

STYLE GUIDE



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Overview

HOW TO USE THIS GUIDE

BACKGROUND

As San Diego Humane Society continues to grow and become more visible in the community, it's important to ensure consistent branding of our voice, logo and name.

PURPOSE

Consider this your guide to San Diego Humane Society's brand, which is more than just a name. It's a set of values, attributes and artwork that reflect our mission to inspire compassion in all we do and with all whom we come in contact. Using it consistently will reinforce our passion and commitment to save the lives of healthy and treatable animals in San Diego County and beyond.

This document contains most of the tools necessary for crafting messages and includes design, fonts and usage standards for all types of communications — printed, digital, visual, broadcast and conversation.

CONTACT

If you have any questions or need assistance, please contact the Communications department at newscenter@sdhumane.org.

OVERVIEW OF SAN DIEGO HUMANE SOCIETY

To set the tone for our strategic direction, our vision and mission explain what we are all about — what we stand for, what we believe in and what we intend to achieve. Our values and voice guide our perspectives and actions, and they shape our culture.

OUR VISION

A more compassionate world.

OUR MISSION

Create a more humane world by inspiring compassion, providing hope and advancing the welfare of animals and people.

OUR FIVE VALUES

Compassion
Impact
Courage
Resourcefulness
Integrity

OUR VOICE

Positive
Uplifting
Personable
Supportive
Conversational
Clear and consistent

Brand Grammar

Grammar, spelling, style and usage decisions are based on the latest edition of the Associate Press Stylebook and Webster's New World College Dictionary. Our "nomenclature," which refers to our name, locations, programs, services, departments and role titles, is important to avoid constituent confusion.

OUR NAME

San Diego Humane Society is often confused with other animal welfare organizations including The Humane Society of the United States and American Society for the Prevention of Cruelty to Animals. In order to reduce confusion and distinguish us as a separate, private, nonprofit organization, the following rules apply:

- Never put "the" in front of San Diego Humane Society.
- Always use the full name of the organization — San Diego Humane Society.
- No need to include "and SPCA" in the name.
- Only in those instances where a piece is lengthy and cites San Diego Humane Society multiple times, "SDHS" or "the society" can be used interchangeably with San Diego Humane Society.

OUR LOCATIONS

San Diego Humane Society consists of **three campuses**:

- **San Diego Campus or SDC** (formerly Gaines Street Campus, which we do not use anymore) includes:
 - o Adoptions (5500 Gaines St.)
 - o Admissions (5480 Gaines St.)
 - o Pilar & Chuck Bahde Center for Shelter Medicine, in the Adoptions building
 - o PAWS San Diego, in the Admissions building
 - o Kitten Nursery and Foster Center (5433 Gaines St.)
 - o Project Wildlife at the Pilar & Chuck Bahde Wildlife Center (5433 Gaines St.)
 - o Behavior Center (5465 Gaines St.)
- **Oceanside Campus or OSC** has **two locations**:
 - o San Luis Rey Road or SLR for dogs (2905 San Luis Rey Road)
 - o Airport Road or APR for cats, kittens and small animals (572 Airport Road)
- **Escondido Campus or ESC**
 - o 3500 Burnet Drive
- **Neighborhood Adoptions (locations may vary)**
 - o Petco in La Mesa, Sports Arena and Vista
 - o Petsmart in Escondido and Pacific Beach

Brand Grammar

OUR LOCATIONS, CONTINUED

When speaking to the public or in written materials, *“San Diego Humane Society consists of three campuses, which are supported by multiple locations.”*

Examples:

- “Please visit our Oceanside Campus for dogs at 2905 San Luis Rey Road.”
- “I work at San Diego Humane Society’s Adoption Center inside the Petco Store in La Mesa.”
- “I work at Project Wildlife, a program of San Diego Humane Society, at the San Diego Campus.”

OTHER NOMENCLATURE

Use initial caps for locations, programs, services, departments and titles that come before a name.

