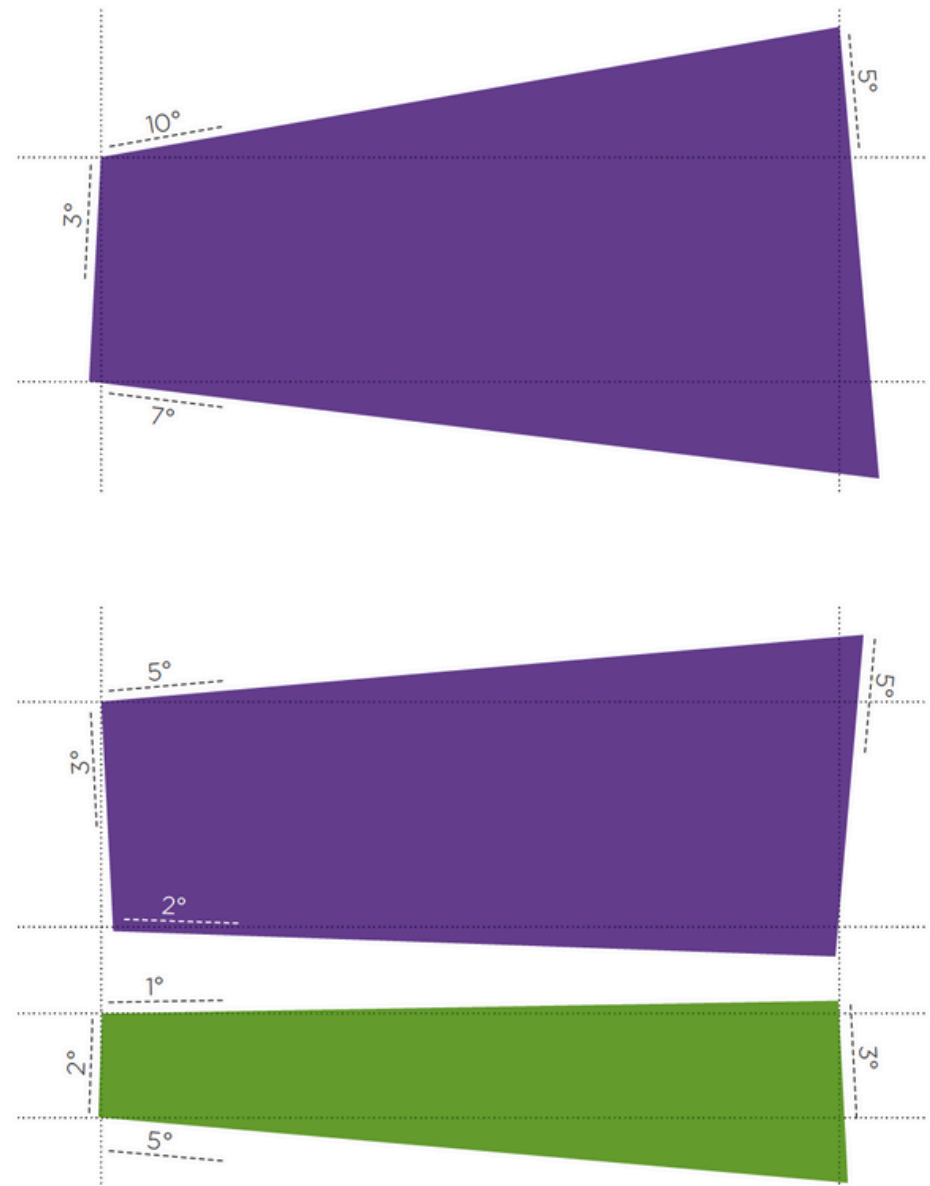
Holding Devices

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 whatever 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 the bottom line is skewed no more than 10° (with the remaining skewed at 7° or less), with the sides being distorted 5° or less. If more than one holding device is used we would recommend no more than 5° on the top or bottom (with the remaining being skewed 3° or less) with the sides also being distorted no more than 5° .

Remember, these are just guidelines, you may end up using less extreme and distorted iterations than the ones shown here.

Examples



Digital icons

For use alongside the details for contacting Canine Partners or following on social media. They can be any of the brand colours depending on what suits the design they are being used on.



