PETSMART Charities

BRAND BOOK
2021

WELCOME!

As we enter a new era of change for PetSmart Charities™, it's time to bring it to life through messaging and design. Consider this brand book your definitive guide to capturing the essence of the brand.

Intended to be both inspirational and informative, this guide provides a detailed look at the verbal and visual choices that make up the PetSmart Charities identity. This helpful tool ensures that everyone who touches the brand has the foundational knowledge needed to deliver consistent, meaningful, and distinctive experiences everywhere we tell our story.

SPECIFICALLY, THESE GUIDELINES WILL:

- Communicate the essence of who we are, what we believe, and our promise.

- Build brand equity through the consistent execution of brand assets.

- Create brand value and differentiation through the power of design and language.

Together, we'll create one unified and inspired brand experience for pet lovers everywhere.

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FORWARD

As the PetSmart Charities mission evolves and broadens to create meaningful change for pets and all who love them, it's essential that our identity is reflective of our bigger, bolder vision.

At PetSmart Charities, we recognize the uniting power of unconditional love. That's why we're dedicated to helping people understand the critical role pets play not just in families, but also in our communities.

We're taking on the big challenges like equity, poverty, and domestic violence because we know that to make life better for pets, we must be there to support all who love them. Our goal is to bring pets and people together and keep them together. That's why we're focusing our efforts not only to helping homeless pets find loving homes, but also making sure pet families can stay together even during hard times.

PetSmart Charities is here to be as generous as possible in supporting organizations that advocate for pets and their people. We are making a big impact nationally by focusing on partnerships locally.

With a strategic vision that dreams big, we needed a new identity that represents who we are and where we're going. Our new look, tone and feel is expressive, motivating, and bold. Our hope is that everyone who sees it will want to join our mission to create a better life for pets to make a better world for all.

We can't wait to do life-changing work together.
Sincerely,

Aimee Gilbreath

PRESIDENT OF PETSMART CHARITIES

BRAND FOUNDATION

Our Vision • Our Mission • Our Action
Our Values • Our Pillars Today
Tone of Voice • Tagline • Donor Naming

BRAND FOUNDATION

A brand's foundation captures the strategic choices that define what a brand believes and stands for and how it will position itself in market to be distinct from competition.

Successful brands are emotionally charged, thoughtful and focused. Being consistent with how we look, act and feel at every touchpoint truly matters. Every communication we put into the world is a reflection of who we are and how we want to be perceived.

OUR VISION:

a world where

COMMUNITIES UNITE

IN SUPPORT OF PETS TOGETHER WITH THEIR FAMILIES

OUR MISSION:

we make the world a

BETTER PLACE FOR PETS

BY INVESTING IN COMMUNITY PARTNERS THAT ADVOCATE AND CARE FOR THE WELL-BEING OF PETS AND ALL WHO LOVE THEM

OUR VALUES

LEAD WITH LOVE

We believe that truly helping pets means being there with open hearts and open minds. With unconditional love as a guiding principle, we're here to create a world of belonging through inclusivity for all. Our unwavering commitment to lead with love unites us, because the bond between pets and people is at the heart of everything we do.

UNITED AS A PACK

Together, we operate with unflinching integrity to accomplish our mission. Whether we're engaging with our own team, partners or donors across the country, we know that we are stronger together. With each single grant or action, it's always about the collective goal and we all have our parts to play.

CHAMPION CHANGE

We set out every day to create meaningful change in the lives of pets and all who love them— challenging the status quo. Because creating a positive impact is more important to us than being agreeable, we fearlessly venture into uncomfortable spaces where progress is made.

OUR STRATEGIC PILLARS & DEFINED GOALS

We make the world a better place for pets by investing in community organizations that advocate and care for the well-being of pets and all who love them. We do more than just fund, we give our time, expertise, resources and our hearts. Our care and support is provided to all families and our partners at both a national and local level.

CONNECTING PETS & PEOPLE

GOAL:

Increase opportunities to help pets find loving homes

FOCUS AREAS:

- **Programs to help prepare pets for healthy adoptions**

- **Create added visibility to available pets through in-store adoption centers**

SUPPORTING PETS & PEOPLE

GOAL:

Provide resources that help pets stay with their families in times of need

FOCUS AREAS:

- **Help improve access to affordable veterinary care**

- **Partnership with food banks to include pet food distribution**

- **Provide emergency relief for families with pets in times of crisis**

TONE OF VOICE

Our tone of voice isn't what we say, it's how we say it. Beyond the words we use, it's also the way we construct sentences, the personality we communicate and the way our language sounds.

