



C.A.R.E.

brand identity



ADOPT THE PAW-FECT COMPANION

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COMPANY OVERVIEW

C.A.R.E. is a community-driven, nonprofit rescue dedicated to giving homeless cats and dogs a second chance. As a no-kill shelter, C.A.R.E. focuses on rescuing animals in need, providing compassionate care, and connecting them with families who will love them for life. With the help of volunteers, donors, and adopters, the organization continues to make a meaningful difference for animals and the community it serves.

ELEVATOR PITCH

At C.A.R.E., every animal deserves a second chance. As a no-kill nonprofit rescue, we provide shelter, medical care, and love to cats and dogs in need while connecting them with families ready to give them a forever home.

MISSION STATEMENT

To reduce the number of abandoned and unwanted dogs and cats through adoption, sterilization, and education.

VISION STATEMENT

To create a world where every cat and dog has a safe, loving home, and where communities come together to support, celebrate, and protect the lives of animals in need.

TARGET AUDIENCE

C.A.R.E. Animal Shelter serves a diverse audience of compassionate individuals who share a love for animals and a desire to make a difference. Our primary audience includes adopters looking to welcome a cat or dog into their home, donors who provide the financial support necessary to rescue, care for, and medically treat animals, and volunteers who dedicate their time and energy to help with daily shelter operations, events, and community outreach. By engaging and nurturing these key groups, C.A.R.E. fosters a connected community committed to giving every animal a second chance at a loving, safe home.



Volunteer

Title:
Dedicated Shelter Volunteer

Name:
Sarah

Sarah volunteers at C.A.R.E. Animal Shelter because she loves animals and wants to make a meaningful impact in her community. She participates in daily animal care, adoption events, and community outreach programs.

Sarah is eager to learn, connect with other animal lovers, and contribute her time to help pets find loving homes.

CHARACTERISTICS AND BEHAVIORS:

- Compassionate and empathetic, prioritizing the well-being of animals
- Proactive and dependable in completing assigned volunteer tasks
- Enjoys connecting with fellow volunteers and engaging with the community
- Flexible and willing to take on a variety of responsibilities at the shelter

NEEDS:

- Clear guidance and training for tasks at the shelter
- Opportunities to interact directly with animals and prospective adopters
- A sense of purpose and recognition for her contributions





Adopter

Title:
Pet-Loving Family

Name:
Johnson Family.

The Johnson family is excited to adopt a cat or dog from C.A.R.E. Animal Shelter to welcome a loving companion into their home. They want a pet that fits their family lifestyle and can bring joy, companionship, and teach responsibility to their children. The family values guidance from the shelter to ensure a smooth transition and a happy, lifelong home for their new pet.

CHARACTERISTICS AND BEHAVIORS:

- Caring and responsible, prioritizing the well-being of the animal
- Collaborative decision-making as a family when selecting a pet
- Researches adoption options and asks shelter staff questions
- Looks for pets that are good with children or other family pets
- Values ongoing support and advice from the shelter

NEEDS:

- Easy access to information about available pets
- Guidance on selecting the right pet for the family's lifestyle
- Assurance of the pet's health, temperament, and compatibility with children
- Tips and support for introducing the pet to the family and helping it settle in
- General Title:
 - "Forever Family Seeker" □
 - Other title options:
 - "Compassionate Family Adopter"
 - "Home Team Finder"
 - "Family Pet Matchmaker"

Donors

Title:
Animal Advocate Donor

Name:
Emily

Emily supports C.A.R.E. Animal Shelter because she wants to make a meaningful impact on the lives of homeless cats and dogs. She values knowing her contributions go directly toward rescuing animals, providing medical care, and supporting adoption programs. Emily enjoys seeing the tangible results of her generosity and feels connected to the shelter's mission.

CHARACTERISTICS AND BEHAVIORS:

- Generous and community-minded, motivated by helping animals in need
- Researches nonprofits to ensure her donations are impactful
- Engages with shelter updates, newsletters, and events to stay connected
- Values transparency and accountability from the organizations she supports

NEEDS:

- Clear information on how donations are used
- Easy, secure ways to give financially
- Recognition and updates about the impact of her contributions
- Opportunities to engage beyond donating, such as attending events or volunteering



primary

This is the primary version of the logo. It should be used in all cases possible, unless reproduction method or size cause an issue.

