Thank you for your ongoing support of GDB. We love that our puppy raisers are helping us build our brand and we want to make sure we all work together to do that in the most consistent and compelling fashion possible. These guidelines will address the following:

- Puppy Club Name Guidelines
- Written Style Guidelines
- Advertising and Media Opportunities
- Apparel and Materials for Media and Public-Facing Events
- Use of Existing Materials
- Puppy Raising Logos
- Guide Dogs for the Blind’s Corporate Logo
- Explanation of Logo File Types
- Puppy Club Logo Usage Guidelines
- Design Guidelines, including the Approval Process
- GDB Brand Colors and Fonts
- Online Channels, Including Puppy Club Websites, Facebook, and Instagram Accounts

**Puppy Club Name Guidelines**
To keep consistency for all puppy clubs, the names of the clubs follow the same format. There are no abbreviations.

**Example:** Guide Dogs for the Blind – Austin Puppy Raisers.

We ask that you follow these guidelines:

- Please always use the full name of the club in writing, online, or when speaking about your club (especially with media opportunities). Please do not shorten to exclude either element of the club name (Guide Dogs for the Blind or the city descriptor). Similarly, please do not shorten the club name to use the acronym GDB in place of the organization’s full name. Examples of what not to do:

  Guide Dogs for the Blind - Austin
  GDB - Austin Puppy Raisers
  GDB - Austin

  *Please note: there are exceptions in terms of social media handles and website URLs, outlined in the Online Channels section of these guidelines, to follow.*

- Please use a dash in the name (not a comma, slash, space, or any other character or marker). Examples of what not to do:

  Guide Dogs for the Blind, Austin Puppy Raisers
  Guide Dogs for the Blind/Austin Puppy Raisers
Written Style Guidelines
It is very important that puppy raising clubs distinguish themselves and their activities (especially fundraising), from that of Guide Dogs for the Blind. As such, we ask you follow these guidelines:

- When referencing your puppy club, please always use the club’s complete name. Example: Guide Dogs for the Blind - Austin Puppy Raisers.

- When referencing our organization, please always use our complete name on first mention: Guide Dogs for the Blind. The abbreviated GDB can be used in subsequent mentions. If you abbreviate, use GDB, not Guide Dogs.

- Please capitalize the organization’s name as follows: Guide Dogs for the Blind.

- If you are referring to our wonderful puppies and dogs use lowercase as this is the more general use of the word, not our proper name e.g., guide dogs in training, guide dogs are awesome, GDB guide dogs rock...

Advertising and Media Opportunities
Often, opportunities arise for puppy clubs to advertise in local publications, and/or participate in media stories (print, television, or radio). These can be wonderful tools for puppy raising recruitment, general awareness, a means to publicize an event, and more. We want to help you represent GDB in the best possible light, and determine if/when these opportunities are appropriate.

When you are presented with an advertising or media opportunity, prior to committing to or proceeding with the request, please contact GDB’s Marketing Department at marketing@guidedogs.com for approval and assistance. We will work with you to determine if the opportunity is a good fit for our brand, as well as help to coordinate/provide assets (ad copy, photos, logos, etc.), as appropriate.

Please note: Representation of Guide Dogs for the Blind, including its intellectual property (photos/video of its puppies, dogs, and people; as well as any version of its logo – including puppy raising logos), is not allowed for commercial use or personal gain in any circumstance.

Apparel and Materials for Media and Public-Facing Events
We respectfully ask that for any media appearances, or participation in any events that are open to the public, that puppy raisers wear only apparel that reflects the most current puppy club branding.

In addition, please only have materials on hand that reflect the current branding as well. That includes signage, banners, pop-up tents, posters, flyers, handouts, etc.

