



pets in the  
classroom

# brand identity & style guide

Version 3.0 - January 2023



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# 01 Brand Messaging

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## Positioning Statement

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**To provide children with an opportunity to interact with pets—  
an experience that can help to  
shape their lives for years to come.**

## Mission Statement

---

**To enhance students' educational and personal development through interaction with pets in their classroom.**

**“Making pets a part of everyone’s life.”**

# Core Values

## APPLICATION

The following Core Values are a blueprint to be used while crafting all visual and messaging elements for the Pets in the Classroom brand. For example: Photography used in marketing and advertising material should embrace most (if not all) of these traits. This process extends to copy writing as well; i.e. Pets in the Classroom messaging should always be educational, caring, and fun.

When in doubt, brand elements should primarily focus on the dominant core value: **Educate**

01

**Educate**

Education is at the center of everything Pets in the Classroom does.

02

**Care**

We care for the experience of kids and animals.

03

**Fun**

In combination with education, we like to have fun!

04

**Youth**

We focus on impacting children and their experience within the classroom.

05

**Passion**

We love what we do.

06

**Authentic**

What you see is what you get.

07

**Rewarding**

We strive for both short and long-term benefits from our pets.

08

**Intelligent**

Knowledge is power.

09

**Ambitious**

There is no limit to what we can do.



# 02 Visual Identity

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# The Brand Identity

## PRIMARY USAGE

When using the full logo, there are two primary versions to choose from. The horizontal logo (Figure 1) is to be used in almost all cases and is the primary layout for the Pets in the Classroom brand. The vertical orientation (Figure 2) is used in scenarios where horizontal space is limited or in situations where the logo needs to be centered vertically as much as possible.



( Figure 1 )



( Figure 2 )



# Logo Variations

## SECONDARY USAGE

The logos seen here are alternate use cases. Each of them are to be used sparingly; mostly for when a particular design, layout, or media has particular demands or limitations on size.

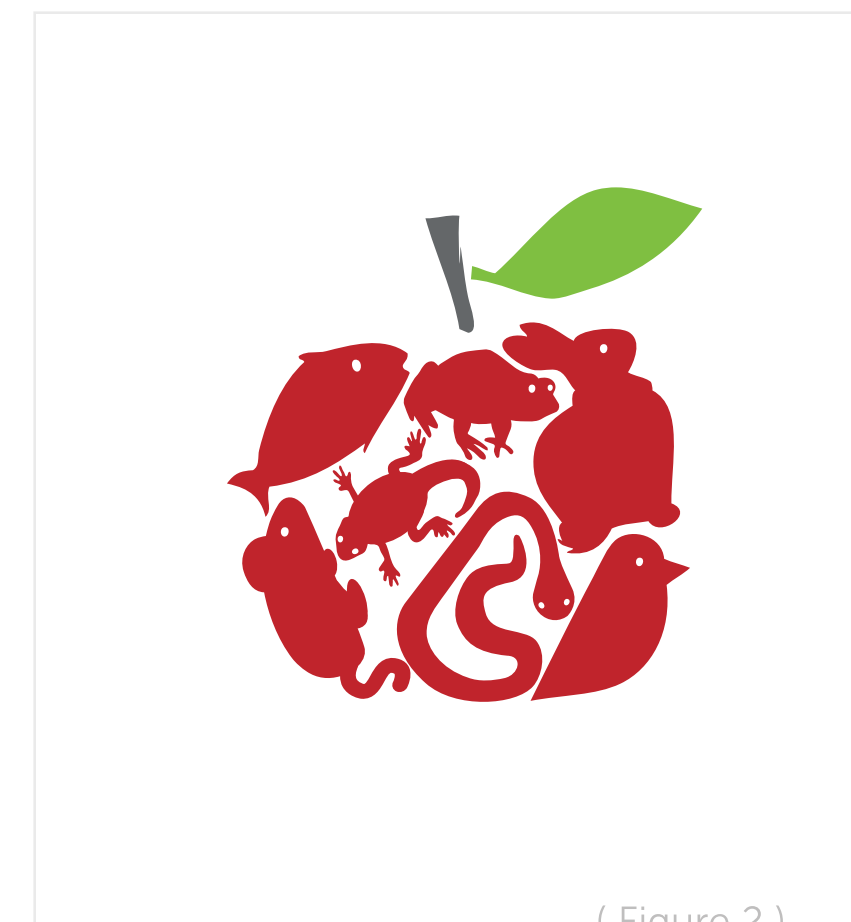
The text mark by itself (Figure 1) will generally only be used as a smaller tag element (see Figure 1 on page 11 for an example).

The isolated logo mark (Figure 2) works great on its own in cases where the full logo won't fit. (see Figure 2 on page 11).

The last logo (Figure 3) should only be used as a last resort when space is very limited and there is a need to have the Pets in the Classroom name present.



