



Brand Guidelines

Created: September 2021

Last updated: April 2022

Contents

Pg 3 - Who is Maggie's Rescue?

Pg 6 - Logo Guidelines

Pg 11 - Colour & Typography Guidelines

Pg 21 - Brand Voice Guidelines

Pg 28 - Photography Guidelines

Pg 30 - Illustrations Guidelines

Pg 33 - Website

Pg 35 - Merchandise





Who is Maggie's Rescue?

in 135 words

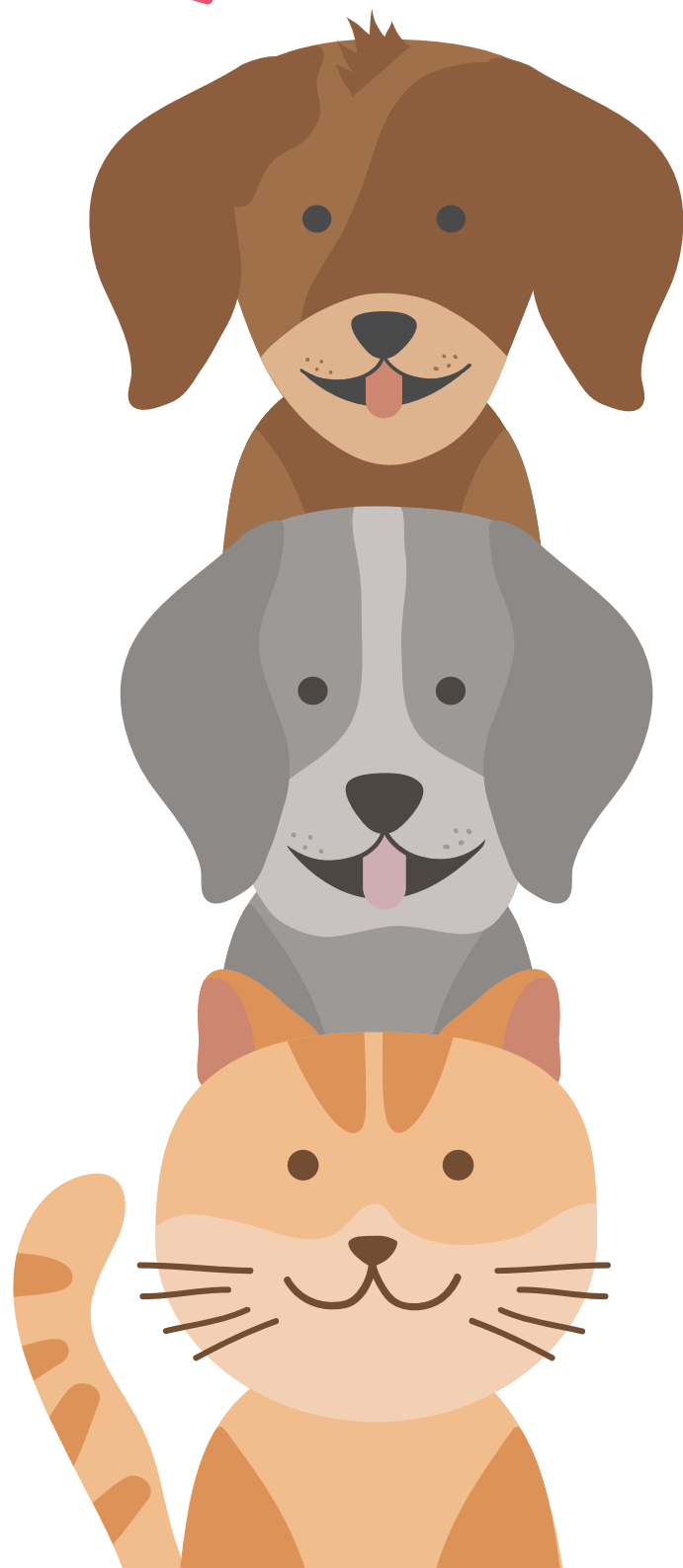
Maggie's Rescue exists to create a world where no animal is in need of rescue. Operating since 2011, we are a co-operative of volunteer foster carers and passionate animal advocates, working together to achieve our shared vision.

We have a no-kill philosophy, with a focus on finding animals their forever homes through our Foster to Adopt Program. This program is key to our organisation's success, as it rehabilitates our animals in preparation for their new life.

We focus on:

- reducing the number of unwanted and abandoned animals through rehoming
- community education
- desexing initiatives, and
- liaising with other welfare organisations

We do this with a direct purpose, which is to work towards the introduction of new legislation to give greater protection to all animals. This also serves to provide further direction for other registered rescue organisations.



Our purpose is to improve the lives of companion animals - through education, advocacy, and rehoming.

Our values are:

Compassion - we are empathetic, demonstrating kindness to all animals and humans.

Integrity - we continually strive for best practices in the animals we care for, generating trust and respect in the community

Collaboration - we are a co-operative, who work with councils, vets, and welfare organisations to benefit companion animals

Empowerment - we provide a voice for the voiceless

Our objectives are:

- To rescue and rehome unwanted companion animals
- To advocate for and assist in desexing companion animals
- To educate and promote animal welfare in the community



In order to achieve this, we rely on general donations, but we also focus on 3 programs:

Kitten Season: Helps care for and find forever homes for mama cats and their kittens at our busiest time of year

Building Better Behaviour: Helps dogs to become model canine citizens and find their forever homes

Maggie's Mayday Money: Provides emergency care to rescues when and where they need it.

We will welcome gift donations to any area of our organisation, however, due to ever-changing needs, your gift would be better directed to the "General Purposes" of Maggie's Rescue Cooperative to ensure it goes to where we need it most.

Describing Maggie's Rescue in...

25 words

Maggie's Rescue, a co-operative of foster carers working together on our shared vision of creating a world where no animal is in need of rescue.

50 words

Maggie's Rescue exists to create a world where no animal is in need of rescue. Operating since 2011, we're a co-operative of volunteer foster carers working together to achieve our shared vision. We have a no-kill philosophy, focusing on finding animals their forever homes through our Foster to Adopt Program.

100 words

Maggie's Rescue exists to create a world where no animal is in need of rescue. Operating since 2011, we're a co-operative of volunteer foster carers working together to achieve our shared vision. We have a no-kill philosophy, focusing on finding animals their forever homes through our Foster to Adopt Program. This is key to our organisation's success, as it rehabilitates our animals for their new life.

We focus on:

- reducing the number of unwanted and abandoned animals
- community education
- desexing initiatives, and
- liaising with other welfare organisations

Working towards the introduction of new legislation to give protection to all animals.





Logo Guidelines

Primary Logo



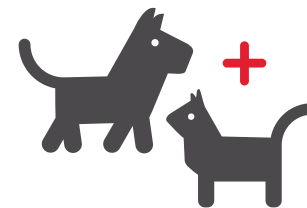
Use this version wherever possible unless size of media or aspect ratio lends itself better to the stacked or logo icon.