WHAT THIS LOOKS LIKE FOR CHARITIES

DRIVEN BY	HELPING TO OVERCOME	OUR MINDSET
Integrity	Anguish	Others before self
Virtue	Helplessness	Others before self
Empathy	Apathy	Others before self
Action	Complacency	The greater good is worth the sacrifice
Equality	Disparities	The greater good is worth the sacrifice

TONE OF VOICE

Our tone of voice isn't what we say, it's how we say it. Beyond the words we use, it's also the way we construct sentences, the personality we communicate and the way our language sounds.

WE ARE	WE ARE NOT
Transparent	Ambiguous
Informative	Stuffy
Inspiring	Aspirational
Advocates	Polarizing
Empowering	Overbearing

TBD

TAGLINE

We are introducing a new tagline for PetSmart Charities. This is intended to succinctly communicate our intent and passion.

FOR TAGLINE RULES, SEE RULES IN BRAND ASSET SECTION

DONOR NAMING

With a heightened focus on donor communication, we are also giving a name and identity to our donors:

TBD

BRAND ASSETS

Brand Expression • Brand Logo
Single Color • Logo Rules • Color Palette
Proportion & Rules • Brand Typography
Typography Usage • Shape Language
Photography • Brand Applications

BRAND EXPRESSION

The PetSmart Charities brand expression is reflective of our mission: energetic, motivating, emotional.

We will champion others to join our cause through emotive photography, direct calls to action and distinct visual assets.

A FEW HIGHLIGHTS OF OUR BRAND IDENTITY:

- Personal stories at the heart of our expression

- Powerful statistics that grab attention

- A duotone, choiceful color palette that leans into grey and red, with touches of blue and yellow.

- Handwritten elements to add humanity

- Photo treatment that brings all of our photography together in an ownable, branded way

- Bold headlines that inspire action together with softer moments brought to life through photography

BRAND LOGO

Our signature logo acts as our calling card - making it easy for our audience to find us and instantly recognize who we are and what we stand for. It is connected to and inspired by PetSmart but also creates a distinct look for PetSmart Charities.

PRIMARY LOGO

- Our primary mark features a set lock-up of the PetSmart logo and the Charities wordmark. These elements should not be moved or scaled independently.

- Single color may only be used in extreme cases in all white or all PetSmart red depending on background contrast.

LOGO COLOR

The primary mark will always consist of two colors.

PETSMART RED	PETSMART BLUE

BRAND LOGO: SINGLE COLOR

BRAND LOGO: CANADA

PRIMARY LOGO

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BRAND LOGO: SINGLE COLOR

PETSMART Charities ®
OF CANADA

PETSMART Charities ®
OF CANADA

DISCLAIMER: SINGLE COLOR WHITE LOGO ONLY TO BE PLACED ON BRAND RED OR GREY

BRAND LOGO RULES: SPACING

CLEAR SPACE

- There should always be at least an "S" width space between the logotype and any copy or design element.

LOGO DON'TS

Don't pinch or stretch the logo

Don't scale the elements independently from one another

Don't rearrange elements

Don't reverse color of elements

Don't change color of elements

Don't place full-color logo over full color photo

BRAND COLORS

A duotone color palette is an intentional choice to increase our impact, drive consistency across touchpoints and create an ownable look, tone and feel. We are reflective of the PetSmart identity with our red and grey, along with touches of PetSmart blue to add vibrancy and emotion.