Email



Telephone



Website



Post



Facebook



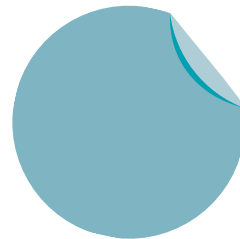
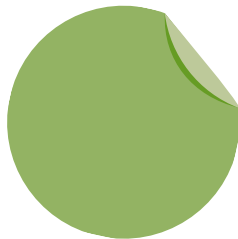
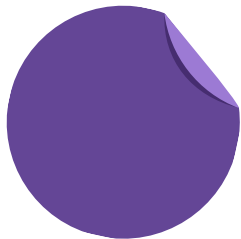
Instagram



X
(formerly known as Twitter)

Stickers

Round shapes with folded back 'peeling' of the sticker. For use on materials like posters, when a standout bit of information is needed.



Paw prints

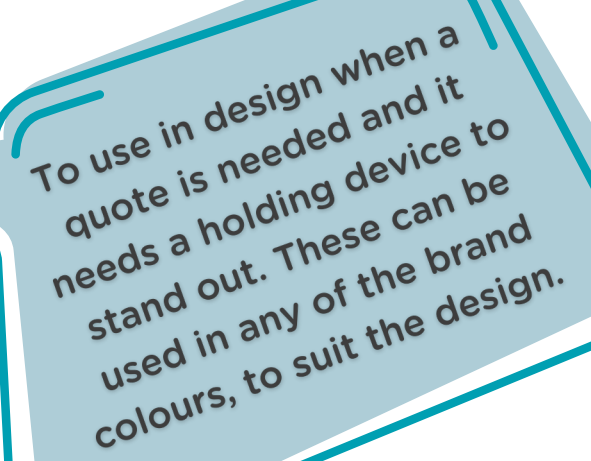


Single paw prints can be used to accent a page, as a bullet point or within a design.



A trail of pawprints can be used to accent a page or fill a blank space, if appropriate, as long as it doesn't overcrowd the page.

Speech bubbles and quotes



To use in design when a quote is needed and it needs a holding device to stand out. These can be used in any of the brand colours, to suit the design.



Tone of voice

Brand Personality

The Canine Partners brand personality is based on the charity's core values, helping to shape its overall tone of voice.



Respectful. Because Canine Partners supports a diverse audience, a respectful tone of voice is crucial for creating a welcoming and approachable atmosphere.



Passionate. Canine Partners is about taking action and speaking with purpose, passion, and a strong belief in our mission. Together, we can all make a difference.



Personal Touch. Our brand voice is honest, truthful, and reflects real-life experiences. We share stories that resonate with our audience, using warm and compassionate language.

Brand voice

These words best describe our brand voice:

Personal Touch:
Compassionate,
Conversational,
Tailored, Authentic

Respectful:

Considerate, Honest,
Collaborative,
Encouraging

Passionate:
Enthusiastic,
Compelling, Dedicated



Respectful

Considerate: We listen to our audiences' needs and ideas.

Honest: We communicate with transparency and integrity, building trust with our audiences.

Collaborative: We work together through open communication, fostering trust with our audiences.

Encouraging: We cheer our audiences on and offer support and encouragement.

Personal Touch

Compassionate: We use friendly and welcoming language that makes our audiences feel comfortable and valued, demonstrating empathy and understanding.

Conversational: We talk like real people, avoiding jargon and striking a balance between professional and approachable for our audiences.

Tailored: We speak to our audiences in a way that resonates with them, tailoring our message accordingly.

Authentic: We're genuine and stay true to who we are, building real connections with our audiences.

Passionate

Enthusiastic: We're excited and convey enthusiasm and belief in what we do, inspiring our audiences.

Compelling: We grab our audiences' attention with engaging language that keeps them interested.

Dedicated: We're committed and show dedication to our mission, earning the trust and respect of our audiences.

Tone of voice

! Trigger Warnings !



The charity understands that not all areas of disability will be reflected positively and is aware stories shared may touch on the more challenging side of disability.

If this is the case and there is a reference to potential triggering messaging, for example, mental health, a warning message will appear on any video or written case study, or a warning will pre-fix any copy that includes this so that the audience can decide for themselves if they want to view it.

Examples of what to write and when:

- 🐾 References to mental health, depression and suicide, even if implied not explicit.

This story contains references to depression and mental health throughout.

- 🐾 Upsetting imagery such as photos of a person in hospital after a car accident.

The first 3 minutes of this video contains imagery that some viewers may find upsetting.

- 🐾 A quote on a social media post contains information that an audience may find upsetting, such as details of a medical condition.

The following post includes details of a medical condition that some may wish to not read.

Compassionate

Considerate

Social media

Collaborative

Website

Encouraging

Tailored

Compelling

Social media

Join us at our open morning
Take a tour and see how we train our amazing dogs.

