BRAND STANDARDS

UPDATED MARCH 2021

TABLE OF CONTENTS

01. THE BASICS

Who We Are: Mission, Vision, Values, Our Story

WHO WE ARE

SHORT
Determined to end veteran suicide, K9s For Warriors provides highly-trained Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma.

MEDIUM
Determined to end veteran suicide, K9s For Warriors provides highly-trained Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. With the majority of dogs coming from high-kill rescue shelters, this innovative program allows the K9/Warrior team to build an unwavering bond that facilitates their collective healing and recovery. This treatment method is backed by scientific research (from Purdue University's OHAIRE Lab) demonstrating Service Dogs' ability to help mitigate their veteran's symptoms of PTSD while simultaneously restoring their confidence and independence.

LONG
Determined to end veteran suicide, K9s For Warriors provides highly-trained Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. With the majority of dogs coming from high-kill rescue shelters, this innovative program allows the K9/Warrior team to build an unwavering bond that facilitates their collective healing and recovery. This treatment method is backed by scientific research (from Purdue University's OHAIRE Lab) demonstrating Service Dogs' ability to help mitigate their veteran's symptoms of PTSD while simultaneously restoring their confidence and independence.

Founded in 2011 as a 501 (c) (3) nonprofit organization, K9s For Warriors remains committed to bringing widespread awareness to veterans' mental health and contributing to policy-level reform. The organization's three primary business operation facilities include: K9s For Warriors National Headquarters (Ponte Vedra, Fla.,) Gold Family Campus (Alachua, Fla.,) and the Petco Foundation K9 Center (San Antonio, Texas).

MISSION
We support our nation's disabled veterans by restoring their confidence and independence.

VISION
To end veteran suicide.

VALUES
Big Heart

Service-First

Above & Beyond

Passionate Changemakers

Proudly Patriotic

OUR STORY

Founded in 2011 by Shari Duval as a 501 (c) (3) nonprofit organization, K9s For Warriors remains committed to bringing widespread awareness to veterans' mental health and contributing to policy-level reform. Our organization was born from Shari witnessing firsthand the effects PTSD has on our veterans returning from war. As envisioned by Shari — who lost her battle with cancer in 2021 — K9s has become a lifesaving endeavor that can heal the invisible wounds of veterans. With passion and dedication, our organization provides veterans with best-in-class support and expert Service Dog pairing and training in an effort to end veteran suicide.

K9s For Warriors is comprised of three primary business operation facilities including: National Headquarters (Ponte Vedra, Fla.,) Gold Family Campus (Alachua, Fla.,) and Petco Foundation K9 Center (San Antonio, Texas).

02. GRAPHIC IDENTITY

APPROVED TYPOGRAPHY

Our fonts are to be used for supporting the K9s For
Warriors identity and will give all communication materials
a consistent, clear, and professional appearance.

Proxima Nova

EXTRABOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + # ^ % $ # " ;

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + # ^ % $ # " ;

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + # ^ % $ # " ;

HIERARCHY

HEADLINE

K9S FOR WARRIORS

Usage: Proxima Nova Extrabold is our primary headline font.

SUBHEAD

A NEW LEASH ON LIFE

Usage: Proxima Nova Bold is our secondary headline or subhead font.

BODY

To date, K9s For Warriors is comprised of three primary business operation facilities including: K9s For Warriors National Headquarters (Ponte Vedra, Fla.,) Gold Family Campus (Alachua, Fla.,) and Petco Foundation K9 Center (San Antonio, Texas).

Usage: Proxima Nova Medium is our primary body copy font.

APPROVED COLOR PALETTE

The K9s For Warriors primary brand color palette consists of PMS 2377 C (blue), PMS 7621 C (red), and PMS 7407 C (gold).

