



**PETS**<sub>THE</sub> **HOMELESS**  
Keeping best friends together

# Brand Guidelines

Version 3. May 2025

# Welcome

## Welcome to our communications guidelines.

**The purpose of this document is to provide a set of guidelines for the use of the visual elements that represent our brand.**

Whether you are new to Pets Of The Homeless (POTH) or you've been around for a while, this book will give you a deeper understanding of what our voice is as an organisation. It is a tool to articulate, express and evaluate the brand in our daily work.

These guidelines bring together all the core components of our brand in one document and are designed to help you bring our brand to life in a consistent and powerful way.

This book will allow us all to speak with **ONE clear voice**.

Visual brand elements take many forms, including but not limited to: logos, typography, colour palette, background patterns, graphic devices, corporate collateral, advertising and email signatures.

It is very important that these visual elements are presented in a consistent and standard manner.

These guidelines have been established to ensure proper usage and placement of our brand elements.

All our people are responsible for communicating the POTH brand in a professional and high standard. If our brand is presented inconsistently, it may portray an unfavourable and unprofessional image of POTH and weaken our brand.

# Brand Voice

## The POTH brand voice is:

- empathetic
- never patronising
- action-focused and outcome-driven
- positive – but not naïve
- inclusive and empowering

## Tone of Voice

Our signature writing style is light-hearted, casual and conversational.

We aim to evoke empathy, rather than sympathy – at no time do we want supporters to feel pity (which dehumanises the people we aim to help). Instead, we want them to understand the varied situations of homelessness, and feel moved to help another human being.

## Our Name

Please use **all capitals** for the title  
 Pets Of The Homeless.

## Respectful Language

First and foremost is the need to use respectful language when speaking about the situation of homelessness and those experiencing or facing it.

- "People working in the homelessness sector often say "people experiencing homelessness" instead of the homeless or homeless people. This is because for more people homelessness is an experience (often short term) not a life sentence. Saying "experiencing homelessness" is one of the first steps to changing the perception of homelessness and recognises that the person comes before the situation."
- "Homelessness is not necessarily a long-term period in a person's life and is not an inherent characteristic. It is preferable to refer to someone as 'experiencing homelessness' rather than 'a homeless person'."
- Please use the term pet "guardian" rather than pet "owner", as this shifts the focus from viewing pets as property to recognising them as a sentient being and family member. For the same reasons, when referring to a pet, please use "they/he/she" instead of "it".

## Brand Identity

**A strong brand helps build trust and confidence.**

**In a simple graphic, we have a powerful communications tool.**

**The Pets Of The Homeless logo is the common symbol under which we all stand. It's a public statement of who we are, what we do and how we work. This is why it is crucial to understand the importance of utilising our logo in a consistent and tasteful manner – so that we are able to present a united front and a clear message to all who see it.**

**A brand is more than just a guarantee of quality and reliability. It's a promise.**



**PETS OF THE HOMELESS**  
**Keeping best friends together**

## Our Logo

**Our logo is the one element that unifies and represents our organisation and our brand. It has been designed to symbolise the people and the pets that we help. The tagline is the phrase we use to get people to think about us, and what makes us different.**

Our logo is distinctive in its colours as well as in its typeface. The design is reflective of our positioning as a caring and professional charity.

The typeface on the POTH logo has been chosen to be easily distinguishable amongst the many charities currently occupying the public space. It is fresh, clear and easily readable.

Maintaining consistency in the use of the core Pets Of The Homeless logo is essential in building an easily recognised visual that supports our brand.

Our aim is for our logo to be a badge that both inspires a positive response and generates results.



The Symbol

**PETS OF THE HOMELESS**  
 Keeping best friends together



The Wordmark



The Tagline

## Logo Alternatives

**Use of these alternatives should be limited where possible.**

When space or colour restrictions prevent you from using our master logo as intended, we have created some logo alternatives that should be used as a substitute. However, please remember the master logo should be used as a first priority in publications and advertising materials.

