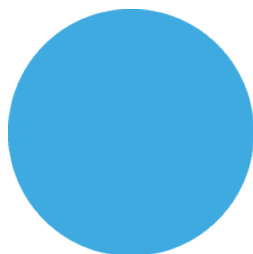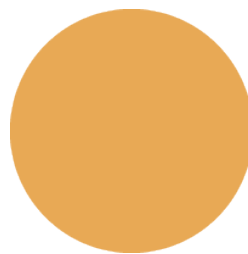# BRANDING TOOLKIT

BROWN DOG COALITION

Logo

In the BDC Branding Toolkit file you will find our logo artwork in horizontal and square formats in various colors. PNG files are easiest to use for print and web communications and appear on transparent backgrounds. If you are having trouble using the artwork, please reach out to Annie Covino at browndogcoalitionandrescue@gmail.com

Color Palette

#41AAE1   #E7A956

Fonts

MENSCH   GOTHAM

Gotham is the preferred and primary font for external print and web communications. Mensch is almost exclusively used in our logo artwork. If these fonts are unobtainable, Arial or a sans-serif typeface may be used.

Aesthetic

Bright	Positive
Clean	Compassionate
Fun	Friendly
Bold	Dedicated
Polished	Professional