Spot (PMS), process (CMYK), and on-screen (HEX, RGB) equivalents for all colors are shown.
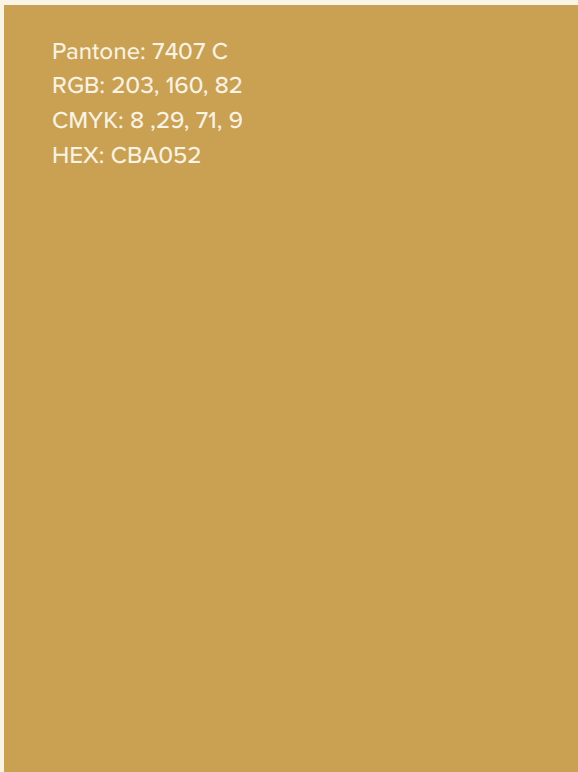
BRAND COLORS

Pantone: 2377 C
RGB: 49, 84, 112
CMYK: 82, 49, 18, 35
HEX: 315470

Pantone: 7621 C
RGB: 171, 35 ,40
CMYK: 0, 100, 87, 22
HEX: AB2328

Pantone: 7407 C
RGB: 203, 160, 82
CMYK: 8 ,29, 71, 9
HEX: CBA052

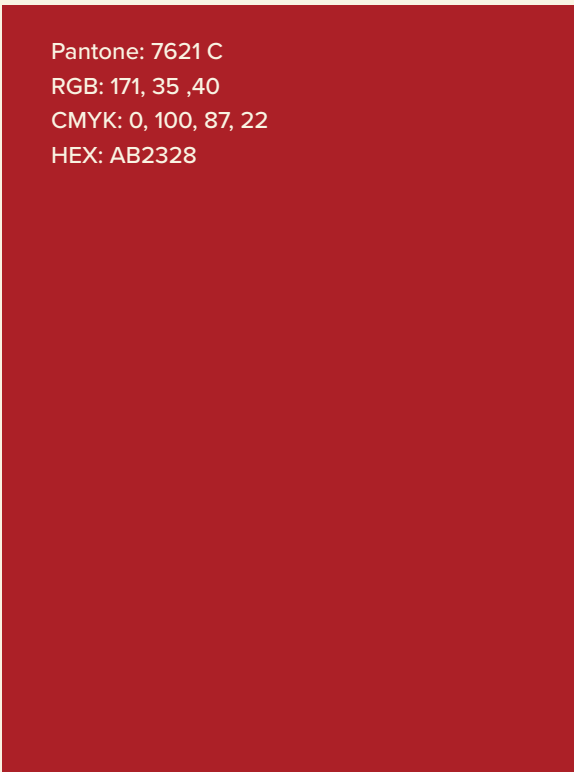Secondary colors may be used in other brand and marketing collateral. The secondary color palette consists of Pantone 9224 C (grey), Pantone 2165 C (light blue), Pantone 2014C (rustic gold), and Pantone 533 C (dark blue).

Spot (PMS), process (CMYK), and on-screen (HEX, RGB) equivalents for all colors are shown.

SECONDARY COLORS

Pantone: 9224 C
RGB: 242, 233, 219
CMYK: 0, 4, 10, 5
HEX: F2E9DB

Pantone: 2165 C
RGB: 104, 129, 151
CMYK: 59, 35, 18, 10
HEX: 688197

Pantone: 2014 C
RGB: 185, 112, 0
CMYK: 0, 50, 100, 19
HEX: B97000

Pantone: 533 C
RGB: 32 ,42, 68
CMYK: 94, 73, 5, 69
HEX: 202A44

OFFICIAL LOGO

The K9s For Warriors logo is the most valuable brand asset we have, and it represents who we are as an organization. Use of this logo is restricted to internal staff and contracted partners only.

Our logo is comprised of "K9s For Warriors" text with a silhouette of a dog and type treatment along with three stars and stripes. These components represent the following:

Left Star
Represents our Warriors. These are veteran graduates of the K9s For Warriors program, who have elected to choose a trained Service Dog to help mitigate their battle with PTSD, traumatic brain injury and/or military sexual trauma.