In the In-line logo, the symbol occupies a position to the left of the namestyle. The symbol has been reduced slightly so as to place greater emphasis on the namestyle. This logo variation is to be used only when space restrictions prevent the effective use of the master logo.

Use of the reversed out logo should be limited to allow for Pets Of The Homeless orange to be a socialised and recognisable part of the brand.

If it must be used in a piece of communication, it is preferred that it be reversed out on a POTH orange background.



**PETS OF THE HOMELESS**  
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In-line Logo



Logo reproduced on  
coloured  
background

## Logo Alternatives



**PETS OF THE HOMELESS**  
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**Mono Logo**  
 Though not a preferred format, reproduction or budget limitations may dictate the use of a one colour brandmark – in such circumstances please ensure that the brandmark is reproduced in black.



**Round Logo**  
 In some circumstances eg., when printing on t-shirts or merchandise or where space is limited, the round logo may be used.

## Logo Clear Space & Minimum Size

**To maintain the integrity of the master logo, it is important that it be placed clear of other graphic elements such as text and graphic devices. This will ensure both visibility and impact.**

The diagram below illustrates a simple method for calculating clear space, based on twice the size of the first letter 'E' in the wordmark.

In any situation you may leave more, but never less, than the minimum clear space.

The Pets Of The Homeless logo should also be used at an appropriate size.

The minimum size for the master logo is 40mm wide. Avoid reproducing the logo at sizes smaller than this as its legibility and quality cannot be assured.

If using the logo at a smaller size cannot be avoided, use the logo and wordmark without the tagline.



## Logo Primary Colours

**Consistency inspires confidence. When we print or publish our logo consistently, in its true colours, we strengthen our brand.**

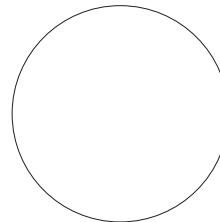
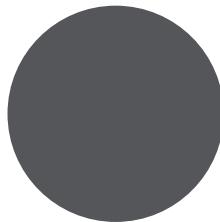
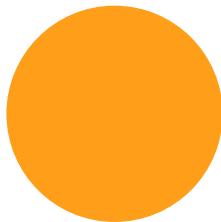
Pets Of The Homeless has its own distinctive palette of three corporate colours, which are used to display the logo. Our logo should be published in the preferred orange and cool grey version shown below.

Always use the colour formula described here. The logo should, where possible, appear in full colour on a white background.

White is the third corporate colour, and has been included to maintain the integrity of the master logo when working on coloured backgrounds.

Whenever possible, the POTH logo should never appear on an image background, and a graphic device exists to deal with this need.

### Corporate Colours



#### Pets Of The Homeless Orange

Pantone 1375C  
 Pantone 1375U  
 CMYK 0/45/94/0  
 RGB 255/158/24  
 HEX/HTML FF9E1B

#### Pets Of The Homeless Grey

Pantone Cool Grey 11C  
 Pantone Cool Grey 11U  
 CMYK 66/57/51/29  
 RGB 84/86/90  
 HEX/HTML 54565A

#### White/Clearspace

PMS 1375C (orange) is the principle colour in the POTH colour palette.

The secondary colour, PMS Cool Grey 11C (grey) acts as a contrast to the orange evoking a sense of excitement and energy.

#### Please note:

Care should be taken when printing on uncoated stock that PMS 1375U (orange) is printed at maximum strength.

Sample colour dots on this page cannot be used to accurately match a colour. Refer to the official Pantone book. [www.pantone.com](http://www.pantone.com).

## Logo Placement

**The strength of our brand can be enhanced by strategic placement of the logo on a piece of communication.**

This is of particular importance when designing a layout that includes a variety of competing elements such as text, imagery and graphic devices.