( Figure 1 )



( Figure 2 )



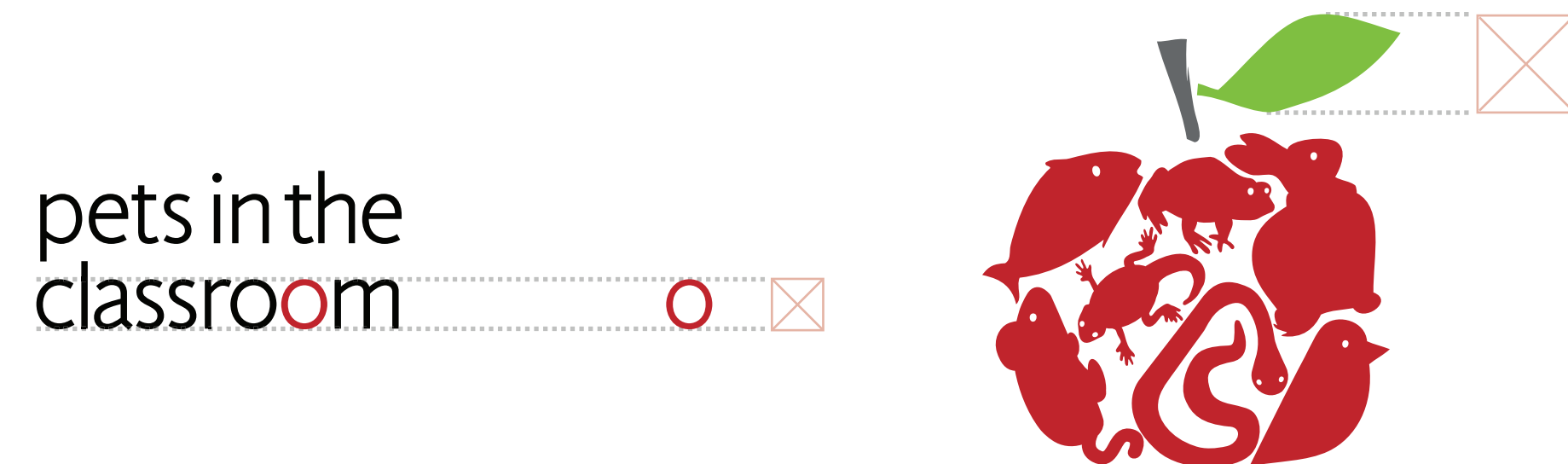
( Figure 3 )

# Spacing Guide

## PRIMARY USAGE

In order to create a clear buffer surrounding the Pets in the Classroom logo and avoid any situation where the Pets in the Classroom logo would compete with another for prominence, please follow the clear space guidelines shown here. We'd ask that no other logos or graphic material encroach within the guidelines shown.

**See key below:**



( Figure 1 )



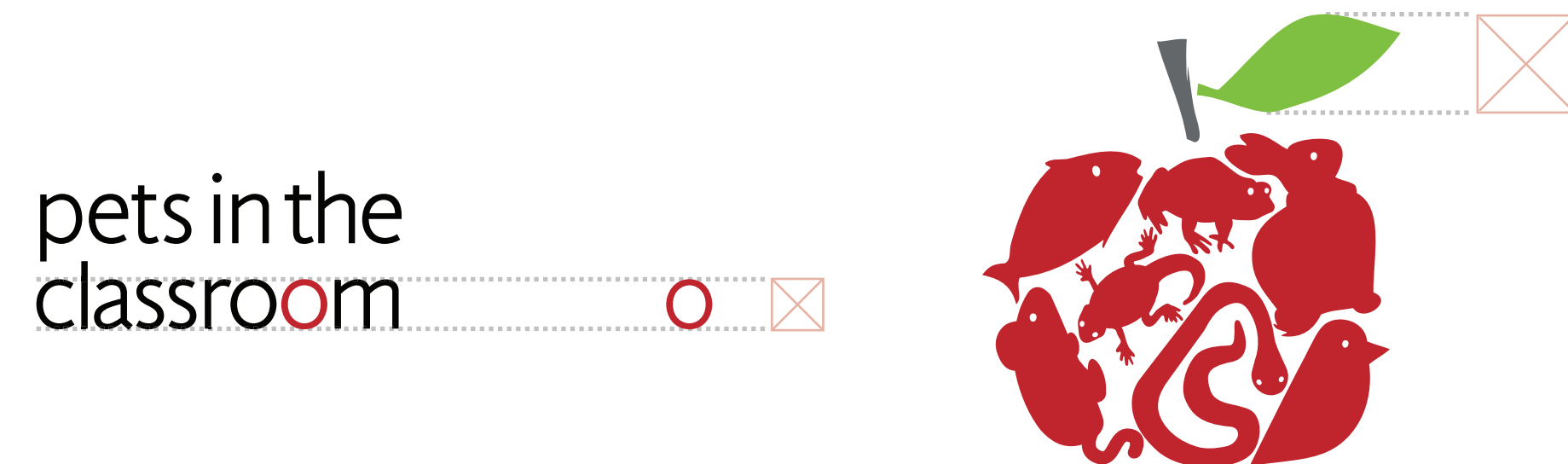
( Figure 2 )

# Spacing Guide

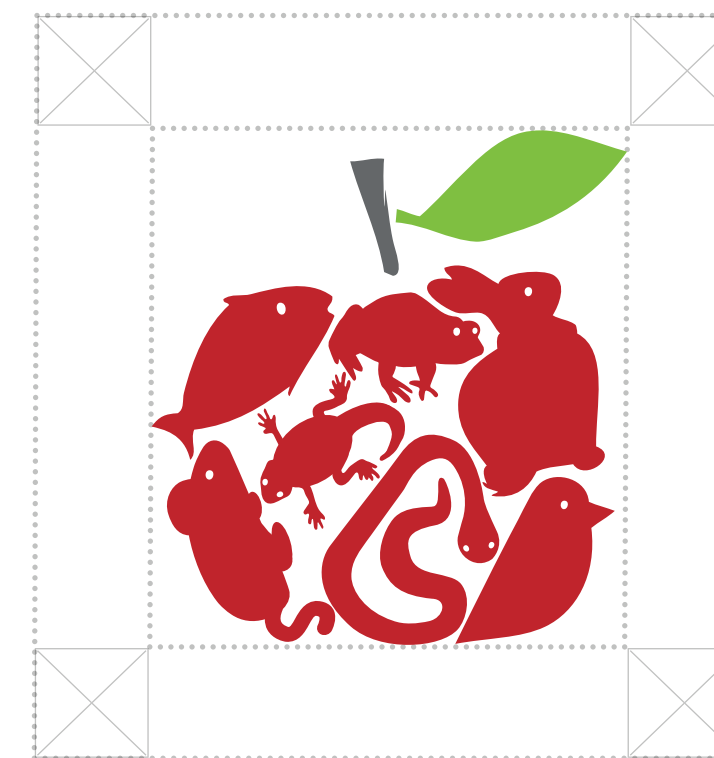
## SECONDARY USAGE

In order to create a clear buffer surrounding the Pets in the Classroom logo and avoid any situation where the Pets in the Classroom logo would compete with another for prominence, please follow the clear space guidelines shown here. We'd ask that no other logos or graphic material encroach within the guidelines shown.