Stacked Logo



Use this version wherever the horizontal logo is not appropriate. Eg. sponsor grids, portrait ratio documents,.

Logo (No text)



Use this version wherever the horizontal logo is not appropriate and 'Maggie's Rescue' text is being in a larger font. Eg. sponsor grids, portrait ratio documents,.

Logo Icon



For profile pictures on Twitter or Instagram where profile pictures are very small and viewed primarily on mobile.

Clear Space

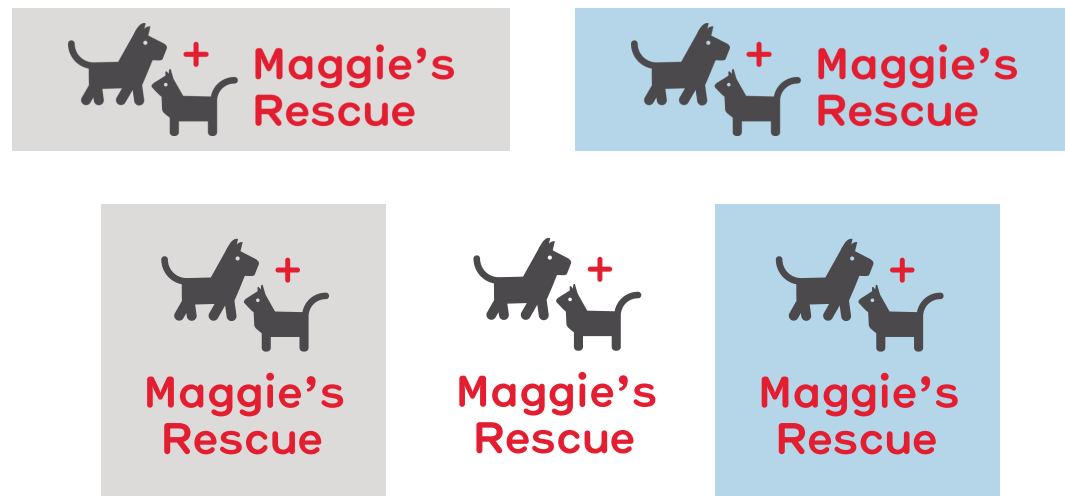
Allow for an uppercase R of clear space around the logo. Do not use the logo on a coloured background other than the light grey or blue in the palette to ensure legibility. Do not adjust the colour of the text or logo in any settings. Do not stretch the logo or skew it anyway.



The primary version of the logo is the horizontal version.

The stacked version of the logo is the secondary version.

Do's



Dont's



Mono Logo

Use the mono logo where a one colour logo is required or in reverse (white) on a dark background to ensure legibility.
Eg. Yearly Impact Report



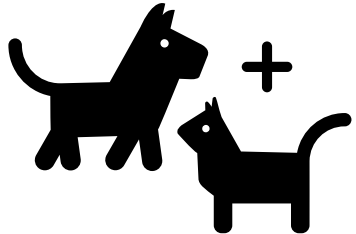
Primary Logo



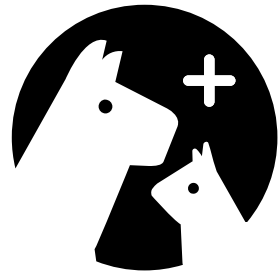
Stacked Logo



Logo (No text)



Logo Icon



Partnerships

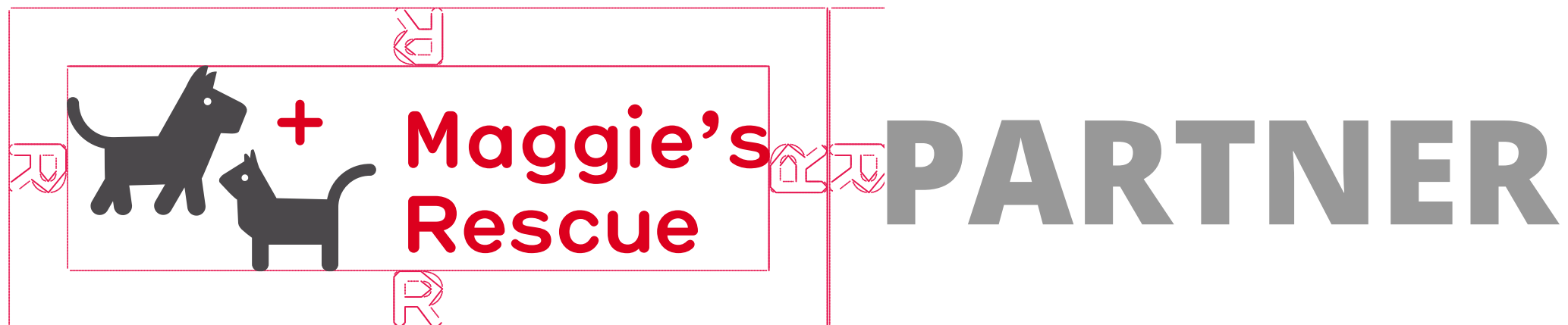
For partnerships, we lockup the Maggie's Rescue logo with a partner logo, preferably with Maggie's Rescue coming first.

Use clear space between logos. Clear space should be double 'R'-sized.

Partner logos should be aligned to the optical baseline of Maggie's Rescue logotype.

We are excited to work with you! We kindly ask you adhere to the following:

