

# Logotype

The Canine Companions for Independence logo is a valuable and highly visible asset. It is essential that we preserve and protect our logo. These guidelines establish a standard for use, build strong recognition with the public and continually reaffirm our reputation as the leader in the assistance dog field. Its repeated, consistent use will aid in recognition of Canine Companions.

There is only one Canine Companions logo. There is no need to redraw it or change it in any way. The type, spacing and position of elements in the logo are fixed and cannot be modified for any reason. The logo is not to be separated and must remain whole. The icon cannot be used separately and the words Canine Companions for Independence cannot be used separately. In addition, nothing can infringe the space of the logo. For example, an additional image cannot sit on top of or inside the logo.

Canine Companion's logo is a registered trademark, and must be used with the ® in order to abide by trademark standards.



**CANINE COMPANIONS**  
**FOR INDEPENDENCE®**

Text below mark is in blue (PMS 2945)

Logos must contain the registered trademark.



Yellow is Pantone Matching System (PMS) 109 on coated paper, PMS 108 on uncoated paper

Process\* C = 0 M=8.5 Y=94 K=0

RGB† R=255 G=210 B=0

hexidecimal ffd200



Blue is PMS 2945

Process\* C = 100 M=43 Y=0 K=34

RGB† R=28 G=81 B=125

hexidecimal 1c517d

\* Process color values vary by application. Values provided here are PANTONE conversion values for coated paper.

† RGB values vary by application.

Do not use mixed color logos with yellow or white text below the mark



Use the all white or black logo instead.

## Positioning

For clarity and impact, keep a clear space around the logo. Placing it too close to other type or graphic elements interferes with its recognizability and diminishes its protectability.

The preferred placement of the logo is the bottom right-hand quadrant of a piece. This consistent position will create a strong recognition for the brand in all marketing communications.

## Our Name

Use of our official, trademarked organization name, Canine Companions for Independence is always preferred. In order for us to keep our registered trademark, the full name needs to be used in its entirety at least once in all communication pieces, followed by the registered trademark, superscript format: Canine Companions for Independence.®

As an abbreviation to Canine Companions for Independence, Canine Companions is acceptable. We do not use the term Canine Companion or canine companion to describe an assistance dog.

See Style Guide, page 16, for more detailed information.

## Field of Yellow and Blue

The yellow/blue logo should be used whenever possible. Black and white versions are the only acceptable substitutes and should be used only when the yellow/blue logo is not an option.

PMS colors are 2945 (blue) and 109 (yellow). Yellow PMS 108 U can be used when working with uncoated paper. The process color equivalents for the yellow are C = 0 M=8.5 Y=94 K=0; the RGB equivalents are R=255 G=210 B=0; the hexadecimal value is ffd200. The process color equivalents for the blue are C = 100 M=43 Y=0 K=34; the RGB equivalents are R=0 G=75 B=152; the hexadecimal value is 04b98.

Black and white versions of the logo may be used for those cases where the logo would disappear into the background due to similar background colors.

Avoid using the white version of the logo with a yellow background, due to the high contrast and difficulty in reading the two colors together.

Alternate logos for applications where the primary, two-color logo will not work.



Do not use the white logo on a yellow background, it's not legible.



Use the outlined logo when printing on yellow or when added definition to the logo is necessary.



## Chapter Logos

Canine Companions has adopted a standardized solution for chapter logos.

Centered beneath the standard logo, the chapter name is set in Gotham medium, upper and lower case, using PMS 2945. Use spacing similar to the examples shown here:



## Event Logos

Our branding standards must be followed for all logos for Canine Companions-sponsored events. Event logos must be approved by the National Marketing Department prior to use. The subhead text is set in Gotham using PMS 2945 blue or black.

Event logos that do not incorporate the Canine Companions logo must feature the Canine Companions logo elsewhere on the same page. Our name Canine Companions for Independence with the registered trademark can be substituted when the Canine Companions logo will be illegible due to size.

Consult with the branding toolkits for each event logo for specific guidelines for each event.

color logo

**Gift of Miracles**  
CELEBRATION 2014



black and white logo

**Gift of Miracles**  
CELEBRATION 2014



## Logo for Baylor Scott & White Health Kinkeade Campus

With the opening of Canine Companions' sixth training center, the Baylor Scott & White Health Kinkeade Campus, we have adopted a new logo to be used on all South Central Region materials. Baylor logo colors are PMS 293 Blue, PMS 313 Teal and PMS 1225 Gold.

four color process logo  
(there is no two color logo)



black and white logo



white logo