PRIMARY COLORS

PSC_RED
CMYK: 7, 98, 87, 1
RGB: 221, 40, 52
Hex: DD2834
Pantone: 2035C

PSC_LIGHT GREY
CMYK: 17, 13, 13, 0
RGB: 209, 209, 209
Hex: D1D1D1
Pantone: 420C

PSC_MAROON
CMYK: 23, 100, 100, 20
RGB: 163, 0, 14
Hex: A3000E
Pantone: 187C

PSC_DARK GREY
CMYK: 69, 63, 62, 58
RGB: 51, 51, 51
Hex: 333333
Pantone: 425C

SECONDARY COLORS

PSC_BLUE
CMYK: 79, 59, 0, 0
RGB: 32, 110, 246
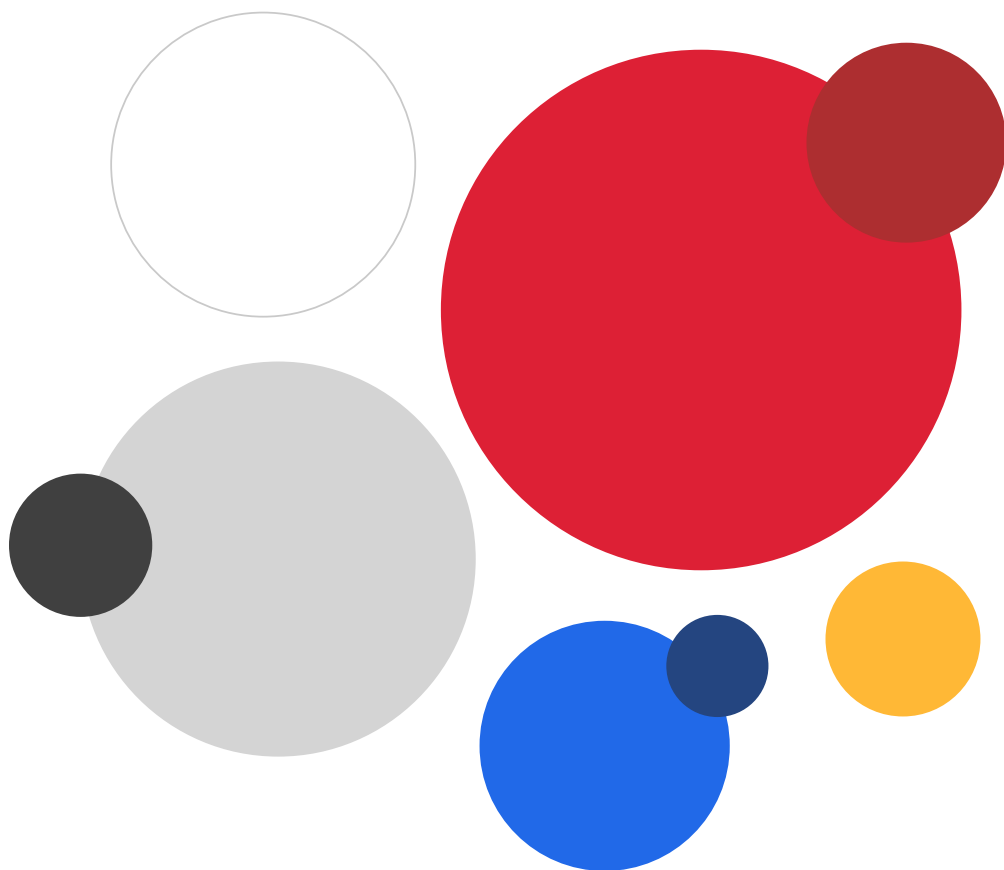Hex: 206EF6
Pantone: 2935C

PSC_GOLD
CMYK: 0, 25, 83, 0
RGB: 255, 183, 54
Hex: FFB736
Pantone: 7548C

PSC_NAVY
CMYK: 100, 97, 0, 1
RGB: 16, 19, 165
Hex: 1013A5
Pantone: 661C

BRAND COLORS RULES & PROPORTIONS

A FEW HELPFUL RULES

- Red should be the main color on all applications

- Refain from using all colors in a single application. Keep to using mainly two with extremely light accents of a third if needed.

- See application examples for best practices in combining color

BRAND TYPOGRAPHY

Our fonts are a critical element of our identity. Beyond what we say, they elicit a feeling about how we are saying it. Our signature font family is the perfect blend of approachability, credibility and authority with touches of a handwritten font to bring moments of humanity.

PRIMARY FONTS

BEBAS

Bebas is used for all headlines. Paired with Manus.
The typeface is available in all-caps only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Click here to download the font: http://bebasfont.com/

Brandon Grotesque

Brandon Grotesque is used for subheads and body copy. Can be used in title case or all caps.

Brandon Grotesque BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Click here to download the font: https://fonts.adobe.com/fonts/brandon-grotesque

SECONDARY FONTS

Top Paw Manus Smooth

Top Paw Manus Smooth is used in selective touches paired with Bebas.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Custom PetSmart font. Locate in PetSmart Font Library.

