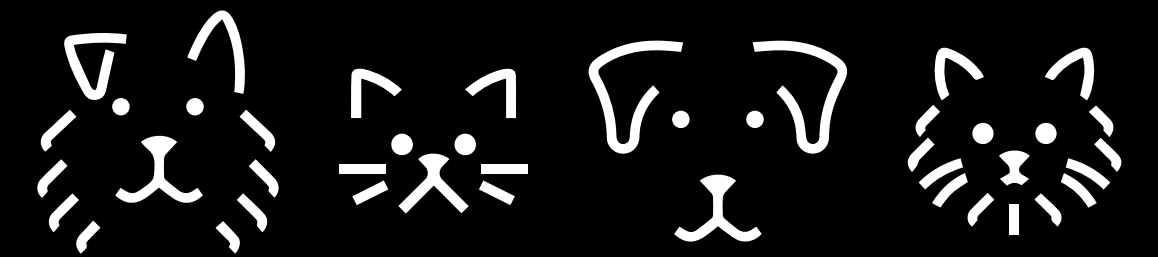


SYDNEY DOGS & CATS HOME STYLE GUIDE



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OUR CORE VALUES

We are uniquely a not-for-profit pound and we pride ourselves on never placing a time limit on any animal awaiting adoption. We re-unite or find homes for thousands of animals every year.

Our focus is on responsibly re-homing animals with a clear direction to eliminating unnecessary euthanasia. We continually strive to reach a wider audience through education and fundraising.

Our animals are proudly front and centre of all that we do and their personalities and love drive this place. We share our home with them until they can get their own. This is a happy place.

We are Sydney Dogs & Cats Home.

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LOGO / Variations

1 **SYDNEY**  **&**  **HOME**

2 **SYDNEY**
DOGS
& CATS
HOME

3 **SYDNEY DOGS & CATS HOME**

4 **SYDNEY DOGS**
& CATS HOME

LOGO VARIATION USAGE

Please note with **ALL** logos, the word ‘and’ is never spelled out but uses an ampersand. Each logo can be black on white or white reversed out of black.

- 1. Scrolling animated logo (digital use only).
- 2. Stacked text logo.
- 3. Long line text logo.
- 4. Double line text logo.

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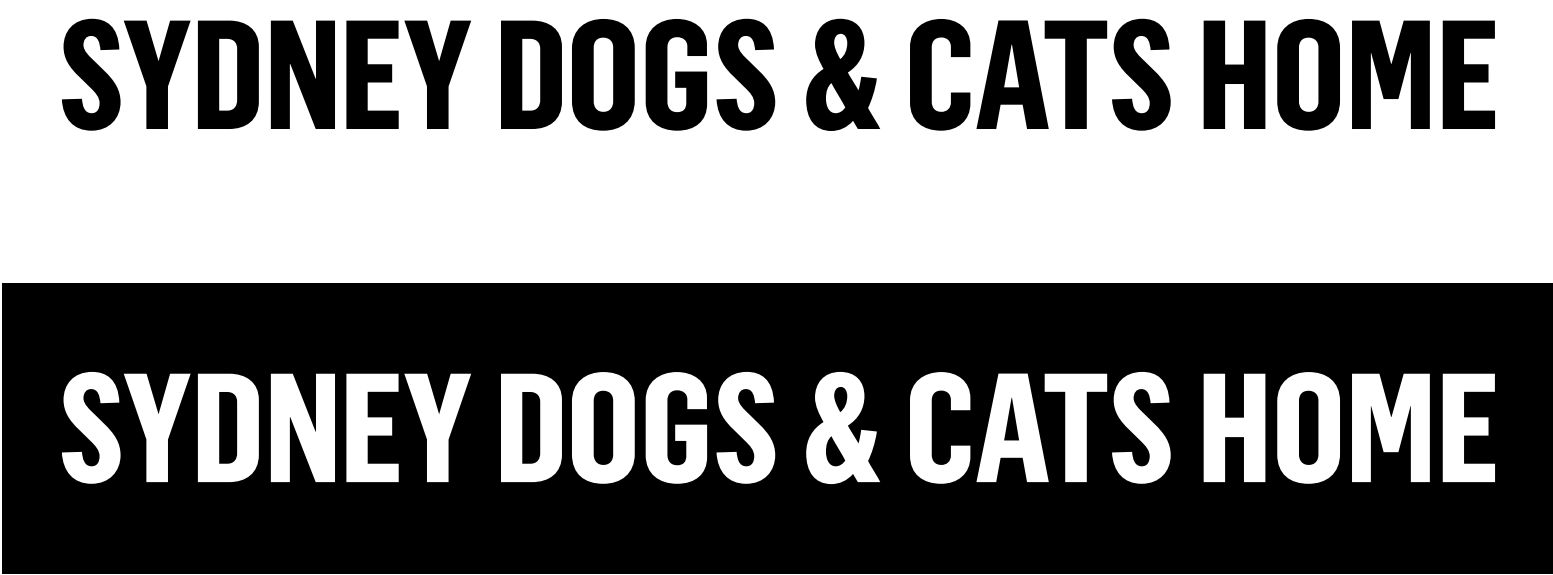
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LOGO / Core elements - Typography