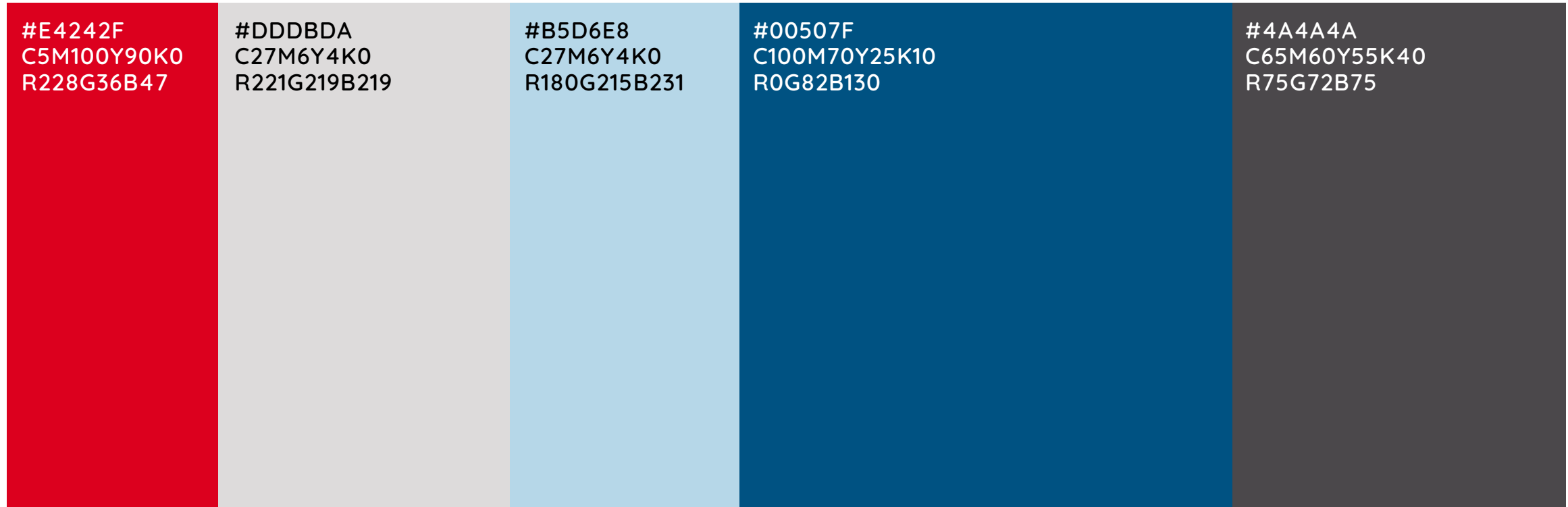
- Do not use the Maggie's Rescue name or marks as part of your own.
- Do not use Maggie's Rescue in any advertising without our explicit approval.
- Do not use the Maggie's Rescue assets or similar words/marks on apparel or merchandise.





Colour & Typography Guidelines

Our Colour Palette



Mono versions can be used where appropriate - however preference is to always use the above brand colours



Typography

**This is Quicksand Bold.
A rounded Sans-Serif face
that has a friendly, clean
appearance for headlines.**

Quicksand is also refined enough for body copy and smaller text.

Headings, Quicksand, 31.5

Subheadings, Quicksand, 18

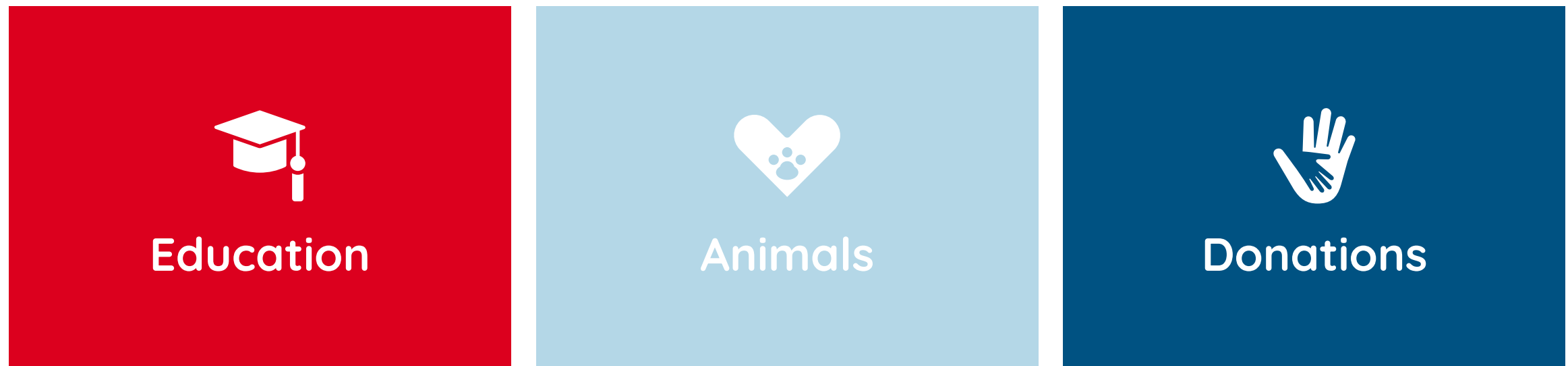
Body, Quicksand, 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Only use all caps to highlight a call to action, E.g. DONATE
Do not use italics.

Iconography & Colour Coding

Each area of Maggie's Rescue has a dedicated colour palette and icon to signify stories that relate to that area. Where a story overlaps two areas, either icon or colour may be used depending on assets and discretion.



Design Rules: The rules on this page and the following apply to all mediums, including Newsletters & Print.

- For all themes, only use a maximum of 3 colours, not including white (or black if being used).
- Text to be written in lowercase, with capitalisation at the start of sentences
- All caps can only be used to highlight a single call to action eg. DONATE, not for headings.
- If a photo takes up the full screen and text is needed (e.g. announcing an animal-themed holiday), make sure the text is always WHITE - More legible than the Light Grey.
- Less important text should be smaller than the more important text. Add ellipses, make bold and add an exclamation mark if anticipation/excitement is needed.

E.g.

Today is...
Love Your Cat Day!

General Content

Primary



Types

- About Maggie's Rescue
- Maggie's Story
- How to adopt/ foster/ surrender
- Volunteer call outs etc.

Background Colour:

Primary: Grey (Use for cover content)

Secondary: Charcoal (Use for text boxes inside the main content)

Illustration Colour:

Primary: Full Colour (Used for cover content, highlight)

Secondary: B&W (Used when wanting to be subtle - with lots of words)

Font Colour:

Heading: Dark Blue Highlight-Light Blue Test (Used for Headings)

Sub-heading: Dark Blue (Used for sub-headings or calls to action)

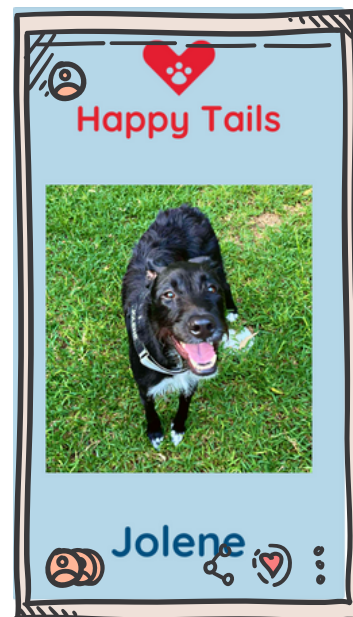
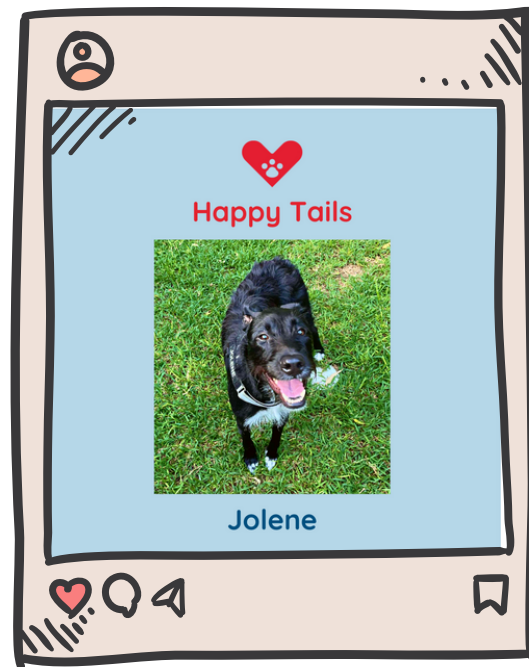
Body: Charcoal (Used for all copy, except when highlighting key messaging)