As a general rule, the master logo sits best in the centre of a layout, either on top or on the bottom as it reinforces the ideas of support and reliability that should be part of all brand communications.

The diagram below indicates the possible options for positioning the logo on a layout.

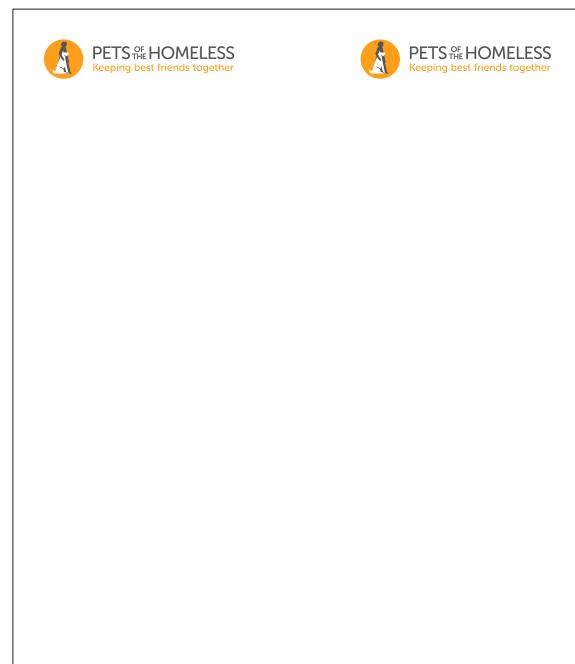
The sizing of the logo would depend on getting the most visual impact without imposing on the other elements of a page, but should never be less than 40mm in width. This would apply to materials such as advertisements, brochures and flyers.

The logo should appear only once in any one layout or page spread.

If you need to use the logo on an image background, place it in a clear area with no conflicting textures or patterns. On light image backgrounds use the full colour logo or black logo.

### In-line Logo

In cases where space is at a premium it is permissible to use the in-line logo as an alternative. In these instances, the logo should be placed either in the upper left or upper right corner. Try to avoid using it in the lower corners. This would apply to stationery, website banners and other circumstances where using the master logo would take up too much space.



## Incorrect use of the Logo

**The Pets Of The Homeless logo is the most important visual element of our brand identity.**

Misuse of the logo detracts from the integrity and distinctiveness of our brand.

The examples below illustrate common mistakes when using the logo. These should be avoided at all times.



**Never alter the colour of the logo elements. Only use the primary logo or alternative version.**



**Never alter the size relationship or positions of the logo elements. Never resize or rescale the fonts.**



**On dark backgrounds always use the logo in white. Do not change the colour of the logo (the only acceptable logo colours are white, black or the POTH corporate colours of PMS 1375 and PMS Cool Grey 11C).**



## Type Styles

**Consistent use of the Pets Of The Homeless fonts will ensure that all collateral looks and feels the same across a range of applications.**

Pets Of The Homeless uses two corporate fonts – Museo Sans Rounded and Caveat – and one internal/substitute font, Arial. Arial should only be used for all internal communications and whenever Museo Sans Rounded is not easily available.

Please [contact us](#) for a copy of the fonts if required.

Museo Sans Rounded is a sans serif font with rounded terminals. It is designed for display purposes but kept legible enough to use in small sizes as well. Museo Sans Rounded was chosen as the primary corporate font for its clarity and sophistication, and is perfect for communicating most messages.

Caveat complements Museo Sans Rounded by adding humanity and character, and is best used when communicating people-focused messages or bold statements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### MUSEO SANS ROUNDED:

Comes in a variety of weights (300, 500, 700, 900 and 1000). It can be used for headlines, subheads and body text. It also contains corresponding weights in italics.

### CAVEAT:

Comes in a variety of weights (Regular, Medium, Semibold and Bold) and the brush version. It can be used as a display font, particularly as headlines or highlights on posters, leaflets or any material that is sent to the public. It provides warmth and a sense of fun to any visual design.