Our logo is primarily constructed with the typographic component created using FLAMA CONDENSED BOLD to spell out SYDNEY DOGS & CATS HOME.

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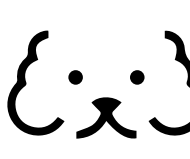

Placement (website)11

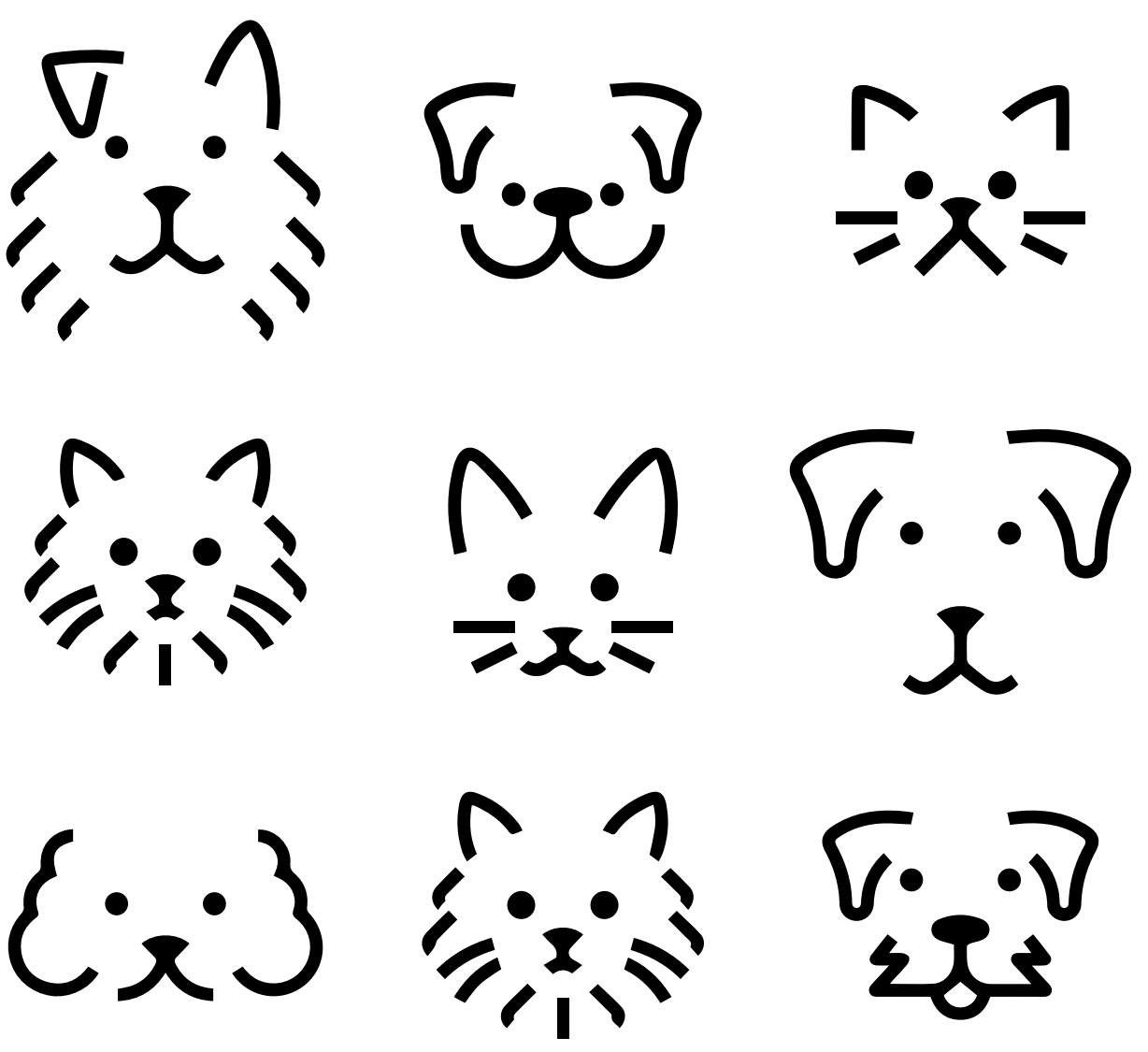
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LOGO / Core elements - Symbols