See key below:



( Figure 1 )



( Figure 2 )



( Figure 3 )

# Spacing Guide

## TRADEMARK

When using either the trademark symbol (TM) or the registered trademark symbol (R) it is important to make sure they are properly spaced and sized appropriately. In both cases the base line of the symbol should align with the baseline of the textmark. The height of the trademark symbols should be double (x2) the weight of the font.

pets in the  
classroom™

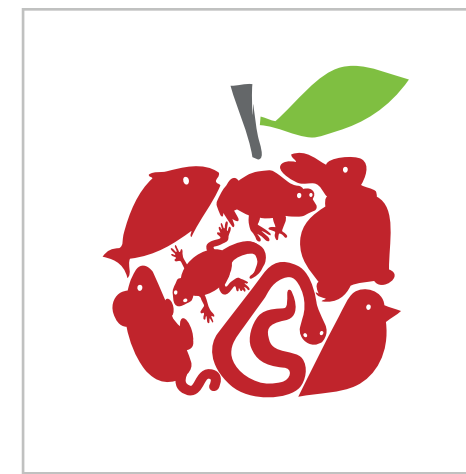
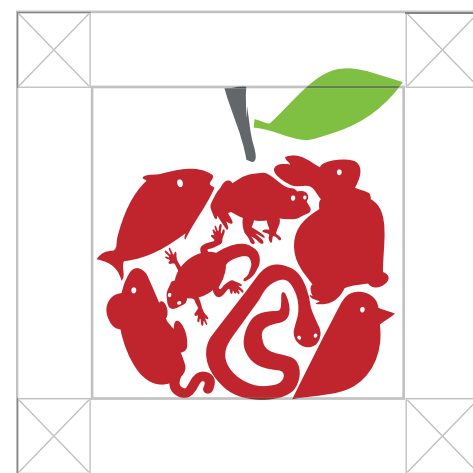
pets in the  
classroom®

# Spacing Guide

## SOCIAL ICONS

When using the imagemark to create icons for social media or apps, a slightly different spacing rule must be applied to ensure the logo remains visually balanced within the container. The top spacing is measured 1 unit from the top of the stem instead of the top of the leaf as seen in previous pages (a unit is based on the squares that make up the minimum spacing. A unit is based on the height of the leaf in the logo).

**See key below:**



( Figure 1 )



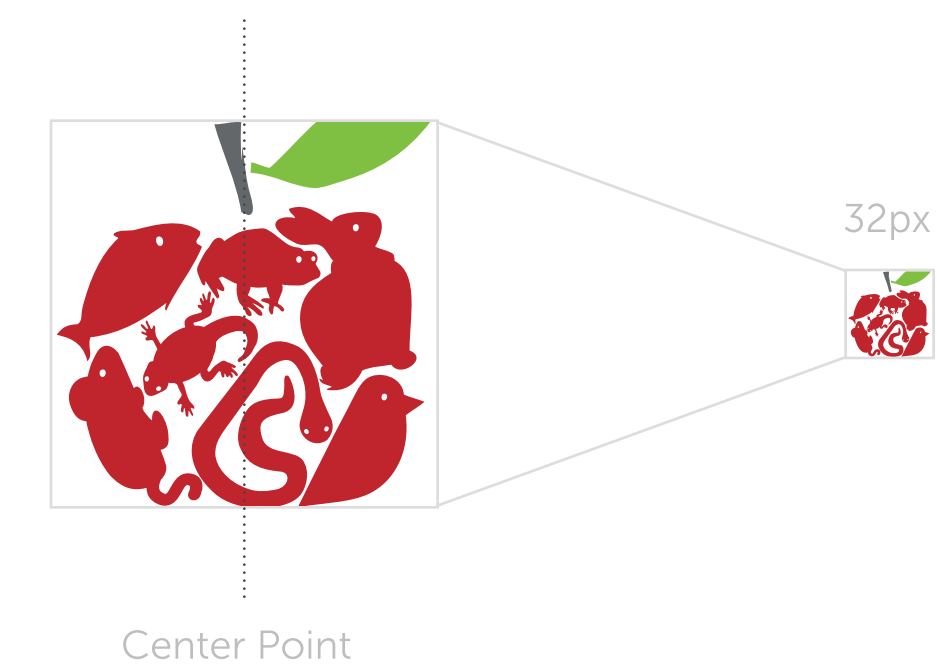
( Figure 2 )



( Figure 3 )

## FAVICONS

Since favicons are seen at such a small size the image mark works best when it is expanded to fill the full space of the 32px by 32px square that it occupies. Due to only being seen at such a small size, it is acceptable to crop the top of the leaf to allow for a larger overall apple icon as seen on the right.



# Placement

## Ideal Usage Examples

When placing the logos within design layouts, the Pets in the Classroom image mark is to appear in the top left corner whenever possible. There are some cases where the image mark can also work in the top right corner (Figure 2).

