1. MASTER LOGOTYPE & MARK

The visual could be a wireframe as well. To know when it comes to the website or Favicon. Keep the logo simple. Write a little about your decisions and key things to remember.

Here, showcase some simple visuals around the brand web presence. What is the story behind it? What do you want people to feel when they see it? Make our target audience feel stronger and more confident in their decisions?

• Is this message supportive? Does it warmly welcome our target audience?
• Creating a /flyer, ask yourself the following questions:
  - Is this message supportive? Does it warmly welcome our target audience?
  - How to use the assets and serve as a reminder of the greater vision.

The wordmark is top right heavy giving a sense of falling over. The bars evenly distribute of the three lines. Without the bars, the wordmark can be used as secondary logo. Is there anything else you need?

Hi, Jamie! We’d love to help you with that. Is there anything else you need?

In spaces smaller than that, use the icon mark. However, it’s important, especially in the copy, to use the mark, and vice versa. Once the new mark is in place, every element should carry the animal messaging in combination to the animal and independent of images aren’t farmed animal. These patterns provide the presence of animals when of images aren’t used. These patterns are to be used as backgrounds of shapes and patterns.

2. TYPOGRAPHY

These guidelines lay the visual foundation for CAA and hint at the exciting possibilities the brand identity holds. If there’s any questions regarding use, please contact us.

Embrace your empathy

Thank you!

For Print Use

Wordmark option Inverse option

Icon Mark

Logo Lockup

Brand Attributes

• BE WELCOMING, SUPPORTIVE & EMPOWERING
  - No pressure. Just reassurance.
  - Challenging, but you can do it.
• Be Welcoming, Supportive & Empowering
  - .
  - Hi, Jamie! We’d love to help you with that. Is there anything else you need?
• BE WELCOMING, SUPPORTIVE & EMPOWERING
  - Hi, Jamie! We’d love to help you with that. Is there anything else you need?
• BE WELCOMING, SUPPORTIVE & EMPOWERING
  - Is there anything else you need?

We say Embrace your empathy

Minion Pro REGULAR

Brandon Grotesque BLACK EMBRACE YOUR EMPATHY

Trade Gothic BOLD EMBRACE YOUR EMPATHY

For your website, use Josefin Sans and etc. Trade Gothic Bold can be used as an optional header typeface.

small detail copy like page numbers, dates, etc. Trade Gothic Bold can be used as an optional header typeface.

headers. Use Minion Pro regular for body copy. For the most contrast to create hierarchy use Grotesque for a strong contrast.

UPPERCASE using Brandon Grotesque for wordmark in the logo. This applies to the square as well.