Right Star
Represents our Service Dogs. These are the dogs – many of which come from high-kill shelters – that K9s For Warriors has rescued and/or trained to help their veteran handlers to manage symptoms of PTSD resulting from their military service.

Middle Star
Represents our future Warriors and Service Dogs to be saved through the efforts of the K9s For Warriors program. Our commitment to making an impact on their lives shines bright and is captured as the largest star in our logo.

Stripes
Signifies K9s For Warriors' dedication to and admiration for the service members who protect the United States and its freedoms.

TEXT SIMPLIFICATION

K9s For Warriors

When K9s For Warriors is simply expressed in text, an apostrophe in K9's is never to be used and the F in For is always capitialized.

CLEAR SPACE

Please observe the proper clear space around the logo.
Nothing should intrude with the space to ensure proper
visual effectiveness.

MINIMUM SIZE

The minimum width of the printed logo is .75" as shown
below. This is to ensure the legibility of the text and clarity
of artwork. There is no determined maximum size as long
as the proper scalable file (.eps or .ai) is used.

COLOR VARIATIONS

The K9s For Warriors logo is a three-color logo but can be used as a one-color logo, reversed to one color (white) on a dark background, or our primary blue.

PRIMARY LOGO ONE COLOR USAGE

IMPROPER USAGE
FOR ALL VARIATIONS

DON'T distort original logo proportions.

DON'T reproduce the logo in unapproved color combinations.

DON'T use a drop shadow.

DON'T re-create the logo with a different typeface.

DON'T rotate the logo.

DON'T place on complicated background images.

DON'T outline the logo.

When used in full color, **DON'T** vary from master logo color arrangement.

SECONDARY LOGO

In certain situations, a "simplified" version of our logo can be used. This secondary logo contains only the "K9s" wordmark and dog silhouette.

CLEAR SPACE

Please observe the proper clear space around the logo. Nothing should intrude with the space to ensure proper visual effectiveness.
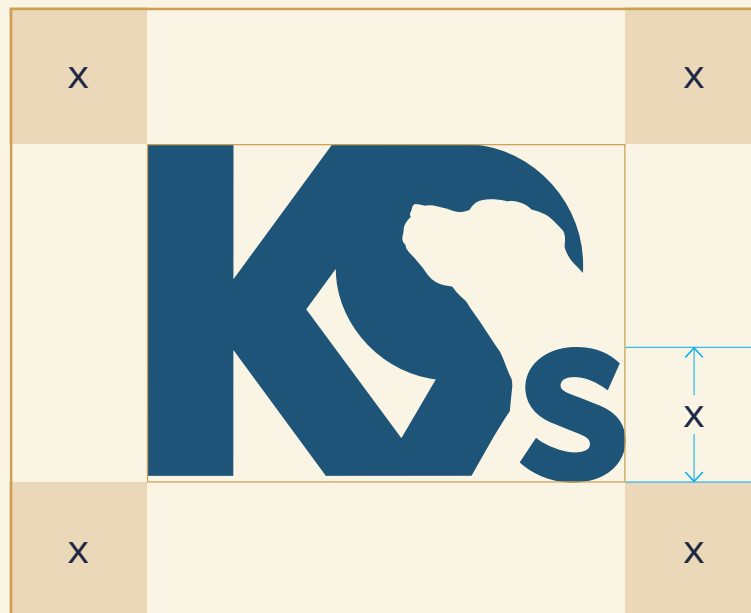
COLOR VARIATIONS

The K9s For Warriors secondary logo is a one-color logo
in any of our primary colors or white.

LOGOMARK ONE COLOR USAGE

SECONDARY-LOCATION LOGO LOCK-UPS

In certain situations, a specific-location version of our logo can be used. This secondary-location logo contains the three-color official logo, a thin gold line, and the location beneath in Proxima Nova Extrabold Italic.

San Antonio

Gold Family Campus

Campus of K9 Operations

ADDITIONAL LOGO LOCK-UPS

Additional lock-ups are needed for specific programs within K9s For Warriors organization. These logos are to be replicated as seen here and not varied from in any manner.

GUARD DOG PROGRAM LOGO

PROUD SUPPORTER LOGO

The Proud Supporter logo is to be used by all third-party events and supporters of K9s For Warriors unless a signed agreement is in place for the partner(s) to use the official logo. The Proud Supporter logo is to be replicated as seen below and not varied from in any manner.

