




**austin**  
**PETS** |  
**alive**   
*Helping People Help Pets*

# Branding & Style Guide

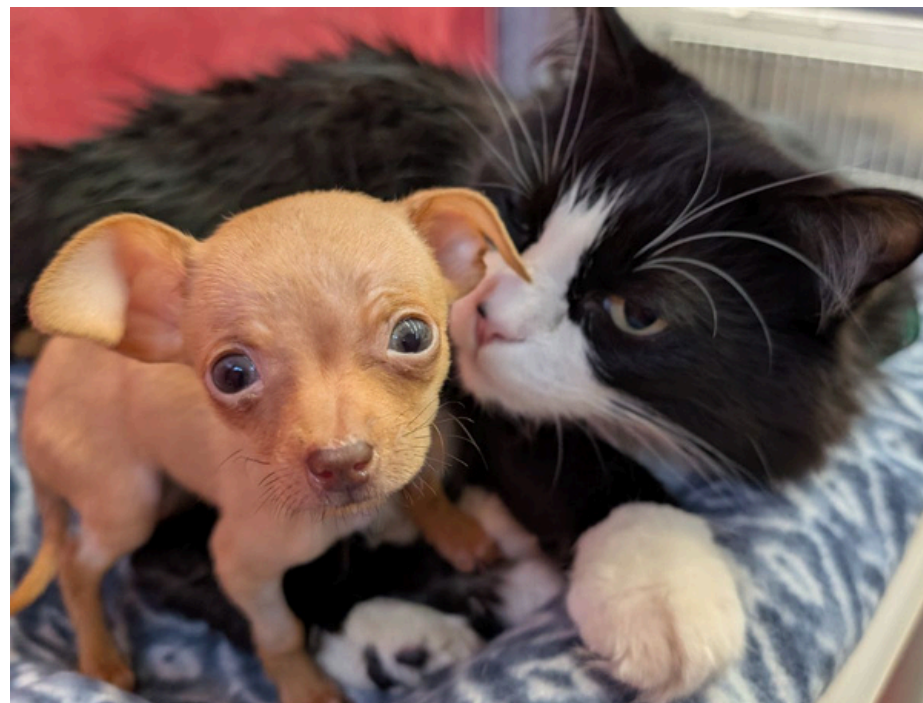
2026



## OUR MISSION / NUESTRA MISIÓN

TO PROMOTE AND PROVIDE THE RESOURCES, EDUCATION, AND PROGRAMS NEEDED TO ELIMINATE THE KILLING OF COMPANION ANIMALS.

PROMOVER Y PROPORCIONAR LOS RECURSOS, LA EDUCACIÓN Y LOS PROGRAMAS NECESARIOS PARA ELIMINAR LA MATANZA DE ANIMALES DE COMPAÑÍA.



## OUR VISION / NUESTRA VISIÓN

THAT EVERY SHELTER ANIMAL, IN CENTRAL TEXAS AND BEYOND, GETS A TRUE CHANCE AT THE LIFE THEY DESERVE.

QUE CADA ANIMAL DEL REFUGIO, EN EL CENTRO DE TEXAS Y MÁS ALLÁ, TENGA UNA VERDADERA OPORTUNIDAD DE VIVIR LA VIDA QUE SE MERECE.

# Our Logo

THE APA! LOGO IS OUR MAIN BRAND IDENTIFIER. WHEREVER POSSIBLE, USE THE PRIMARY "STACKED" LOGO. IN USE CASES WHERE IT IS NOT AN IDEAL FIT, THE SECONDARY "HORIZONTAL" VERSION MAY BE USED.

