

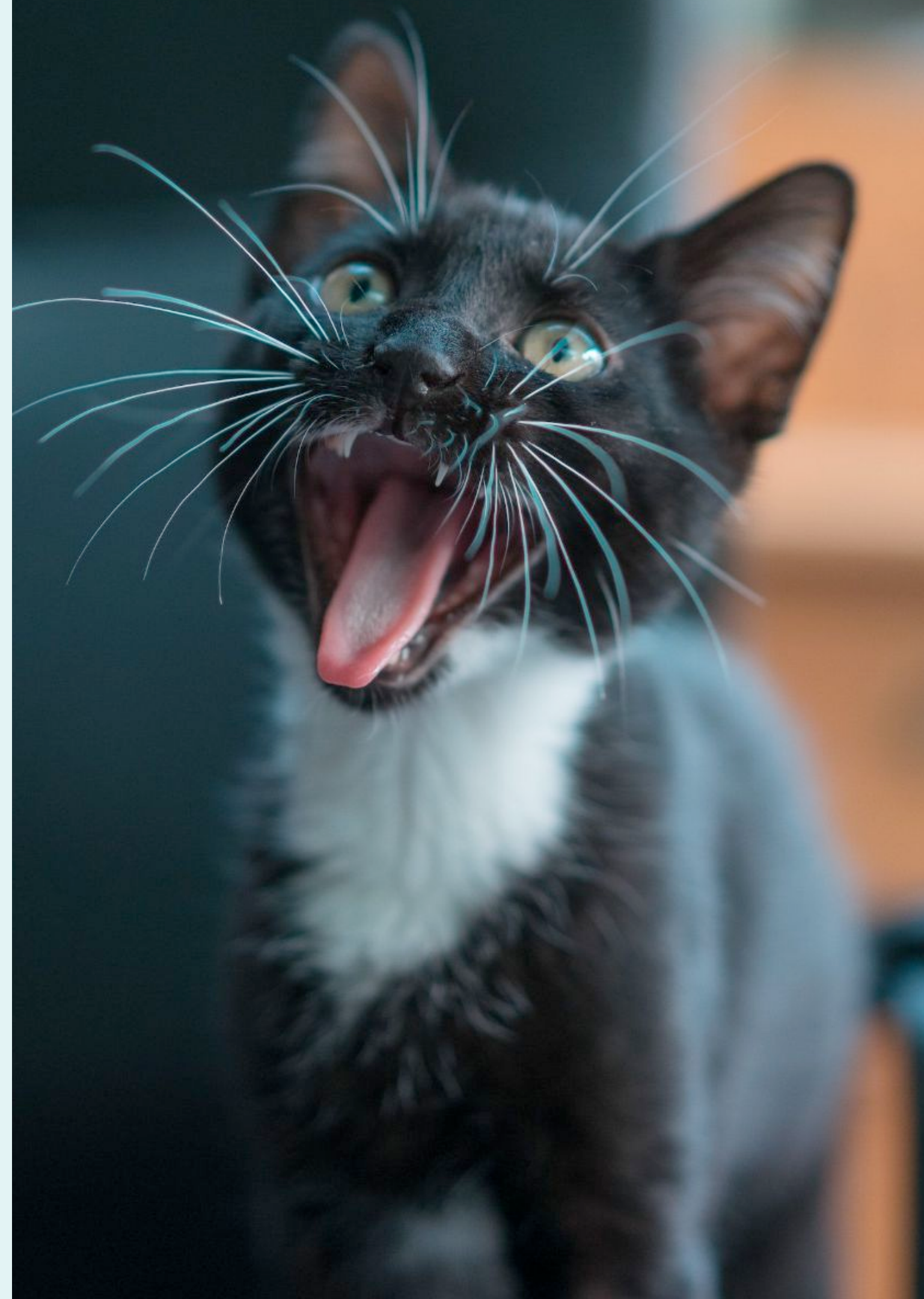


FIELDHAVEN FELINE CENTER

# Brand Guidelines

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section 1

# Organization Branding

## section 1: organization branding

# FieldHaven Feline Center

The full title “FieldHaven Feline Center” is preferred, as it introduces the organization to new audiences who may have previously never heard of FieldHaven. The name “FieldHaven” is acceptable by itself and is preferable in contexts such as blog posts, articles, newsletters, body text, etc.

