

Brand Guidelines

(Draft) November 24, 2023



Scope

- Visuals
 - Fonts
 - Stock Images
 - Logo
 - Colors
- Voice
- Logo use with other sponsoring brands



Visuals - Fonts

CARDA uses sans serif fonts:

“Sans serif typefaces are considered more modern than serif typefaces. They lack the strokes that distinguish a serif typeface, hence the use of the French word "sans," which means “without.” Sans serif typefaces are often used to signify something clean, minimal, friendly, or modern” [[Pluralsight](#)]

Serif fonts are almost never seen used by search & rescue units.

You see them often in consumer-oriented dog training and boarding where informality is “welcoming”.



Visuals - Fonts

1. CARDA Public Website Font Type: “Montserrat”
2. PR Fundraising Materials Font Type: “Aptos”
3. Facebook presents CARDA content in “Arial” or “Helvetica” (whatever user default is)
4. Instagram font: “Instagram Sans”
5. CARDA newsletter font: “Aptos”

Recommendation on other areas to align fonts:

- CARDA ID Cards *Use Aptos
- Uniforms (Business Patches and Search T-Shirt back side) *Use Aptos
- Powerpoint or Word docs used externally (OES Mtgs, Press) *Use Montserrat

Not particularly important to align fonts:

- [Members.carda.org](https://members.carda.org)



Visuals – Stock Images

Use “Jose Moreno” stock photos where images persist (public web, marketing materials):

- Professional quality composition and file treatment
 - Dog “eyes” facing camera (handler usually as well)
 - Good depth of field treatment.
 - Color/brightness balanced.

Use color graphics only where images linked to agency logos or badges

Exceptions:

1. Social channels – informal in nature
2. Candid shots of certified teams on public website
3. News related images copied from public media websites



Visuals - Logo



- Current CARDA logo created 2015 as function of Pet Food Express campaign
- In use today on: website, challenge coins, Newsletter, CARDA social channels, PR/Fundraising materials
- Trademark application submitted to USPTO February 2023 for image copyright



- Original CARDA logo created circa 1978
- In use today on: uniform patches, clothing, ID cards, car window decals, members.carda.org.
- No image copyright



Visuals – Logo, why it was changed



- By 2015 CARDA digital properties were really gaining traction as “CARDA face to public”
- On CARDA digital properties we align logo top left with logo “facing” the content and page layout on the right
- Removed the awkward “CA” kerning
- Removed squared border
- Removed full spelling of “California Rescue Dog Association”



Visuals – Logo, future?

- Sometime in next 10 years need a new logo starting from blank page
- Ideally, we solicit interest from a nationally known designer or firm to donate their time.
- Do not rush this work or rely on “friends” without established portfolio
- *You can see the need for a new logo design when you juxtapose CARDA logo and an evolved corporate logo for sponsorship purposes. Two examples on following pages.....*



Visuals – Logo, future?



Visuals – Logo, future?



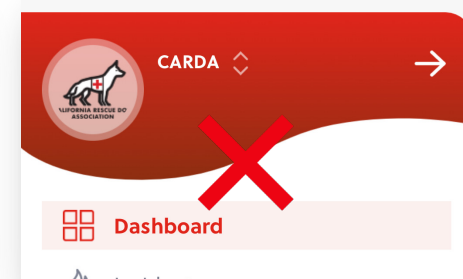
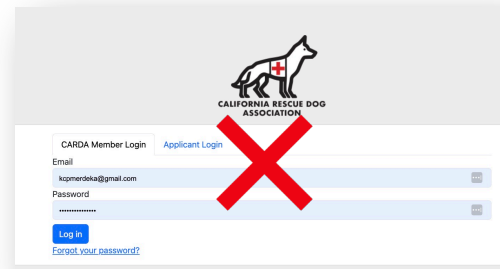
Visuals - Logo