Email

Could you look after an amazing Canine Partners Brood?
Amazing mums. Transforming lives.

Conversational

Enthusiastic

Dedicated

Social media

Website

Honest

Authentic

Canine Partners
9 October 2023 · 🌐

Hello Purple Family,
We would love for you to help us choose our new 'Volunteer for us' logo! We have three options for you to choose your favourite from. Simply like your favourite image and your vote will be in! Closing date for voting is Friday 20 October 2023. Please note: these are example logos for the purpose of voting only. The idea with the most votes will be refined and designed in our usual volunteer style of a dog tag before we start using it. We hope to launch our new 'Volunteer for us' logo in early 2024. Thank you for voting, we can't wait to share the finished logo with you! 🐾

This #VolunteersWeek, we would like to say thank you to our wonderful Breeding Department volunteers! 🐾 Thank you for looking after our canine partner mums and helping to bring the next generation of assistance dogs into the world!

Looking for a way to make a real difference in someone's life? We urgently need Puppy Parent volunteers. 🐾 Not only will you experience the joy and love of raising a puppy, but you'll also be helping to provide a life-changing assistance dog for a disabled person. Apply now at <http://ow.ly/6xFS0NkVpN> and join our amazing community of volunteers making a positive impact today!

Canine Partners Update – February 2023
Posted 1 year ago in the Canine Partners Update, Charity update categories
Canine Partners is beginning its most significant period of organisational change since the Charity's foundation almost 33 years ago.




Following December's announcement of the intention to close the Southern Training Centre at Heyshott, plans are now underway to implement this decision, led by CEO Alex Lochrane.

Alex explains, "Canine Partners, like many other charities, is experiencing tough financial challenges, as a result of the pandemic, but compounded by the rising cost of living and energy prices. Becoming a single operating site will reduce costs and safeguard the financial future of the Charity ensuring funds remain focussed on delivering as many of our amazing partnerships as possible, now and in the future."




Our audiences

Canine Partners has three distinct audiences, each at a different stage in their journey towards becoming a committed supporter. By tailoring our communication strategies, we can build strong relationships and inspire continued support for our work.




New audience (Unfamiliar)

-  **Who they are:** The general public who hasn't heard of Canine Partners yet.
-  **Focus:** **Cute puppy and dog visuals** paired with **friendly messaging** to draw them in. Highlight the **amazing tasks** our assistance dogs perform, sparking curiosity about how we help people with disabilities.
-  **Goal:** Raise awareness of our life-changing work.

Warm audience (Aware)

-  **Who they are:** The general public who knows about Canine Partners but isn't involved.
-  **Focus:** Showcase the **powerful partnerships** between our dogs and their disabled partners, emphasizing the **life-changing impact**. Highlight **volunteer opportunities** (especially for dog lovers!) and the **importance of donations** as we receive no government funding.
-  **Goal:** Convert them into active supporters through volunteering or donations.

Canine Partners community (Existing supporters and volunteers)

-  **Who they are:** Our dedicated existing supporters and volunteers.
-  **Focus:** Express appreciation through **stewardship**, highlighting the **benefits** of being part of the community. Provide opportunities for them to **deepen their involvement** with the cause.
-  **Goal:** Maintain strong connections and encourage even greater engagement with Canine Partners.


Influencers and advocates: aligning with our voice

We partner with individuals whose values and communication styles align with our brand voice. This ensures consistency in the message delivered and strengthens the overall impact.

Here's how our partners, influencers, and advocates embody our core values:

-  **Respectful:**
They treat everyone with dignity and respect, fostering a welcoming and inclusive environment.
-  **Personal Touch:**
They share authentic stories and experiences that resonate with their audience, using genuine and compassionate language. We ask them to be honest, truthful and reflect actual experiences.

This is what we ask of our partners with our assistance dogs when they tell their stories as a volunteer Speaker or for a case study to use for promotion or fundraising. We also ask any influencers or celebrities we work with to use this tone of voice, especially if they are disabled themselves, as the charity believes this helps to break the stigma around disability and will resonate with the majority of our partnerships.

-  **Passionate:**
They convey a strong belief in Canine Partners' mission, inspiring others to get involved and make a difference.

Additional considerations

-  **Brand Voice Guidelines:**
We provide partners with brand voice guidelines to ensure their content aligns with our core values and overall message.
-  **Collaboration:**
We work collaboratively with our partners to develop impactful content that resonates with their audience and supports our mission.

House style

Our services

At Canine Partners, our mission is to change the lives of disabled people using expertly trained dogs to improve physical, emotional and social wellbeing.