SYDNEY  &  HOME

SYDNEY  &  HOME

SYDNEY  &  HOME



There is almost no end to the possible combination of symbols used for this animated logo. The symbols are used to replace the words Dogs and Cats as part of the overall logo. The symbols themselves can be generated by using this online app;-

<https://sydneydogsandcatshome.org/logomypet>

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LOGO / Rules of use

1

SYDNEY  &  HOME

2

SYDNEY
DOGS
& CATS
HOME

SYDNEY
DOGS
& CATS
HOME

3

SYDNEY DOGS & CATS HOME

SYDNEY DOGS & CATS HOME

4

SYDNEY DOGS
& CATS HOME

SYDNEY DOGS
& CATS HOME

LOGO VARIATION USAGE

Please note with **ALL** logos, the word ‘and’ is never spelled out but uses an **ampersand**. Each logo can be black on white (note padding space indicated) or white reversed out of black with the exception of the animated logo.

- 1. **Scrolling animated logo** with replacement characters to **only be used on the website**. Black on white only.
- 2. **Stacked text logo**. This logo can be used on all print collateral.
- 3. **Long line text logo**. This logo can be used on all print collateral.
- 4. **Double line text logo**. This logo can be used on all print collateral.

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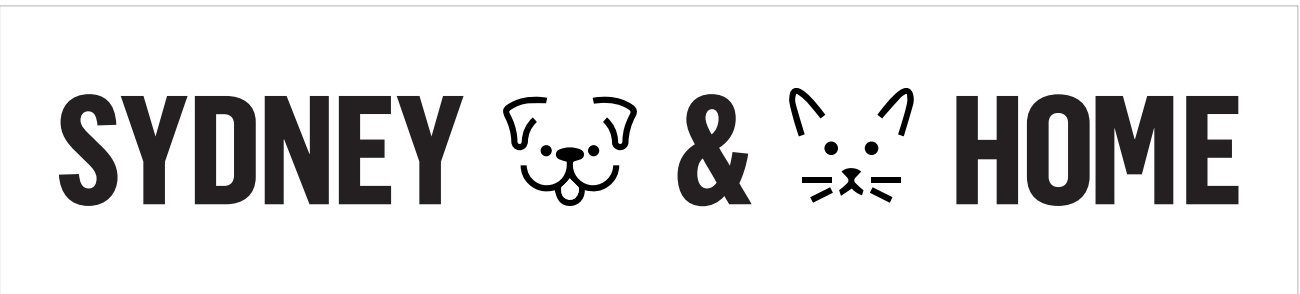
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LOGO / Scale digital

1



545px

2



120px 120px

3



545px

4



260px 260px

LOGO SCALES

Our logo scales easily but has a minimal digital scale size to adhere to.

- 1. **Scrolling animated logo.** Smallest scale size is 545px.
- 2. **Stacked text logo.** Smallest scale size is 120px.
- 3. **Long line text logo.** Smallest scale size is 545px.
- 4. **Double line text logo.** Smallest scale size is 260px.

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LOGO / Clearance

1



2



LOGO CLEARANCE

The logo clearance is the same across all formats of the logo with the exception of the Digital animated logo.