Here are some basic examples:

- San Diego Campus (lowercase campus if not used with full name)
- Kitten Nursery (program)
- Humane Law Enforcement (service)
- Adoptions (department), Medical (department) or the Communications department (lowercase d)
- Director of Community Engagement Elkie Wills (title)

More complex examples may change after first reference:

- PAWS San Diego (after first reference, may shorten to PAWS)
- Pilar & Chuck Bahde Center for Shelter Medicine (after first reference, may shorten to Bahde Center for Shelter Medicine)
- Pilar & Chuck Bahde Wildlife Center (after first reference, may shorten to Bahde Wildlife Center)

More examples of titles, which have initial caps before someone’s name or are lowercase after:

- President and CEO Gary Weitzman, DVM, or Gary Weitzman, DVM, president and CEO of San Diego Humane Society
- Behavior Center Director Amanda Kowalski or Amanda Kowalski, Behavior Center director
- Humane Law Enforcement Sergeant Laurel Monreal (first reference) and Sgt. Monreal (second reference)

Noteworthy:

- Behavior & Training: References to the department have initial caps but “behavior” and “training” when referred to individually should be lowercase.
- Humane Officer(s) should have initial caps as an exception to the usual rule that titles should be lowercase when not preceding a person’s name.

Style Rules

CHEAT SHEET FOR GO-TO RULES

- **DAYS/DATES:** Spell out days and only abbreviate months of Aug.-Feb. when they are with dates. Examples: Monday, June 10, 2019, or Friday, Sept. 6.
- **TIMES:** Use periods and lowercase for a.m./p.m. and hyphenate ranges. Examples: 10 a.m., noon, 6-8 p.m., 11 a.m.-3 p.m.
- **PHONE NUMBERS:** Use dashes and follow this format for extensions: 619-279-7012, ext. 2365.
- **ADDRESSES:** Abbreviate Street, Avenue and Boulevard with numbered address, and don't shorten Road, Lane, Parkway, Court and Drive. Examples: 5500 Gaines St., 5500 Gaines Ave., 5500 Gaines Blvd., 2905 San Luis Rey Road, 572 Airport Road, 3500 Burnet Drive.
- **EM DASHES:** These are the longest dashes and should have a space on either side — like this. To make them on a PC: Alt+0151. On a Mac: Option+Shift+dash.
- **NO SERIAL COMMA:** Come meet our adoptable dogs, cats and small pets.
- **PERIODS:** Use only one space after a period.
- **AND VERSUS &:** Use “and” as opposed to an ampersand (&), except for Pilar & Chuck Bahde Wildlife Center, Pilar & Chuck Bahde Center for Shelter Medicine and Behavior & Training.
- **HYPHENS:** Use a hyphen for compound adjectives but not adverbs (words that end in -ly). Example: low-cost services, world-class veterinary medicine, specially marked discounts.
- **COLONS:** If a colon is followed by a full sentence, cap the first letter after the colon.
- **HEADLINES/SUBHEADS:** Use Title Case for Headlines, like this (lowercase articles, conjunctions and prepositions that are three or fewer letters). If a hyphenated word is in a headline, cap both words. Example: San Diego Humane Society Opens State-of-the-Art Behavior Center. Subheads should be complete sentences with a period.
- **BULLETED LISTS:** With sentences or phrases (incomplete sentences), begin with a capital letter and end with a period. If there is only one word/item (like a company name, program, etc.) per bullet, cap the first letter and use no punctuation.
- **BREEDS OF ANIMALS:** Lowercase unless uppercase in the dictionary. Examples: pit bull terrier, poodle, Labrador retriever, Abyssinian, Chihuahua, German shepherd, Jack Russell terrier, Doberman pinscher.
- **FETCH:** We've changed the spelling to Fetch (FEtCh is from an old intranet logo design).