We primarily support adults with physical disabilities through three core services.

Canine partner



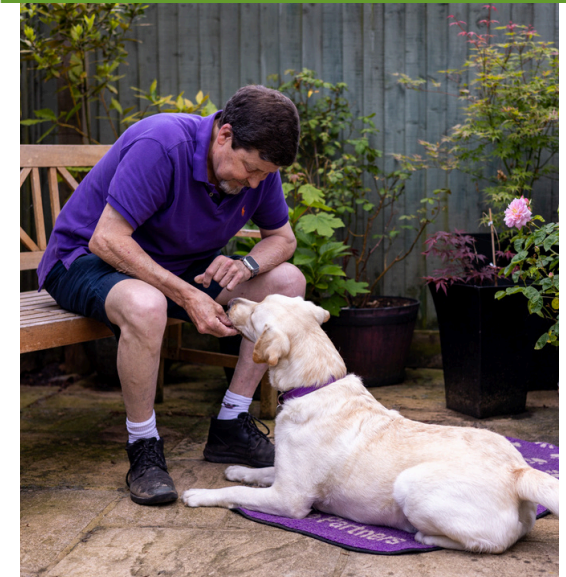
Jacketed assistance dogs with public access rights for adults who need support within the home and in public.

Canine home assistance



Highly trained dogs that provide practical support for an adult specifically within the home, but don't have public access rights.

Canine companion



Dogs that provide companionship and emotional support to disabled adults and children.

Continue reading for more information on house style and brand guidelines for each service.

Referring to all services collectively

Dog partnership types:

- “Canine Partners has three dog partnership types: Canine partner assistance dogs, home assistance canines, and canine companions.”

Dog placement types:

- “Canine Partners have five main career paths for our dogs: Assistance dog, home assistance canine, canine companion, ambassador, and joining the Breeding Team as a canine partner mum.”

Services:

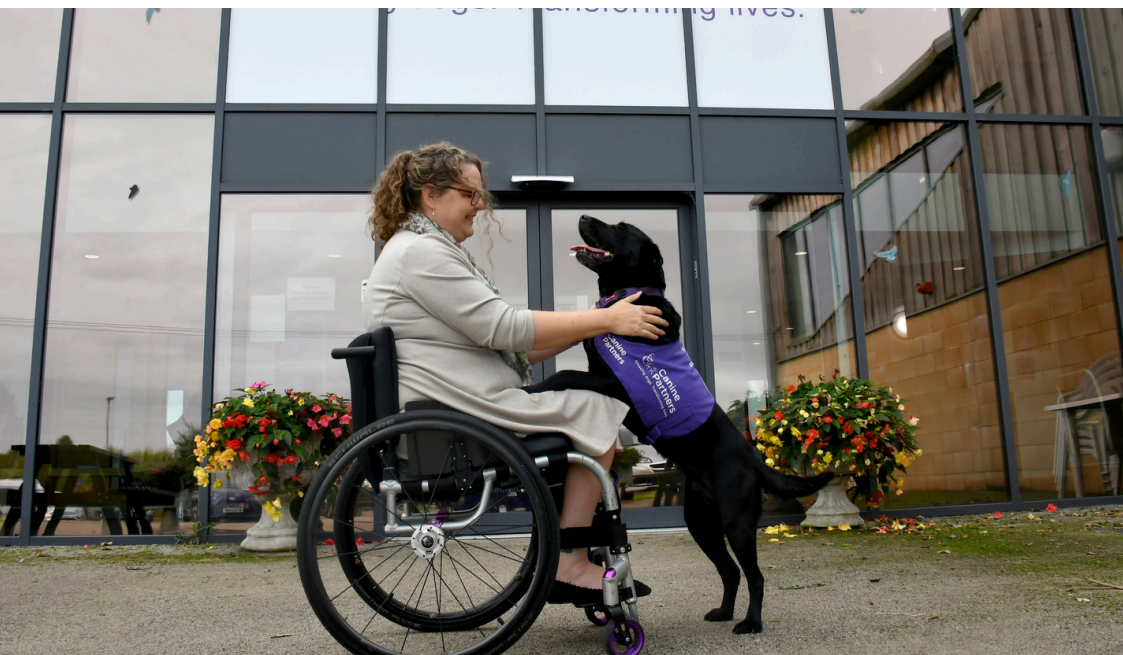
- “We primarily support adults with physical disabilities through three core services.”