**Capitalization:** The “H” in FieldHaven Feline Center must always be UPPERCASE. Each word in the title must be capitalized.

**Name:** Never use the retired organization title “FieldHaven Feline Rescue.” Always use “FieldHaven Feline Center” or “FieldHaven.”

### Correct Usage

- ✓ FieldHaven Feline Center
- ✓ FieldHaven

### Incorrect Usage

- ✗ Fieldhaven
- ✗ Fieldhaven Feline Center
- ✗ Fieldhaven feline center
- ✗ FieldHaven Feline Rescue

## section 1: organization branding

# 2<sup>nd</sup> Chance Ranch

2<sup>nd</sup> Chance Ranch should always be formatted with a superscript “<sup>nd</sup>” in lowercase following the “2.” Always present “2<sup>nd</sup>” as a digit with a superscript “<sup>nd</sup>” rather than the word “Second.”

**Name:** Never use the retired program title “2nd Chance Feral Ranch.”

### Correct Usage

✓ 2<sup>nd</sup> Chance Ranch

### Incorrect Usage

- ✗ 2nd Chance Ranch
- ✗ 2nd Chance Feral Ranch
- ✗ Second Chance Ranch

## section 1: organization branding

# Champy's Catfé

Champy's Catfé must always feature an accent mark over the "e" (é). Champy's name must always be in the possessive form (Champy's).

### How to add accent mark:

Mac: Option + e (caps lock must be off) + release + e  
Windows: Alt + e (caps lock must be off) + release + e  
Mobile: Click and hold "E" key

### Correct Usage

✓ Champy's Catfé

### Incorrect Usage

- ✗ Champy Café
- ✗ Champy's Café
- ✗ Champy Catfé
- ✗ Champy's Catfe

## section 1: organization branding

# Champy's Champions

Champy's Champions must be referred to by its full name, Champy's Champions. Champy's name must always be in the possessive form.

**Name:** Do not use the retired program title "Monthly Giving Program."

It is acceptable to refer to Champy's Champions as "Champy's Champions (our monthly giving program)" or "our monthly giving program, Champy's Champions."

### Correct Usage

✓ Champy's Champions

### Incorrect Usage

✗ Champy Champions

✗ Monthly Giving Program



## section 1: organization branding

# Classics, Cats & Cabernet

Classics, Cats & Cabernet must be formatted with a single comma following “Classics” and an ampersand (&) between “Cats” and “Cabernet.” Never use the word “and.” The word order is always “Classics,” “Cats,” then “Cabernet.”

**Acronym:** The acronym “CC&C” must always be presented in UPPERCASE letters. It features three Cs and an ampersand (&) without any spaces between characters. The acronym is typically reserved for contexts such as social media, promotional work, and casual uses.

The full title is preferred where possible.

### Correct Usage

- ✓ Classics, Cats & Cabernet
- ✓ CC&C

### Incorrect Usage

- ✗ Classics, Cats and Cabernet
- ✗ Classics, Cats, and Cabernet
- ✗ Classics, Cats, & Cabernet

section 1: organization branding

# Community/Cat Assistance Team (CAT)

Community/Cat Assistance Team must always be presented with the word order of Community/Cat.

**Acronym:** The acronym “CAT” must be UPPERCASE with no periods, dashes, slashes, or spaces.

**Name:** The name of the team must be presented as “Community/Cat Assistance Team (CAT).” The acronym should be presented after the name when introducing the name for the first time. After the first introduction, you may use Community/Cat Assistance Team or CAT. Never refer to the team as the “CAT Team,” as the “T” in the acronym stands for “Team.” “Community” and “Cat” must be present together, always separated by a single slash. Do not use spaces between the words and the slash.