CHEAT SHEET FOR GO-TO RULES, CONTINUED

- SPAY/NEUTER: Use a slash (not a hyphen or space). Community spay/neuter abbreviation is CSN.
- LIFESAVING VERSUS LIFE-CHANGING: Lifesaving is one word and life-changing has a hyphen when it is an adjective. Example: life-changing services.
- UNDERSOCIALIZED is one word without a hyphen.
- HE/SHE/IT/THEY: Refer to animals as s/he when you know, and use “who” not “that.” If you don’t know the gender, “it” can be used when referring to wildlife (they should not have names) and the singular “they” may be used for companion animals, but it’s best avoided if possible. Example: “If your dog is chewing up your shoes or furniture, they may need more exercise” includes the singular they, but this could be reworded: “If your dog is chewing up your shoes or furniture, more exercise may help.”
- QUOTATION MARKS: Use them for direct quotations, unfamiliar terms and titles of books, movies, etc. Avoid unnecessary quotation marks. Do not use them around animals’ names.
- FOREVER OR LOVING HOME: We do not refer to forever homes, because we understand that sometimes people cannot keep their pets and they can have other good homes. Instead of forever or loving, use other words such as warm or warmhearted, caring, friendly, affectionate, dear, new.
- FY18-19: When writing the fiscal year, there is no space.

Are we missing something? Please email newscenter@sdhumane.org with questions and requests for additions.

Logo Options and Placement

San Diego Humane Society's logo represents the animal groups originally served and may include the tagline "Inspire Compassion."



LOGO CLEARANCE

This provides a guide for using the logo in conjunction with other graphic forms. In general, try to keep other graphic forms from encroaching within the "clearance zone" as shown below.



BASIC MEASUREMENT UNIT (BMU)

This measurement is based on the cap height of Society. It provides a scalable point of reference for the clearance zone.

Logo Reversal and Alterations

Apply the same rules when using the logo against black or another color.



Always use the logo as a single unit. Do not delete elements, or change the proportions in any way. Do not alter the logo illustrations. When in doubt regarding logo usage, be sure and consult with the Communications department.



Colors

This is the color palette, for use in all print, web and video applications.
It is important to use only these colors, and not to add additional colors to the palette.

PRIMARY



RGB: 11 / 167 / 180
CMYK: 77 / 13 / 29 / 0
PMS: 7710 C

SECONDARY



RGB: 254 / 192 / 79
CMYK: 0 / 27 / 79 / 0
PMS: 135 C



RGB: 169 / 205 / 62
CMYK: 39 / 1 / 98 / 0
PMS: 368 C



RGB: 232 / 111 / 42
CMYK: 5 / 69 / 96 / 0
PMS: 7578 C

TERTIARY



RGB: 109 / 210 / 218
CMYK: 50 / 0 / 17 / 0
PMS: 3105 C



RGB: 212 / 182 / 148
CMYK: 17 / 27 / 43 / 0
PMS: 726 C



RGB: 102 / 185 / 165
CMYK: 60 / 6 / 42 / 0
PMS: 563 C



RGB: 162 / 113 / 80
CMYK: 31 / 55 / 72 / 13
PMS: 7525 C



RGB: 199 / 231 / 190
CMYK: 22 / 0 / 32 / 0
PMS: 7485 C



RGB: 13 / 70 / 125
CMYK: 100 / 80 / 25 / 10
PMS: 654 C



RGB: 223 / 240 / 230
CMYK: 12 / 0 / 11 / 0
PMS: 621 C

Fonts

Contact CentrexIT at sr@sdhumane.org to install approved fonts.

Brand fonts for San Diego Humane Society include Gotham, Whitney and Merriweather. However, these fonts are not readily available on all SDHS computers. Use this guide to select alternate, approved fonts if you do not have access to the brand fonts.

BRAND FONTS

ALTERNATE FONTS

GOTHAM (headlines and subheads)

Aa **Gotham Bold**
Aa **Gotham Medium**
Aa Gotham Book
Aa ***Gotham Bold Italic***
Aa *Gotham Book Italic*

FRANKLIN GOTHIC (headlines and subheads)

Aa Franklin Gothic Medium
Aa Franklin Gothic Medium Italic
Aa Franklin Gothic Book
Aa Franklin Gothic Book Italic

WHITNEY (body text option 1)

Aa **Whitney Bold**
Aa **Whitney Semibold**
Aa Whitney Medium
Aa Whitney Book

CORBEL (body text option 1)

Aa Corbel Bold
Aa Corbel Bold Italic
Aa Corbel Regular
Aa Corbel Italic

MERRIWEATHER (body text option 2)

Aa **Merriweather Heavy**
Aa **Merriweather Bold**
Aa Merriweather Regular
Aa Merriweather Light

GEORGIA (body text option 2)

Aa **Georgia Bold**
Aa ***Georgia Bold Italic***
Aa Georgia Regular
Aa *Georgia Italic*

Email and PowerPoint Templates

EMAIL SIGNATURES

A key component of our brand is our email template — it is seen and viewed by thousands of people every day. To keep our email signature concise, please follow the appropriate format below.