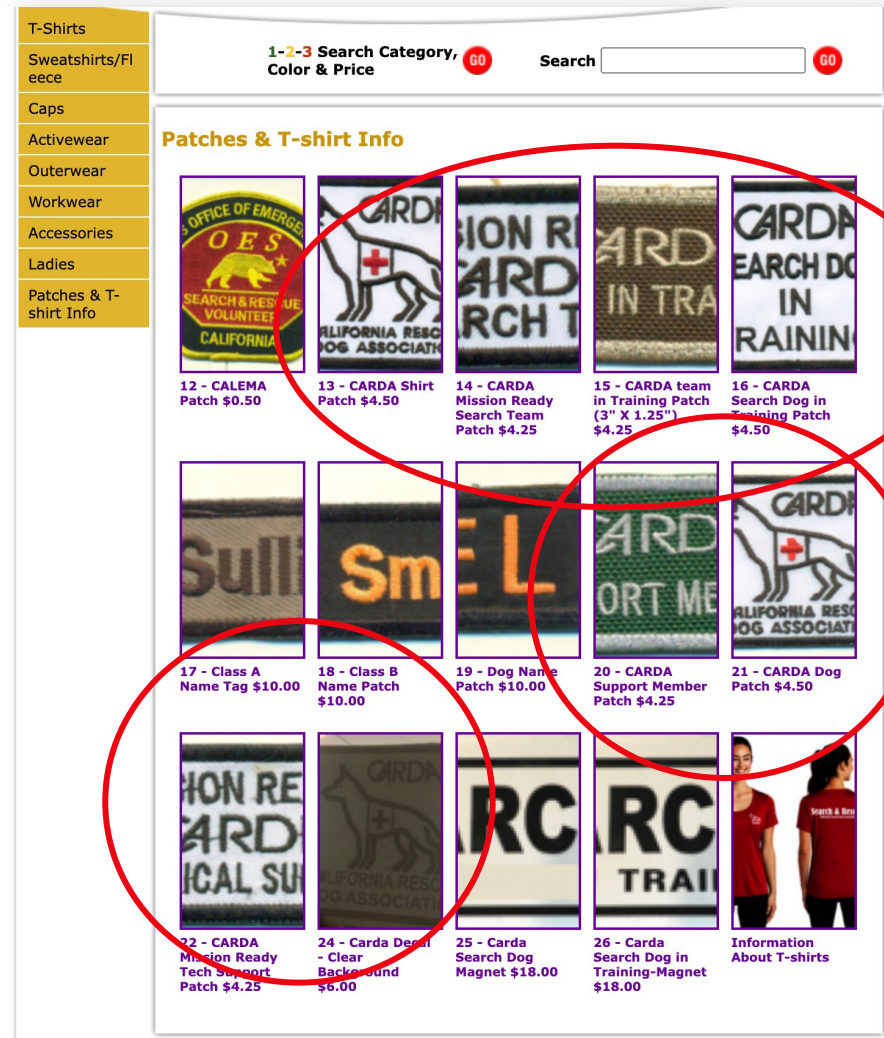
We recommend bringing these areas into alignment with the current logo:

- Uniform patches,
- CARDA store clothing,
- ID cards,
- Car window decals, magnets, etc
- members.carda.org top left home page logo

Unfortunately, someone created an incorrect "third logo" for IaR and Members.Carda.Org login page and we should replace with correct logo.



Visuals – Logo, Store and Merch.



Visuals - Colors

It is important for CARDA to stick to a standardized color scheme to ensure a consistent brand identity that audiences are familiar with



BREAKDOWN

1. Color Palettes

CARDA's color palette includes black, red, white, shades of grey, and some lively secondary colors. This **dynamic blend** gives a **professional and serious** look, while providing **contrast** and adding a **pop of color**.

2. Proportions of Colors

CARDA's color palette **balances** how color should be used in relation to one another to **maintain visual appeal and brand unity**.

Voice

Tone of Voice

Professionalism: Given the life-saving nature of CARDA's work, it is important for the brand to convey professionalism and competence. This can be achieved through clear, concise language, well-organized materials, and attention to detail.

Empathy: CARDA's work is deeply empathetic; members are dedicated to finding lost or missing individuals and supporting their families during difficult times. This empathy should be conveyed in messaging through language that is compassionate and understanding.

Dedication: CARDA is an entirely volunteer-run organization, which speaks to the incredible dedication of the team members. Messaging should reflect this dedication, emphasizing the time and effort that their volunteers put into their work and the passion that drives them.

Collaboration: CARDA works closely with law enforcement and public safety agencies, and success depends on strong relationships with these organizations. Messaging should reflect a collaborative spirit, emphasizing the importance of working together to achieve shared goals.

Community: CARDA provides a vital service to the public, and messaging should reflect this sense of community. It is important to emphasize commitment to supporting the people and organizations CARDA works with, and the impact that the services have on the broader community.