Canine partner assistance dogs

- Canine partners, the fully accredited and jacketed assistance dogs, is written with a lowercase c and p
- *“canine partners”*
- The placement name for this service type is ‘partnership’ and we refer to the disabled person as the ‘partner’
- *“Canine partner assistance dogs are tailor-trained to their partner’s needs...”*
- *“We currently have over 350 partnerships across the UK.”*

Home assistance canines

- Home assistance canines are highly trained dogs that provide practical support to disabled adults in the home but not in public. This is written with lowercase h, a, and c in line with our traditional house style for canine partners.
- *“Andrew was partnered with home assistance canine Laila in 2023”*
- We refer to the service slightly differently, as canine home assistance service
- *“Our canine home assistance service”*
- The placement name for this service type is ‘partnership’ and we refer to the disabled person as the ‘partner’
- *“Home assistance canines give practical support to their partner in the home...”*
- *“We currently have 20 canine home assistance partnerships across the UK.”*



Canine companions

- Canine companions are dogs that provide companionship and emotional support to disabled adults and children. Following our traditional house style for canine partners, "canine" and "companions" are written with lowercase "c"s.
- ***"Our canine companion scheme"***
- If needing to refer to the disabled person or someone within their household, please use 'dog handler'
- We refer to the disabled person and their family or household as the 'canine companion household' or the 'canine companion home'
- ***"Canine companion homes have a household member with a physical disability or condition."***
- ***"We currently have four canine companion households across the UK."***
- ***"Canine companion household of Copper"***



These are guidelines for the Canine Partners house style and good practice.

Everything that is seen by the charity's official community of volunteers, partners, applicants and staff, or is shared externally to be seen by supporters and the general public, should follow our house style of writing.

If you are unsure if something you have written follows house style, or would just like something to be proofread for house style, please let the Marketing Communications Team know as they would be happy to help with this.



Volunteer roles

Volunteer roles are all uppercase with volunteer(s) in lowercase. For example:

- Dog Breeding volunteers
- Puppy Parent volunteer
- Fosterer volunteers
- Fundraising volunteer
- Speaker volunteer

Staff roles

Staff roles, teams and departments are all uppercase. For example:

- Marketing Communications Manager
- Advanced Trainer
- Fundraising Team
- Operations Department
- Marketing and Income Generation Department

Dog breeds

Dog breeds are upper case, their colour is not (unless at the start of a sentence and is grammatically accurate).

For example:

- A Golden Retriever
- A black Labrador
- A yellow Labrador X Retriever

Canine Partners - the charity vs the dogs

- Canine Partners the charity is written with an uppercase C and P - Canine Partners
- Canine partners, the fully trained and jacketed assistance dogs, is written with a lowercase c and p - canine partners



How to refer to Canine Partners

Canine Partners, the Charity, is singular. For example:



“Canine Partners trains dogs ...”



“Canine Partners train dogs ...”



“National charity Canine Partners provides specially trained dogs...”



“National charity Canine Partners provide specially trained dogs ...”

If you are unsure then substitute the words “the charity” in place of Canine Partners and that will show you whether the following verb should be singular or plural!

How to refer to ‘the charity’

When using the words “the charity” in place of Canine Partners, charity should have a lowercase c. When talking about “a charity” or “national charity” the word will have a lowercase c. For example:

- The charity aims to train dogs to meet the needs of people...
- Canine Partners is a registered charity that assists people with disabilities

How to refer to the National Training Centre

Please refer to the National Training Centre, with capital N, T and C if in writing.



“Canine Partners’ National Training Centre is based near Osgathorpe...”



“Fields Farm” - This is internal language and should not be used with our stakeholders or externally.



“Midlands Training Centre” - This is no longer appropriate as the charity now only has one Training Centre.

Writing numbers

When incorporating figures in text please write the number out in full if it is between one and nine. If the figure is 10 or above then write it numerically. This is a standard accepted journalistic style and makes it much easier for the reader to take in. For example:

- Bill has had his dog for five years ...
- Jon’s spinal injury went undiagnosed for 14 years ...

Writing dates

When writing a date, the house style is date first, then month, then year. Please note there should not be a “th”, “nd” or “st” after the date. For example:

- 20 April 2024

Website addresses

Please remove the www. and https:// from website addresses. For example:

- caninepartners.org.uk
- myamazingpuppy.org.uk

And not &

Please write 'and' rather than use an ampersand '&'



Allie and her canine partner...



Allie & her canine partner...

No double spacing

Please use single spaces after punctuation. Double spaces are no longer a standard journalistic style, and when proof reading the Marketing Communications Team often finds them to be used inconsistently. Please stick to single spaces after punctuation.



