



Friends
for
Animals
of Metro Detroit

STYLE GUIDE
2021



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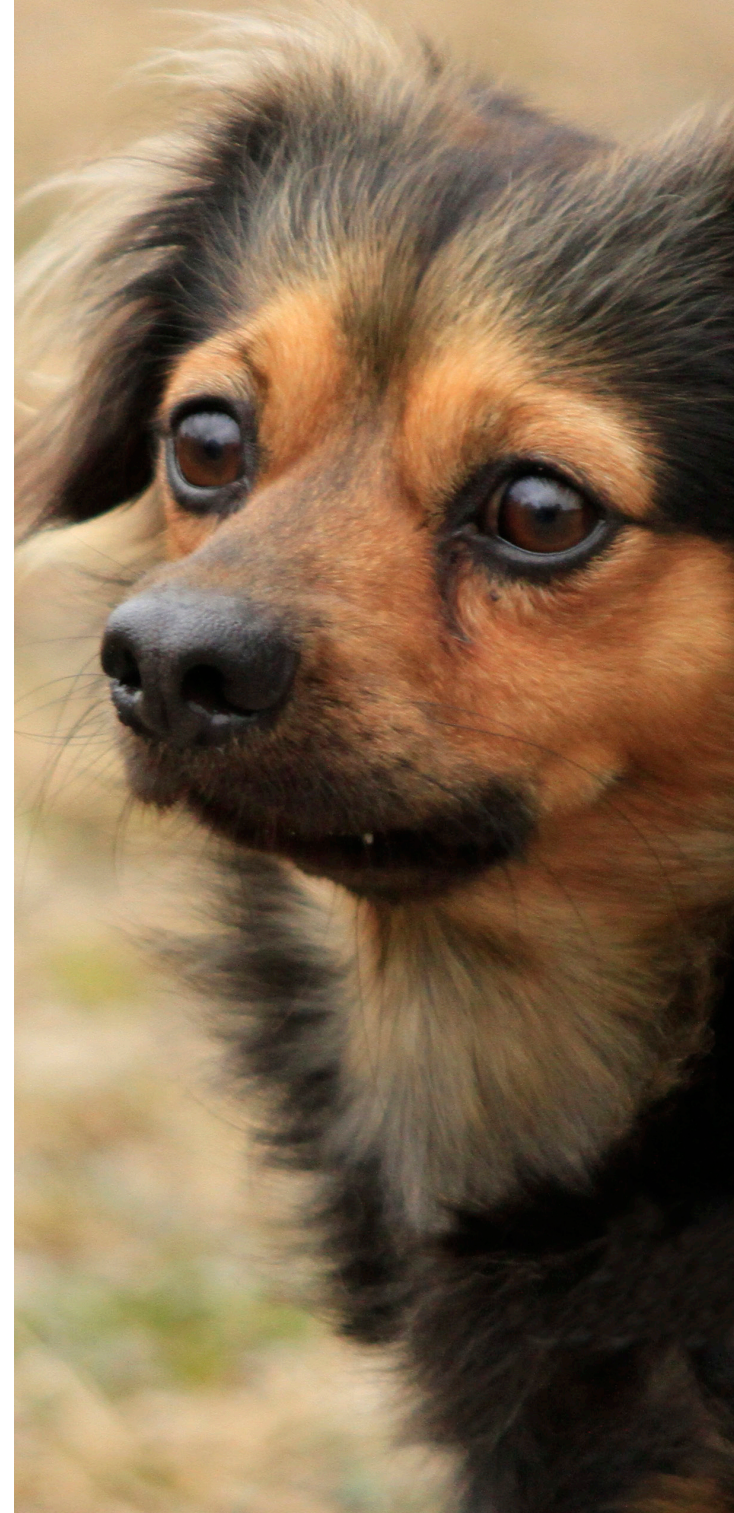
THE BRAND

Friends for Animals of Metro Detroit (FAMD) is rooted in an unconditional love for animals. **We celebrate the special connection** between people and their pets, making us a positive, passionate, and caring advocate for dogs and cats across Metro Detroit.

TAGLINE

You'll get back more than
what's humanly possible.

The tagline celebrates the connection, fulfillment and limitless joy that pets bring people. It sets an upbeat and inspiring tone that motivates people to adopt an animal, rather than guilt them into adoption.



COLORS

Vibrant colors are an important part of FAMD branding. We encourage the use of multiple colors in one-pieces in a color-blocking fashion. The dog and cat pattern and the paw pattern may also be used to fill backgrounds that do not have copy or images on them and are only to be used as pure white at 20% opacity on Catnip Green, Tabby Orange, and Squeaky Toy Purple or Name Tag Gray.