### Correct Usage

- ✔ Community/Cat Assistance Team (CAT)
- ✔ Community/Cat Assistance Team
- ✔ CAT

### Incorrect Usage

- |                                       |          |            |
|---------------------------------------|----------|------------|
| ✘ Community Assistance Team (CAT)     | ✘ C.A.T. | ✘ CAT Team |
| ✘ Community Assistance Team           | ✘ c.a.t. |            |
| ✘ Cat Assistance Team (CAT)           | ✘ C-A-T  |            |
| ✘ Cat Assistance Team                 | ✘ c-a-t  |            |
| ✘ Cat/Community Assistance Team (CAT) | ✘ C/A/T  |            |
| ✘ Cat/Community Assistance Team       | ✘ c/a/t  |            |



## section 1: organization branding

# FieldHaven Animal Support Team (FHAST)

FieldHaven Animal Support Team (FHAST) should be presented with its full name and acronym when introducing the name for the first time.

**Acronym:** The acronym “FHAST” must be UPPERCASE with no periods, dashes, slashes, or spaces.

**Name:** The name of the team must be presented as “FieldHaven Animal Support Team (FHAST).” The acronym should be presented after the name when introducing the name for the first time. After the first introduction, you may use FieldHaven Animal Support Team or FHAST. Never refer to the team as the “FHAST Team,” as the “T” in the acronym stands for “Team.”

### Correct Usage

- ✔ FieldHaven Animal Support Team (FHAST)
- ✔ FieldHaven Animal Support Team
- ✔ FHAST

### Incorrect Usage

- ✘ FHAST Team
- ✘ F.H.A.S.T.
- ✘ F-H-A-S-T
- ✘ F/H/A/S/T

## section 1: organization branding

# FieldHaven Marketplace

FieldHaven Marketplace should be presented as “FieldHaven Marketplace.” Under some circumstances, it may be referred to as The Marketplace, but this should be reserved for uses where the store has already been introduced as FieldHaven Marketplace. It is acceptable to refer to it as The Marketplace its on social media pages, where context is provided.

FieldHaven Marketplace is generally preferred, as it ties the store to our organization’s brand. It does not need the word “the” in front of it.

Do not format as “FieldHaven MarketPlace.”

### Correct Usage

✓ FieldHaven Marketplace

### Incorrect Usage

✗ FieldHaven MarketPlace

## section 1: organization branding

# Hathaway Medical Clinic

Hathaway Medical Clinic must be referred to as Hathaway Medical Clinic.

**Name:** Do not use our retired name, Hathaway Spay/Neuter Clinic. It is acceptable to describe Hathaway Medical Clinic as FieldHaven's spay and neuter clinic.

### Correct Usage

✓ Hathaway Medical Clinic

### Incorrect Usage

✗ Hathaway Spay/Neuter Clinic

## section 1: organization branding

# Hathaway Cat Resource Center

Hathaway Cat Resource Center must always include the word “Cat” in its title.

**Name:** Do not use Hathaway Resource Center. Always include the word “Cat” before “Resource.”

### Correct Usage

✓ Hathaway Cat Resource Center

### Incorrect Usage

✗ Hathaway Resource Center

## section 1: organization branding

# Meow & Forever Rehoming Assistance Program

Meow & Forever Rehoming Assistance Program should always include an ampersand (&) symbol and never use the word “and.”

**Name:** The name of the team must be presented as “Meow & Forever Rehoming Assistance Program.” After the first introduction, you may use Meow & Forever.

### Correct Usage

- ✓ Meow & Forever Rehoming Assistance Program
- ✓ Meow & Forever

### Incorrect Usage

- ✗ Meow and Forever Rehoming Assistance Program
- ✗ Meow and Forever

# Spay/Neuter Assistance Program (SNAP)

Spay/Neuter Assistance Program (SNAP) must always be presented with the proper word order. There must be a slash between “Spay” and “Neuter.” Never use an ampersand (&) or the word “and,” dashes, or commas.