Talking about disabilities and disabled people

- The charity decided to use 'disabled people' rather than 'people with physical disabilities' in new documents and projects from 2021. However, the latter can still be used if it makes a sentence easier to read and less grammatically clumsy.
- We never say that someone "suffers" from their disability. The best way to word it is to say "Joe Bloggs has MS" or "Joe Bloggs has a condition that affects his joints known as Ehlers Danlos Syndrome".



Joe Bloggs has Ehlers Danlos Syndrome.



Joe Bloggs suffers from Ehlers Danlos Syndrome.

When writing about a person's disability, please refer to the 'Disabling Conditions Categories - definitions' document for advice on what to call the condition as a third party (If it's a quote from the disabled person, they can refer to it however suits them). For example:

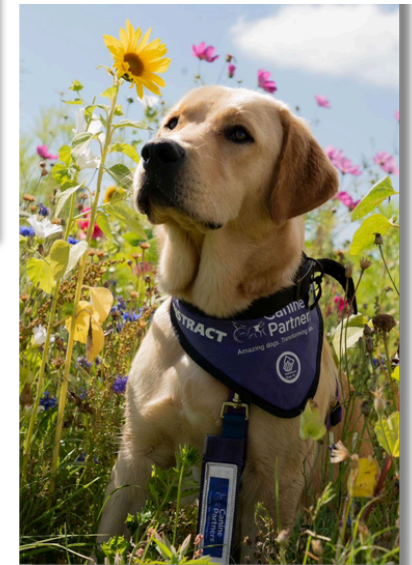
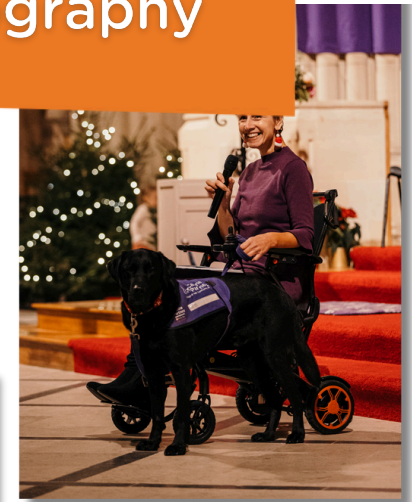
- Use 'Acquired Brain Injury' instead of stroke, head injury, or brain tumour
- Use 'Arthritis and skeletal conditions' instead of Rheumatoid Arthritis, Osteoarthritis, Osteoporosis, Osteogenesis Imperfecta, Spondylosis and Scoliosis

Photography

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.

The charity also knows user-generated content from the community of staff, volunteers and partners performs the best on social media. So photos don't always need to be posed perfectly to be used by the charity for promotion!

Canine Partners has a library of images accessible to all staff that have been approved for PR, Marketing and Design use. All photos in this library have been signed off for use and consent has been given from the subjects. They come in high and low resolution, so they are ready to send to the press and use on social media, as well as in design or other places that require high-resolution photographs.



High resolution:
300 dpi or above is necessary to be used on any literature, marketing material or in publicity.

Before using the photo library as a member of staff, or if you need to request images to use as a member of the Canine Partners community, please get in touch with the Marketing Communications Team who can advise on how this works for you.



communications@caninepartners.org.uk

Puppies and dogs

Everyone loves a cute puppy! This is why the charity loves to show them across promotional material, looking sweet and innocent. Where possible, it's also preferable to show them in a purple bandana as this shows they are a puppy-in-training.



Staff and volunteers

Any visuals should be branded where possible. If a photograph or video includes a member of staff or a volunteer, the Marketing Communications Team will usually provide a brief before the photoshoot on what to wear. It is usually staff members in their purple uniform and any volunteers in their volunteer clothing.



Services

Canine partner assistance dogs



Canine partner assistance dogs should always be wearing their purple assistance dog jacket



They can be shown doing taskwork inside and outside the home



Other photo guidelines apply as usual

For the canine home assistance and canine companion services, the Canine Partners brand can be shown in imagery by using the core colour of purple e.g. purple toys and purple bedding, or by interaction with a staff member.

Canine home assistance

Home assistance canines should not be wearing a jacket



They should only be shown doing taskwork inside the home



If out in public in photos, they should be shown as a pet dog

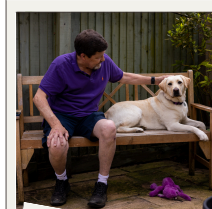


Canine companions

Canine companions should not be wearing a jacket



They should not be doing any task work in any circumstances and should be seen as a pet dog



Photos should show them giving emotional and social support where possible, for example where the handler is chatting to people on a walk or cuddling the dog in the home



Social Media elements

Canine Partners' social media is mostly 'user-generated' style content, but where appropriate can also be stylised graphics like the examples on this page.