Generally the Pets in the Classroom will not appear centered in a layout unless there are no (or very few) other elements surrounding it, or a specific use case calls for it (Figure 3).



( Figure 1 )



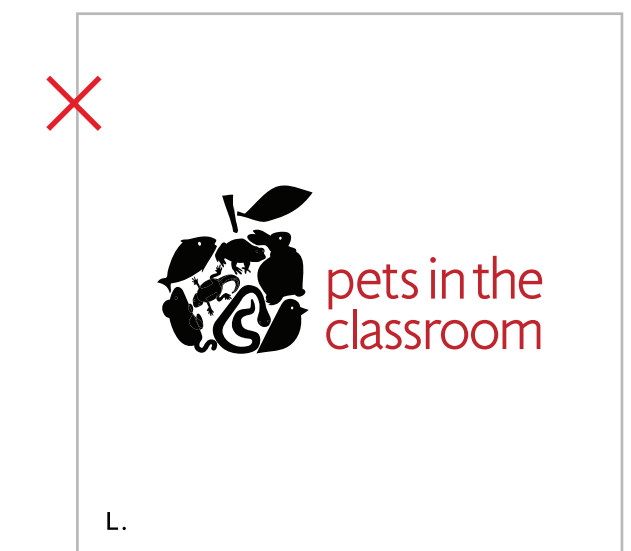
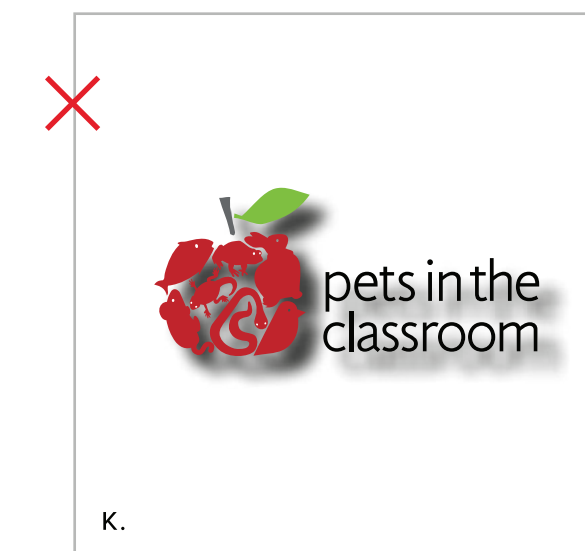
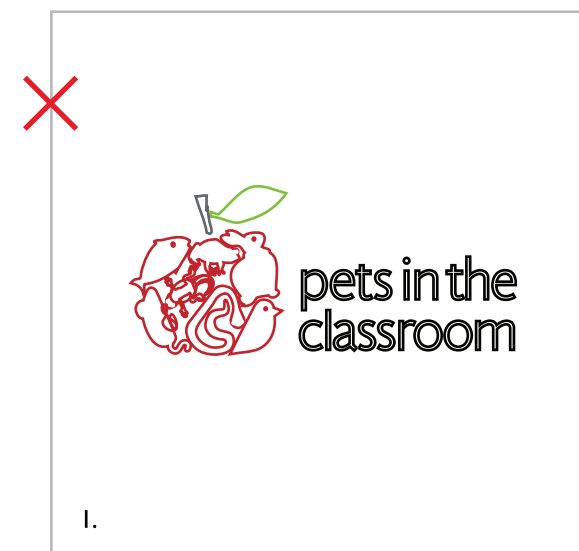
