

FEBRUARY 2024

DESIGN & BRAND MANUAL



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KS
FOR
WARRIOR





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 being rescues, 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 the University of Arizona'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 being rescues, 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 the University of Arizona'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 primary business facilities include: K9s For Warriors National Headquarters (Ponte Vedra, FL), Davis Family Mega Kennel (Ponte Vedra, FL), the Petco Love K9 Center (San Antonio, TX), and the Warrior Ranch (outside San Antonio, TX).

MISSION

We support our nation's Veterans by restoring their confidence and independence through the use of highly trained Service Dogs

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 Veterans experience. 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.

National Headquarters
- Ponte Vedra, FL

Davis Family Mega Kennel
- Ponte Vedra, FL

Warrior Ranch -
Outside San Antonio, TX

Petco Love K9 Center
- San Antonio, TX

02 GRAPHIC IDENTITY

Typography & Hierarchy

Color Palette

Official Logo

Clear Space & Minimum Size

Color Variations

Improper Logo Usage

Secondary Logo & Color Variations

Clear Space

Secondary Location Logos

Additional Logo Lock-ups

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.

The primary typeface to be used for supporting K9s For Warriors identity is Proxima Nova.

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

Is eum quibus net es del in re sam doluptam et et mi, atio od maxime venihit aut erovide roriorNequo occaepa prorro delenimaion esero et eseditam que simi, omnimpores dellor autempo ssitatatur sitiur, ut dus, sustistrum, alitat laut veribus dolupta tiorumqui volorerum re sanda.

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

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).

Secondary colors may be used in other brand and marketing collateral.

PRIMARY COLORS



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

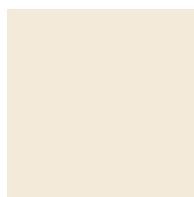


Pantone 7621 C
RGB 171, 35, 40
CMYK 0, 100, 87, 22
HEX #AB2328



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

SECONDARY COLORS



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



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



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

COLOR PROPORTIONS



OFFICIAL LOGO

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.

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.



Copyright and Registration

K9s For Warriors holds the registered trademark to our name and logo. Both have been registered with the U.S. Patent and Trademark office, and the United States Registration No. 6813718 and No. 6831719 have been issued for our marks.

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 capitalized.

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.



IMPROPER USAGE FOR ALL VARIATIONS

Do not 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.



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.



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.



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.

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.



Guard Dog Program LOGO

The Guard Dog Program logo is to be used in conjunction with promotion for the K9s For Warriors monthly sustainer program.





03 PHOTOGRAPHY

K9s For Warriors Photography
Photo Credit & Usage

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:

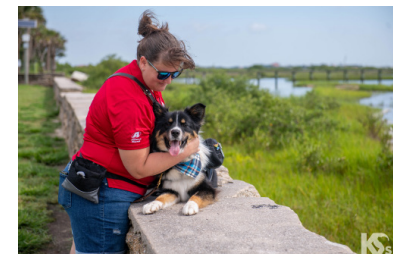
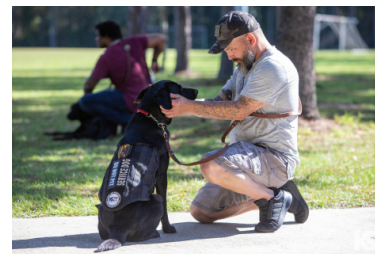
- Warriors and their K9 battle buddies
- Training (on and off-site)
- Graduation ceremonies
- Events (third-party and those held by K9s For Warriors)
- Volunteers
- Staff and trainers (when appropriate)
- Any appropriate photos as they come along

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/Marketing 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.

04 STATIONERY

Business Cards
Email Signature
Letterhead

BUSINESS CARDS

STANDARD CARD SIDE ONE

Name
Position

p | 904.686.1956 x000
e | flast@k9sforwarriors.org

114 Camp K9 Road, Ponte Vedra, FL 32081



STANDARD CARD SIDE TWO



www.k9sforwarriors.org

INFO CARD - FRONT

K9S FOR WARRIORS


p | 904.686.1956
e | info@k9sforwarriors.org
w | k9sforwarriors.org



INFO CARD - BACK

PLEASE DO NOT PET

 **SERVICE DOG AT WORK**

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.

The logo for KS For Warriors. It features a large, stylized 'KS' in blue. The 'K' is composed of two thick strokes, and the 'S' is a single thick stroke. To the right of the 'KS' is a graphic of the American flag, showing the top portion with the stars and stripes. Below the 'KS' and the flag graphic, the words 'FOR WARRIORS' are written in a bold, blue, sans-serif font. The word 'FOR' is smaller and positioned above 'WARRIORS'. There are three gold stars above the word 'FOR'.










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.