



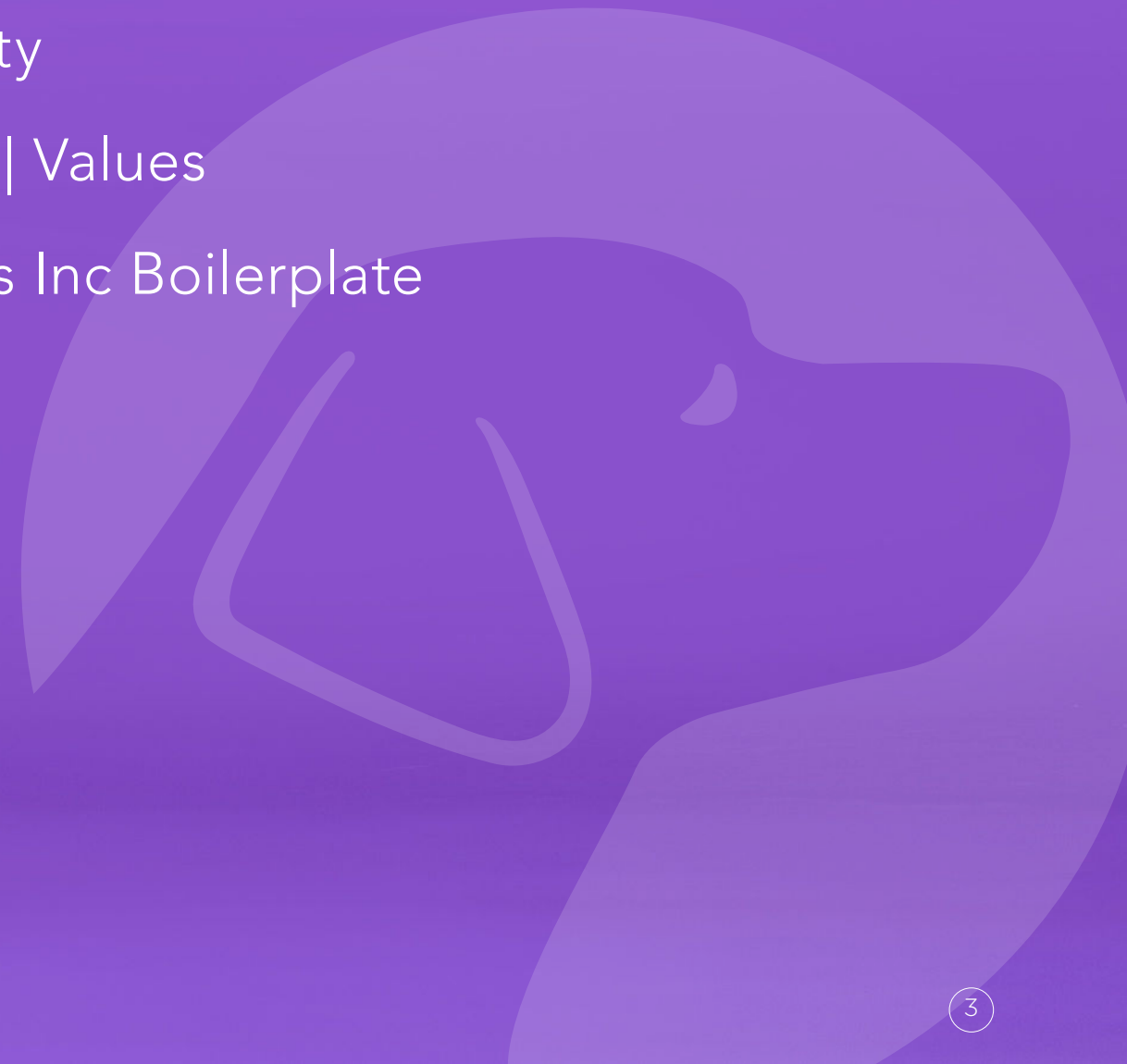
BRAND GUIDE

Get to know the Dogs Inc brand



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Brand Personality

Hopeful + Whimsical + Inspiring

Our brand walks on four legs and has a wagging tail—it's all about our dogs.

They change lives. They make us believe.

We focus on hope, possibilities, and bright futures. We highlight the possible, not the impossible. And with a touch of magic and a voice of whimsy, we shine a light on the change our dogs bring to those who need them most.

Our goal is that every interaction with Dogs Inc feels hopeful, heartfelt, and inspiring.

Mission

To create and nurture extraordinary partnerships between people and dogs.

Vision

To be the best service dog school in the world.

Core Values

- **Respect** | We treat everyone—people and dogs—with respect and kindness.
- **Integrity** | We uphold the highest standards of integrity in all of our actions.
- **Stewardship** | We manage our precious resources with extraordinary care.
- **Excellence** | We pursue excellence through constant innovation.

Tagline

More than pros. Hope givers.