1. **Scrolling animated logo.** The digital logo comes within its own clearance size that spans 890px x 92px. This logo is always to be centred on screen and have a padding of 20px top and bottom with 35px side to side.
2. **Stacked text logo.** The clearance spaces are measured by the use of the “D” (side to side) and a partial measure of the “E” (top and bottom). PLEASE NOTE: This clearance applies to both the black and white versions of this logo. If the logo is aligned along the top or bottom of a page, please ensure 2mm is added before bleed to ensure that if slippage occurs the logo will not be impeded.

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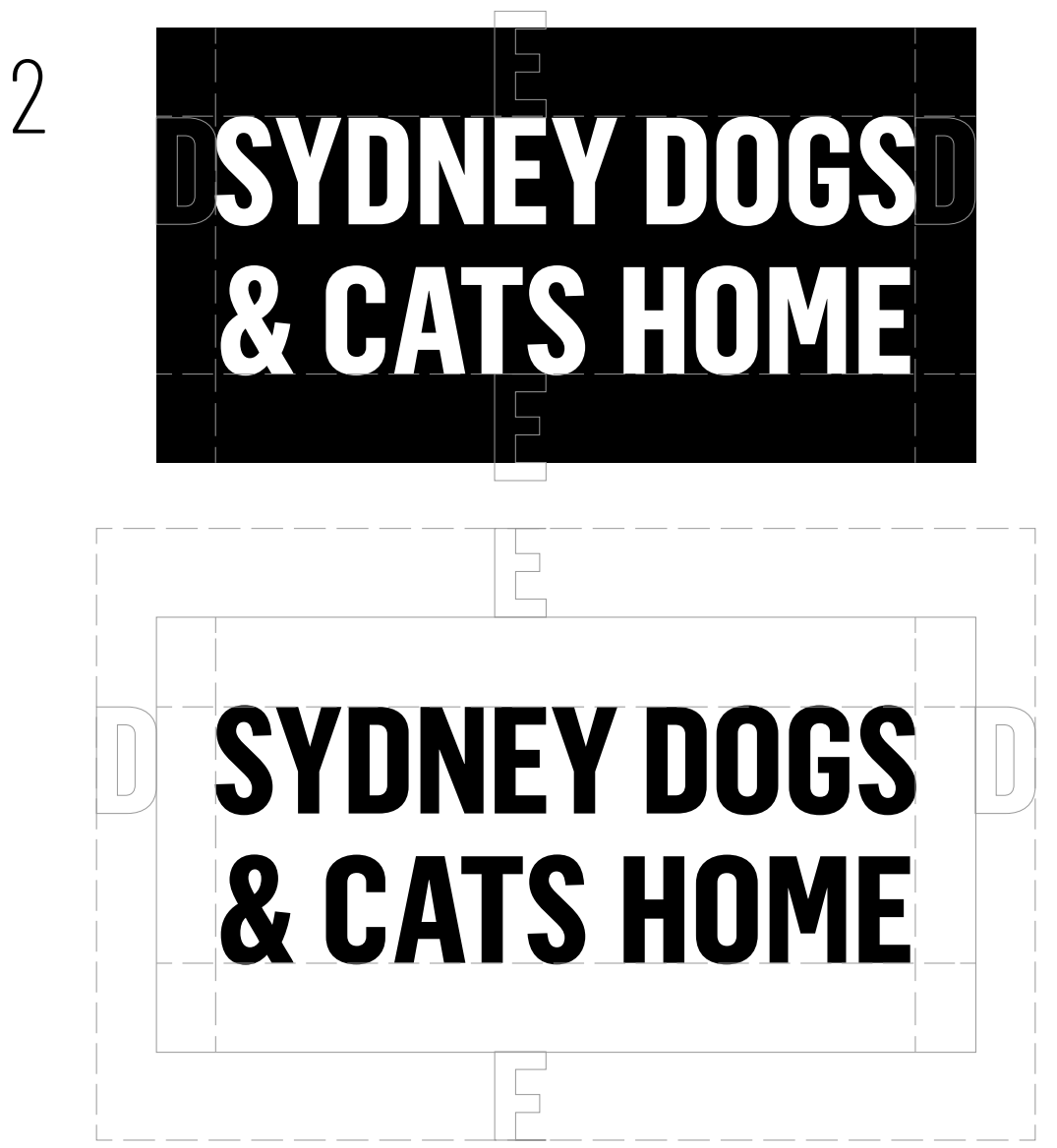
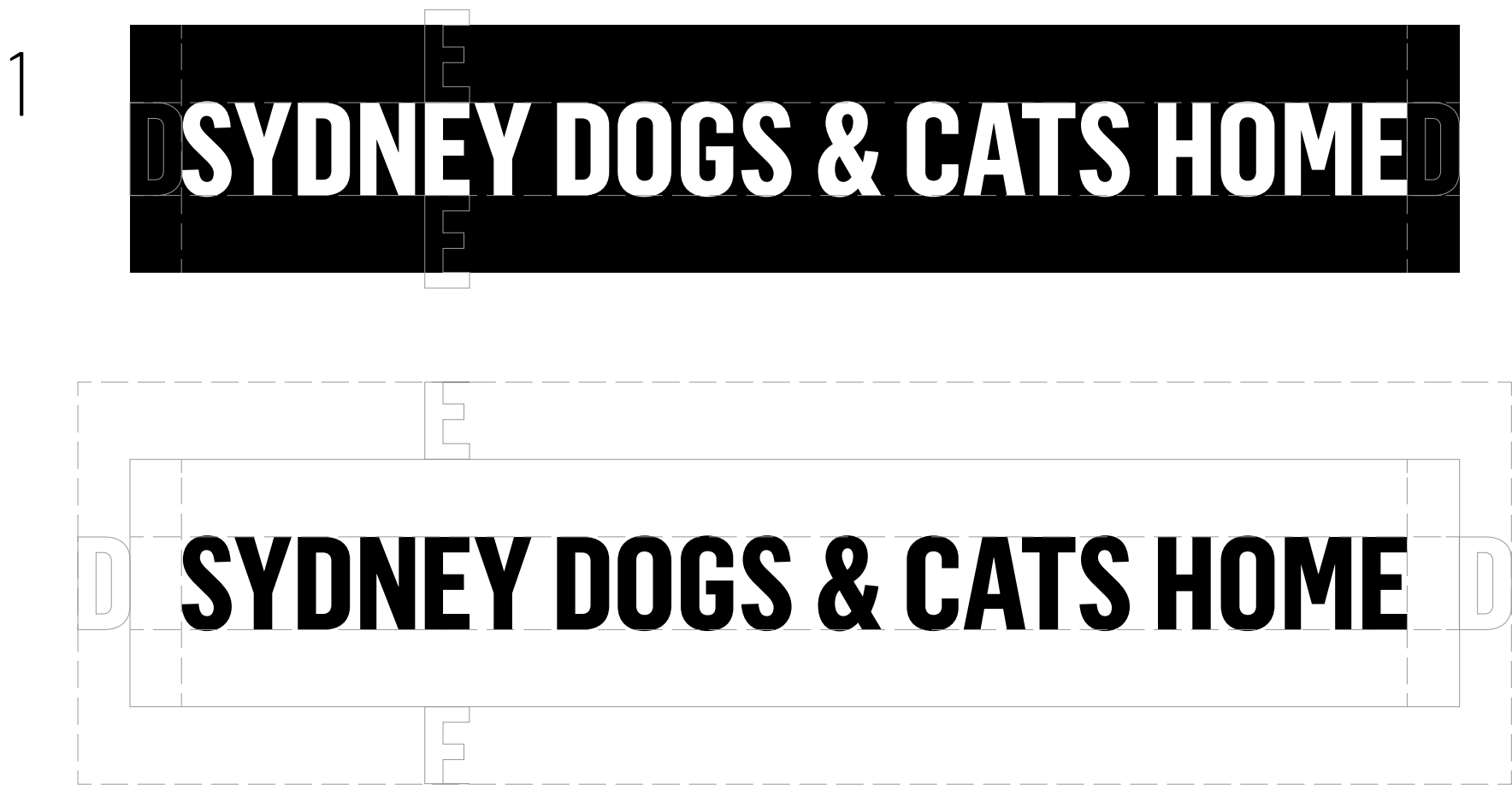
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LOGO / Clearance



1. **Long line text logo.** The clearance spaces are measured by the use of the "D" (side to side) and a partial measure of the "E" (top and bottom). PLEASE NOTE: This logo is never to be aligned against a page edge.
2. **Double line text logo.** The clearance spaces are measured by the use of the "D" (side to side) and a partial measure of the "E" (top and bottom). PLEASE NOTE: This logo is never to be aligned against a page edge.