### ARIAL:

To be used for internal communications and when the corporate fonts are not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

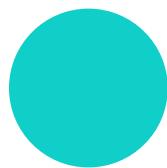
## The Colour System

**Our primary corporate colours are supported by additional colours. This colour system was created to give our communications vitality and variety.**

In addition to our corporate colours, Pets Of The Homeless has a suite of supporting colours that can be used in combination to add variety and freshness to designed materials. These colours make up The Pets Of The Homeless colour system, providing a strong foundation for any expression of the brand.

When choosing the colours, ensure they complement each other while maintaining the integrity of the POTH brand, keeping the communication clear and ensuring all information remains legible.

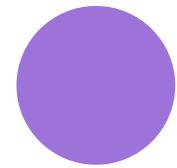
### Complimenting Colours with POTH Corporate Colours



PMS 3252  
CMYK 66/0/29/0  
RGB 16/207/201  
WEBSAFE #10CFC9

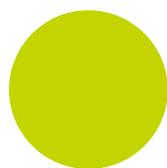


PMS 115  
CMYK 1/15/95/0  
RGB 255/212/32  
WEBSAFE #FFD420

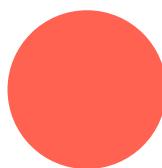


PMS 265  
CMYK 47/60/0/0  
RGB 157/115/217  
WEBSAFE #9D73D9

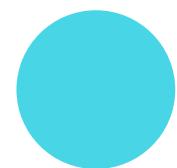
### Can be used as Accent Colours



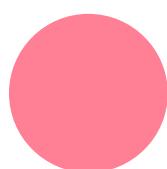
PMS 382  
CMYK 29/1/100/0  
RGB 194/213/0  
WEBSAFE #C2D500



PMS 171  
CMYK 0/77/68/0  
RGB 255/98/80  
WEBSAFE #FF6250



PMS 305  
CMYK 57/0/13/0  
RGB 72/214/230  
WEBSAFE #48D6E6



PMS 177  
CMYK 0/63/22/0  
RGB 255/128/148  
WEBSAFE #FF8094



CMYK 0/2/16/0  
RGB 255/245/218  
WEBSAFE #FFF5DA



CMYK 0/16/35/0  
RGB 255/217/171  
WEBSAFE #FFD9AB

### Can be used as Background Colours



## Using the Colour System

Colour is one of the key elements that gives the POTH brand its vibrancy, making it easily recognisable amongst the many charities in the sector.

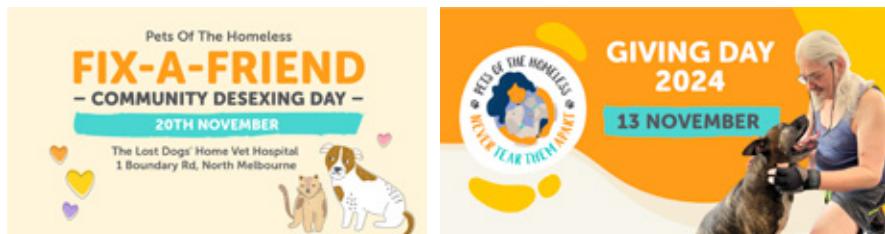
The POTH colour system has been designed to complement the corporate colours, so that making colour choices for any piece of communication is easy.

The following examples illustrate the applications of the colour system on POTH marketing material to create a fresh and creative impact.

### Examples of using POTH corporate colours with complimenting colours



### Examples of using a cream background to create contrast and add lightness to POTH marketing material



### Examples of using accent colours to highlight key elements, draw attention to important features, add depth and visual interest



## Our Designs

**Our publications, advertising and promotional materials are the most visible ways Pets Of The Homeless communicates its message.**

### Our Style

#### Simple

So that we are easily understood.

So that we communicate our ideas directly and effectively.

#### Optimistic

So that we inspire others to act.