The logo is the key building block of our identity, the primary visual element that defines us. The symbol is a combination of the logomark and the logotype in a fixed relationship that should not be modified. The Circuitry.ai logomark, with its simplicity and abstraction, encapsulates a narrative of innovation, intelligence, and the transformative power of AI-driven business transformation.

The logotype contrasts and balances the weight and angularity of the logomark, in a custom font carefully crafted to be modern, refined as well as highly legible.



Logo Nouns

Heart

Hand

Cat

Dog

Adopt

Haven

Hope

Volunteer

Trust

Care

THE LOGO
colors

Clean
Crisp
Vibrant
Vivid



Care Red
C 21.7
M 100
Y 100
K 17.12

R 170
G 0
B 0

Hex
#aa0000



Care Black
C 70
M 67
Y 64
K 74

R 35
G 31
B 32

Hex
#231f20



THE LOGO

meaning

The C.A.R.E. Animal Shelter logo features a heart-shaped design symbolizing compassion and love for animals. Within the heart, a hand cradles a dog and cat, representing care, protection, and the shelter's mission to rescue and nurture animals in need. The combination of heart, hand, and animals visually communicates the shelter's dedication to providing safe, loving homes and community support.

C.A.R.E.

C – Critter A – Adoption R – Rescue E – Effort

C.A.R.E. is an acronym for Critter Adoption and Rescue Effort, Inc.

It's designed to reflect the shelter's mission: rescuing cats and dogs, providing care, and connecting them with loving homes.

THE NAME & MARK

VERTICAL



HORIZONTAL



HEART



+

HAND



+

CAT/DOG



+

C.A.R.E.



spacing

Clear space is the minimum area that must surround the logo to keep it visible and uncluttered. Maintaining this space ensures readability, balance, and consistent brand recognition across all uses.

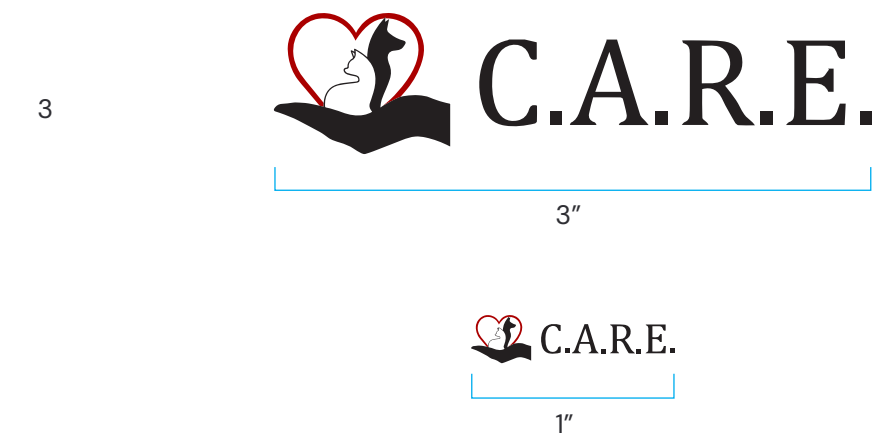
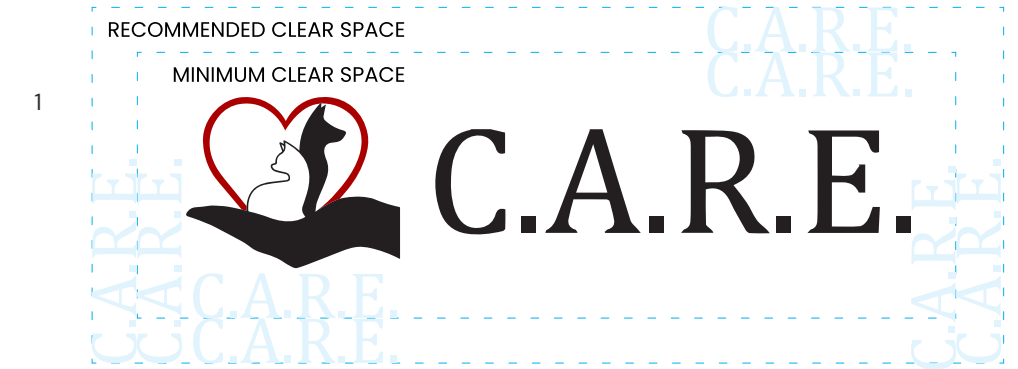
Logo spacing, often referred to as “clear space” is a crucial design aspect in graphic design where the precise adjustment of the distance around a logo is meticulously crafted.