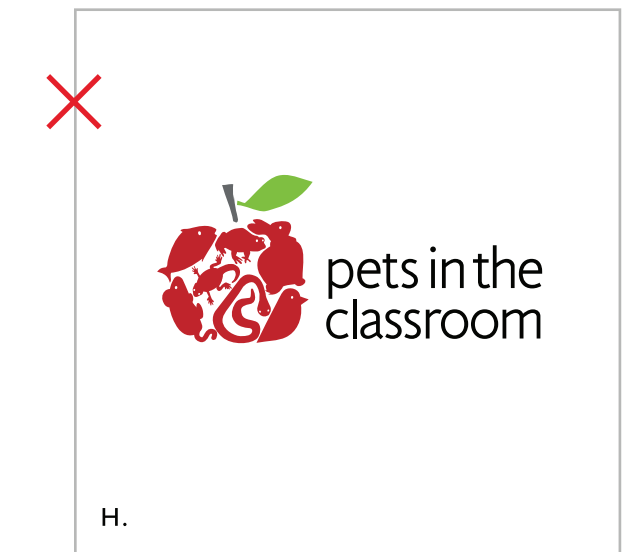
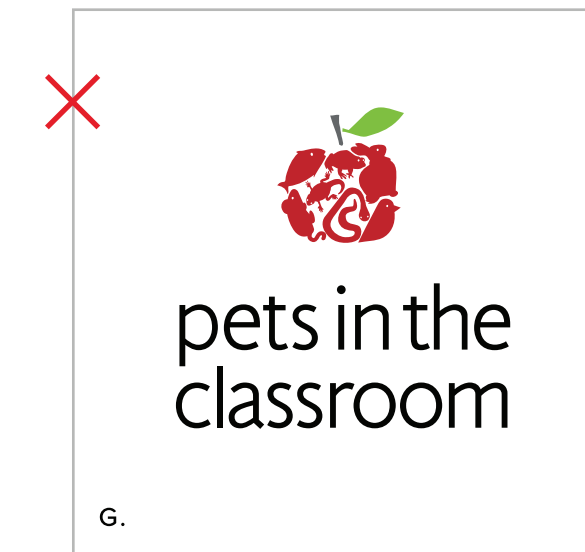
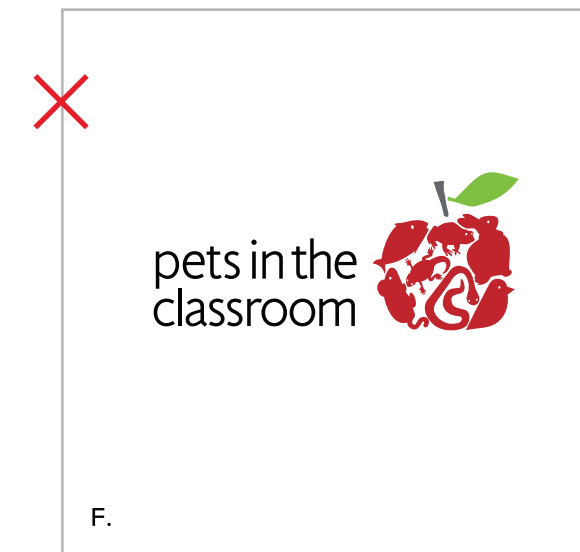
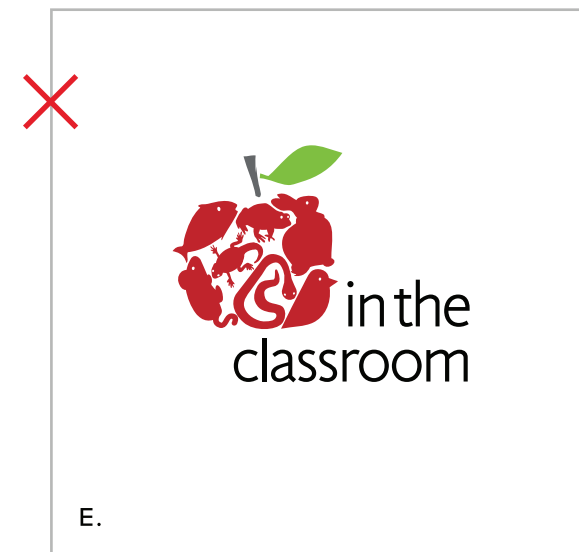
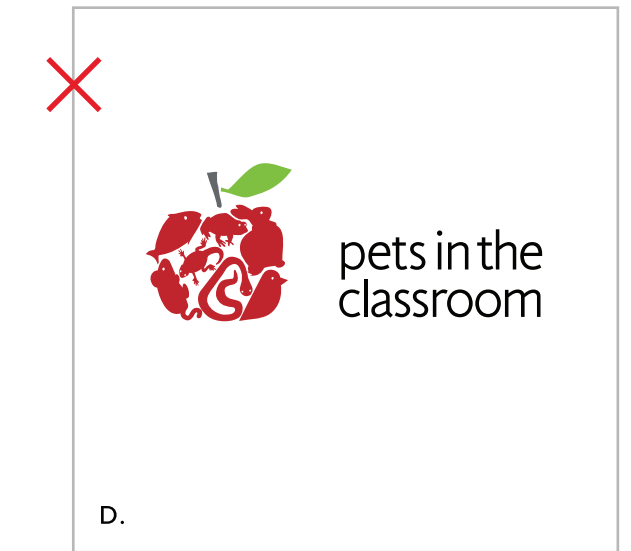
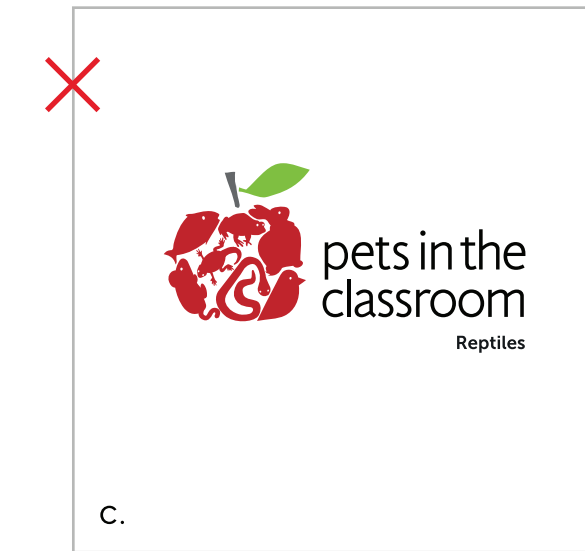
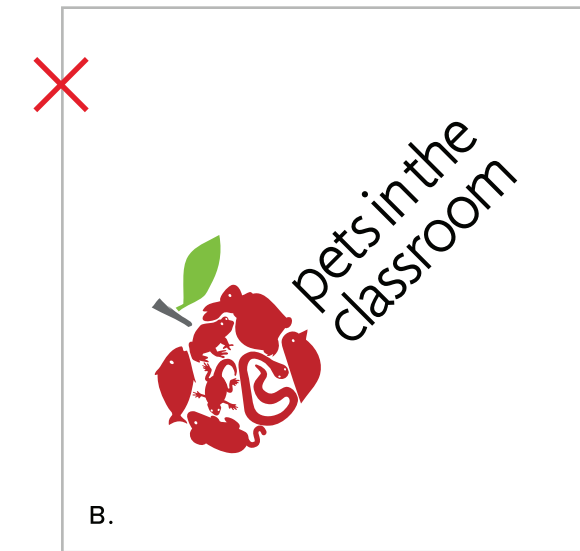
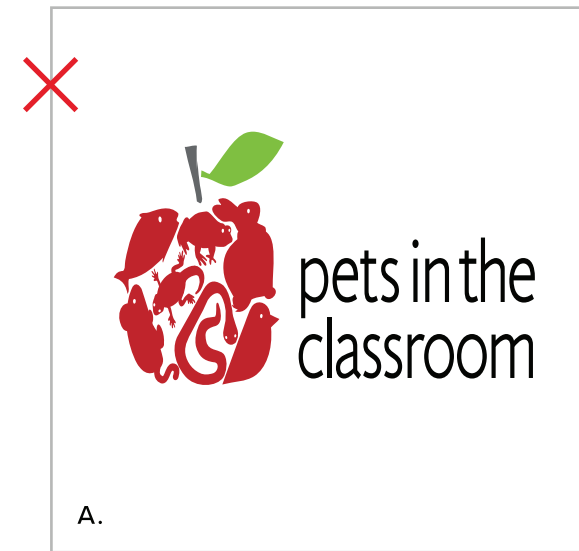
( Figure 2 )



