

Branding Guide For



Hello

The purpose of this branding guide is to create and maintain a consistent image of Animals as Natural Therapy. The guide should be shared with volunteers, leaders, directors and sponsors.

The branding guide is designed to help current and future members of Animals as Natural Therapy understand this non-profit's objectives.

About Us

We are Animals as Natural Therapy, a farm in Northwest Washington that is paving the way for a new form of therapy and Hands-on Healing.

With the wide variety of animals we have the healing process can be unique to anyone. From petting all the way to riding our horses, we help with behavioral and mental health challenges. people might be experiencing.

[Our Website - Animals as Natural Therapy](#)

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Brand Position

With the wide variety of animals we offer like horses, chickens, goats, dogs, and bunnies, we build relationships with our patients and our animals. We provide a new form of healing to all individuals who are in need.

We are committed in Northwest Washington to help not only our patients but also our animals who are just as important to our goal.

Brand Promise



Animals as Natural Therapy promises to improve mental and behavioral health through animal-guided programs and mentorships with special attention to youth and veterans in Northwest Washington.



Our Voice

The voice of our organization is positive and encouraging. We want to reach out to people in a way that makes them feel supported and safe.

Website:

- Professional and informative. Clearly states information so that audiences get a clear understanding of our values, who we are and our upcoming events.

Social Media:

- Inspiring and community- oriented. We want to share posts that include pictures and events that bring people together. We center much of our social media around the animals as well and share stories of them that inspire people.

The Logo



Variations



Tagline:

Hands-on Healing

Colors and Fonts

HEX: #669966

CMYK: 33, 0, 33, 40



HEX: #30743c

CMYK: 59, 0, 48, 55



HEX: #6bb75f

CMYK: 42, 0, 48, 28



Title: Innova Demi

Body: Gram

Guidelines

Do

- Use the correct font for titles and body text
- Maintain consistent color usage. Use specialty colors when appropriate and if the colors visibly work fit our brands colors.
- Refer back to the branding guide before publishing content.

Don't

- Use the wrong fonts/colors associated with Animals as Natural Therapy
- Use other visual elements that interfere with the logo
- Change the appearance of the logo. Don't change color or add border. Don't add shadows or effects.

Acknowledgements

As a non-profit our goals are always to put the person first. We must respect the privacy of others and we thank you for following our guidelines in representing our brand.

[Our Website](#)

Get Involved



MAKE A GIFT



LEARN MORE



VOLUNTEER

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