Alt Body: White (When used inside Charcoal box or over an image)



Animal Content

Primary



Types

- Adoption Features for long time listings
- Animal themed holidays (Non-Educational)
- Happy Tails/Success Stories

Background Colour:

Primary: Light Blue (Use for cover content)

Secondary: Dark Blue (Use for text boxes inside the main content)

Icon Colour:

Primary: Red (Used for cover content, highlight)

Secondary: Dark Blue (Used when wanting to be subtle - with lots of words) or WHITE (Use within text boxes or over an image)

Font Colour:

Heading: Red (Used for Headings or calls to actions)

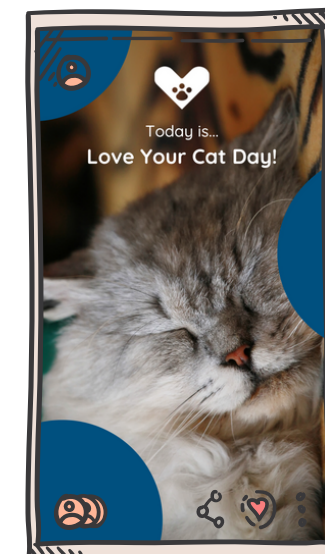
Sub-heading: Dark Blue (Used for sub-headings or calls to action)

Body: Charcoal (Used for all copy, except when highlighting key messaging)

Alt Body: White (When used inside Dark Blue box or over a image)

Secondary

To be used to break up block colours or appear more fun - (Use of background circles)



Education Content

Primary



Tips on how to keep your dog cool this Summer!



Tips on how to keep your dog cool this Summer!

Types

- Desexing
- Kitten Season
- Responsible Pet Ownership
- Animal themed holidays

Background Colour:

Primary: Red (Use for cover content)

Secondary: Grey (Use for text boxes inside the main content)

Icon Colour:

Primary: Dark Blue (Used for cover content, highlight)

Secondary: White (Used when wanting to be subtle - with lots of words, or over a image) or Red (Use within text boxes)

Font Colour:

Heading: Light Blue (Used for Headings or calls to actions)

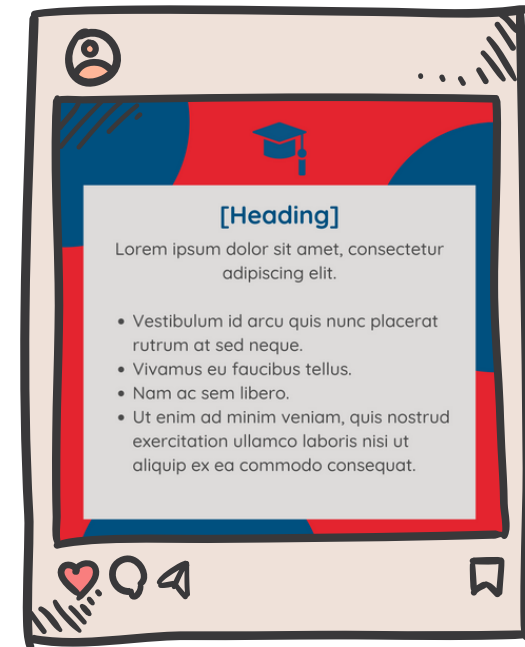
Sub-Heading: Dark Blue (Used for sub-headings or calls to action)

Body: White (Used for all copy, except when highlighting key messaging)

Alt Body: Charcoal (When used inside Grey box or over a image)

Secondary

To be used to break up block colours or appear more fun - (Use of background circles)



[Heading]

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Vestibulum id arcu quis nunc placerat rutrum at sed neque.
- Vivamus eu faucibus tellus.
- Nam ac sem libero.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



[Heading]

Lorem ipsum dolor sit amet, consectetur adipiscing elit

- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation
- Ullamco laboris nisi ut aliquip ex ea commodo consequat.

Donate Content

Primary



Types

- General donations
- Kitten Season Kitty
- Better Behaviour Bank
- Maggie's Mayday Fund
- Facebook Birthday fundraisers

Background Colour:

Primary: Dark Blue (Use for cover content)

Secondary: Light Blue (Use for text boxes inside the main content or if using sponsor logos where it clashes)

Icon Colour:

Primary: Red (Used for cover content, highlight)

Secondary: White (Used when wanting to be subtle - with lots of words, on images) or Dark Blue (Use within text boxes)

Font Colour:

Heading: Light Blue (Used for Headings or calls to actions)

Sub-heading: Red (Used for sub-headings or calls to action)

Body: Charcoal (Used for all copy, except when highlighting key messaging)

Alt Body: White (When used inside Dark Blue box or over a image)

Secondary

To be used to break up block colours or appear more fun - (Use of background circles)



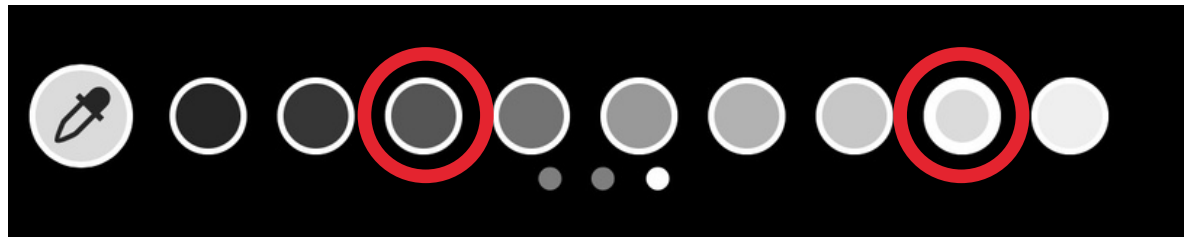
Un-branded Content

Types of Content using full colour & no branding or just using logo:

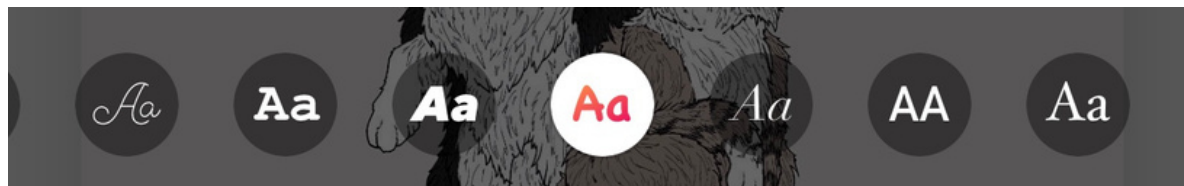
- New adoption listings
- Animated videos for long time listings, success stories & monthly adoption videos
- General alumni updates / Event Lives
- Sponsor/Partner content