TYPOGRAPHY USAGE

7319 FACT NO°

GET INVOVLED.

MORE THAN 500,000 PETS FIND THEIR FOREVER HOMES EVERY YEAR THROUGH PETSMART CHARITIES ADOPTION EVENTS AND ADOPTION CENTERS. >>>

+9M LIVES changed

BRANDON GROTESQUE

Medium weight and highly tracked out to fill the speech bubble, this copy is secondary copy that compliments the larger statement.

BEBAS

Used for bold brand statements and should fill the container.

TOP PAW MANUS SMOOTH

Used as an accent at a slight angle in secondary color.

BRANDON GROTESQUE

Bold and in all caps can be tracked out to the width of the larger title words. This fills the container shape and allows for a more simplified alignment.

HOW TO CREATE A TYPE LOCK UP

STEP ONE

Identify your key statistic or impactful phrase. Use Bebas Neue and fill most of the space with the phrase.

STEP TWO

Choose a word or shortened phrase that works in conjunction with Step One and use Top PawManus. This word or phase looks best in an accent color, slightly tilted and overlapping Step One. Make sure all accents are legible.

STEP THREE

To fill the space and to drive more clarity to your key statistic or phrase create a call to action area to further explain. Put this copy inside of an outlined speech bubble and have this speech bubble fill the remaining space left by Step One and Two.

STEP FOUR

Finish off the composition by adding accent brand elements to fill any remaining gaps.

SHAPE LANGUAGE: THE SPEECH BUBBLE

The speech bubble is a design element meant to create visual interest and highlight bold statements or hero imagery.

OUTLINED FRAME

Do not use outlined frame over a photo. Utilize framing device only for copy call outs. Frame sizing can flex to fit spacing restrictions. Colors should be grey or light grey and reversed as white on photography or background color.
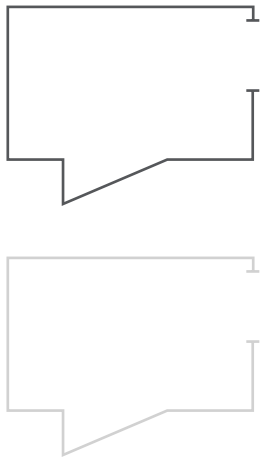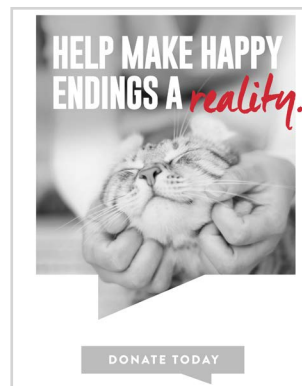
CALL TO ACTION

Ideally, colors can be any primary or secondary colors and reverse on photography or background color.

LEARN MORE

LEARN MORE

LEARN MORE

HOLDING SHAPE

Ideally, colors should be blue, grey or red, with darker color over lighter color. Can also be white on a colored background as you see in example below.

EXAMPLE

FACT N0.° 7319

GET INVOVLED.
MORE THAN 500,000 PETS FIND THEIR FOREVER HOMES EVERY YEAR THROUGH PETSMART CHARITIES ADOPTION EVENTS AND ADOPTION CENTERS. >>>

PetSmart Charities

FILL THE BOWL
FEED THE NEED.

EXAMPLE

HELP MAKE HAPPY ENDINGS A *reality.*

DONATE TODAY
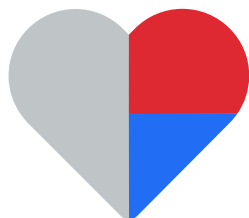
EXAMPLE

changing communities FROM THE GROUND UP.

SHAPE LANGUAGE: THE HEART

Reflective of the love at the heart of all we do, the heart icon is a branded element that adds a touch of delight to our brand expression.

THE SUPPORTED HEART

Ideally used on the edge of a speech bubble. Can be used on its own outside of a speech bubble. When on the edge, it should not overlap any words, must be on the right or left sides and must not be on the edge of an outlined speech bubble. Ideally, stick to the red, light grey and blue brand colors. They can move around to accomodate for colors over photography.

THE STATEMENT HEART

Ideally used as a period in bold, brand statements, typically in the same color as the typography. Acts as a hidden delight. Ideally, color should match the color of the key headline. Reverse to white on color backgrounds.