STUDENT LEADERS PROGRAM LOGO

03. PHOTOGRAPHY

K9s For Warriors Photography
Photo Credit & Usage
Photography Treatment

PHOTOGRAPHY

Our photography is a visual representation of all that is possible when training and pairing Service Dogs with veterans. They should be warm, intimate portraits that tell the emotional story behind all we do at K9s For Warriors.

The moments we capture should feel real, vibrant, and spontaneous. Warrior+Dog and Trainer+Dog photography should capture the bond between them while showing the dog's expression.

Capture real life – ensure images are natural, inspiring and spontaneous, not contrived or staged. Our images should tell a story.

Control tone – use tone to focus audience attention to the key feature(s). Minimalism, along with warm and neutral tones, are important to portray our welcoming nature.

Avoid clutter – ensure that there is one clear focal point and don't complicate the image with unnecessary detail.

True color – never over saturate an image, reproduce color photography to feel as natural as the real life it represents

PHOTO CREDIT & USAGE

All content (especially photography and its use on social media) is very important to our organization. Photography should incorporate candid, interactive, and engaged Warrior-K9 Teams, volunteers and patrons attending events.

All photography should cover a full spectrum of subject material, including:
— Warriors and their K9 battle buddies
— Training (on and off-site)
— Graduation ceremonies
— Events (third-party and those held by K9s For Warriors)
— Volunteers
— Staff and trainers (when appropriate)
— Any appropriate photos as they come along

All photographs must have a credit line. Example: Photos: K9sForWarriors.org. When multiple photos are used in one piece, one primary credit line may be used.

All photographs must also contain the K9s For Warriors watermark.

WATERMARK EXAMPLE
Watermark includes the secondary mark in white. This logo is always placed in the lower right corner of the photograph and set to an opacity between 70-80% based on the background.
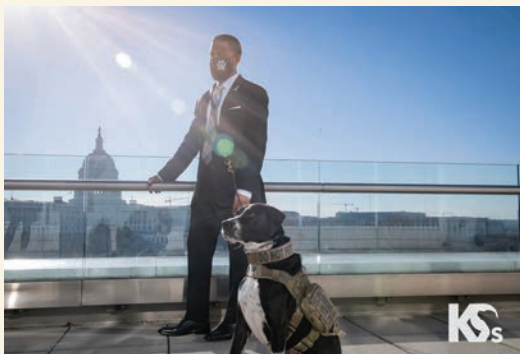
The Education Department and Community Events Team can help provide you with either photographs and/or videos to complement your projects, website and marketing materials, as well as assistance with community outreach and fundraising efforts.

PHOTOGRAPHY TREATMENT

The use of black and white photography should be balanced with color imagery and/or design elements. Avoid using primarily black and white photography in multi-page documents.

Full color photography is used in combination with black and white photography — both should be treated with a slight sepia tone to maintain the warmth of the brand's personality.
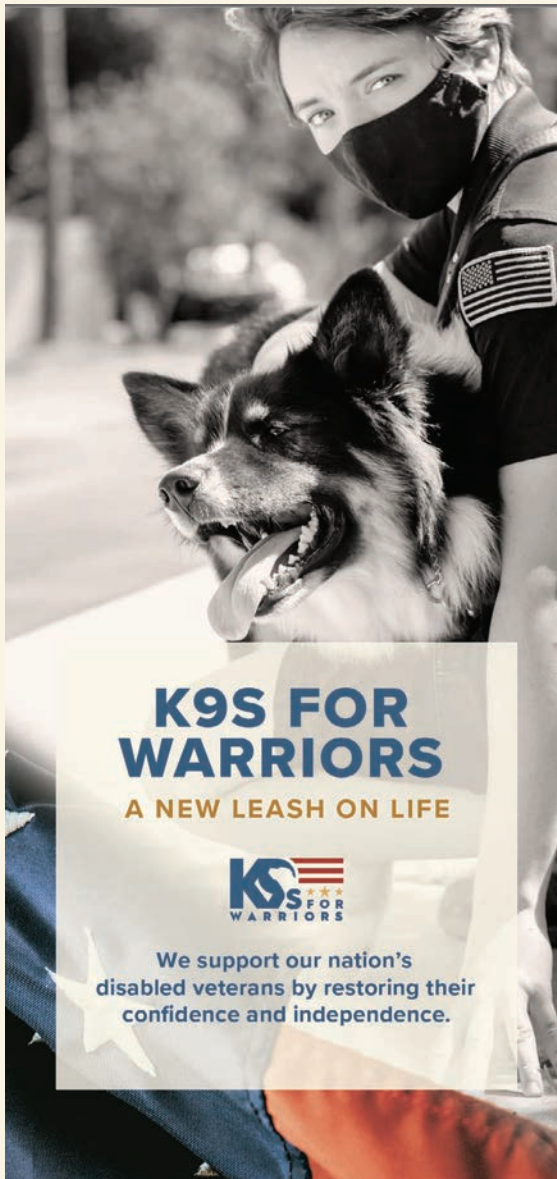
Typography and/or design elements can be used over photography. In cases where photography may interfere with overlying type, holding shapes are used to increase readabilty.