Use of Existing Materials
At this time, please retire the use of any materials that contain or display outdated branding and/or puppy club names. We are asking that the use of any outdated materials be discontinued by August 31, 2019.
Puppy Raising Logos – USE THESE LOGOS FOR EVERYTHING YOU PRODUCE
Each puppy club has been provided with two versions of a club-specific logo, as per these examples:

In addition, there are two versions of a generic puppy raiser logo (plural and singular) that can be used for items/materials that are not club-specific:
Guide Dogs for the Blind’s Corporate Logo – PLEASE DO NOT USE

Guide Dogs for the Blind’s corporate logo CANNOT BE USED BY PUPPY CLUBS FOR ANY PURPOSE, including but not limited to: apparel (t-shirts, hats, etc.), in marketing materials (puppy trading cards, postcards, banners, pop-up tents, etc.), hard goods (sales or promotional items), or for online channels (social media accounts, websites, etc.).

So what is the GDB corporate logo? The corporate logo is a “plain” version of the puppy raising logos. If the logo does not include “Puppy Raiser,” “Puppy Raisers,” or your club name (“Austin Puppy Raisers”) – IT IS INCORRECT FOR PUPPY RAISING USE.

In other words...

Use this:

Not this:

The following version of the GDB corporate logo (with the dot in between the words “Guide” and “Dog”) should also never be used in any circumstance – it is completely outdated:
Explanation of Logo File Types
Three different digital file types are available for each version of the puppy raising logos: JPG, PNG, and AI.

- **JPG FILES** – Best all-around file type for most business-related needs, like Word documents and Excel spreadsheets. Also appropriate for web-based needs.

- **PNG FILES** – Best to use when you need a transparent background, like in Powerpoint presentations or Publisher documents. Also appropriate for web-based needs, and can be used in Word/Excel as well.

- **AI FILES** – For professional printing only (unless you have vector illustration editing software, like Adobe Illustrator, you will not be able to open these files). They are the best file type to send to print vendors for projects like banners, promotional items, and commercial print projects.

Puppy Club Logo Usage Guidelines
*Everything that puppy clubs produce needs to use the puppy raising logos* (either your club specific logo, or one of the generic puppy raising logos). This includes logos on apparel, hard goods (including promotional items or sales items), websites, social media accounts, etc.

When using the puppy club logos in your materials, we ask that you please adhere to the following:

- **The elements of the puppy club logos CANNOT BE SEPARATED FROM EACH OTHER, NOR CAN THOSE ELEMENTS BE USED ON THEIR OWN FOR ANY PURPOSE.** The person/dog icon and all text must remain together AS PROVIDED.

- **Please do not rearrange or otherwise alter the elements of the logos.**

- Please do not reproduce or recreate different versions of the logos, including hand-drawn versions.

- Puppy raising logos must be reproduced in either black or white. Exceptions must be approved by GDB’s Marketing Department.

- For any/all club materials or merchandise, please keep ample white space around the puppy raising logo to maximize visual effectiveness. Puppy raising logos should be separate and distinct from other graphic elements in your design, if applicable.
Puppy Club Logo Usage Guidelines, continued

• For apparel, we highly suggest using two imprint areas to ensure that the club logo remains clear and distinct from any other graphic elements.

Examples* of a t-shirt design using two imprint areas; club logo on the front chest or sleeve, and a separate design on the back:

*Sample design is used for illustrative purposes only; it is not artwork that GDB is providing for production.

Design Guidelines
We want puppy clubs to be able to express their own personalities in their materials. We do have a few guidelines to keep in mind:

• Please use your best judgment about product branding. Items should be both relevant and appropriate to represent Guide Dogs for the Blind.

• A puppy raising logo should appear on all puppy raising merchandise or materials in at least one location.

• If you are using photos to produce items, make sure you are using high-resolution images that feature breeds we are currently working with – Labrador Retrievers, Golden Retrievers, and crosses. Please also be certain that the pups depicted in photos are wearing the most current puppy coats and other approved gear/equipment.

• If you are using graphics or illustrations, we’d prefer that you use realistic looking artwork – line drawings are ok, but no stick figures. As with photos, images need to accurately include/describe current GDB breeds – Labrador Retrievers, Golden Retrievers, and crosses.