Rules when sharing on Stories:

- **Colour**
For consistency all re-shares to be on light grey (Circled Right)
Text should be written in the dark Charcoal (Circled Left)

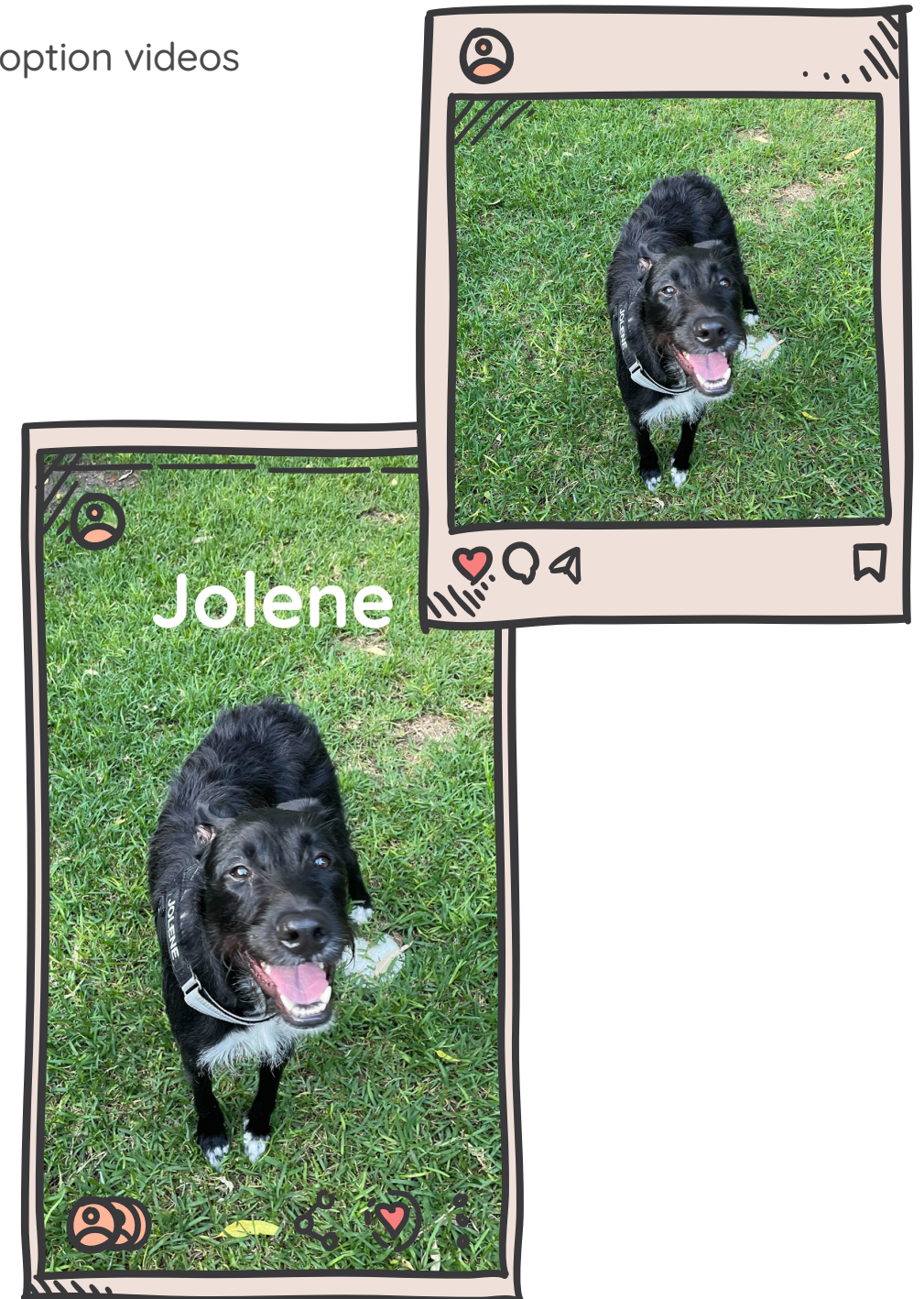


- **Font**
Comic Sans - 4th Last text option (Most similar to Quicksand)
Can be animated - Don't use the background option



- Use stickers on re-shares to jazz up post if appropriate.

E.g.



Video content

Use for

- Monthly Adopt celebration
- Education, Animal & Donation content
- Long term animal ready-to-adopt promotion

Reel Rules

- Keep under 60 seconds
- 1:1 or 4:5 ratio or landscape (16:9)
- Minimum 500 pixels wide

Instagram Video Rules

- Can be any length
- 16:9 (landscape) or full vertical (9:16)





Brand Voice Guidelines

Our Brand Language Cheat Sheet

We use:

- 'Finding Forever Homes' when talking about our larger story, NOT when communications focus on other brands or partners
- A 'formal tone' for our wider message and vision (website)
- Playful, made-up words or puns (e.g. pawsome, furrever, hooman, etc) for social media or internal comms. DO NOT overuse in one post. DO NOT use in official comms, documents, or applications

Our vocabulary:

- 'Rescue' instead of 'Shelter'
- 'Neglected/Abandoned' instead of 'Abused' (do not assume every person had malicious intent)
- 'Co-operative' instead of 'Family'
- 'Companion animals/Companion' instead of 'Pets'
- Supporters
- Partners/Sponsors
- Rehome
- Empower
- Educate
- Nurture/Secure
- Community



Spelling and grammar:

- Maggie's Rescue: Capitalise both words, include the Apostrophe
- Finding Forever Homes: Capitalise each word
- All copy: Ensure it's properly proofed & easy to read with no errors
- Happy Tails: Keep the writing punchy, engaging, informative & playful. Use Caps to accentuate info or call to action - DON'T overuse and not used for headings
- Pet Rescue - Pet Profiles: Engaging, playful, informative, honest. As with all Maggie's copy, ensure it's thoroughly proofed
- Desexing and education-related information: Ensure this is informative, succinct & easy to understand. DON'T use any puns or 'playful' language here

How to Talk the Talk

Who are you talking to?

General Social media audience on Instagram & Facebook

What sort of content?

- New adoption posts
- Adoption/Fostering
- Alumni Updates
- Who is Maggie's
- Ways to financially help

Writing tone:

- Empathetic
- Inspired to help
- Warm

Content elements:

- Fun emojis
- Playful/sincere descriptions
- Funny memes
- Re-sharing heartwarming stories and advocacy posts

Who are you talking to?

Maggie's Rescue website users

What sort of content?

- Our story and vision
- Desexing information
- Better Dog Behaviour
- Kitten Season
- Foster to Adopt material
- Education and Animals welfare

Writing tone:

- Informed
- Engaged
- Emotion-evoking

Content elements:

- Useful information
- Educational writing
- Straight-forward language

Who are you talking to?

