

CAA STYLE GUIDE



Brand Attributes

WELCOMING · SUPPORTIVE · EMPOWERING

1. MASTER LOGOTYPE & MARK

The logo's simple design allows for easy recognition and memorability. The geometric shape of the C is an open circle suggesting an open community that's passionate about animals. The heart supports that idea.

The smallest the logo can be scaled without losing readability and legibility is 2" x 2" box. In spaces smaller than that, use the icon mark.

However, it's important, especially in the beginning stages, to associate the name with the mark, and vice versa. Once the new brand identity is established and familiar with your audience, you can use the icon mark separately as much as you want.

The wordmark can be used as secondary logo. It incorporates two bars solely for balance of the three lines. Without the bars, the wordmark is top right heavy giving a sense of falling over. The bars evenly distribute of the visual weight.

Logo Lockup



Icon Mark



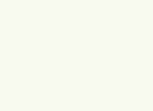
Inverse option



Wordmark option



Inverse option



2. TYPOGRAPHY

For the most contrast to create hierarchy use Brandon Grotesque Black in all caps for headers. Use Minion Pro regular for body copy. Use Trade Gothic Bold in all caps for small detail copy like page numbers, dates, etc. Trade Gothic Bold can be used as an optional header typeface.

For your website, use Josefin Sans and Crimson as substitutes for Brandon Grotesque and Minion Pro. These web alternatives are Google Fonts making them compatible with the web than the desktop fonts used for print.

For Print Use

Brandon Grotesque BLACK	EMBRACE YOUR EMPATHY
Brandon Grotesque LIGHT	Embrace your empathy
Minion Pro BOLD	EMBRACE YOUR EMPATHY
Minion Pro REGULAR	Embrace your empathy
Trade Gothic BOLD	EMBRACE YOUR EMPATHY

For Web Use (Google Fonts)

Josefin Sans — Substitute for Brandon Grotesque

Crimson — Substitute for Minion Pro

2.1 TYPE LAYOUT EXAMPLE



When possible, align the header and body copy to the left line of the wordmark in the logo. This creates better harmony because the icon is larger than the wordmark.

Header copy is set in UPPERCASE using Brandon Grotesque for a strong contrast which increases readability.

Body copy is roughly half the header size for a strong contrast.

WE'RE A COMMUNITY OF ADVOCATES HELPING PEOPLE MOVE TOWARDS A PLANT BASED DIET TO REDUCE FARM ANIMAL SUFFERING.

We are a nonprofit organization with a staff of two and more than 200 volunteers. If you feel moved to advocate for animals, please consider our work by volunteering, donating, or attending one of our events. We are happy to help you on your journey moving toward a more compassionate lifestyle.

3. BRAND ASSETS

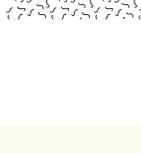
Each of the three patterns represent a popular farmed animal. These patterns provide the presence of animals when of images aren't suited such as stationary materials.

These shapes can work independent of each but best suited together. When using the pig tail and chicken print patterns, use them contained in the cow spots to create overlaps of shapes and patterns.

Cow Spots



Pig Tails



Chicken Prints



3.1 PATTERN USAGE

These patterns are to be used as backgrounds and graphic elements. The patterns can be used in combination to the animal and independent of the animal to carry the animal messaging through branded materials.

The examples on the right help add clarity on how to use the assets and serve as a reminder of the greater vision.



4. COLOR

The colors were chosen to convey a warm and energizing personality. This is based on CAA's brand attributes resulting from the strategy session.

Our warm colors, Flamingo and Tree Poppy, communicates energy, encouragement, and action. They are associated with heightened emotions and passion. Think of the vibrancy of a bright orange or the intensity of a deep, rich red.

Our cooler colors, Fun Blue and Pacific Blue, provides contrast to the warmer. They also communicates trust, peace, and unity.

This color palette is a differentiator in the farmed animal advocacy space. None of CAA's competitors share this color palette.

● - Key brand color

FLAMINGO	TREE POPPY	
#F15B27 RGB 241, 91, 39 CMYK 0, 79, 96, 0 PANTONE P 37-8 C	#F8981D RGB 248, 152, 29 CMYK 0, 48, 100, 0 PANTONE P 20-8 C	
FUN BLUE	PACIFIC BLUE	MERINO
#1E5FAC RGB 30, 95, 172 CMYK 91, 68, 0, 0 PANTONE P 104-15 C	#02B3C5 RGB 2, 179, 197 CMYK 74, 6, 22, 0 PANTONE 121-7 C	#FAF7F0 RGB 250, 247, 240 CMYK 1, 1, 5, 0 PANTONE P 1-9 C



5. TONE OF VOICE

The voice of CAA is welcoming (empathetic, acceptance), supportive, and empowering. We are not pushy, condemning, or judgmental.

Every line of copy that's written should address the goal at hand, but not at the expense of neglecting our brand attributes.

When writing a post on social media, crafting a press release, or deciding copy for a flyer, ask yourself the following questions:

- Is this message empathetic? Does this warmly welcomes our target audience into our work?
- Is this message supportive? Does it provide encouragement and/or help to our target audience.
- Is this message empowering? Will this make our target audience feel stronger and more confident in their decisions?

Be Welcoming, Supportive, & Empowering

We say

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

We don't say

We will have to look into that.

Other examples

We know a plant-based diet is challenging, but you can do it.

No pressure. Just reassurance.

6. WEB PRESENCE

Here, showcase some simple visuals around the brand web experience. Write a little about your decisions and key things to know when it comes to the website or favicon. Keep in mind the visual could be a wireframe as well.

Favicon



Social media avatars



7. TAGLINE

Embrace Your Empathy

Thank you!

These guidelines lay the visual foundation for CAA and hint at the exciting possibilities the brand identity holds. If there's any questions regarding implementing this brand identity, contact Danami @ danami@danamionline.com