



PIT'S for
PATRIOTS



Style Guide 2016

(Revised (2/6/16) 170206Pits_For_Patriots.pdf)

01 | ELEVATOR SPEECH

Elevator speech:

Pits for Patriots trains rescued pit bulls as helpful service dogs for veterans and first responders in physical or emotional need. We seek to change the unfairly negative public opinion surrounding pit bulls to help lower euthanasia rates within the breed, while providing education about the complex needs of veterans and first responders and delivering the support they require. We are funded by private contributions and donations, and we place our trained, loving service dogs at no cost to the recipient.

Pits for Patriots is a registered 501(c) 3 charity recognized by the federal government as a not-for-profit organization, publicly funded by donations, fundraising events, and proceeds from merchandise purchases.

02 | MISSION

Short form:

Combine purpose and companionship to save the lives of pit bulls and positively shape the lives of veterans and first responders in need.

Long form:

Our mission is to save the lives of pit bulls and give them a second chance in a manner that benefits veterans and first responders who have been negatively affected through the fulfillment of their service. We specially train our dogs to assist heroes with physical disabilities and PTSD with therapeutic stress and anxiety relief, to show the world that this “bully breed” has a lot of love to offer. We’re out to make a positive impact—not just saving one life, but two.©

03 | VISION

We can reduce pit bull shelter and euthanasia statistics by changing public perceptions, and positively change the lives of veterans and first responders in need. Every hero deserves the support of a trusty sidekick. A pit bull's love and understanding is unconditional—the only string attached is a leash.

Train a hero. Save a hero. Be a hero.

04 | FONTS

Alfa Slab One

This typeface is for Web headlines only. It is only used alone or paired with Helvetica Bold.

Helvetica Bold

This typeface is to be used for headlines and subheads. When used as a subhead, pair only with Helvetica Light, or Alfa Slab One.

Helvetica Light

This typeface is to be used for body copy and callouts.

Alfa Slab One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

05 | COLORS

Colors may be used to add visual interest to marketing efforts. Consistent color use is dire to keep an overall cohesive look to all branding and marketing materials.



CMYK 78/67/65/85
RGB 0/9/12
HEX 00090C



CMYK 1/100/100/0
RGB 235/0/3
HEX eb0003



CMYK 80/63/0/0
RGB 29/99/255
HEX 1d63ff

06 | LOGO INTEGRITY

Our logo is the embodiment of the brand. It is the brand simply summed up in one single package. The logo must at all times be perfectly legible and without obstructions. For this reason, we will maintain an area around logo and minimum width to protect legibility. This page outlines the specific spacings.



Primary Logo



Secondary Logo

P = Height of letter



Minimum Width 32mm
Use secondary logo if smaller

07 | LOGO COLOR

Logos can be displayed over various color backgrounds and can appear in different color variations depending on the background.



Full Color



Grey Scale



Single Color



White Logo

08 | STATIONARY

Our stationary is essential for connecting to our patrons. It is very important to convey professionalism with our brand identity. Using our pre-made stationary elements will make it easier for our patrons to recognize us and identify us through our brand.

Letterhead



E-mail Signature

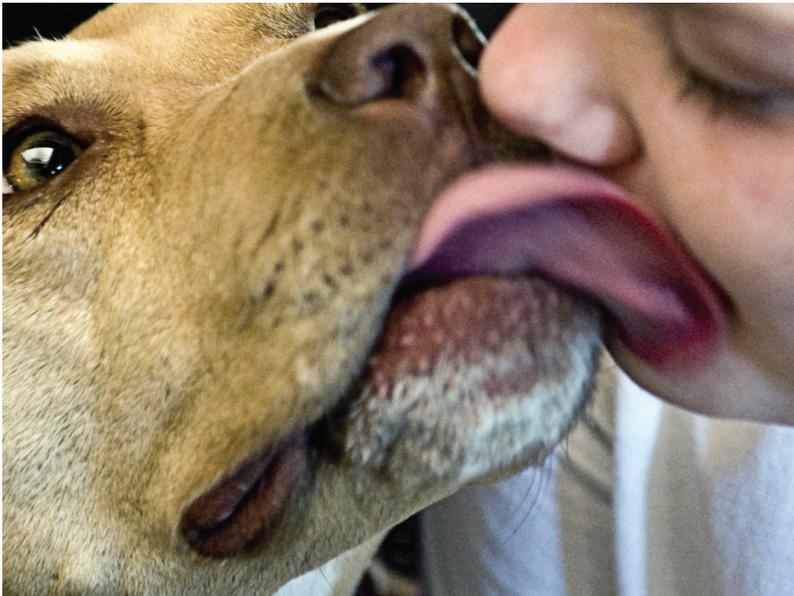
Joe Smith
Marketing Director, PITS for PATRIOTS
000.000.000 | pitsforpatriots.org

Business Card



09 | IMAGERY

Imagery depicts the impression on the viewers mind. Every image should have a high resolution and depict our pit bulls in a fun, loving, and gentle nature.



10 | GRAPHIC ELEMENTS

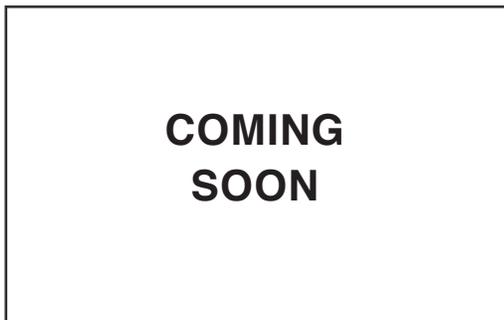
Attributes of the logo can be used sparingly as accent visuals throughout the channels, but should never appear without the full logo.



1. Paw and stars lockup (upward)



1. Paw and stars lockup (downward)



2. Sitting pit bull

This silhouette is the secondary icon of the brand and can be altered.



2. Standing pit bull

This silhouette is the primary icon of the brand and should never be altered.

11 | EVENT GRAPHICS

Annual fund-raising events are critical to our success. These event graphics make it recognizable year after year and across all channels.

Featured Events:

Bowling Event

Golf Outing

Motorcycle Ride

Tattoo Event

Wine & Beer Tasting

Pet Painting

**PATRIOTS, PITS, & PINS
BOWLING EVENT**



Bowling Event

**COMING
SOON**

Golf Outing

**COMING
SOON**

Motorcycle Ride

**COMING
SOON**

Tattoo Event

**COMING
SOON**

**Wine & Beer
Tasting**

**COMING
SOON**

Pet Painting

12 | EVENT ASSETS

To effectively communicate the event, flyers must always include:

Pits for Patriots logo (Remember guidelines about the logo!)

Event Name

Date

Call to Action with URL for website events page (with urgency)

Optional if space allows

(recommended for flyer):

Location

Day

Time

Cost

Flyer



Small ad

(i.e. social post, small print ad)



Horizontal Banner