**Acronym:** The acronym “SNAP” must be UPPERCASE with no periods, dashes, slashes, or spaces.

**Name:** The name of the program must be presented as “Spay/Neuter Assistance Program (SNAP).” The acronym should be presented after the name when introducing the name for the first time. After the first introduction, you may use Spay/Neuter Assistance Program or SNAP. Never refer to the program as the “SNAP Program,” as the “P” in the acronym stands for “Program.” “Spay” and “Neuter” must be present together, always separated by a single slash. Do not use spaces between the words and the slash.

## Correct Usage

- ✓ Spay/Neuter Assistance Program (SNAP)
- ✓ SNAP

## Incorrect Usage

- ✗ Spay & Neuter Assistance Program
- ✗ SNAP Program
- ✗ Spay-Neuter Assistance Program
- ✗ Spay and Neuter Assistance Program
- ✗ Spay-and-Neuter Assistance Program
- ✗ Spay Neuter Assistance Program
- ✗ S.N.A.P.
- ✗ S/N/A/P
- ✗ S-N-A-P



## section 1: organization branding

# Trap-Alter-Manage-Invest (TAMI)

Trap-Alter-Manage-Invest (T-A-M-I) must always include dashes between each word. Do not use spaces, commas, or slashes.

**Acronym:** The acronym “TAMI” must be UPPERCASE without dashes, spaces, or periods between each letter.

**Name:** The name of the team must be presented as “Trap-Alter-Manage-Invest (TAMI).” The acronym should be presented after the name when introducing the name for the first time. After the first introduction, you may use Trap-Alter-Manage-Invest or TAMI.

### Correct Usage

- ✓ Trap-Alter-Manage-Invest (TAMI)
- ✓ Trap-Alter-Manage-Invest
- ✓ TAMI

### Incorrect Usage

- ✗ Trap, Alter, Manage, Invest
- ✗ T-A-M-I
- ✗ T.A.M.I.
- ✗ T/A/M/I

## section 1: organization branding

# Trap, Neuter, Return (TNR)

Trap, Neuter, Return (TNR) must always separate each word by comma. The title should be presented first, followed by the acronym in parenthesis. Never use the word “Release.”

**Acronym:** The acronym “TNR” must be UPPERCASE with no periods, dashes, slashes, or spaces.

**Name:** The name of the team must be presented as “Trap, Neuter, Return (TNR).” The acronym should be presented after the name when introducing the name for the first time. After the first introduction, you may use Trap, Neuter, Return or TNR. Never use the retired program title “Trap, Neuter, Release.”

### Correct Usage

- ✓ Trap, Neuter, Return (TNR)
- ✓ Trap, Neuter, Return
- ✓ TNR

### Incorrect Usage

- ✗ Trap Neuter Return (TNR)
- ✗ TNR (Trap, Neuter, Release)
- ✗ Trap, Neuter, Release
- ✗ T.N.R.
- ✗ T/N/R
- ✗ T-N-R

# All Formatting

The following is a comprehensive list of correctly formatted organization related titles, locations, programs, and events.

**Organization & Locations**

FieldHaven Feline Center  
FieldHaven Marketplace  
Hathaway Medical Clinic  
Hathaway Cat Resource Center  
Snap It Up! Thrift Shop\*

**Programs**

2<sup>nd</sup> Chance Ranch  
Champy’s Catfé  
Champy’s Champions  
Community/Cat Assistance Team (CAT)  
FieldHaven Animal Support Team (FHA<sup>ST</sup>)  
Kitten Sitters  
Mature Cats for Mature People\*  
Meow & Forever Rehoming Assistance Program  
Rodent Rangers  
Spay/Neuter Assistance Program (SNAP)  
Tenth Life Club\*  
Trap–Alter–Manage–Invest (TAMI)  
Trap, Neuter, Return (TNR)

**Events**

Classics, Cats & Cabernet  
Vaccine & Microchip Clinic

\* Indicates retired program, location, or event. Included for referring in historic or archived materials.

section 2

# **Text Formatting**

## section 2: text formatting

# Addresses

When referring to addresses, present them in the following format:

**2754 Ironwood Lane, Lincoln, CA 95648**

**Abbreviations:** Do not abbreviate street names (e.g. Blvd, Ln, Rd, etc.). States should be abbreviated to their postal abbreviations. Always include ZIP codes.