This adjustment aims to achieve optimal visual balance, readability, and aesthetic harmony, ensuring that the logo’s overall composition is cohesive and impactful.

Proper logo spacing helps prevent the logo appearing too cramped or too widely spaced. It will enhance the logo’s legibility, brand recognition, and overall professional appeal across various applications and media.

restrictions

- 1 Spacing
- 2 Small sizes
- 3 Maximum and minimum sizes



Be cautious when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely a few examples of practices that would violate the logo and ultimately the Circuitry.ai brand.

THE LOGO

don'ts

1
Do not add drop shadows or other effects to the logo

2
Do not stretch or distort the logo

3
Do not change the typeface used in the logo

4
Do not alter individual elements in the logo

5
Do not alter the colors in the logo.

6
Do not rotate the logo

7
Do not use the logo as part of a phrase or sentence

8
Do not use low-resolution versions of the logo

1



2



3



4



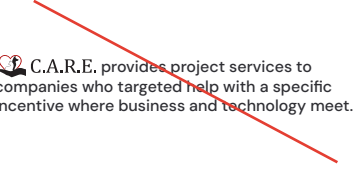
5



6



7



8



branding

A brand is more than a logo—it is the visual identity, voice, and values that shape how an organization is recognized and remembered. Consistent branding helps build trust, strengthen recognition, and communicate the mission and personality of the organization across every interaction and platform.

The C.A.R.E. brand reflects the compassion, dedication, and community spirit that drive our mission to rescue and care for homeless cats and dogs. Our brand is more than a logo—it represents the voice, values, and visual identity that help people recognize and connect with our work. By using consistent colors, typography, imagery, and messaging, we create a clear and welcoming experience that strengthens trust, builds awareness, and supports our mission of giving every animal a second chance at a loving home.



CARE utilizes three typefaces: Fur Real, Nunito and DM Sans.

*None of these
typefaces are part
of the logo which
uses a custom made
typeface that does
not appear anywhere
else in the brand in
order to maintain the
logo's integrity.*

Typography

Our typographic system is designed to balance personality, clarity, and readability across every touchpoint.

Display – Fur Real

Fur Real brings character and warmth to the brand. With its playful, expressive style, it's used sparingly for high-impact moments—like hero headlines or key visual statements—where we want to capture attention and reinforce a sense of personality and approachability.

Headlines – Nunito

Nunito serves as our primary headline font, offering a friendly, modern tone with excellent legibility. Its rounded forms complement the expressive nature of Fur Real while maintaining structure and consistency across headings, subheadings, and key messaging.

Body Copy – DM Sans

DM Sans is selected for body text due to its clean, minimal design and high readability across digital experiences. It ensures longer passages of text remain easy to scan and digest, supporting accessibility and a smooth user experience.

Together, these typefaces create a cohesive system—pairing expressive moments with functional clarity—to support both brand personality and usability.

Display
FUr Real
1 weight options
Licenced Font

[CLICK FOR DOWNLOAD](#) 

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 . , - : ? / [] AND % # *

Main Headline

Nunito
16 weight options

[CLICK FOR DOWNLOAD](#) 

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , - : | ? / () & % # *

Body Copy
DM Sans
18 weight options

[CLICK FOR DOWNLOAD](#) 

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , - : | ? / () & % # *

Font Example

HEADLINE GOES HERE

SECOND HEADLINE GOES HERE

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel suscipit quam. Nam sed turpis tempus, tempus purus in, laoreet ligula. Sed rutrum dolor sem, at auctor quam accumsan quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in.