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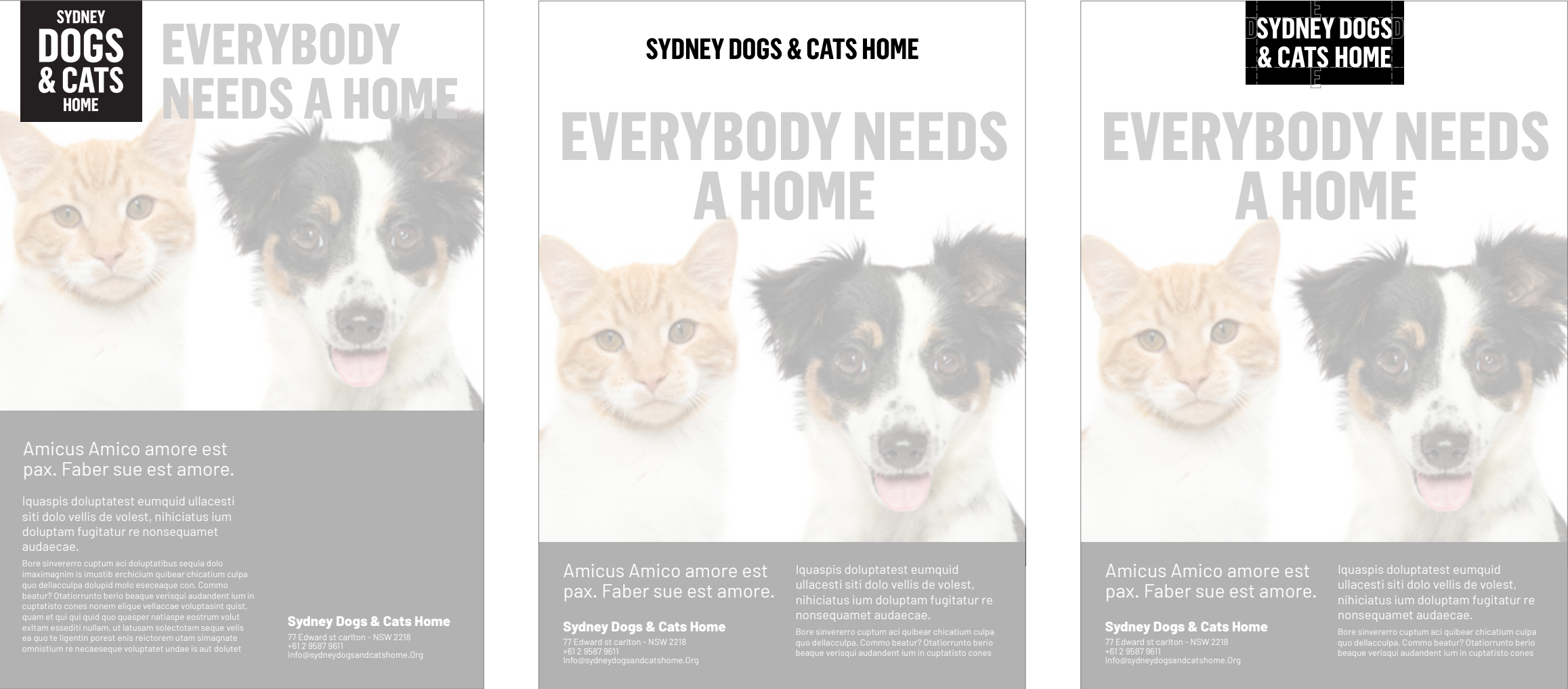
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LOGO / Placement (print)



Logo placement depends on which of the 3 logo variations is chosen for the brief.

Posters/Flyers: Logo to be placed prominently top left or centred.