Primary Colors

FIRE HYDRANT RED CMYK 0, 92, 95, 0 RGB 239, 59, 41 HEX #EF3B29	TENNIS BALL YELLOW CMYK 0, 14, 80, 0 RGB 255, 215, 79 HEX #FFD74F
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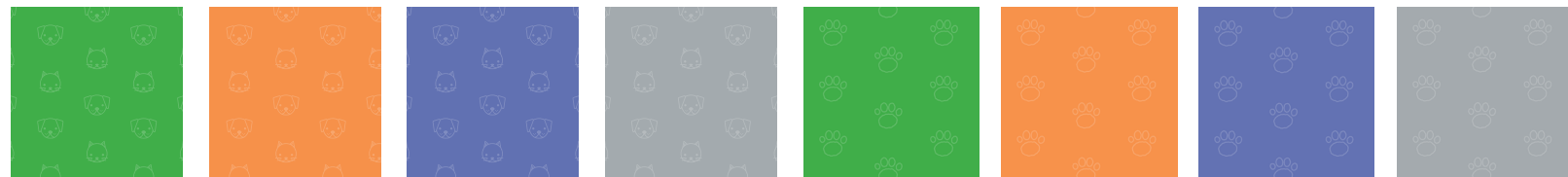
Secondary Colors

CATNIP GREEN CMYK 75, 5, 100, 0 RGB 65, 173, 73 HEX #41AD49	TABBY ORANGE CMYK 0, 52, 78, 0 RGB 247, 146, 75 HEX #F7924B	SQUEAKY TOY PURPLE CMYK 67, 56, 2, 1 RGB 99, 113, 176 HEX #6372B1	NAME TAG GRAY CMYK 35, 25, 24, 4 RGB 173, 173, 173 HEX #ADADAD
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Accent Color

COLLAR BLUE CMYK 100, 94, 25, 27 RGB 44, 33, 85 HEX #2C2155

Pattern



LOGOS

The FAMD logo lockup has three variations that can be used for different applications. When the logo is on a darker background, the text color is inverted to white for contrast and legibility.

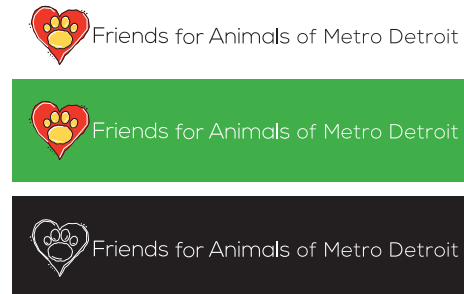
Standard logo



Stacked logo



Horizontal logo



Note:

THE should never be placed in front of our name. Refer to us as either Friends for Animals of Metro Detroit, the Friends or FAMD.

Don't

Don't alter the logo's proportions, colors or layout in any way.
 Don't add any effects to the logo.
 Do not place the logo on a busy or low-contrast background.