- **Line 1:** Name (bold, point size 12) & title (italic, point size 10)
- **Line 2:** Organization name (bold, point size 11.5) , phone number & ext. (regular, point size 11) and website (regular, point size 11)
- **Line 3:** Pronouns (regular, point size 11) — optional
- **Font:** Calibri (regular, bold, italic)
- **Logo Size:** Length should mirror length of organization name

Note: Your email and physical addresses are not needed, and extraneous information is excluded.



Jane Doe | *Animal Welfare Expert*
San Diego Humane Society | 619-299-7012, ext. 1234 | sdhumane.org
Pronouns: she/her/hers

POWERPOINT PRESENTATIONS

The SDHS PowerPoint kit is a user-friendly resource for creating a cohesive look among society PowerPoint presentations. It was created to ensure SDHS branding is used consistently on materials for all internal and external audiences, while:

- Improving the success of information sharing while maximizing audience attention and engagement.
- Encouraging a shift toward presentations that are image-focused and less text heavy.

The kit provides a resource for users looking to create a general presentation quickly and easily as well as those who want to create a custom presentation with their own or provided images. Files of animal photos are also included in the kit for building custom presentations.

The kit is available here: [public > SDHS Approved Materials > PowerPoint Template > PowerPoint Kit](#)



Marketing Materials

All marketing materials (internal and public), such as websites, e-blasts, newsletters and signage, should be created by or approved by the Communications department. If you need assistance, contact Creative Content Manager Janet Conley at jconley@sdhumane.org.

Approved brochures, flyers and other materials can be found on the P drive, CommSrv or Fetch.

POSTERS AND SIGNS

Keep signage simple by using approved brand identity elements, fonts and photography. San Diego Humane Society's logo should be used appropriately to strengthen the message and brand.



Marketing Materials

WEBSITES AND WEB CONTENT

Maintaining San Diego Humane Society's brand image online extends beyond clean design and simple navigation. These guidelines will ensure security and legal accountability.

- The Communications department must have direct control over the content of our website and reserves the right to vet and approve all content that does not originate from SDHS.
- The content of the website must be appropriate for animal welfare, companion animals and wildlife and cannot contain links to any sites that may contain material deemed inappropriate for saving animal lives and educating people about the care and well-being of all animals.
- The site cannot contain any advertisements or commercial endorsements.
- SDHS must abide by all laws regarding copyrights, trademarks and other intellectual property, and by those pertaining to the internet (see AP Stylebook).
- The site must consider the safety and privacy of staff, donors, volunteers and participants (celebrity animals and owners) by obtaining the necessary permissions to release information about or images of any individual.
- Content is regularly reviewed for updates and accuracy.
- To request edits to any page of the website, please get signoff from your supervisor and then email Casey Dean at cdean@sdhumane.org and be sure to include a link to the page and specific instructions on the changes needed.

Editorial Guidelines

INSTRUCTIONS FOR SUBMITTING CONTENT

Before writing anything, please get approval on your article topic from San Diego Humane Society Strategic Communications Manager Kelli Schry at kschry@sdhumane.org. Submissions should be sent by email as a Microsoft Word attachment. Review of requests and submissions will take at least 10 days.

- Contributing content is voluntary and all articles become the property of San Diego Humane Society. They may be published on sdhumane.org and sandiegopetsmagazine.com and other SDHS social channels, including YouTube, Facebook, etc. Articles should be written in AP style, spell checked and edited by the writer for grammar and errors. Writers are responsible for confirming all facts in stories prior to submission.
- All submitted materials are subject to editing. San Diego Humane Society reserves the right to determine whether and when submitted material is published.