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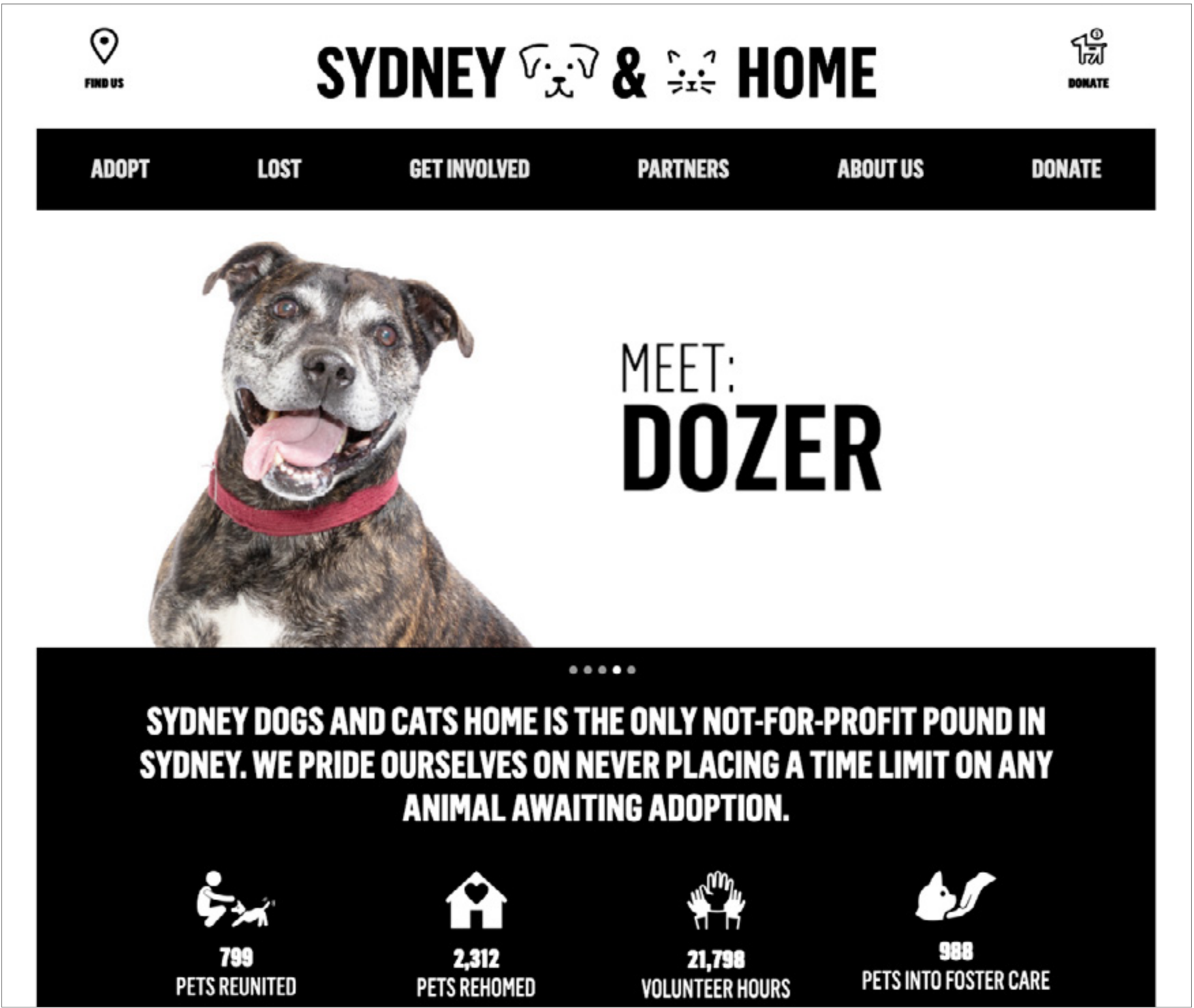
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LOGO / Placement (website)



Website: Always top and centre.

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LOGO / Partnership

1



2



3



LOGO PARTNERSHIP

lorem ipsum delore.

- 1. **Stacked text logo.** Smallest scale size is 35mm.
- 2. **Long line text logo.** Smallest scale size is 180mm.
- 3. **Double line text logo.** Smallest scale size is 80mm.