ALTERNATIVE COLOR WAYS

ALTERNATIVE COLOR WAYS

EXAMPLE

EXAMPLE

SHAPE LANGUAGE: WHICH HEART?

There are a few heart based accents in the design assets. Here is how best to utilize each in a given scenario:

THE SUPPORTED HEART

The Supported Heart is best utilized with simple, yet bold brand statements. This allows the heart to have room to be integrated into the speech bubble without feeling overly crowded or busy.

THE STATEMENT HEART

This heart is best used when the type lock-up includes the accent font. To keep from composition from feeling cluttered, the statement heart is used as a subtle accent.

DISCLAIMER: ONLY USE ONE HEART PER INSTANCE

SHAPE LANGUAGE: MISC.

There are additional elements available in the toolbox that can be used to emphasize or bring visual interest to communications.

INFOGRAPHIC DETAILS

To be used in small moments to fill in spaces or to draw the eye. Can be used in red, blue, yellow or grey.
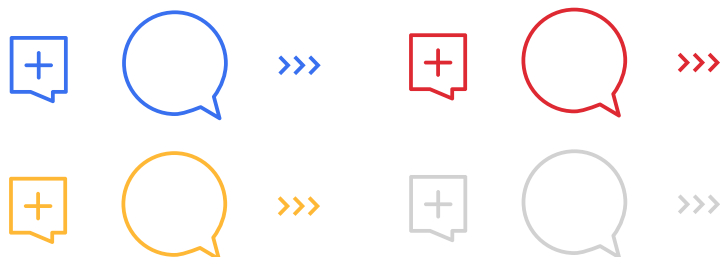
THE PAINT SWIPE

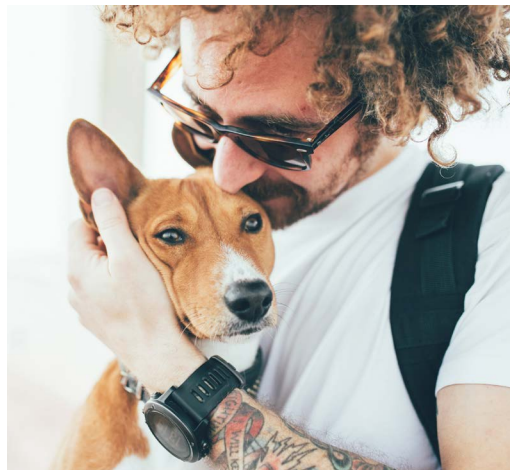Used to activate a composition. Do not use red swipe over photography. Can be used in light grey, red or blue.

EXAMPLE

EXAMPLE

PHOTOGRAPHY

Imagery is the most powerful way to capture the emotional connection we want our brand to convey. Our photography captures both the challenges we solve and the positive outcomes we help make happen.

PHOTOGRAPHY PRINCIPLES

Photography is an essential element for storytelling, and serves to balance our bold headlines with softer moments of connection and emotion.

All photography is stock and if desired, usage rights need to be purchased to be used.
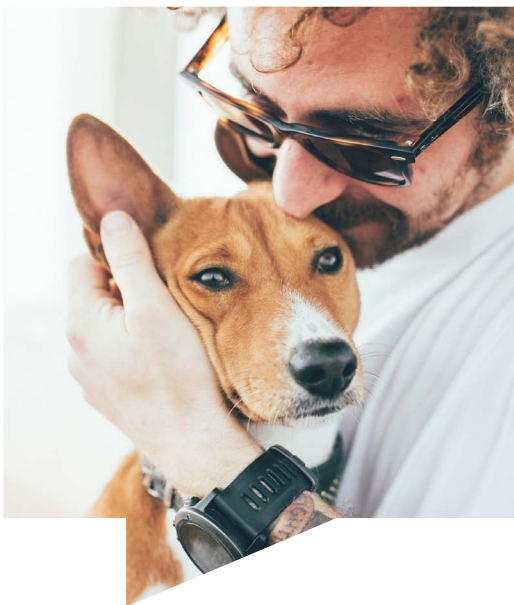
PHOTOGRAPHY ATTRIBUTES
Authentic, approachable, inspiring

PHOTOGRAPHY APPLICATION
The use of grey brings all of our photography together. Whether it comes from a happy adoptive parent, a community event or a partner, all of our photography should be recognizable as

PHOTOGRAPHY USAGE

NO COPY USED

When no copy is used over top a photograph, that photo should remain in full color.