( Figure 3 )

# Misuse

- A. Don't stretch or squish.
- B. Don't rotate the logo.
- C. Don't add taglines or subheadings to the logo.
- D. Don't adjust the spacing between the image mark and text mark.
- E. Don't replace letters of the word mark with the image mark.
- F. Don't rearrange the logo elements or create compositions that are not already provided.
- G. Don't resize any part.
- H. Don't use black for the text mark. (It should always be shades of grey when on a white background.)
- I. Don't use any elements with a stroke.
- J. Don't use gradients.
- K. Don't add drop-shadows or other text styles.
- L. Don't switch, change or substitute the color of the word mark or image mark.



# 03 Brand Colors






# Primary Colors

## CORE BRANDING

The colors below are ordered from left to right in regards to how often you will typically use them in relation to one another within marketing materials.

Snow White and Apple Red are the primary colors, with white being the most dominant among them. White will typically be used for backgrounds whenever possible. Leaf Green and Nature Grey are used as accent colors.




**Snow White**

# ffffff  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
Pantone N/A

---

Used mainly for backgrounds.




**Apple Red**

# bf242c  
C 18 M 99 Y 94 K 7  
R 191 G 36 B 44  
Pantone 7620 C

---

Primary logomark color.




**Leaf Green**

# 81be41  
C 55 M 2 Y 100 K 0  
R 129 G 190 B 65  
Pantone 360 C

---

Accent and secondary logomark color.



**Nature Grey**

# 656668  
C 0 M 0 Y 0 K 74  
R 101 G 102 B 104  
Pantone Cool Grey 10 C

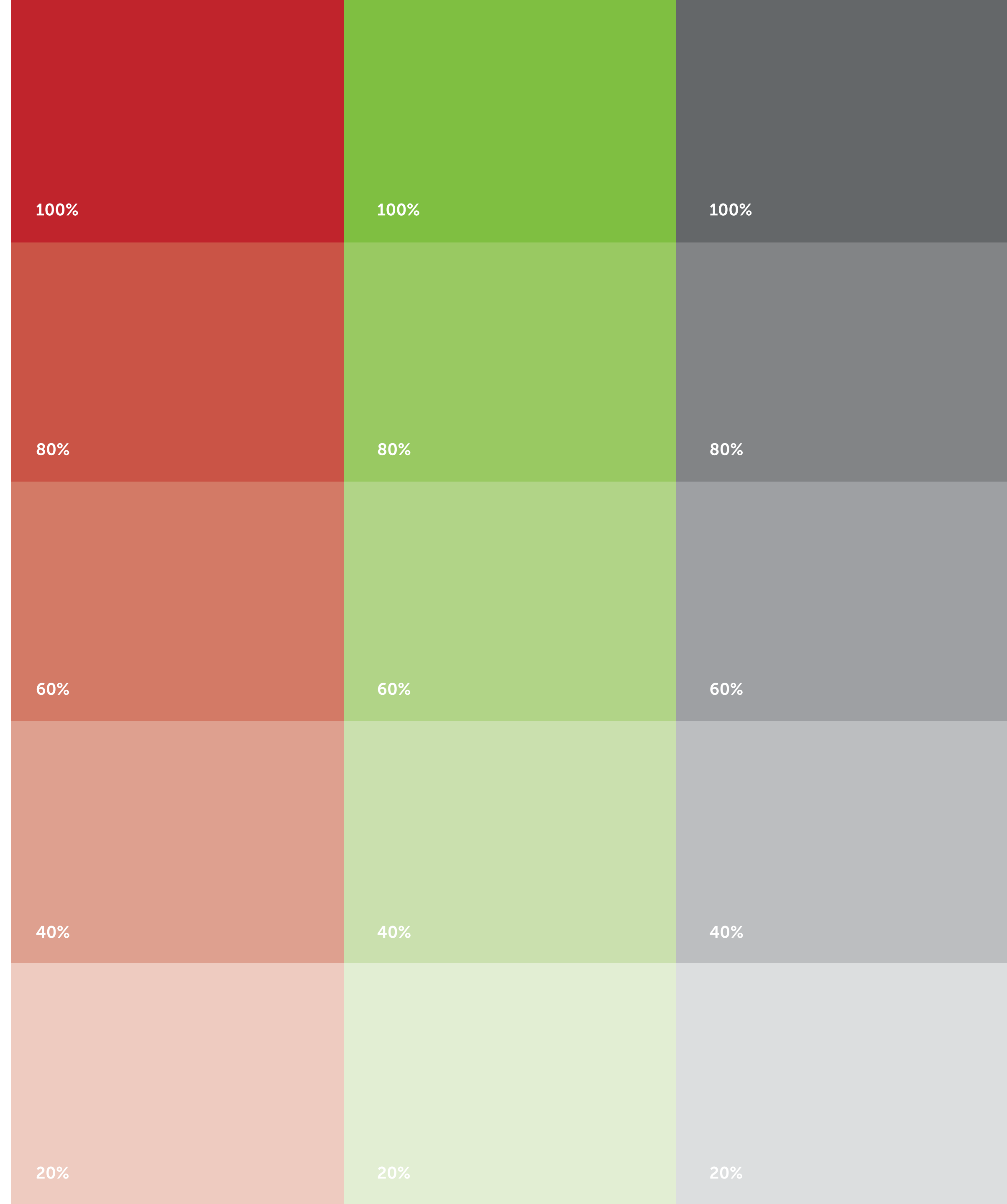
---

Accent color, mostly for web UI.