ARTICLES AND IMAGERY

Our narratives or stories go beyond “cute” and may use emotion, expression, animation (vitality), motion and color. We often showcase animals unique personalities and bring their stories to life. An animal’s voice should be brought to life in a way that suggests, “Adopt me. I need you.”

THE HUMAN-ANIMAL BOND

The power of human touch can be emphasized with hands on or surrounding an animal in a way that is gentle, protective and comfortable for the animal. We should not show face-to-face contact.

DIVERSITY

Our articles and imagery represent a diverse animal population: cats, dogs, rabbits, horses and more. We also represent diversity of services — from shelter to wildlife, training and education to animal rescue and investigative services. We should feature diversity of people as well, including various ages, races, ethnicity, genders, etc.

ADOPTABLE ANIMAL PHOTOS

Adoptable animal photography is considered an important part of SDHS visual media and is used on the SDHS website, PetFinder, in animal classified ads in community newspapers, in the SDHS Scoop e-newsletter and elsewhere.

SHELTER BUDDY PHOTOS

Please take horizontal photos and select a “default” image with the animal’s head centered. The SDHS website automatically crops the default photo into a square when showing search results, so vertical photos often show up with the animal’s head cropped off. When on an animal’s profile page with a mixture of horizontal, vertical and square photos, the user experience is poor and the text will jump up and down on the page. If everyone only uses horizontal photos, the website will show animals at their best, which increases their adoptability.

Editorial Guidelines

PHOTOGRAPHY GUIDELINES

Images are intended to encourage adoption and should first and foremost be “animal-centric,” showcasing our animals in their best possible light. Specific standards for your consideration:

- Take horizontal photos for adoptable animal photos on the website.
- Avoid taking photos through bars or with cages/bars in the background. Many animals can come out of their habitats and look best in a natural environment.
- Adoptable animal photos should ideally be taken at the animal’s eye level, rather than looking down on the animal. This goes for everything from dogs to guinea pigs. Try to get the animal to look directly into the camera for the main profile photo.
- We should try to get three horizontal photos per profile: one close-up of the animal’s face (default photo), a full-body shot and a personality shot. The shots should be clear and focused.
- When performing basic photo correction, the goal is to provide an honest representation of the animal. There should be no changing or enhancing of animal features, minimizing permanent markings or scars, or unreasonable or deceptive “beautifying.” If a member of the community is drawn to an animal based on the information on our website, then comes to find that animal looks quite different in person, we are doing the animal a disservice with our tampering and not helping him/her get adopted. That said, this does not include things like eye boogers or other impermanent eye distractions (leashes may fall into this category) — feel free to get rid of those!

SOCIAL MEDIA

Social media can be a valuable and powerful means of communication. We recognize the importance of the internet in shaping public thinking. We believe in open communication, and you are encouraged to tell the world and your colleagues about your work and share your passion for animals. In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice:

- Be transparent. When you discuss SDHS on the internet, you must identify yourself with your name and, when relevant, your role at SDHS. Please always write in the first person and don’t use your company email address for private communications.
- Act responsibly and ethically. When participating in online communities, do not misrepresent yourself. All statements must be true and not misleading and all claims must be substantiated. When in doubt, do not post.
- Let the subject matter experts respond to negative posts. When you see posts or commentary on topics that require subject matter expertise, avoid the temptation to respond to these directly unless you respond with approved messaging that SDHS has prepared for those topics.
- Be a scout for compliments and criticism. Even if you are not an official spokesperson for SDHS, you are one of our most vital assets for monitoring the social media landscape. Email newscenter@sdhumane.org to share what you see.
- When disagreeing with others’ opinions, keep it appropriate and polite. If possible, it is always best to avoid antagonistic conversations online.
- Protect yourself, your privacy and SDHS’s confidential information. Remember never to disclose non-public information about SDHS online, such as financial records, information about animals, customers, donors, fundraising plans, or potential programs and services in the planning stage.

The complete social media policy is on [Fetch](#). Please contact the Communications department with any questions or media requests at newscenter@sdhumane.org