### Correct Usage

✓ 2754 Ironwood Lane, Lincoln, CA 95648

### Incorrect Usage

✗ 2754 Ironwood Lane, Lincoln, CA

✗ 2754 Ironwood Ln, Lincoln, CA 95648

✗ 2754 Ironwood Lane, Lincoln, California 95648

section 2: text formatting

# Dates

**Days of the Week:** Days of the week must be written out as their full name, such as Monday) Do not abbreviate (e.g. Mon).

**Month/Day:** Single days must be presented as the month and date, such as January 1. Do not use ordinal date presentations  
January 1st.

**Month/Day/Year:** Dates with years must be presented with the month and date, a comma, and the year, such as January 1,  
2024.

**Month & Year:** Dates that only consist of a month and a year must be presented without a comma after the month, such as  
January 2024.

## Correct Usage

- ✓ January 1
- ✓ January 1, 2024
- ✓ January 2024
- ✓ Monday

## Incorrect Usage

- ✗ January 1st
- ✗ January 1 2024
- ✗ January, 2024
- ✗ Mon



## section 2: text formatting

# Numbers

**In Writing:** In written materials (e.g. articles, blog posts, newsletters, etc.), numbers should be presented in word format (e.g. two, three, four) if under one-hundred. After one-hundred, the formatting may be displayed as words (five-hundred) or digits (500). It is preferred that larger numbers display both, with the word first and the digit in parenthesis, e.g. three-hundred-fifty (350).

**Ordinal Numbers:** Ordinal numbers (1st, 2nd, 3rd, etc.) are to be displayed depending on the context of their use. In writing, use the word format (e.g. first). In the context of a contest placing, reference to day of a month (e.g. 1st Saturday of every month), or running of an event (e.g. 15th annual fundraiser), use the digits with ordinal indicators. The indicator must be presented with superscript and in lowercase. For numbers regarding dates (e.g. January 1), see the section on Dates.

## Correct Usage

- ✓ **In writing:** First
- ✓ **Contest placing:** 1st
- ✓ **Day of month:** 1st Saturday of the month
- ✓ **Event:** 15th Annual Fundraiser

## section 2: text formatting

# Phone Numbers

Always present phone numbers with the area code in parenthesis, followed by the numbers separated with a dash, using the following format: (916) 434-6022. Do not omit the area code.

Never separate the number with dashes, such as 916-434-6022, or periods, such as 916.434.6022.

Do not display phone numbers as a string of numbers (e.g. 9164346022) with no spaces and dashes.

Do not include +1 in front of the phone number unless necessary for functionality.

### Correct Usage

✓ (916) 434-6022

### Incorrect Usage

✗ 916.434.6022

✗ 916-434-0622

✗ 916 434-6022

✗ 9164346022

✗ 434-6022

## section 2: text formatting

# Time

**AM & PM:** AM and PM must always be denoted in UPPERCASE without spaces, periods, dashes, or slashes between each character. There must always be a space between the time and AM or PM (e.g. 10 AM). The “M” must be featured.

**Digits:** For times on the hour, the time should only be noted as the number (e.g. 10 AM) rather than the full number (e.g. 10:00 AM). The latter is acceptable, but the former is preferred. If the time is half past the hour, for example, the time should be noted as the full number (e.g. 10:30 AM).

### Correct Usage

- ✓ 10 AM
- ✓ 10:30 AM

### Incorrect Usage

- ✗ 10 A.M.
- ✗ 10A
- ✗ 10 am
- ✗ 10a
- ✗ 10 a.m.
- ✗ 10am
- ✗ 10AM

## section 2: text formatting

# Websites

When presenting website URLs, the preferred format is **www.fieldhaven.com**

Avoid omitting **www.** or **https://**

Where possible, present links in **bold** and in **Main Teal** (or in a color other than the color of the text).