# Secondary Colors

## COLOR VALUES

There will be some cases (illustrations or UI elements) where a wider range of color is needed. For those use cases the following tint values are to be used for each primary color. They are always to be used in 1/5ths to keep everything consistent. For example: a value of 85% would not be advisable.



# Usage

## LOGO MARK

When applying color to the logo, it will primarily be featured on a white backdrop (Figure 1). When on white background the logo will always have a Apple Red, Leaf Green and Natural Grey logo mark (unless it's a case where the logo must be printed in black & white).

When using a Apple Red background, the logo mark and text will always be shades of Snow White (Figure 2).

On dark backgrounds, the text will remain shades of Snow White, but the logo mark should remain Apple Red, Leaf Green and Natural Grey. (Figure 3).



( Figure 1 )



( Figure 2 )



( Figure 3 )

# Usage

## TYPOGRAPHY

When applying the colors to text sections, it must be used in small amounts as not to distract from the information. Here is an example of how the Apple Red can be used to great effect (without it overwhelming the rest of the text). Black is always used for small copy when on a white background. When the background is dark, all text will be white.

## Example bold header

---

### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus sitiusam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

Rorereri omnihil il isit este nobitatusti re net fugitias iustescit quam nus duci ipient officidel inusam aut expliquo quiam, ut apero mod que

[Learn More](#)

## Example bold header

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### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus sitiusam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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[Learn More](#)

# Use Examples

## Example **bold header**

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### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidedesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus situsam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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[Learn More](#)

## Example **bold header**

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### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, **conserume porem qui optaerae** cum etureri ulparcidedesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus situsam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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[Learn More](#)

## Example **bold header**

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### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidedesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus situsam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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[Learn More](#)

# Color Misuse

## Example bold header

---

### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus sitiusam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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Learn More



## Example bold header

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### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus sitiusam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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Learn More



## Example bold header

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### Museo Sans Medium

Museo Sans Regular - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidesti cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus sitiusam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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# Color Use

## ON TEXT

Apple Red on black text can be used to showcase entire headlines and text, or highlight certain parts.

Correct usage of Apple Red on text

**Example header  
in Museo Sans Bold**

**Example header  
in Museo Sans Bold**

**EXAMPLE HEADER IN  
MUSEO SANS MEDIUM**

Correct usage of a background highlight with Apple Red

**Example header  
in Museo Sans Bold**

Correct usage of of highlighting body text with Apple Red

Museo Sans Body Text - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidedesti **cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat.** Ut asperru ptaquiam quaectibus sitiusam conerrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.



# Color Misuse

## ON TEXT

Green should never be used on small or body text **while on a white background**, even if that text is bold or medium weight. Green should also not be used with large text at any weight.

incorrect usage of green on text



Example text in  
Museo Sans Light

Museo Sans Body Text - Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui optaerae cum etureri ulparcidesti **cus quia volupta parunt ellis adita nullandit volor sum eaqui conem quae pla nem es remporem eatemquat.** Ut asperru ptaquiam quaectibus situsam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

Rorereri omnihil il isit este nobitatusti re net fugitias iustescit quam nus **duci ipient officidel inusam aut expliquo quiam, ut apero mod que.**