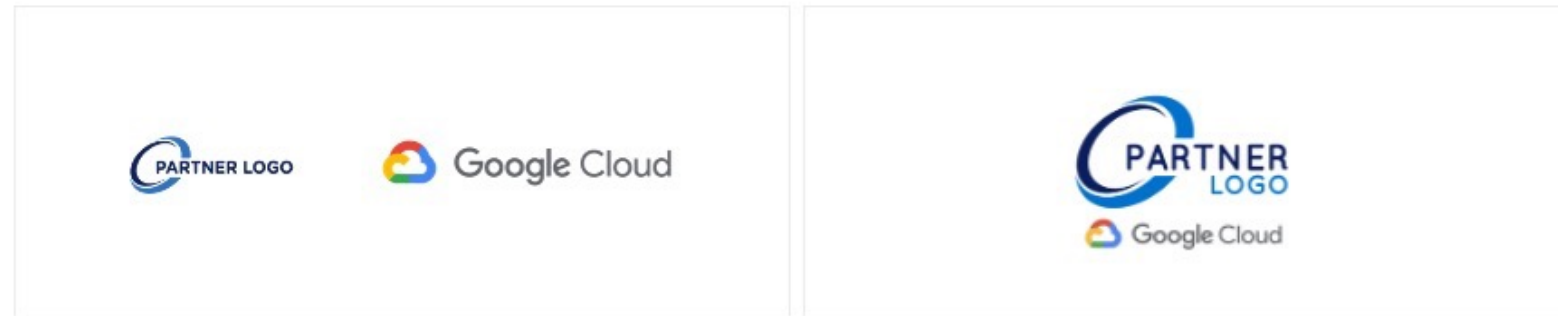


Logo use with sponsors

Use some Google Brand Guide examples

Proprietary + Confidential

Strike a balance



Do

Make sure logos are visually balanced and that both brands are equally prominent.



Don't

Don't give one brand visual prominence over the other.



Logo use with sponsors

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Proprietary + Confidential

Always leave enough space



Do

Increase the space between the Google Cloud logo and a paired partner logo from the standard 1x the height of the "G" to 2x the height of the "G."



Don't

Don't place partner logos within the minimum 2x clear space.

Google Cloud

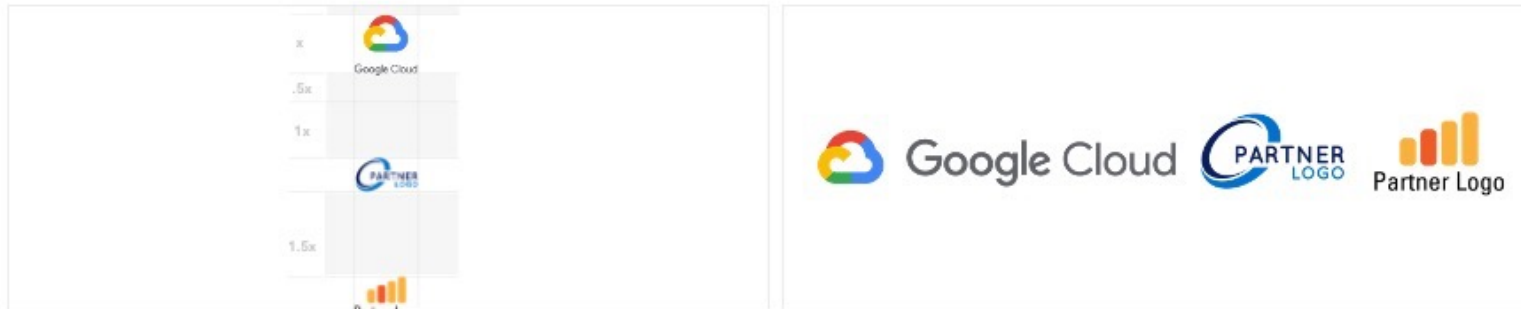


Logo use with sponsors

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Proprietary + Confidential

It's OK to stack



Do

If you have space constraints, stack logos vertically. When stacking logos, the minimum height of the clear space should be 1.5x the height of the logos.



Don't

Don't violate the spacing and crowd logos together to fit them in a given space.



Logo use with sponsors

Use some Google Brand Guide examples

Proprietary + Confidential

Cobranded logo usage deep dive



Don't

Don't edit the color or shading of the Google Cloud logo to match the partner brand.



Don't

Don't offset the balance between Google Cloud and partner brand to visually convey the nature of the partnership lead.

Instead, use supporting copy to convey the nature of the brand lead.



Don't

Don't merge partner brand and Google Cloud brand iconography, or use Google Cloud iconography as a container for the partner brand.



Don't

Don't combine Google Cloud brand or partner brand elements to create a new brand identity.



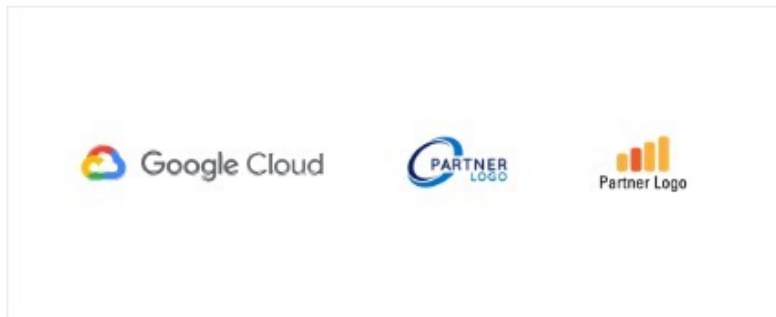
Google Cloud

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No more than three



Do

Display the Google Cloud logo with a maximum of two partner logos.



Don't

Don't display the Google Cloud logo with more than two partner logos.

Google Cloud