## PRIMARY LOGO (STACKED)

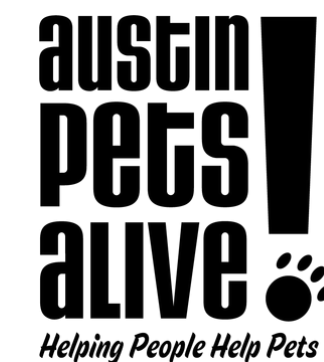


Optional Tagline 

## ALTERNATE LOGO (HORIZONTAL)



## ALTERNATIVE COLORS

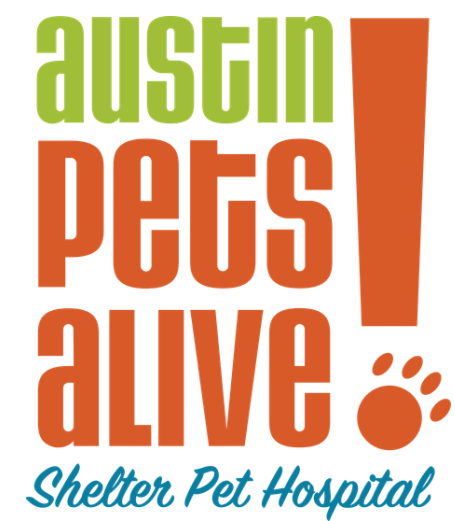


Always use approved versions, maintain clear space around the logo, and avoid alterations such as stretching, recoloring, or adding effects.

# Other Logos

LOGOS FOR OUR OTHER AUSTIN PETS ALIVE! AFFILIATED PROGRAMS AND LOCATIONS. CAN BE USED IN FULL COLOR, "HORIZONTAL" OR "STACKED," OR IN ALTERNATE COLORS OF ALL BLACK OR ALL WHITE, WHEN IDEAL FOR VISUAL CONTRAST PURPOSES

APA! Shelter Pet Hospital



APA! Transport Hub



APA! Thrift



APA! Training and Education Center (APA!TEC)



Positive Alternatives to Shelter Surrender (PASS)



## COLOR PALETTE

OUR COLOR PALETTE IS BRIGHT AND COLORFUL, FULL OF LIFE AND FUN JUST LIKE THE PETS BEING SHELTERED AT APA!

THE PRIMARY COLOR PALETTE IS TO BE USED AS THE MAIN IDENTIFIER OF THE APA! BRAND. TINTS AND SHADES MAY BE USED TO HELP ESTABLISH VISUAL HIERARCHY IN APA! BRANDED ELEMENTS.

SECONDARY COLORS PROVIDE A VISUALLY BALANCED PAIRING, AND ARE TO BE USED SPARINGLY AS ACCENTS AND CALLS TO ACTION (BUTTONS, ETC.).

### Primary Colors

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APA! ORANGE  
#DD5928



DARK ORANGE  
#83332E



APA! GREEN  
#A7C539



DARK GREEN  
#789904

### Secondary/Accent Colors

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YELLOW  
#FDBF3B



LIGHT BLUE  
#00A7E1



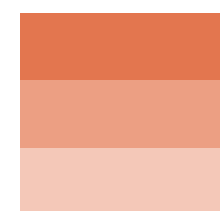
DARK BLUE  
#007DA5



DARK GRAY  
#4D4D4D

### Tints & Shades

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#E3764F

#EC9F83

#F4C8B8



#C0D671

#D5E3A0

#E3ECC0



#FED172

#FEE5AE

#FFF2D7

## PRIMARY TYPEFACE

# (Futura)

FUTURA IS A CLASSIC GEOMETRIC SANS SERIF TYPEFACE THAT HAS A CONVERSATIONAL VISUAL TONE. IT IS EASILY LEGIBLE AS BODY COPY, AND HAS UNIQUE CHARACTERISTICS AND A VARIETY OF WEIGHTS THAT ALSO MAKE IT AN IDEAL HEADLINE TYPEFACE. FUTURA IS APPROPRIATE FOR BOTH PRINT AND WEB USAGE.

Body copy is set in Futura regular.

### Futura Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
WXYZ1234567890\$%&('"/!?)

A d

### Futura Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNQRSTU**  
**WXYZ1234567890\$%&('"/!?)**

### Futura Black

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNQRSTU**  
**WXYZ1234567890\$%&('"/!?)**

## SECONDARY TYPEFACE

CUSTOMIZED TYPEFACES, HOUSE INDUSTRIES SLANT & MOVEMENTS, MAY BE PAIRED WITH NEUZEIT TO GIVE A SENSE OF FUN ENERGY TO MARKETING HEADLINES.