About Us

Dogs Inc boilerplate

FULL

Our dogs transform lives across the United States—at no cost to the recipients—thanks to the generosity of our supporters.

EXTRAORDINARY DOGS | Top-tier pedigrees, decades of research, and thousands of hours of training, care, and love prepare our dogs for life-changing destinies.

TRANSFORMING LIVES | Guide dogs light the way. Service dogs heal. Skilled companion dogs comfort. And therapy dogs uplift.

AT NO COST TO RECIPIENTS | We provide our clients with their loyal companions, expert training, and lifetime support, completely free of charge.

MINI

Thanks to the generosity of our donors and volunteers, we provide our dogs, expert instruction, and lifetime support—at no cost to our clients.

Top-tier pedigrees, decades of research, and thousands of hours of training and love prepare our dogs for life-changing destinies.

Guide dogs lead. Service dogs heal. Skilled companions comfort. And therapy dogs uplift.

Canine Careers

Dog-first + Mission-driven + Four career paths

Guide Dogs turn darkness to light.

- Freedom and confidence for teens, adults, and veterans with vision loss

Service Dogs restore freedom.

- Hope for veterans healing from physical and invisible wounds
- Strength for Gold Star family members carrying the weight of sacrifice (coming soon)
- Lifesaving support for teens living with diabetes (coming soon)

Skilled Companion Dogs comfort in times of need.

- Friendship to children, teens, and adults with vision loss facing isolation
- Hope to veterans battling with loneliness
- Relief to military families grappling with stress
- Love to Gold Star families coping with grief

Therapy Dogs bring healing.

- Peace to patients and healthcare workers at military facilities across the U.S.
- Comfort to first responders at facilities in the Tampa Bay area



Logo Usage

PRIMARY LOGO



FULL-COLOR | Always the first choice

PRIMARY LOGO + TAGLINE



More than pros. Hope givers.

COLOR VARIATIONS



1-color PURPLE | Used for one-color printing and when our brand blue is not visible over certain backgrounds



1-color BLACK | Used only for one-color black-and-white printing



WHITE | Use only on dark backgrounds

URL LOGO



Use when URL needs to be included

COLOR VARIATIONS



LOGOMARK



(+ TAGLINE)



More than pros.
Hope givers.

THIRD-PARTY USE

We ask all third parties seek permission from the marketing department before using the Dogs Inc logo in any form.

Logo Usage | Sub-brand Logos



Event Logos

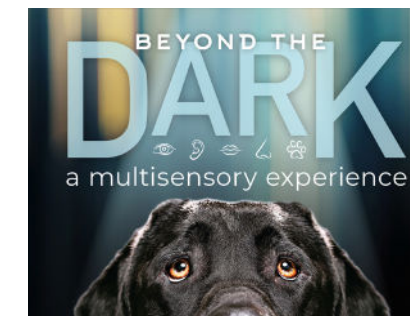
DISCOVERY DAY AT DOGS INC | Either logo can be used



CAMPUS TOURS



BEYOND THE DARK




PUPS ON THE ROCKS



Color Palette

PRIMARY COLOR



CMYK

75-90-0-0

RGB

98-63-153

PMS

Violet C


HEX

#623f99

SW

6983 Fully Purple

SECONDARY COLOR



CMYK

90-18-0-0

RGB

0-156-220


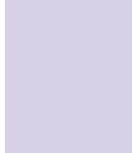

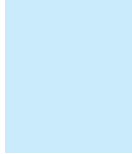




PMS

312

HEX

#009cdc









Use with primary, not alone.

ACCENT COLORS			
	CMYK	37-45-0-0	
	RGB	162-143-195	
	PMS	2645 C	
	HEX	#a28ec3	
	CMYK	100-35-0-0	
	RGB	0-131-202	
	PMS	Process Blue	
	HEX	#0083ca	
	CMYK	0-22-100-0	
	RGB	255-199-9	
	PMS	136-C	
	HEX	#ffc708	
	CMYK	0-89-0-0	
	RGB	238-64-151	
	PMS	225-C	
	HEX	#ed4097	
	CMYK	13-16-0-0	
	RGB	216-209-232	
	PMS	263-C	
	HEX	#d8d0e7	
	CMYK	19-0-0-0	
	RGB	201-235-252	
	PMS	290-C	
	HEX	#c9ebfb	
	CMYK	0-5-24-0	
	RGB	255-239-200	
	PMS	7401-C	
	HEX	#ffeec7	
	CMYK	36-0-73-0	
	RGB	172-211-113	
	PMS	359-C	
	HEX	#abd3709	


Accent colors are always meant to be used in combination with our primary color (purple).

Color Contrast

✓ YES

✗ NO

WEB
ACCESSIBILITY

To confirm that all type is fully accessible to those with visual impairments, go to: <https://webaim.org/resources/contrastchecker>

For ease of checking accessibility, consider uploading the Chrome Extension **ColorPick Eyedropper**. Hover over a color to get its HEX code.