primary

COLORS

Clean
Crisp
Fun Bussines

BARBARA BLUE

C 81
M 20
Y 42
K 1

R 0
G 153
B 153

Hex
#009999

HIVE DELIGHT

C 4
M 24
Y 81
K 0

R 243
G 193
B 79

Hex
#F3C14F

PERSIAN

C 14
M 94
Y 88
K 4

R 204
G 51
B 51

Hex
#CC3333

supporting

COLORS

Shade variants

0	#CCFFFF	0	#FFFFFF	0	#FFFFFF
0.5	#B8F5F5	0.5	#FEF9ED	0.5	#FAEBEB
1	#A3EBEB	1	#FDF3DC	1	#F5D6D6
1.5	#8FE0E0	1.5	#FBECCA	1.5	#F0C2C2
2	#7AD6D6	2	#FAE6B9	2	#EBADAD
3	#52C2C2	3	#F8DA95	3	#E08585
4	#29ADAD	4	#F5CD72	4	#D65C5C
5	#009999	5	#F3C14F	5	#CC3333
6	#007A7A	6	#C79E40	6	#A32929
7	#005C5C	7	#9C7B30	7	#7A1F1F
8	#003D3D	8	#705821	8	#521414
8.5	#002E2E	8.5	#5A4719	8.5	#3D0F0F
9	#001F1F	9	#453511	9	#290A0A
9.5	#000F0F	9.5	#2F240A	9.5	#140505
10	#000000	10	#191202	10	#000000

gray

COLORS

C 0
M 0
Y 3
K 0

R 255
G 254
B 246

Hex
#fffef6

C 18
M 16
Y 14
K 0

R 207
G 204
B 206

Hex
#cfccce

C 56
M 51
Y 49
K 17

R 111
G 106
B 107

Hex
#6f6a6b

C 69
M 69
Y 65
K 79

R 30
G 24
B 25

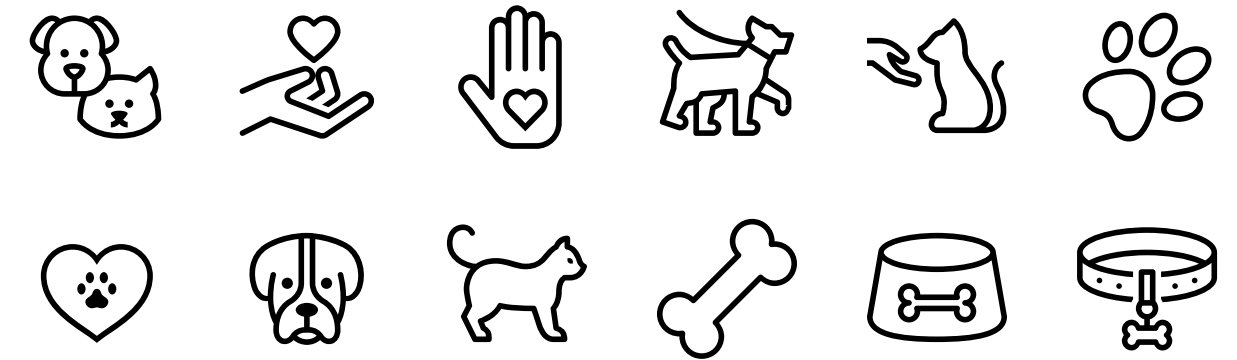
Hex
#1e1819

Graphic elements refer to visual components used in graphic design to convey information, enhance aesthetics, and communicate a brand's identity. These elements can include icons, shapes, patterns, and other visual assets. Graphic elements play a crucial role in creating a cohesive and visually appealing design language.