Our message is of positivity and hope. Avoid using sad images and also dark colours that convey sadness and guilt.

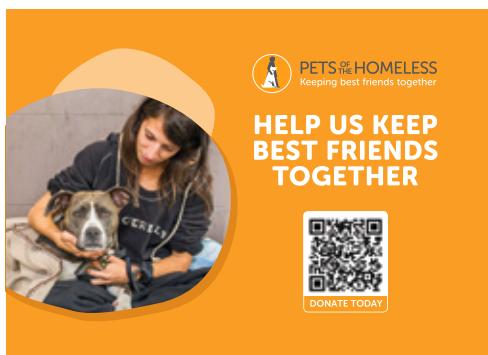
#### Bold

To get noticed in a cluttered world.

#### Contemporary

To stay fresh and to appeal to a wider range of supporters especially to new and younger audiences.

**All artwork should either be in a white, cream or orange background.**

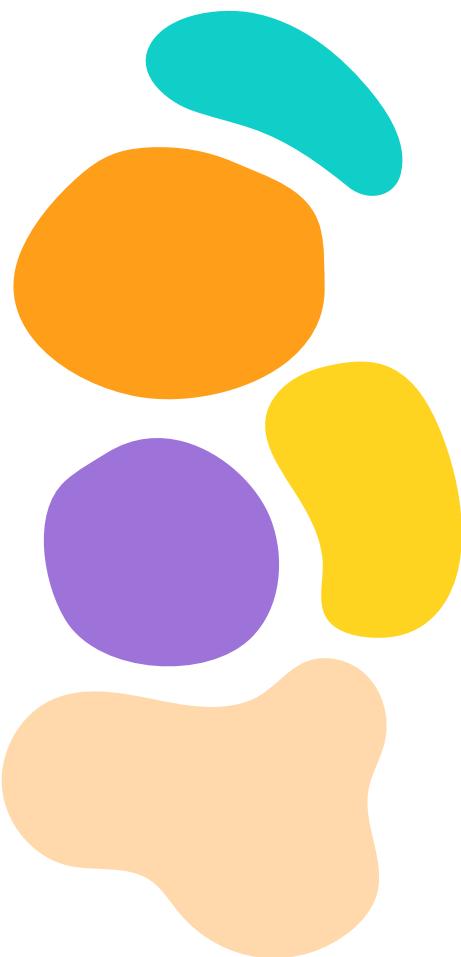


## The Graphic Devices

**The POTH brush effects and irregular-shaped circles can be used as graphic devices to add dimension and dynamism to communications and marketing material and reinforce our approachability.**

Graphic devices are also useful for positioning imagery and directing the user's attention to particular messages.

Graphic devices should always be used in solid colours. Multiple devices can be incorporated into a layout and they may be rotated or resized—provided their proportions are maintained.



POTH suite of irregular-shaped circles

The following examples illustrate the applications of the irregular-shaped circles on POTH marketing material.



## The Graphic Devices

The following examples illustrate the brush effects and their applications on POTH marketing material.



A series of icons can be used to add visual interest and support the presentation of information. Icons should have a rounded, friendly appearance that reflects POTH's approachable visual style.





## Our Publications

**By using the POTH visual identity consistently across all our communications, we will strengthen our position and awareness amongst our key stakeholders and audiences. It will help them easily identify our communications, and therefore build their understanding of who we are and what we stand for.**

**GUIDE TO  
MAKING A WILL**

PETS OF THE HOMELESS  
Keeping best friends together

**Leave a Legacy That Lasts:  
Your Gift Can Change Lives Forever**

Leaving a legacy is a new beginning. It's the beginning of one act of kindness making a long-lasting and positive impact on countless lives, well into the future.

By leaving a gift in your Will, no matter the size, you will enable Pets Of The Homeless to deliver support services to pet guardians facing hardship and help work towards a community where no person is separated from their pet due to homelessness or disadvantage.