Design Fonts

These are our official brand fonts used in all designed materials—print, digital, and visual assets.

LARGE TITLE AND HEADLINES

Gotham Light | **Med** | **Black**

BODY COPY | 12pt

Avenir Light | Roman | **Medium** | **Heavy** | **Black**

Gotham Light | **Medium** | **Black**

Athelas Regular | **Bold**

ALL CAPS SUBHEADS AND CALLOUTS

BERNINA SANS Compressed Bold

LIMITED USE SPECIALTY FONT AND CALLOUTS

Arima Koshi Regular

EMAIL + OUTLOOK COMMUNICATIONS

Arial Regular | **Bold**

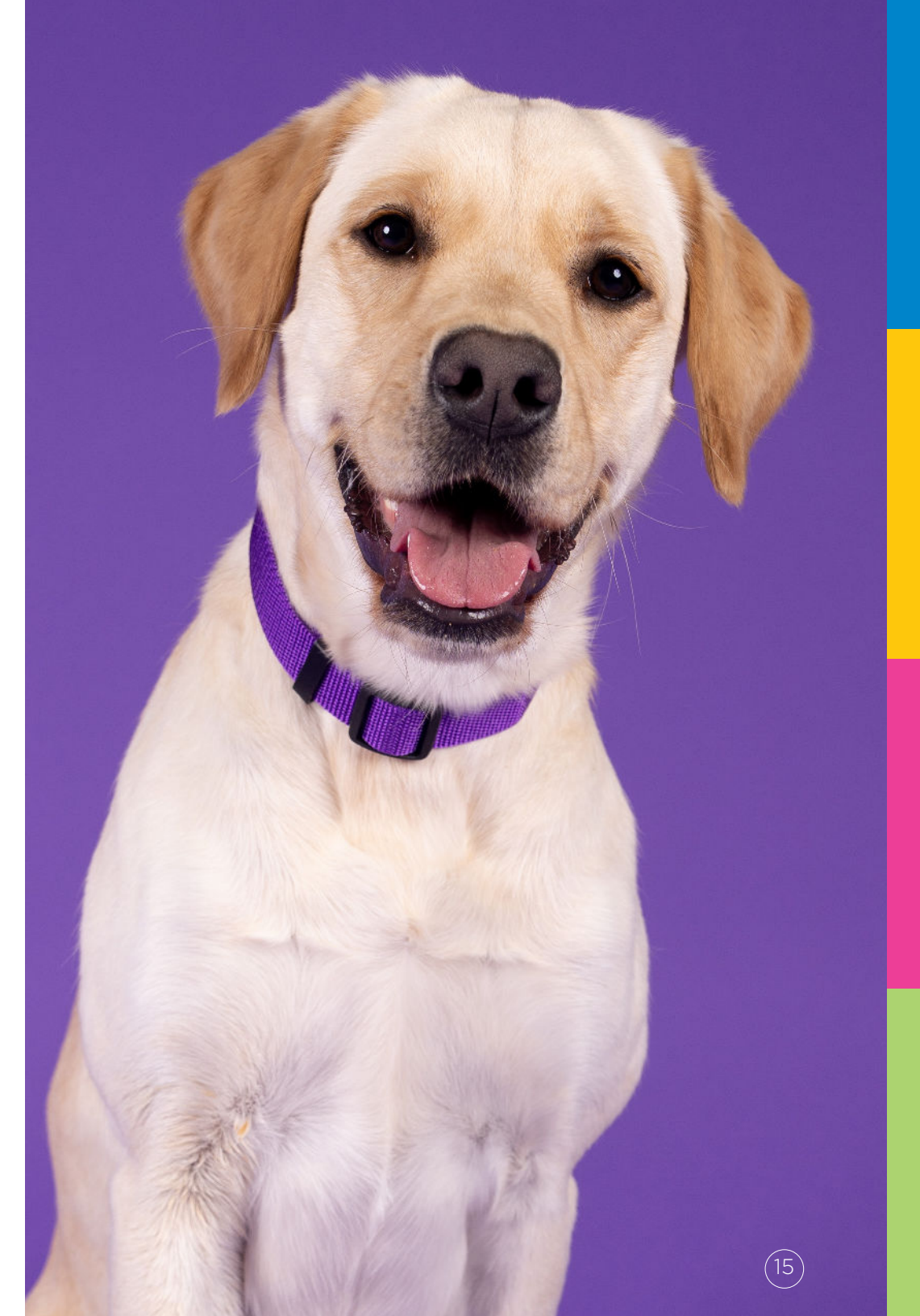
Everyday Font

For daily use in emails and documents, this font is clean, widely accessible, and ensures consistency across platforms where brand fonts are not supported.

BODY COPY | 12pt

Arial Regular | **Bold**

Arial Black





**More than pros.
Hope givers.**