As long as they follow the general brand rules, they can be a bit more versatile and creative where needed to suit the platform it is being posted on. For example, a quote box like the one below may suit Facebook more than our usual brand speech bubble. As long as this is used on each occasion, that is fine, as it creates a brand look.

Use of the sub-logos on different campaigns also helps to differentiate initiatives and 'badges' content for that specific campaign. It looks really slick and professional too.



Social media elements



Christmas Challenge
BigGive

“ She was like the stone in the road that changes the course of the wheel ”

Wren - Partnered with canine partner, Darcey



To Partnership



From Puppy

It costs £30,000 from puppy selection to dog retirement for every partnership

Christmas Challenge
BigGive



Canine Partners
Amazing dogs. Transforming lives.

Canine Partners Volunteer for Us

Fosterer volunteer

Provide pre-planned care for holidays, emergencies, rehabilitation and rehoming for puppies and dogs in training, aftercare, change of career or retired dogs waiting for their forever home.

Vacancies close 29 March

We are hiring

Join our team

Vacancies



Aftercare Assistant / Casual Dog Trainer
Casual hours covering the Devon/Cornwall area

Aftercare Instructor / Dog Trainer or Behaviourist
Full time covering the Kent area and some of Surrey, London and Sussex

careers.caninepartners.org.uk



my amazing puppy



Cheddar Pickle

The perfect Easter gift

Sponsor a puppy today!

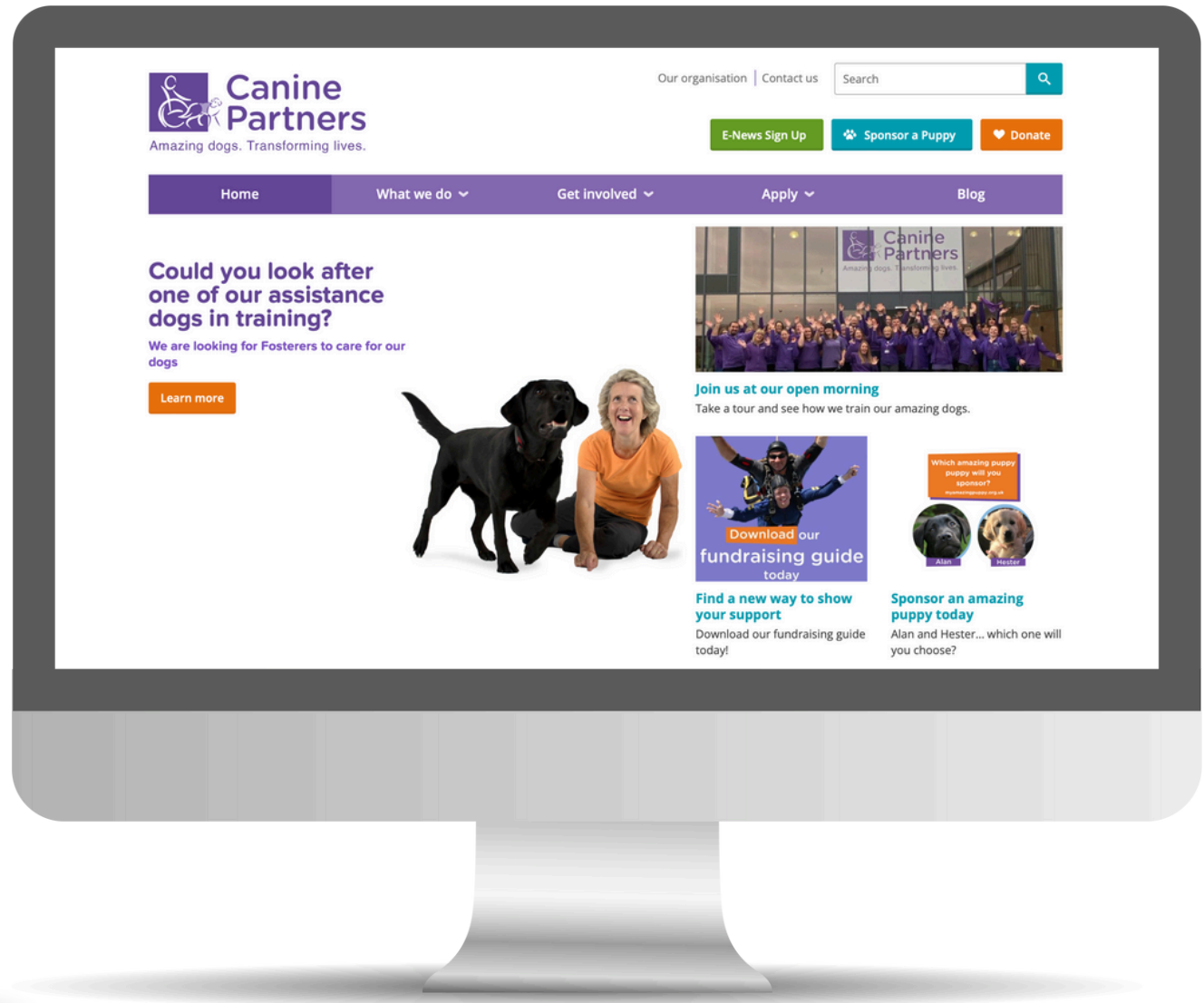
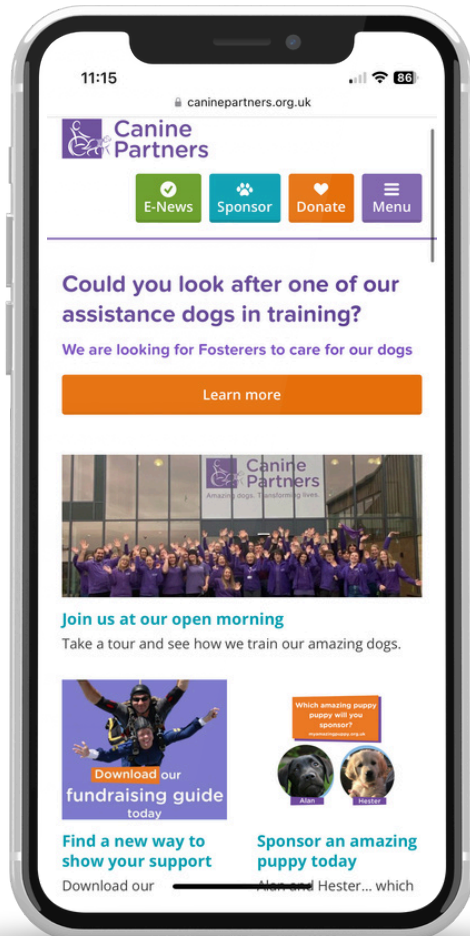
From **£5** a month