Future/Potential foster carers from our website & social media

What sort of content?

- What's involved in fostering
- Onboarding process
- Why you should foster

Writing tone:

- Inspiring
- Supportive
- Inclusive
- Altruistic

Content elements:

- Criteria for fostering
- Fostering process and timeline
- Practicalities

Who are you talking to?

Donors & Supporters from Online & In-person events, social media and our website

What sort of content?

- Ways to financially help Maggie's
- The impact of their support

Writing tone:

- Inspiring
- Engaging
- Motivated
- Altruistic

Content elements:

- How their donation will provide support.
- Impact - stats/figures of how Maggie's Rescue has made a difference to date.

Who are you talking to?

Maggie's Rescue Volunteers from our website, social media & network comms

What sort of content?

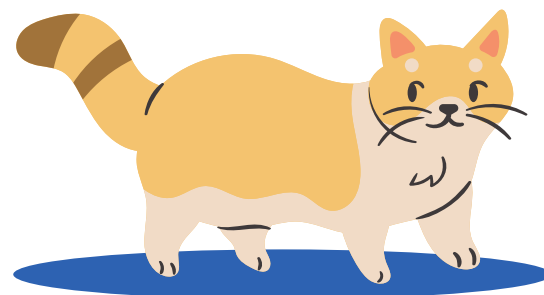
- What's involved in volunteering
- Why you should volunteer

Writing tone:

- Motivated
- Encouraging
- Informed
- Confident

Content elements:

- Criteria for volunteering
- Volunteering process and timeline
- Practicalities



Who are you talking to?

Adopters found on our website, social media & pet rescue

What sort of content?

- What animals are up for adoption
- How to adopt
- Criteria and process

Writing tone:

- Excited
- Educated
- Informed
- Supportive

Content elements:

- Advising animals personality
- Any quirks and health requirements
- Council regulations

Who are you talking to?

Surrenders from our website or email

What sort of content?

- Process of surrendering
- Commitments

Writing tone:

- Trusting
- Educated
- Supportive
- Understanding

Content elements:

- Surrendering process & timeline

Who are you talking to?

Sponsors & Partners from our website or email

What sort of content?

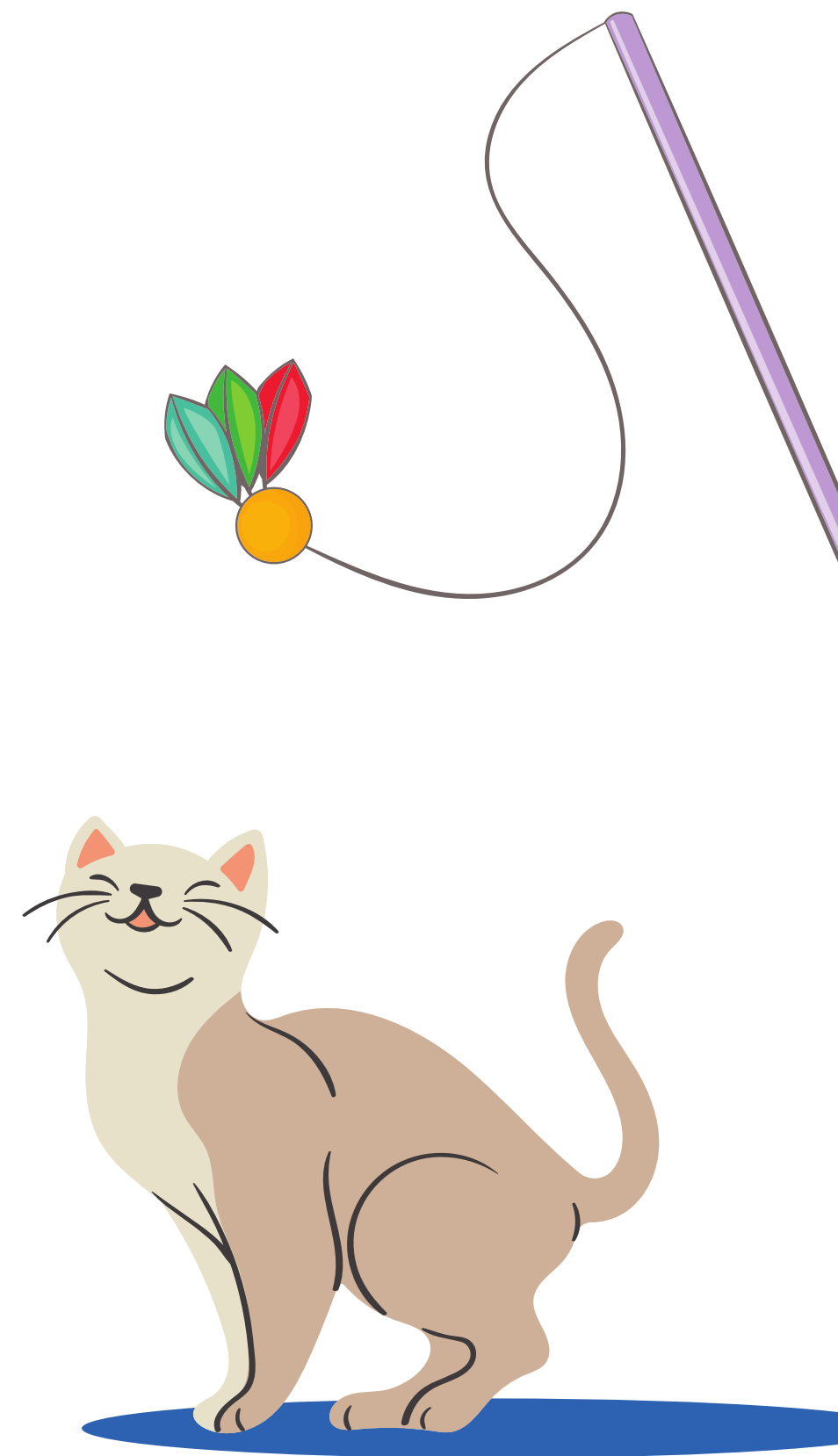
- Ways to financially help Maggie's Rescue
- The impact of their support
- Sponsorship packages

Writing tone:

- Inspiring
- Engaged
- Motivated
- Appreciative

Content elements:

- Examples of how their donation will provide support
- Their impact
- Stats/figures of how Maggie's Rescue has made a difference to date



As members of Maggie's Rescue, we should all be:

Proud

- Talk positively about what we have achieved and showcase success stories
- Avoid sounding boastful or taking focus away from the animals we are helping

Insightful

- Show that there are multiple ways to support Maggie's and that volunteering can come in many forms in terms of time and commitment
- Provide digestible information and educational resources that reflect the team's knowledge
- Offer opportunities to others to volunteer using their strengths and skills
- Give alternative fundraising ideas to get people inspired
- Avoid speaking solely about fostering and adoption