Incorrect usage of purple on text



Example header in  
Museo Sans Bold

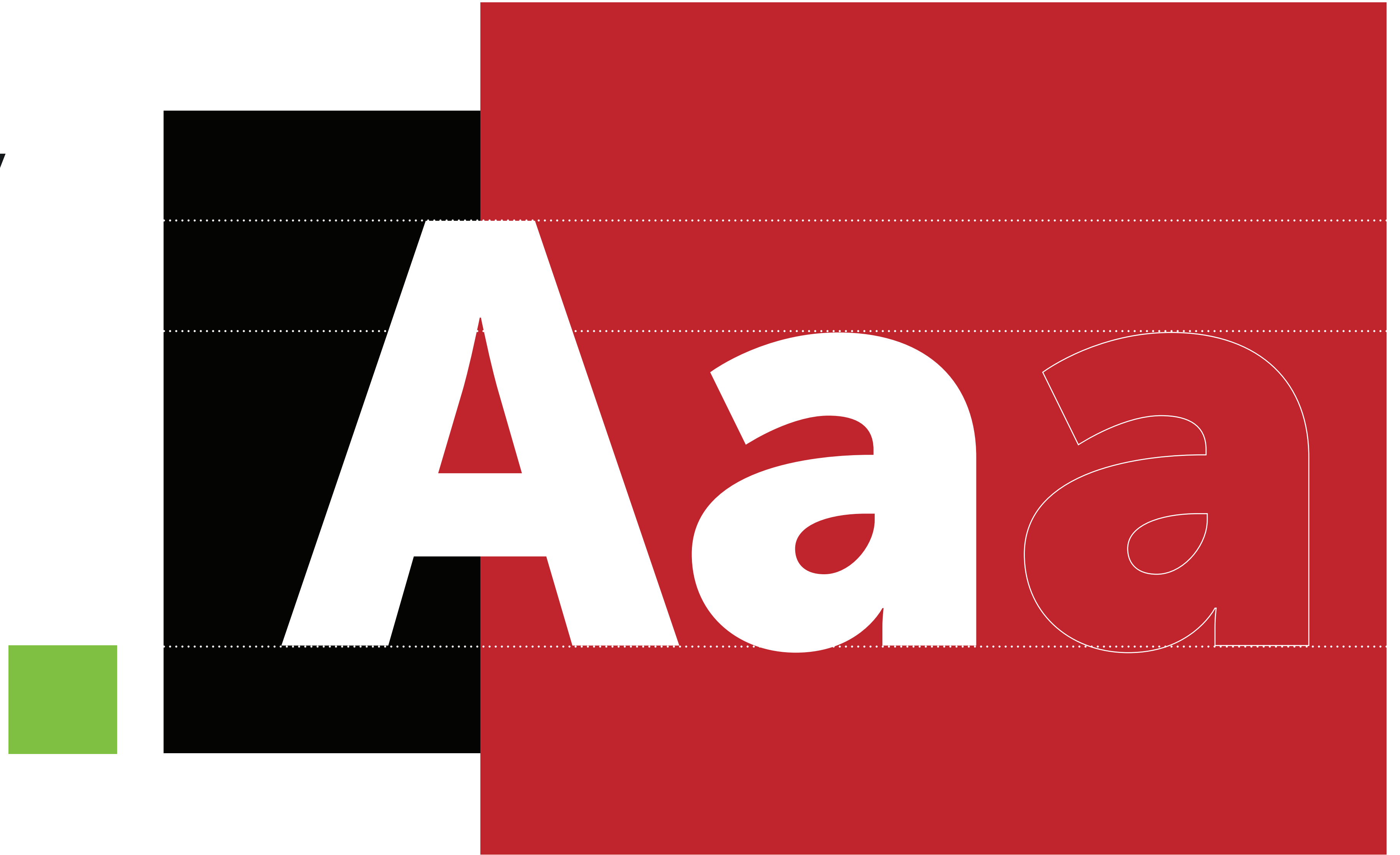
EXAMPLE HEADER IN  
MUSEO SANS BOLD



04

# Typography

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# Primary Font

## MUSEO SANS

Museo Sans is the main font used across all assets of Pets in the Classroom's branding and marketing. It was chosen for its high legibility, geometric qualities, and its balance between modern and traditional elements. Its flexibility allows for use in large display texts and headlines while also being able to apply it to small body text without hindering readability.

900

**Museo Sans Bold**  
***Museo Sans Bold Italic***

700

**Museo Sans Medium**  
***Museo Sans Medium Italic***

500

**Museo Sans Regular**  
***Museo Sans Regular Italic***

300

**Museo Sans Light**  
***Museo Sans Light Italic***

100

**Museo Sans Ultra Light**  
***Museo Sans Ultra Light Italic***

# Alternative Font

## MULI

In situations where Museo is not available on web, Muli is a great alternative to use. (Available through Google Fonts). Use cases of Muli will follow the same general rules as Museo (examples of use cases on the next page).

**Muli Black**  
***Muli Black Italic***  
**Muli Bold**  
***Muli Bold Italic***  
**Muli Regular**  
***Muli Regular Italic***  
**Muli Light**  
***Muli Light Italic***  
**Muli Extra Light**  
***Muli Extra Light Italic***

# Type Usage

## EXAMPLES

Headers and big display text will typically use Museo Sans Bold (900). The size of these elements can vary based on media use, but in most cases should be relative to surrounding type elements. For example, the headers (Museo Sans Bold) should be at least x2 the point size of the sub-header (see sizes in the first example to the right). Body copy is usually half the point size of the sub-header.

Header, Sub-head, with Body Copy

---

# **Bold 56pt**

## **Museo Sans Medium 28pt**

Museo Sans Regular 14pt Nequatis dipsuntin corerit velibus. Identium none et, conserume porem qui opterae cum etureri ulparcidedi cus quia volupta parunt ellis adita nullanditolor sum eaqui conem quae pla nem es remporem eatemquat. Ut asperru ptaquiam quaectibus situsam conserrovid quatur am, qui cuptae magnat. Obition etur sed molorro vitio.

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Body Copy with Bold & Italics

---

**Museo Sans Bold** lorectae velecae vernate ndessunt periaesse dolupta temporu ntecum volupta parum. Museo Sans Regular quam rersped queolorunt magnis quaeste mporpor aditaer spelesed esti nullesequia pore vid quiatur? Qui qui dernati ossequae maximol uptatur, soluptatem verovit que apit aute commoleniet quatem re perro inusdandae odi rersperitat.

**Museo Sans Bold Italic** am anistem volorum fugas ecuptat. Museo Sans Regular Italic ui doluptis dellestrum res ab iusdae comn omni totam sit doluptur? Quiat qui nonsequ iatquis.

All-caps Headline with Bold Header

---

# **MUSEO SANS BOLD LORECTAE**

**Museo Sans Bold** periaesse dolupta uscideni at quiaerit alitist ullatem quiatem factempor sequento luptoquams.



pets in the  
classroom

# Brand Identity & Style Guide

Version 3.0 - January 2023

# Companion Animals

---

## Our Role

**To sponsor and disseminate information on companion animal programs and the role of companion animals in improving the quality of life of pet owners.**

**To collect and disseminate educational materials to teachers and schools, the media and the pet industry on responsible ownership and pet care.**

**To interact with associations, organizations and societies in order to coordinate programs of mutual interest.**

**To educate the public on benefits of the human animal bond and human companion animal bond.**

**To be an information resource for the general public and pet industry.**