THE APA! EXCLAMATION POINT MAY ALSO BE USED AS AN ACCENT FOR HEADLINE COPY, BUT MUST ALWAYS BE ACCOMPANIED BY THE FULL APA! LOGO IN THE SAME LAYOUT.

**THESE TYPEFACES MAY NOT BE USED AS BODY COPY.**

*Aa*

### House Industries Movements

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890\$%&('"/!?)*

*A*

### House Industries Slant

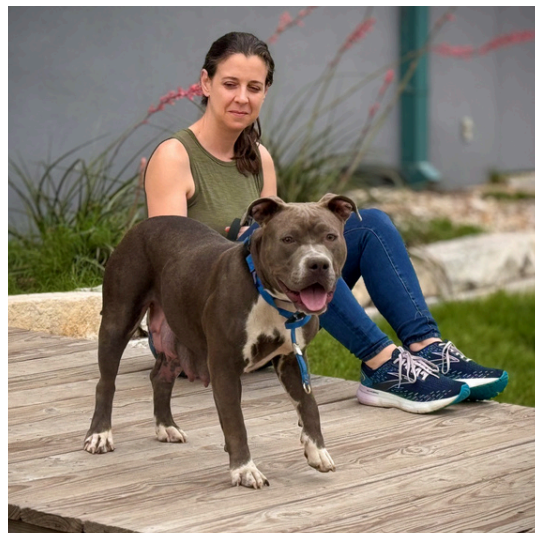
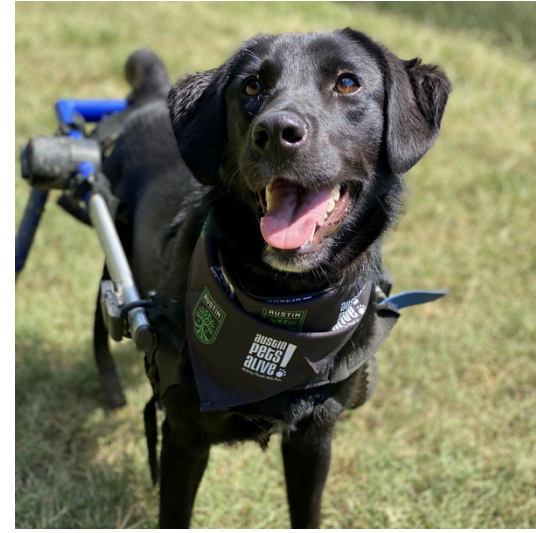
*ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890\$%&('"/!?)*

*Thank You!*

*HELPING PEOPLE HELP PETS!*



When referencing Austin Pets Alive! or APA!, the exclamation point (!) must be included



