



Guidelines for using the Peggy Adams Animal Rescue League Name and Logo

All materials that use the name and logos of Peggy Adams Animal Rescue League must be approved in writing by the Peggy Adams Events & Marketing Department prior to publishing. After your event has been approved, you will receive the official “Benefiting Peggy Adams Animal Rescue League” logo.

1. *Our name: Peggy Adams Animal Rescue League*

- Always use the full name of the organization on first reference in written pieces.
- Do not refer to the organization with the acronym PAARL or PA in documents viewed by the public.
- Subsequent mentions of our name may be shortened to “Peggy Adams” for repeated use in the same written piece.
- When referring to our website in print, please use PeggyAdams.org (not www.peggyadams.org)

2. *Don’t change the color*

- The preferred way to display the logo is in its designated Pantone Colors (Gold: 137, Pantone Process Black); CMYK (Gold: 0 36 100 0, Black: 0 0 0 100); RGB (Gold: 235 166 7, Black: 0 0 0).
- Black is acceptable when our brand colors are not possible.
- White reversed out of background color may be used.

3. *Don’t change the logo image or distort the proportions*

- If this is a fundraising event, please do not separate the word “Benefiting” from the logo.
- Do not use the graphic symbol for the cat/dog paw-print alone and do not alter logo elements.
- Do not skew, distort, stretch or compress the logo in any way.
- Do not reproduce the logo in any other colors other than those specified in #2.
- Do not place the logo in another graphic element or box.
- These guidelines also apply to any other logos of Peggy Adams including Peggy’s Pantry, Walk for the Animals and Foster Program.

4. *Animal Images must be approved*

- In order to convey the positive results of responsible pet ownership, all images of cats and dogs must show tags and collars if visible. Please no prong or choker style dog collars.
- All cats must be portrayed in an indoor setting or on a backdrop such as white unless it is an article about Feral Community (TNVR) Cats.

5. *Get it approved first!*

- Peggy Adams Animal Rescue League must approve all uses of its name and logos before any collateral is printed or shared online. This includes and is not limited to ads, flyers, brochures, invitations, etc.
- Email your pieces for approval and we will reply within two-five business days. Follow the rules above and approval should be smooth and efficient.

Questions? Please contact Marketing@PeggyAdams.org