Empathetic

- Demonstrate to potential adopters that our foster carers are knowledgeable about the animals in their care and are in good hands
- Ensure that there is a focus on the benefits of a forever home for adopted animals
- Avoid focusing on the animals' history



Supportive

- Empathise that Maggie's will support fosters and adopters through the animals' entire journey with them
- Share in-depth knowledge about the animals' behaviour and/or medical needs, and in doing so, benefit the animals' rehoming
- Be understanding and non-judgmental about people who have surrendered their animal(s)
- Avoid implying that becoming involved with Maggie's is bureaucracy-heavy or that admin will be a barrier

Joyful

- Share positive fundraising stories and how volunteering at Maggie's has benefited you, personally
- Have fun with what we do and share our love for animals with others
- Avoid undervaluing and undermining fellow volunteers' achievements and contributions, no matter how big or small

Inspirational

- With the use of 'Happy Tails', share heartwarming stories that show how fosters and adopters have helped animals in need of a loving home
- Use statistics of adoption numbers to show the positive impact Maggie's has on the community
- Avoid suggesting that volunteering is an easy job or that there isn't much to do to achieve our goals
- Avoid discouraging people wanting to join Maggie's team by suggesting that we have all the help we need





Photography Guidelines

Photography

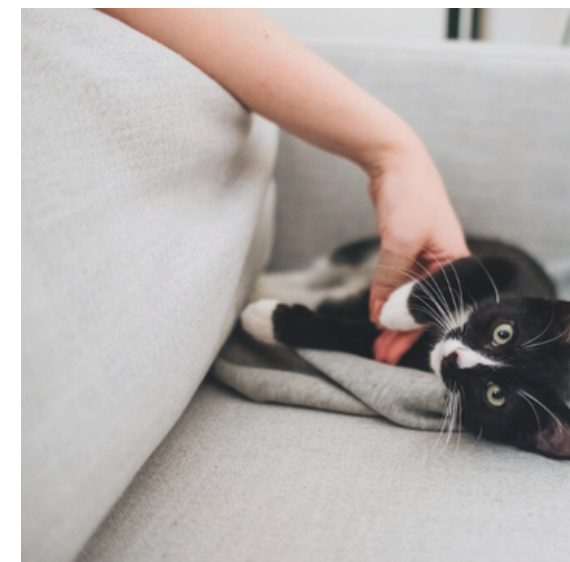
Like our brand voice, all photography direction is based on a spectrum of joyful to inspirational.

Website and Marketing content:

Attainable, clear, human connection, high-resolution, aspirational, connection, loving and warm.

Ready to Adopt posts:

- Try to get crisp, clear images (Using natural light)
- Typically the front photo would show the animals face and is best to capture a good one where the animal is facing you
- A variety of different photos
 - Photo with the animal facing you
 - Photo of the animal sleeping
 - Photo of the animal laying down
 - Photo showing the size of the animal
 - Playful or cuddling photos are always great!





Illustrations Guidelines

Illustration Application

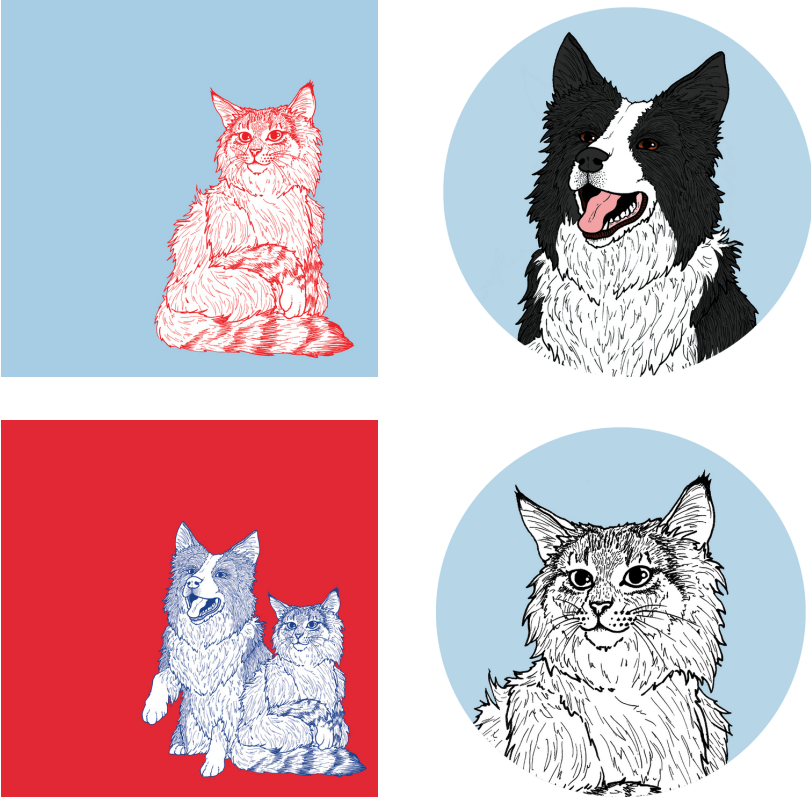
The illustrations will primarily be used on Merchandise and content that generally talks about Maggie's as an organisation - Not to be used on social media Education, Animal or Donate content.

Integrating the existing illustration style with the existing colour palette and fonts as well as colour mono versions of the illustration. They can also be used alongside other graphics on event designs for holiday/celebration content.

Primary



Use with branding



Add Stickers



Illustration Application

Future illustrations could be commissioned with colour palette in mind - like this new work for re-brand merchandise.