## PHOTOGRAPHY

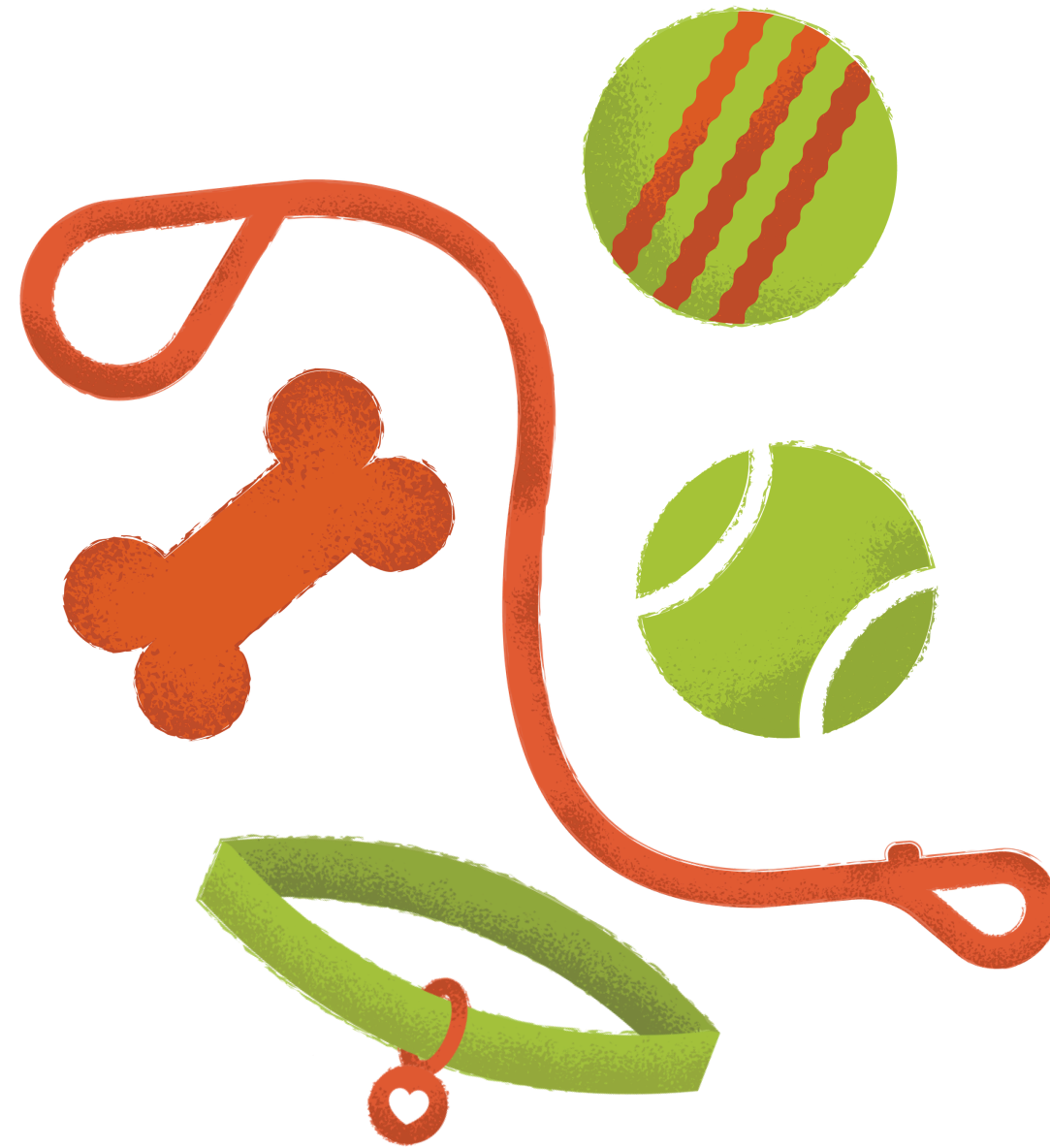
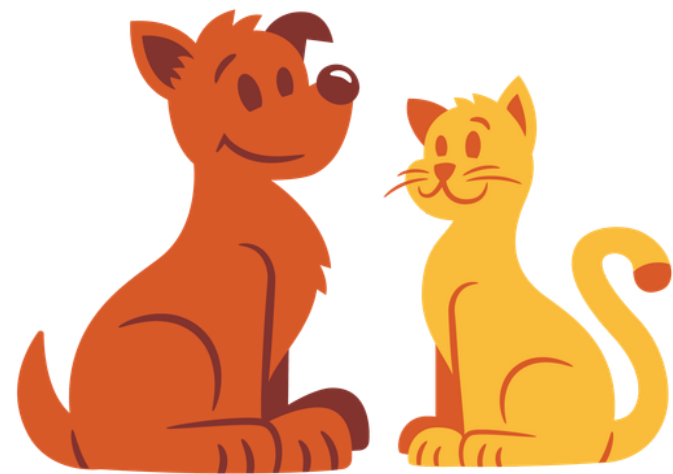
THE APA! PHOTOGRAPHY STYLE IS BRIGHT AND PLAYFUL, SHOWING PETS AND THEIR HUMAN COMPANIONS AND CARE PROVIDERS IN HAPPY, LOVING CONTEXTS.