GRAPHIC ELEMENTS

icons

*Minimal animal
themed light thin
stroke icons*



Clip Art

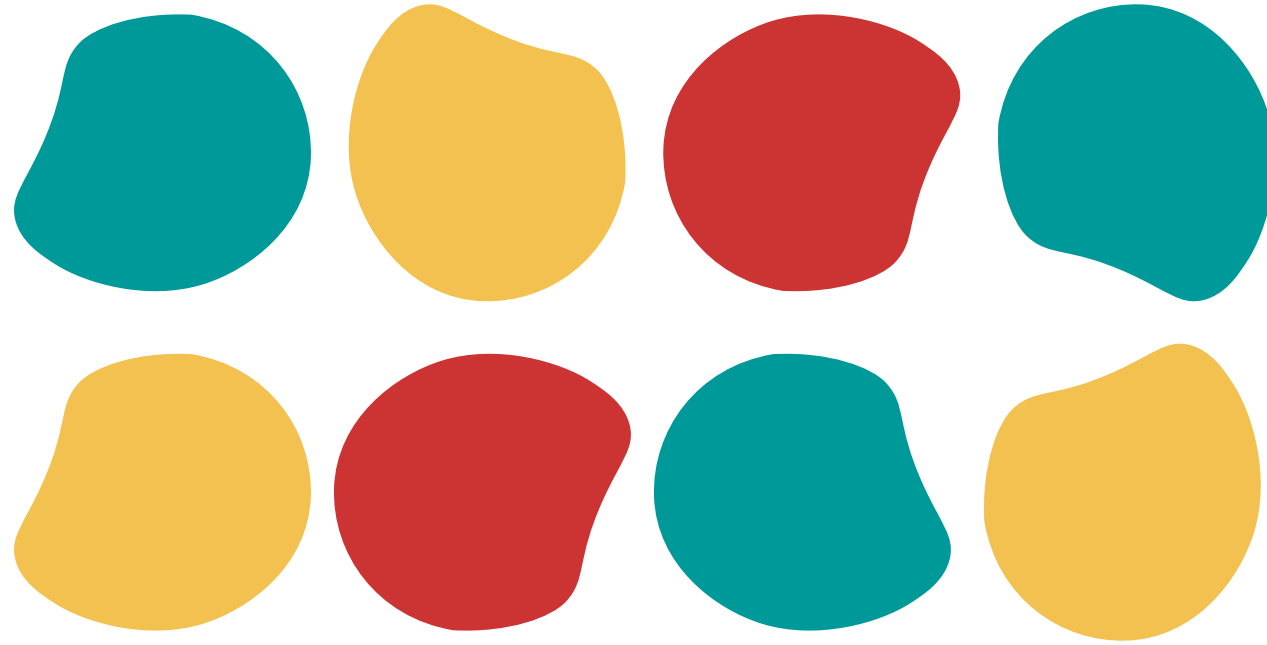
*Solid color
animal themed*



GRAPHIC ELEMENTS

Shapes

Hand drawn
round shapes
and curves



Curves

Hand drawn
round shapes
and curves



GRAPHIC ELEMENTS

Hand Drawn Patterns

Animal themed
hand drawn



Image styles

Main image cropped

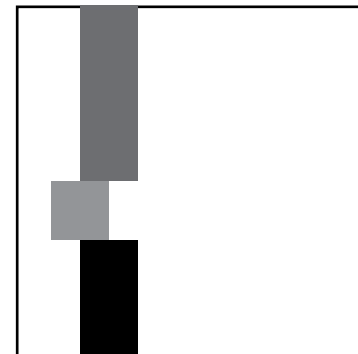
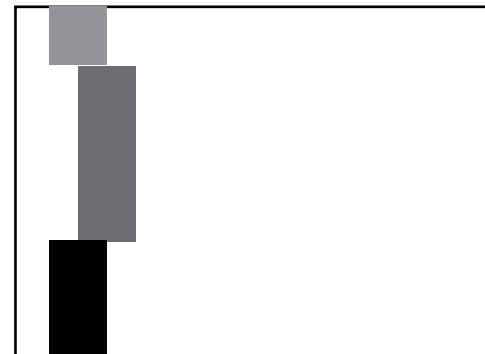
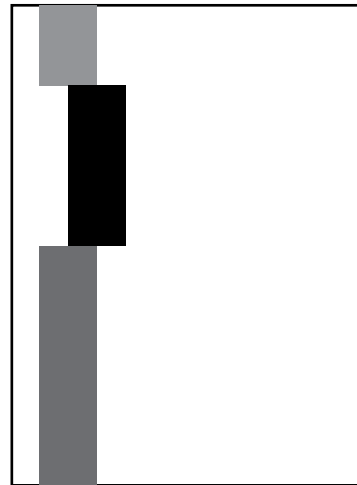
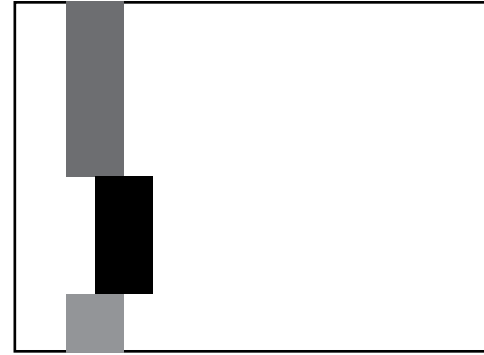
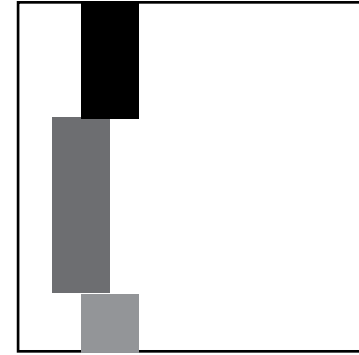
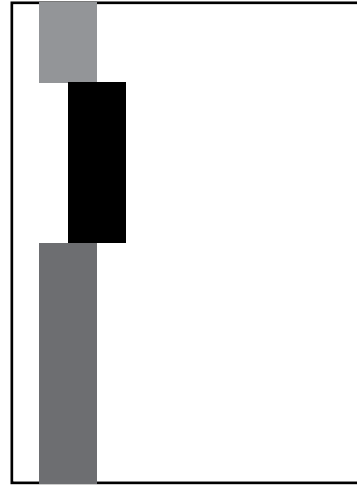