myamazingpuppy.org.uk



Examples

Rather than just tell you about the brand, here are some examples of how it can be applied in the real world.



Examples



Each session 12-2pm

2024 Volunteer walk-in sessions

Canine Partners National Training Centre, Ashby Road, Osgathorpe, Leicestershire, LE12 9SR

Join us for refreshments in our relaxed reception area, while you find out more about our volunteering opportunities.

- 15 February
- 12 March
- 10 April
- 10 May
- 27 June
- 16 July
- 6 August
- 12 September
- 23 October
- 8 November

Visit our website
Please find out more about attending this free event by visiting our website caninepartners.org.uk/events
Or scan the QR code

SCAN ME



Canine Partners, registered charity in England and Wales (803680) and Scotland (SC039050).
A company limited by guarantee, registered in England and Wales, company number 205146.
Registered office: Ashby Road, Osgathorpe, Loughborough, Leicestershire, LE12 9SR.



Love dogs? Volunteer for us!

Could you help us to raise, train and care for our puppies and dogs?
Expert guidance and support provided

- Look after a canine partner mum
- Raise a future assistance dog from eight weeks old
- Foster puppies or dogs short or long-term
- Raise awareness as a Dog Ambassador

Not sure what role suits your lifestyle or location? Please get in touch!

Find out more at caninepartners.org.uk/volunteerforus or email volunteer@caninepartners.org.uk

SCAN ME



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In aid of **Canine Partners**
Amazing dogs. Transforming lives.

Belinda's Wing Walk Challenge

Friday 3 May 2024

Sponsor Belinda
Donations will help Canine Partners to transform the lives of disabled people by partnering them with assistance dogs. Thank you so much.

If you would like to sponsor Belinda's amazing wing walk challenge, please visit:
tinyurl.com/Belinda-wing-walk
Or scan the QR code

SCAN ME



In memory of David and canine partner Crunchie

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Any questions?

Please get in touch.

The Marketing Communications Team is here to help. If you have any questions after reading Canine Partners' brand guidelines, please get in touch on:



communications@caninepartners.org.uk

Thank you for being an ambassador of the Canine Partners brand, helping the charity to transform the lives of more disabled people across the UK.