COPY USED

When copy is present over a photo, the photo should be in black and white. This elevates the level contrast and legibility in addition to highlighting the brand colors in the copy.
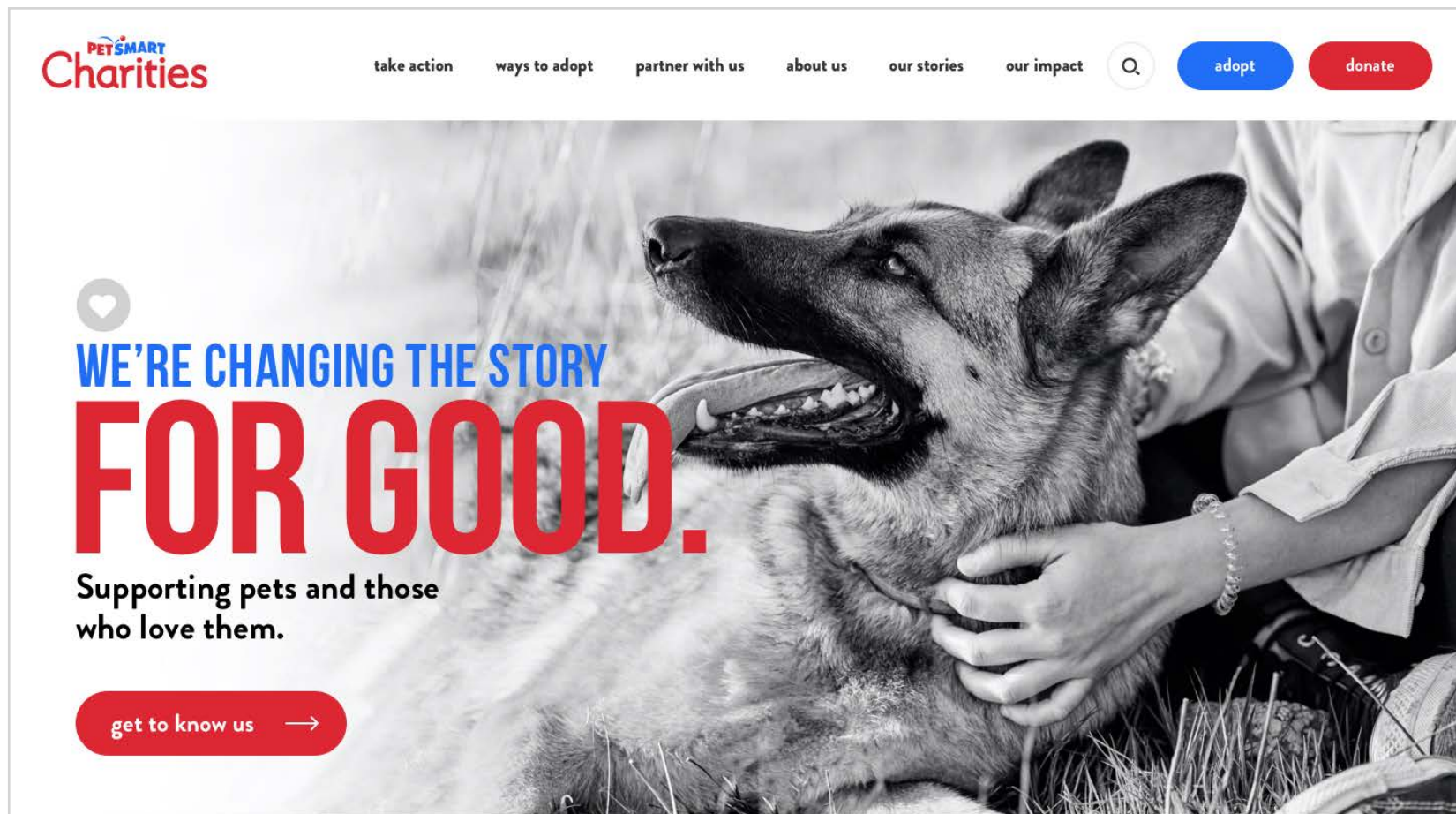

SPEECH BUBBLE FILLED IN

When copy is fully contained in a framing device, the photo should remain in full color.

WEBSITE LANDING PAGE

Our website is the digital front door of our brand. It should clearly communicate our identity and make a bold statement for PetSmart Charities.