Leaving a gift in your Will to Pets Of The Homeless is more than just a donation – it's a testament to your values, your compassion, and your desire to make the world a better place. **It is your legacy of compassion, support, and hope.**

**Making a Will**

**What is a Will?**

A Will is a formal legal document that gives you the opportunity to:

- provide for the people you care about;
- appoint a guardian for your children;
- leave particular items to certain people;
- make a gift to your favourite charity;
- appoint a person you trust to carry out the instructions in your Will (your Executor);
- leave any other instructions you may have (for example, about your funeral arrangements).

Even if you don't have a lot of money or you don't own any property, you may leave superannuation or you may want to leave valuable or sentimental items to particular people.

**Why is a Will important?**

Having a Will is one of the most important things you can do for yourself and your family. Not only can a Will legally protect your spouse, children and assets, it ensures that your possessions go to the people you want, such as your family or friends. Without one, known as "intestate", your estate may be divided amongst relatives according to a government formula ("intestacy rules"), which may not reflect your wishes and can cause complications, delays and extra costs for your loved ones. If you don't have relatives closer than a first cousin, your estate will go to the government.

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**Shelley Smith**

Shelley was a passionate volunteer and supporter of Pets Of The Homeless. She left us a gift in her Will that allowed us to establish the Farewell Fund, which covers the cost of veterinary euthanasia for sick pets, as well as paying for cremation and the return of their ashes to their bereaved human companions.

## Photography Requirements

**Our process and our people are what set us apart, so it is important that this is reflected in the choice of imagery used.**

We always endeavour to use imagery that has been shot for purpose by Pets Of the Homeless. POTH photography should be bold, inspiring and empathetic. The best images, specially those of people, are real, candid and alive. Avoid images that look staged and artificial.

Given that photographic resources already exists, designers and communicators should try to avoid using illustrations or clip art. In cases where illustrations are required, POTH have an image library of approved images for use.

Just as it is important to allow the logo and messages space to breathe, it is equally important that imagery is given the opportunity to reinforce the message.

Use full page bleed images where possible, and when using multiple images on one layout it is recommended that the primary image appears larger than any secondary images.

## Requirements for Digital Photography

### Ensuring high quality results.

When using digital cameras, it is important to ensure that images are taken at the highest possible resolution to enable them to be used for high quality productions. To use photographs in print productions they must be 300 dpi.

### Technical requirements for the camera

Minimum resolution: 1600 x 1200 pixels (about 2 megapixels)  
 Optical zoom: factor 2 to 3

### Camera settings for good picture quality

Most digital cameras allow the user to choose among levels of picture quality. The very best quality level must be selected for offset printing.

It is important to:

- Use the highest resolution setting (eg., superfine). You may have to operate your camera in manual mode instead of automatic mode.
- Use little or no data compression.
- Do not use the electronic zoom.

Using these settings, you will produce a JPEG picture of about 1.5 MB. Reproduced one-to-one, this gives a maximum picture size of about 130 x 100 mm.

### Framing your photos

When you take a photo, frame the subject to fill the frame. Cropping a photo later will greatly reduce the final size in print.

## Promotional Materials

### Promoting our brand.

When T-shirts, coffee cups, pens and other promotional material carry the Pets Of The Homeless logo they share the common purpose of promoting our brand.

By following these guidelines, we keep our message consistent, clear and dynamic on every item.

### Logo on Merchandise

For all merchandise items, our logo in full-colour, black or white can be used.

Our logo should be applied in the colour that maximises visibility and impact, for example, on dark coloured items, our white logo is the best. Use our complete logo, symbol and name.





# PETS OF THE HOMELESS

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84a Keys Road Cheltenham VIC 3192

[hello@petsofthehomeless.org.au](mailto:hello@petsofthehomeless.org.au)

[www.petsofthehomeless.org.au](http://www.petsofthehomeless.org.au)

   @pothaustralia