Images may be treated with soft edges, particularly when used in multi-paged documents or when combined with typography.

Images may also be layered using soft edged overlap.

MAKE A DIFFERENCE

Determined to end veteran suicide, K9s For Warriors provides highly-trained Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. With the majority of dogs coming from high-kill rescue shelters, this innovative program allows the K9/Warrior team to build an unwavering bond that facilitates their collective healing and recovery.

ENGAGE
Our work is made possible thanks to hard-working volunteers, donors, community fundraising events, and sponsors.

GIVE
Your gift makes a difference for our veterans suffering from the invisible wounds of war. With your generosity, we are able to offer highly-trained Service Dogs at no cost to the veteran along with our wraparound system of support.

WAYS TO GIVE INCLUDE:
★ One-Time Gifts   ★ Monthly Giving
★ Wills & Bequests   ★ Corporate Giving
★ Matching Gifts   ★ Stock Gifts

ADVOCATE
K9s For Warriors invites you to become a proud supporter by hosting a fundraiser or special "community event" as another way to support the mission of K9s For Warriors.

For more information on how you can make a difference as a volunteer, advocate or sponsor, please contact: **info@k9sforwarriors.org** or call 904-686-1956.

04. STATIONERY

Letterhead
Business Cards
Email Signature

LETTERHEAD

OPTION 1

114 Camp K9 Road, Ponte Vedra, Florida 32081 | Tel: 904–686–1956 | Fax: 904–686–1957 | k9sforwarriors.org

LETTERHEAD

BUSINESS CARDS

STANDARD CARD SIDE ONE

STANDARD CARD SIDE TWO

JASON SNODGRASS
Chief Operating Officer

office | 904.686.1956 x147
cell | 646.287.5098
email | jsnodgrass@k9sforwarriors.org
www.k9sforwarriors.org

114 Camp K9 Rd Ponte Vedra, FL 32081

INFO CARD - FRONT

P: (904) 686–1956 | k9sforwarriors.org

INFO CARD - BACK

What is a Service Dog?
A Service Dog is a type of assistance dog trained to help people with disabilities. With special training, these dogs help mitigate many different types of disabilities.

Why you should NOT pet a Service Dog?
Service Dogs are always working to help their handler with a disability. By petting or otherwise distracting a Service Dog, you are taking the dog's focus away from the handler. This can cause serious injury to the handler if their dog is not focused on the task at hand.

DO NOT PET SERVICE DOG AT WORK

EMAIL SIGNATURE

FIRST LAST | TITLE (12 PT)

114 CAMP K9 ROAD (10 PT)
PONTE VEDRA, FL 32081
PHONE | 904-686-1956 X111
WWW.K9SFORWARRIORS.ORG (HYPERLINKED)

DONATE HERE(HYPERLINKED) | CFC #82286

(ALL ICONS HYPERLINKED)

05. COMMUNICATIONS

Standard Verbiage

STANDARD VERBIAGE

APPLICANT

A disabled veteran with post-traumatic stress disorder (PTSD), traumatic brain injury (TBI) and/or military sexual trauma (MST) applying for a Service Dog.

GRADUATE

A veteran who has completed the K9s For Warriors program, passed the requirements, received a Service Dog and returned home. Also known as a "Warrior" as deemed by K9s For Warriors.

