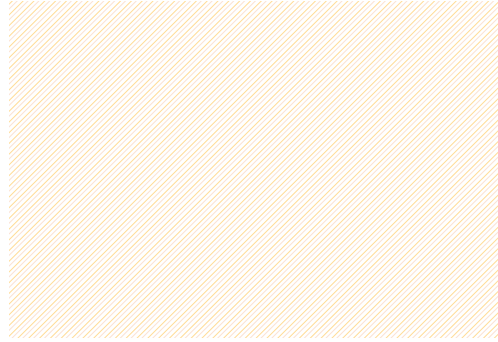


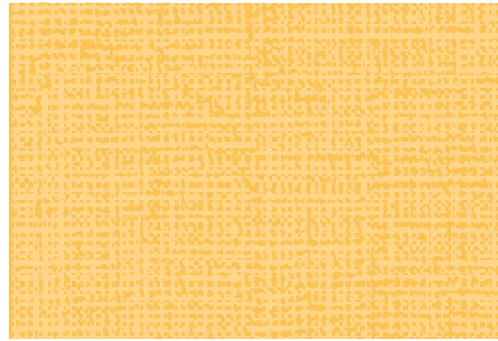
Background Textures



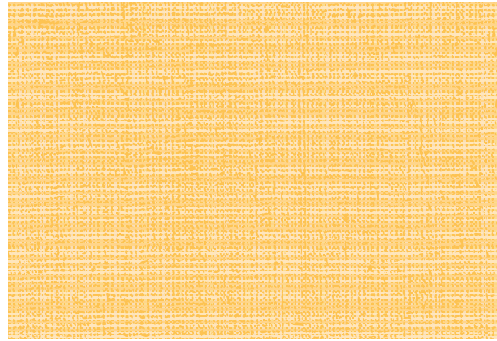
Yellow Stripe



White Canvas



Yellow Burlap Option 1



Yellow Burlap Option 2



Burnt Orange Linen

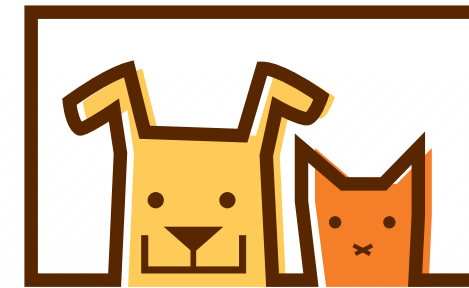


Brown Burlap

Special Instructions

The PMS 158 Orange color cannot be used in large areas or as a focal color. Use the Burnt Orange Linen texture instead.

SPCA of Central Florida rebranded to:



PET ALLIANCE
of Greater Orlando

Brand Reference Guide

We speak.

We heal.

We care.

Logo

Vertical Format



Logo with "Formerly SPCA of Central Florida"

Vertical Format



Horizontal Format



Full Color Logo on Color Background



When the Full Color Logo is placed onto a textured or color background, a white box should be placed within the logo "window" for contrast.

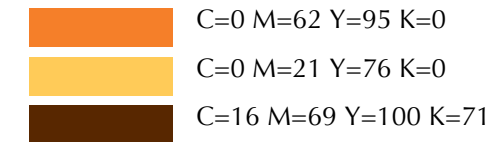
Color Palette

Primary Color Palette

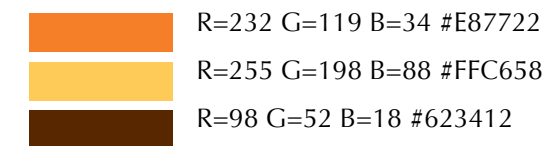
PMS (for printing)



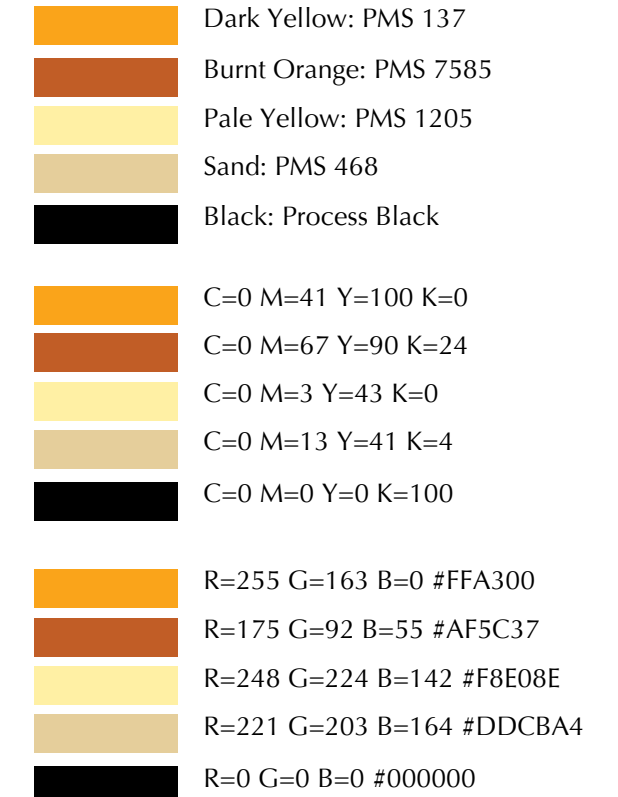
CMYK (for printing)



RGB & HEX (for digital)



Secondary Color Palette



Typography

The primary fonts that are used for Pet Alliance materials are:

| | | |
|--------------------------------|---------------------------------------|-----------------------------------|
| Brandon Grotesque Light | abcdefghijklmnopqrstuvwxy | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| Brandon Grotesque Medium | abcdefghijklmnopqrstuvwxy | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| Brandon Grotesque Black | abcdefghijklmnopqrstuvwxy | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| Ce ntury G o thic | a b c d e fg hijklm no p q rstuvw xyz | ABC DEFG HIJKLMNO PQ RSTUVWXYZ |