• When creating new puppy club materials (especially clothing or items intended for sale), please share your designs with us for approval before they get produced. We are excited to see what you come up with. Please send your designs to the GDB Marketing Department at marketing@guidedogs.com.
**GDB Brand Colors**
The following is a chart of GDB’s brand colors that puppy clubs are welcome to incorporate into their club’s printed materials. Please note that the green color in the palette is what we use most in relation to puppy raising, and you are welcome to do the same.

For apparel, clubs ARE NOT limited to this color palette – you can choose any color in the rainbow for your club shirts, or any apparel/sales items.

![Color Palette]

**COLOR PALETTE**

- **Pantone 206 U**
  - CMYK: 0 100 52 13
  - RGB: 210 14 78
  - HEX: #d20e4e

- **Pantone 312 U**
  - CMYK: 100 0 8 0
  - RGB: 0 173 224
  - HEX: #00ade0

- **Pantone 144 U**
  - CMYK: 0 62 100 0
  - RGB: 245 126 32
  - HEX: #f57e20

- **Pantone 354 U**
  - CMYK: 100 0 92 0
  - RGB: 0 166 90
  - HEX: #00a65a

- **Pantone 7549 U**
  - CMYK: 0 35 99 0
  - RGB: 252 175 26
  - HEX: #fcf1a

**GDB Brand Fonts**
The following are the fonts used in GDB’s corporate brand that puppy clubs are welcome to incorporate into their club materials.

- **Main font**: Gotham. A .zip file of the typeface is available in the online Puppy Raising Manual (Policies and Procedures > Marketing and Social Media).
- **Secondary font**: Arial (widely available on most computer operating systems).

**Online Channels**

**Puppy Club Email addresses**
It is our recommendation that puppy clubs create new email addresses that reflect their club names, and we suggest that you use gmail as a free, easy way to create an account. We ask that all new club email addresses use the following naming convention:

```email
gdbaustinpupyrasiers@gmail.com
```
Puppy Club Websites
In order to present consistent and cohesive branding of all puppy clubs online, it is our strong recommendation that puppy clubs not maintain independent websites, and focus any online efforts to Facebook and/or online tools such as Google Docs instead. We realize however, that is not the ideal solution for all clubs. If you do maintain a website, we ask that your site’s URL reflects your club’s name with the naming convention used in this example:

gdbaustinpuppyraisers.com

Other club website requirements:
• The website must be regularly maintained, and always reflect the most current Puppy Raising Branding Guidelines.
• Your club’s name and logo need to appear on the site.
• All images on the site must be current and reflect the most up-to-date puppy raising equipment (puppy coats, head collars, leashes, toys, etc.).
• The site must adhere to GDB’s Social Media Guidelines for Volunteers, available in the online Puppy Raising Manual (Policies and Procedures > Marketing and Social Media).
• Please do not promote or market an independent puppy club website to people outside of your club. In puppy club materials intended for audiences other than your immediate club members, we ask that you include GDB’s main website, guidedogs.com, since it is the most robust, up-to-date place for information about our programs.

Facebook
Detailed instructions for updating or creating a GDB Puppy Club Facebook page can be found in the online Puppy Raising Manual (Policies and Procedures > Marketing and Social Media).

Instagram
Please use the following naming convention for Puppy Club Instagram accounts:

@GDBAustinpuppyraisers.com

• Please use the exact capitalization and punctuation shown in the example.

• Bio - please add the following, customizing the highlighted area:

Volunteer puppy raising club for Guide Dogs for the Blind (@gdb_official) located in City, CA.

• Website URL – please add guidedogs.com.

Note: Instagram usernames/account handles are restricted to 30 characters, and bios are restricted to 150 characters. If your city name is too long, we’ll need to get creative! Please contact GDB’s Marketing Department to discuss options.

Please let us know if you have any questions about these Puppy Raising Branding Guidelines at marketing@guidedogs.com.

THANK YOU!