GRADUATION

A point in time by which K9s For Warriors certifies that a team consists of an adequately trained veteran and a trained K9 that qualifies as a Service Dog.

K9 TRAINER

A member of the K9s For Warriors staff who works directly with the kennel dogs teaching them commands and behavior to become a highly skilled Service Dog.

MILITARY SEXUAL TRAUMA (MST)

Psychological trauma resulting from experiences of sexual assault or repeated, threatening sexual harassment that a veteran experienced during his or her military service. See, U.S. Department of Veterans Affairs website, http://www.ptsd.va.gov/public/types/violence/military-sexual-traumageneral.asp

POST-TRAUMATIC STRESS DISORDER (PTSD)

A mental health disorder that some people develop after experiencing or witnessing a life-threatening event, like combat, a natural disaster, a car accident, or sexual assault. See, U.S. Department of Veterans Affairs website, http://www.ptsd.va.gov/public/PTSD-overview/basics/what-is-ptsd.asp

SERVICE DOG OR SD

Satisfying the legal requirements for a service animal pursuant to the Americans with Disabilities Act (ADA) of 1990 and associated regulations. Service animals are defined as dogs that are individually trained to do work or perform tasks for people with disabilities. Service Dog(s) in all K9s For Warriors uses should be capitalized.

TEAM

A veteran and his/her Service Dog.

TRAINING PROGRAM

The K9s For Warriors core program teaching veterans how to use their Service Dog.

TRAUMATIC BRAIN INJURY OR TBI

Caused by a bump, blow, or jolt to the head or a penetrating head injury that disrupts the normal function of the brain. Not all blows or jolts to the head result in a TBI. See, Centers for Disease Control and Prevention website, https://www.cdc.gov/traumaticbraininjury/get_the_facts

VETERAN SERVICE ORGANIZATION OR VSO

A veteran service organization providing services to American veterans.

VETERAN

An American citizen who previously served in the U.S. Military.

WARRIOR

A veteran who is currently attending training at K9s For Warriors, or a veteran who has completed the program and received a Service Dog. Warrior(s) in all K9s For Warriors uses should be capitalized.

WARRIOR TRAINER

A member of the K9s For Warriors staff that works directly with a veteran teaching them how to use their Service Dog.

06. FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

Q: WHY IS IT IMPORTANT TO FOLLOW THESE BRAND STANDARDS?

A: Brand standards, applied correctly and consistently, enable us to project a strong, consistent identity for the organization and help to prevent confusion among our audiences. Proper use of the organization's official signatures (logo, secondary logo, fonts and colors) is an important part of the branding process, enhancing our image as a quality nonprofit organization.

Q: WHERE CAN I DOWNLOAD THE LOGOS?

A: Logos are available in JPEG and Adobe Illustrator vector EPS formats readable by Mac or Windows platforms from the official logo download page, or directly from the Marketing Department. DO NOT scan logos from other reproductions or download them from other websites. Reproduction quality will suffer if you do. Also, remember that it is not acceptable to "build" the logo on your computer.

Q: I'M HAVING TROUBLE DOWNLOADING A LOGO FROM THE WEB. WHY WON'T IT WORK?

A: If you need assistance obtaining a usable file, first contact the Education Team or Resource Development Team: publicrelations@k9sforwarriors.org or events@k9sforwarriors.org.

Q: HOW DO I PLACE THE PROUD SUPPORTER LOGO IN MICROSOFT WORD?

A: For Word, we recommend only high resolution JPEG files. Save the logo to your hard drive, open your Word file, then insert the saved logo into your document. You will have to scale the logo to the desired size.

Q: I'M IN A HURRY. WHY CAN'T I JUST RECREATE THE LOGO? WHY DO I HAVE TO GET THE PROPER FILE FROM THE OFFICIAL WEB SITE?

A: Recreating the organization's logo will not reproduce the logo accurately. The logo is created from characters designed specifically for K9s For Warriors, so there is no possibility that an accurate copy can be recreated. The characters have specific spatial relationships and alignment. Simply selecting a similar font, eyeballing it and then reproducing it will invariably produce differences that may be minor but will detract from the design and its branding capability. Recreating the logo also takes time that might be used more productively.

K9S FOR WARRIORS
114 Camp K9 Road,
Ponte Vedra, Florida 32081

(904) 686–1956

k9sforwarriors.org