No Logo



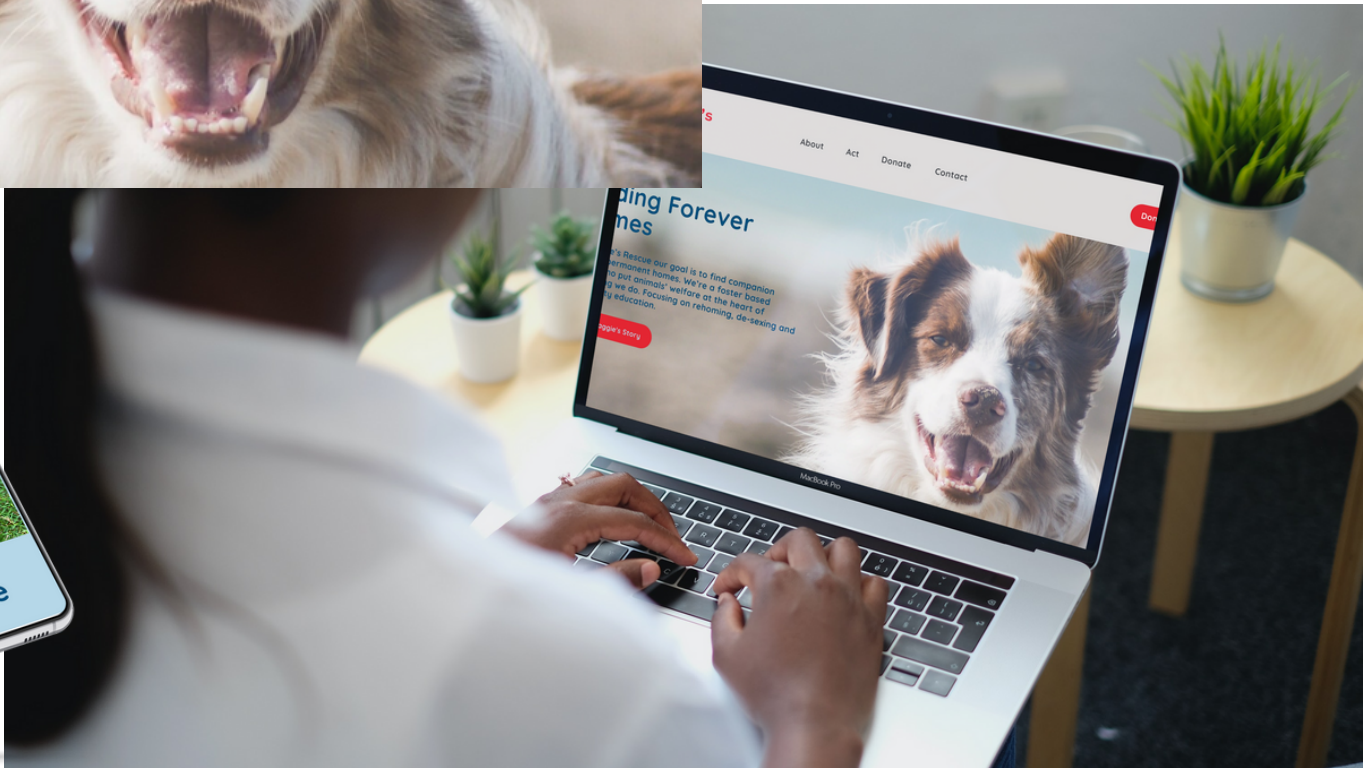
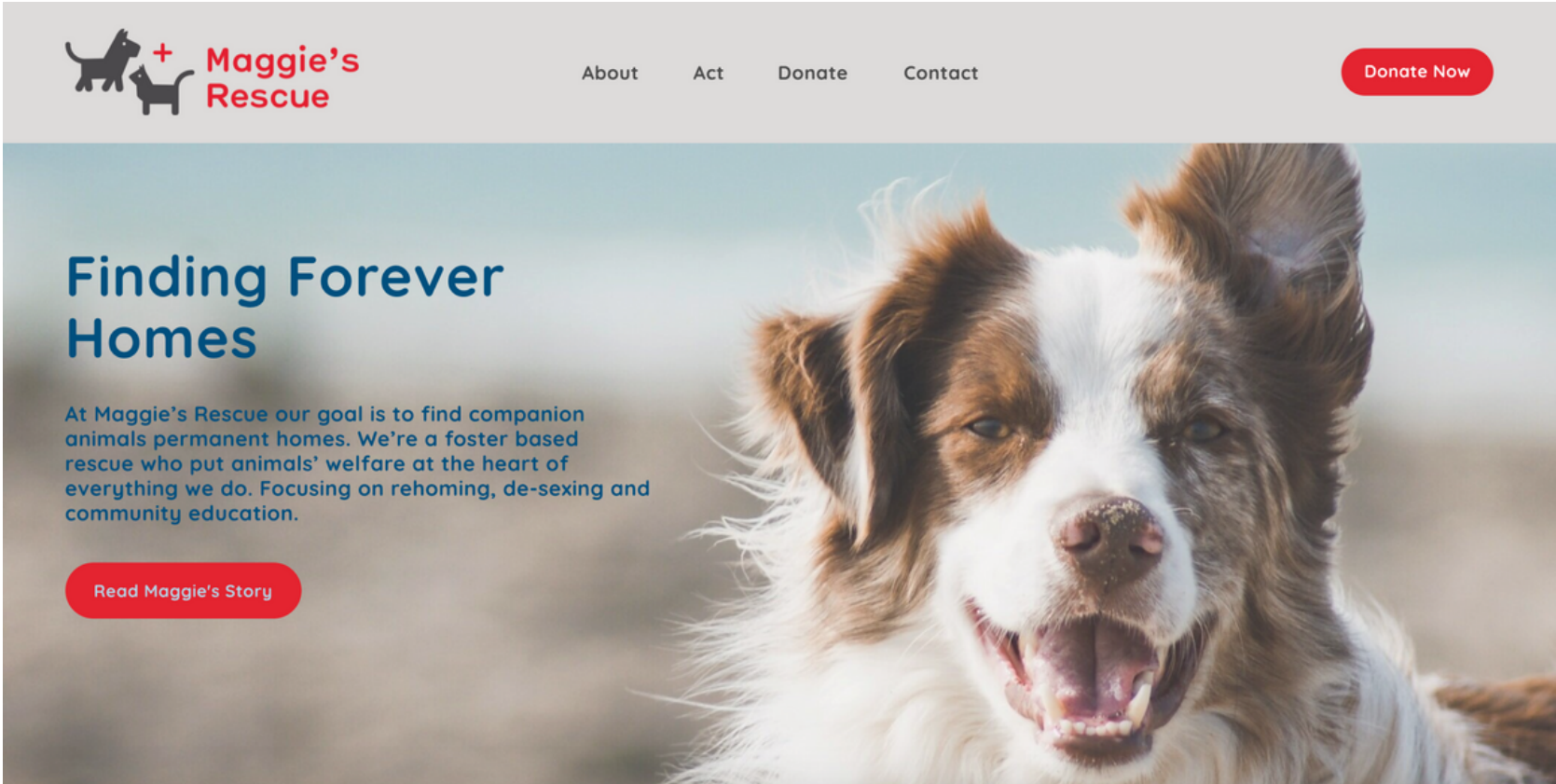
Use of Logo





Website

Website Look and Feel





Merchandise

Merchandise
Banners

 **Maggie's
Rescue**

Finding Forever Homes

DONATE TODAY!

maggiesrescue.org

  @maggiesrescue



 **Maggie's
Rescue**

Finding Forever Homes
DONATE TODAY!
maggiesrescue.org
  @maggiesrescue

At Maggie's
Rescue, our
goal is to find
permanent homes
for companion
animals



We're a foster-based
rescue that puts
animal welfare at
the heart of
everything we do



We focus on
rehomeing,
desexing and
community
education



Merchandise

T-shirt



Front



Back

Tote



Sticker



Calendar



Thank you for your time!

For any use of brand enquiries please email:
socialmedia@maggiesrescue.org or operationsmanager@maggiesrescue.org