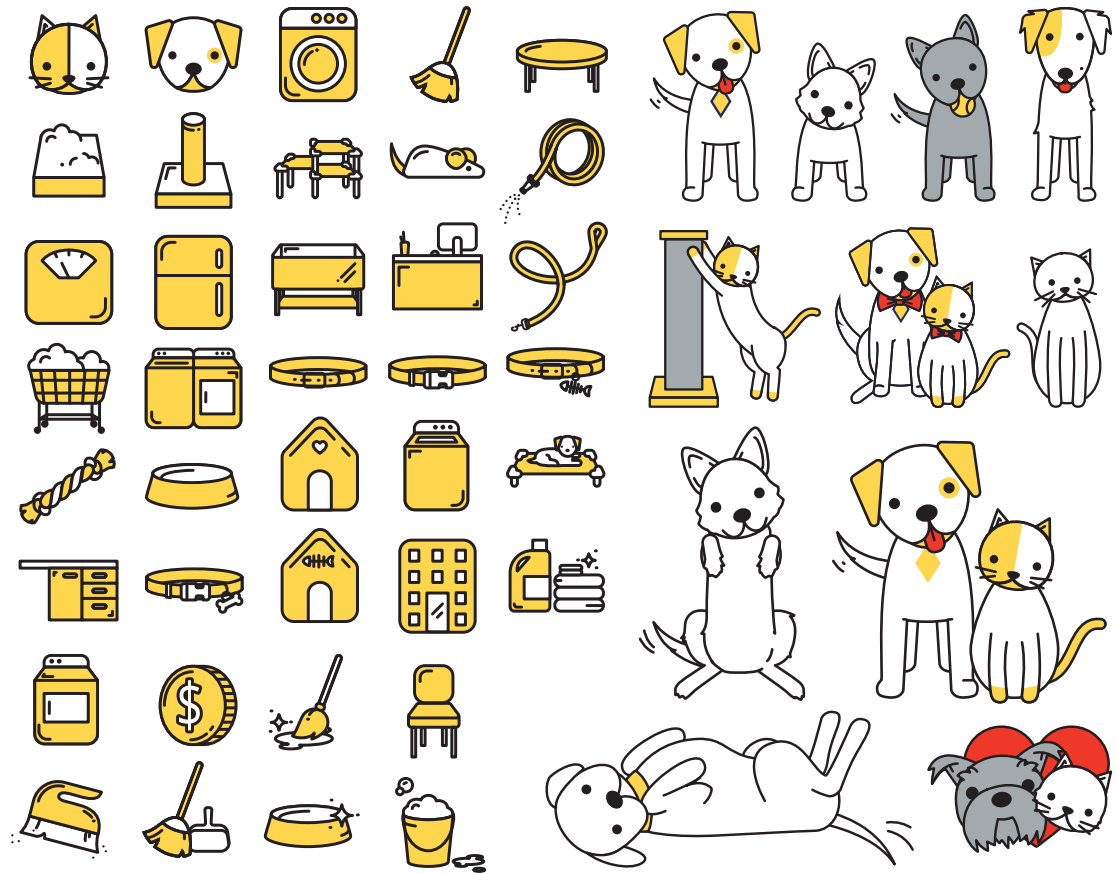
Do

Leave adequate space on each side.



ICON LIBRARY

Our icons are bright, clean and geometric pieces that may be used sparingly in marketing materials. Icons are primarily white and Tennis Ball Yellow, with Name Tag Gray and Fire Hydrant Red reserved for accenting. Ensure that strokes are always rounded joints, center aligned, Asphalt Black and are consistent in weight if multiple icons are used in a piece. There is no defined stroke weight — use your best judgment to ensure that the line feels proportionate to the size of the icon, using this library for reference.



TYPOGRAPHY

When possible, use Gotham for all media. If you do not have access to Gotham, an alternative free font called Montserrat can be downloaded from [Google Fonts](#). For Microsoft Word, use Franklin Gothic.

PREFERRED

Headlines

GOTHAM BOLD, UPPERCASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subheads

Gotham Bold, Sentence Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALTERNATIVE

Headlines

MONTERRAT BOLD, UPPERCASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subheads

Montserrat Bold, Sentence Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MICROSOFT WORD

Headlines

FRANKLIN GOTHIC MEDIUM, UPPERCASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subheads

Franklin Gothic Medium, Sentence Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

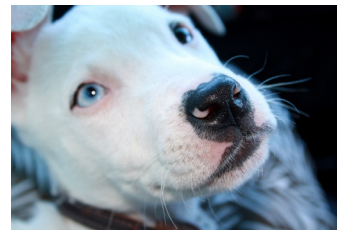
Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

The photography should reflect the brand values. Use cheerful and uplifting photography of cats and dogs, preferably interacting with humans. When possible, use real photographs (professional or candid) rather than stock photos.

We are a shelter that represents hope for animals. As such, do not show somber-looking animals or “behind bars” photos.

While we do adopt out many American Pit Bull Terriers, Staffordshire Bull Terriers and other various purebreds, we prefer to minimize their presence on marketing materials. When possible, showcase mixed breeds instead.

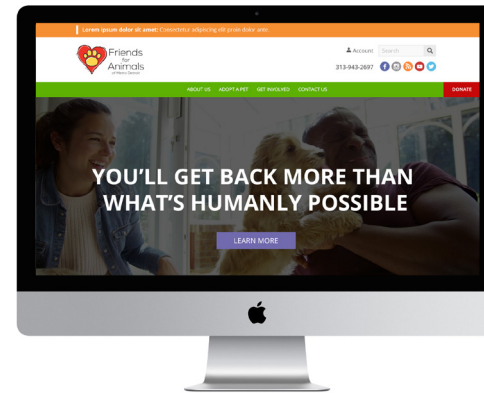


CREATIVE EXAMPLES

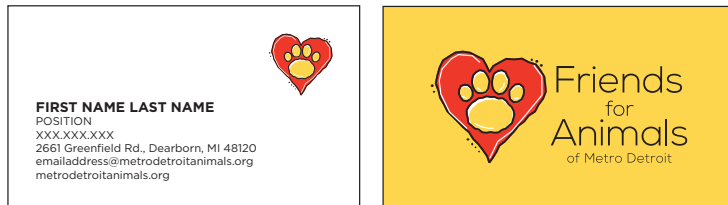
Folder



Website



Business Cards



Brochure



For questions about styling, contact:

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