IDEAL PHOTOGRAPHS FEATURE A SHALLOW DEPTH OF FIELD, WITH THE MAIN SUBJECT IN SHARP FOCUS, AND THE BACKGROUND BLURRED.

PHOTOS SHOULD BE COLORFUL, ENERGETIC, AND UNCLUTTERED.

## ILLUSTRATIONS & PATTERN

THE APA! ILLUSTRATION AND PATTERN STYLE IS PLAYFUL AND SLIGHTLY ROUGH. THESE CAN BE APPLIED TO MERCH, THE WEBSITE, AND OTHER MARKETING COMMUNICATIONS.

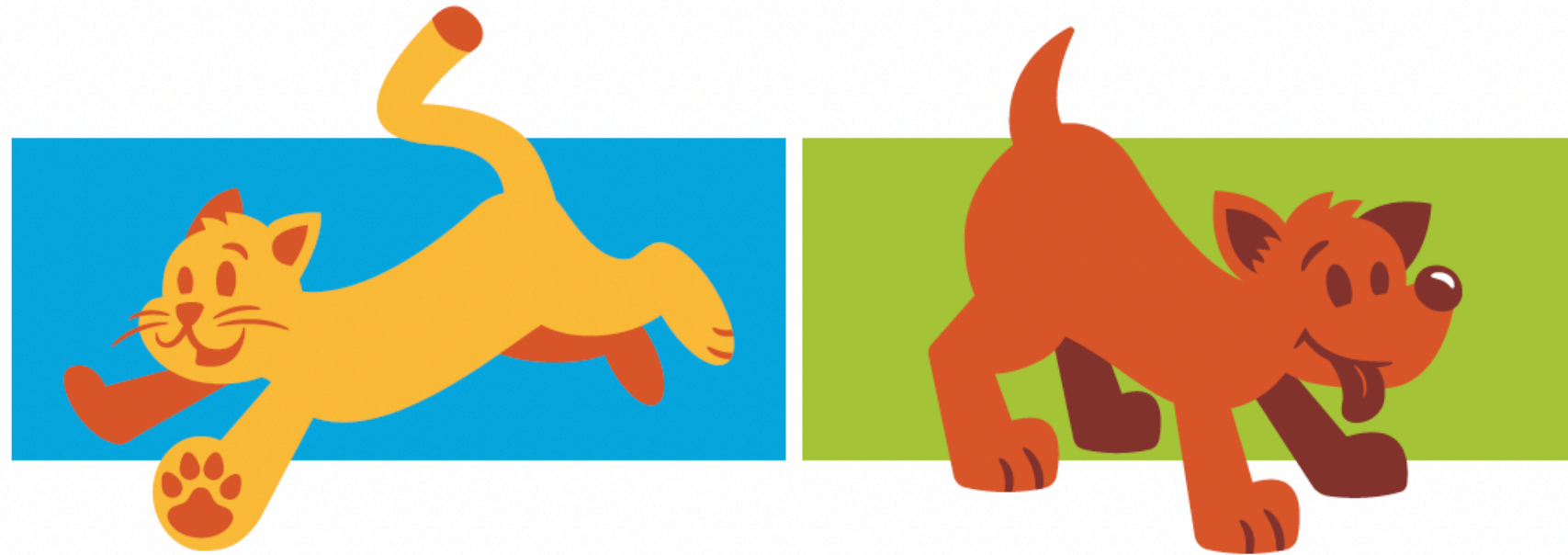




## MASCOTS

THE APA! MASCOTS, BARTON THE DOG & LAVACA THE CAT, ARE A FUN BRAND IDENTIFIER THAT CAN BE USED IN ANY MARKETING MATERIALS.

DO NOT CHANGE THE COLOR OF THE MASCOTS, OR ALTER THEM IN ANY WAY IN ORDER TO MAINTAIN BRAND CONSISTENCY.





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**FOR ANY BRANDING &  
STYLE GUIDE QUESTIONS, EMAIL THE  
ADVANCEMENT TEAM AT**

**[marketing@austinpetsliave.org](mailto:marketing@austinpetsliave.org)**