layouts

*2/3s Rule
Fully Adjustable*



THE 2/3S RULE

The “2/3s rule” refers to the concept of dividing a layout or composition into two-thirds and one-third sections. It’s commonly associated with the Rule of Thirds, a fundamental guideline that suggests that an image or design will be more visually appealing if its key elements are aligned along imaginary lines that divide the composition into thirds, both horizontally and vertically. This results in a grid with nine equal parts.

Applying the 2/3s rule involves placing important elements, such as focal points, along these lines or at their intersections. This asymmetrical arrangement is believed to create a more dynamic and visually interesting composition compared to centering elements.

Designers use the 2/3s rule to achieve balance, harmony, and visual interest in their creations. It’s a versatile guideline applied in various design disciplines, including photography, web design, and print media.

W (C.A.R.E.)

This section is intended to provide clear, practical guidance for staff, volunteers, and partners who represent C.A.R.E. in writing, speech, and visual materials. The goal is to ensure consistency, accuracy, and alignment in how the organization is presented across all touchpoints.

This is not a “brand story” document, but a working style guide focused on correct usage, terminology, and standards.

1. Organization Names & Legal Usage

To maintain accuracy and consistency, please use the following approved names:

- Critter Adoption and Rescue Effort, Inc. is our legal name
- Always spell out “and” (do not use “&”)
- C.A.R.E. Animal Shelter is the preferred public-facing name
- Do not use “C.A.R.E. Animal Rescue”
- “C.A.R.E.” may be used alone only when it clearly represents C.A.R.E. Animal Shelter in context
- Always format as: C.A.R.E. (with periods between letters)

2. Mission Statement

Our mission statement must be used exactly as written in official materials. It should not be paraphrased or shortened, and must be consistently communicated across all channels.

3. Approved Terminology

To ensure clarity and consistency, please follow these guidelines:

Correct Usage

- We are a no-kill shelter
- We are a 501(c)(3) public charity
- We are funded by donations, adoption fees, fundraisers, and small grants
- Our work is made possible by volunteers and donors

Do not use:

- “C.A.R.E. Animal Rescue” (incorrect naming)
- Inconsistent or shortened versions of the organization name

4. Language Guidelines

To maintain a respectful and positive tone when describing animals and outcomes:

Avoid using terms such as:

- “abused”
- “sick”
- other language that may create negative or stigmatizing framing

Instead, use language that focuses on:

- care, recovery, safety, adoption readiness, and positive outcomes

5. Logo Usage & Permissions

- C.A.R.E. logos must be used only in approved formats
- External organizations must request permission before using any C.A.R.E. branding
- Do not alter, distort, or recreate the logo
- Ensure proper usage guidelines are followed in all partnerships or shared materials

6. QR Codes & Digital Access

- Official QR codes should only link to approved C.A.R.E. resources
- Always use current, organization-approved assets
- Do not generate or distribute unofficial QR codes using outdated links or materials

7. Email Signature Standards

All staff and volunteers representing C.A.R.E. should use a consistent email signature that includes:

- Name
- Role/title
- C.A.R.E. Animal Shelter
- Contact information
- Optional: official website and donation link

8. Additional Standards

This guide may be updated to include additional rules regarding:

- Social media language and tone
- Event naming conventions
- Volunteer communications
- Fundraising and donor messaging
- External press or media usage

C.A.R.E.