SOCIAL MEDIA EXAMPLES

Social media is key to communicating our mission and impact to our audiences. We will highlight the stories of pets and people, with additional touches and elements that make them recognizable as PetSmart Charities.
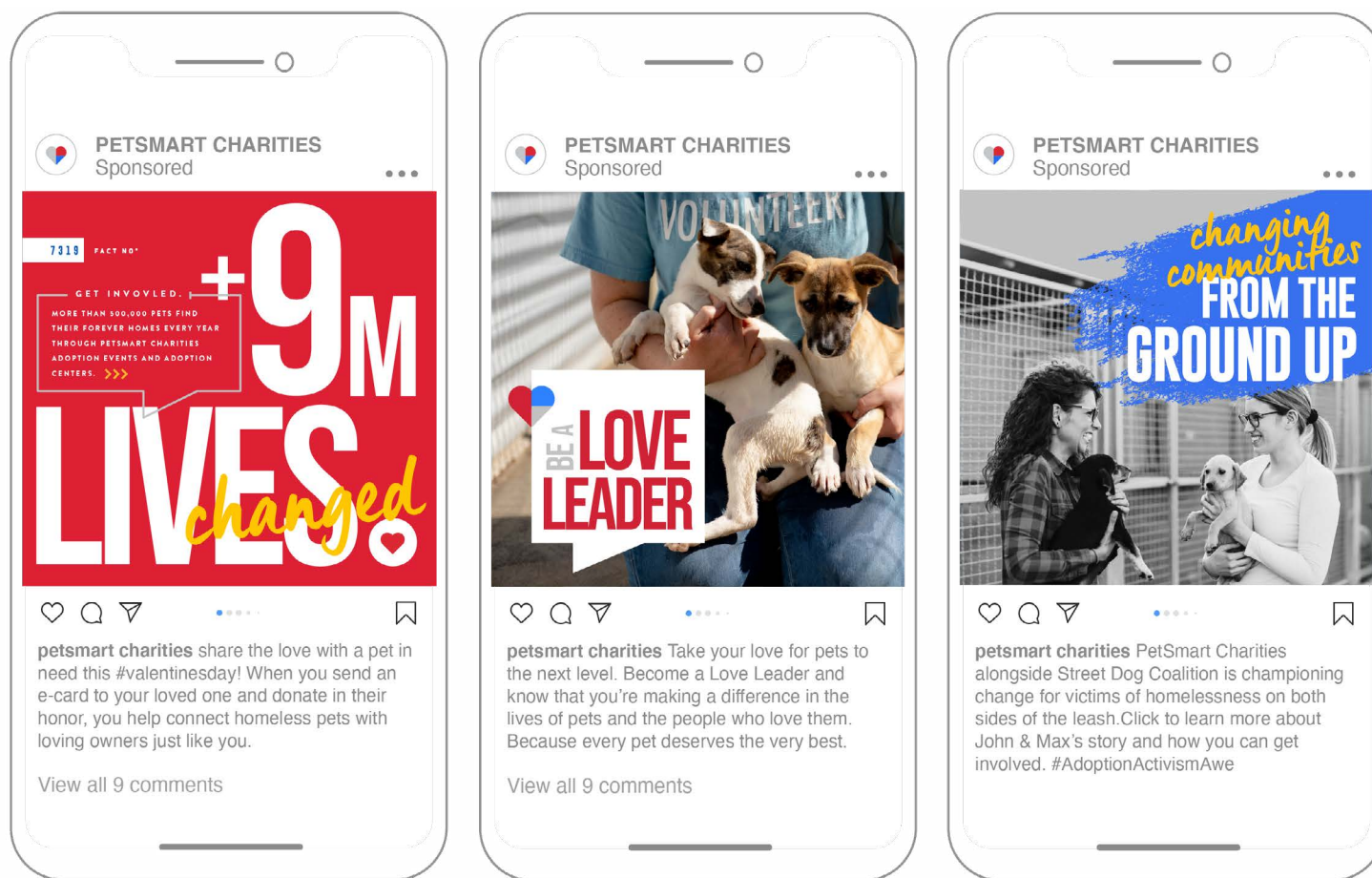
EMAIL TEMPLATES

These email templates demonstrate how our visual and verbal attributes work together to create a branded communication.

THANK YOU

any questions?

PLEASE CONTACT:

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