### Correct Usage

- ✓ www.fieldhaven.com
- ✓ https://fieldhaven.com

### Incorrect Usage

- ✗ fieldhaven.com

section 3

# Copywriting

## section 3: copywriting

# Fragment Sentences

“FANBOYS” is an acronym for words commonly used to start fragment (incomplete) sentences. These words are **For, And, Nor, But, Or, Yet, So**. Other common words include **Until, Which,** and **As**.

Examples of fragment sentences with each word:

- The cats found their forever homes. **For** they were adopted by loving families.
- The couple was excited to bring home their new kitten. **And** so was their young daughter!
- The lost kitten was not found in the barn. **Nor** was his younger brother.
- Sadly, the tabby wasn't adopted at the event. **But** we didn't give up hope.
- We had no idea how many kittens she was pregnant with. **Or** how many she had already had!
- There were so many cats, we were unsure how we would trap them all. **Yet** we managed.
- At the fundraiser, we ran out of printed adoption forms. **So** we used online forms instead.
- We thought we were all done catching cats. **Until** another kitten showed up.
- The adoption was performed on Saturday. **Which** was just in time for the adopter's daughter's birthday.
- The kitten was given a rabies vaccine. **As** was his mother.

In order to use these connector words, they must be connected to the previous sentence by comma. For example:

- Sadly, the tabby wasn't adopted at the event, **but** we didn't give up hope.



## section 3: copywriting

# Lists

Listing three or more words or phrases in a list within a sentence (e.g. the cats, kittens, and bottle babies) requires an Oxford comma after each listed item. Without the Oxford comma, the list items following the initial list item is often affected in terms of its context/meaning within the body of writing. It is good practice to include the comma when writing.

**Correct:** Tabbies, calicos, and Persians

**Incorrect:** Tabbies, calicos and Persians

## section 3: copywriting

# Overused Words

When writing or revising content to be used for written materials, be mindful of overused words, as these can undermine your message.

For more information, visit: <https://dianaurban.com/words-you-should-cut-from-your-writing-immediately>

### **Common Overused Words:**

Absolutely, Actually, Basically, Began, Begin, Begun, Certainly, Completely, Definitely, Down, Feel, Felt, Just, Literally, Ponder, Probably, Quite, Rather, Realize, Really, Said, Start, Somehow, Somewhat, That, Then, Think, Thought, Totally, Understand, Up, Virtually, Very, Wonder

## section 3: copywriting

# Punctuation

**Quotation Marks:** When using quotation marks (""), ensure any punctuation (e.g. period, comma) is housed inside of the quotation. For example:

- The cats were known as the "tabby litter."

Punctuation should never be outside of the quotation marks.

- The cats were known as the "tabby litter".

**Exclamation Points & Question Marks:** When using exclamation points and question marks, the limit is up to one each per sentence. Exclamation points should be used sparingly. Every sentence must end with a period, question mark, or exclamation point. When using periods, only use one per sentence. If using multiple for effect, you must use three (...).

## section 3: copywriting

# Spacing

Never use more than one single space (“\_”) after each sentence.

**Correct:** The kittens were found in a parking lot. Volunteers rescued them.

**Incorrect:** The kittens were found in a parking lot. Volunteers rescued them.

section 4

# Brand Rules

## section 4: brand rules

# FieldHaven Logo



### Main Color Logo

Use for most all uses of the logo. This is the primary logo. Only use this version with the full name (FieldHaven Feline Center) and the brand teal (#036669).



### Main White Logo

Use against dark backgrounds. Avoid using as main logo.



### Main Black Logo

Use against light backgrounds. Avoid using as main logo. This logo is primarily for printed materials such as documents, but seldom for graphic uses.



section 4: brand rules

# Colors: Main

These are the primary branding colors of FieldHaven Feline Center. The exact hex values must be used. Do not use close estimates of each color.



**Main Teal**

Use as main branding color. This should be the primary teal color used.

Hex: #036669  
Pantone: 7715 C



**Dark Teal**

Use as secondary teal. This color is best suited for text and high-contrast areas.

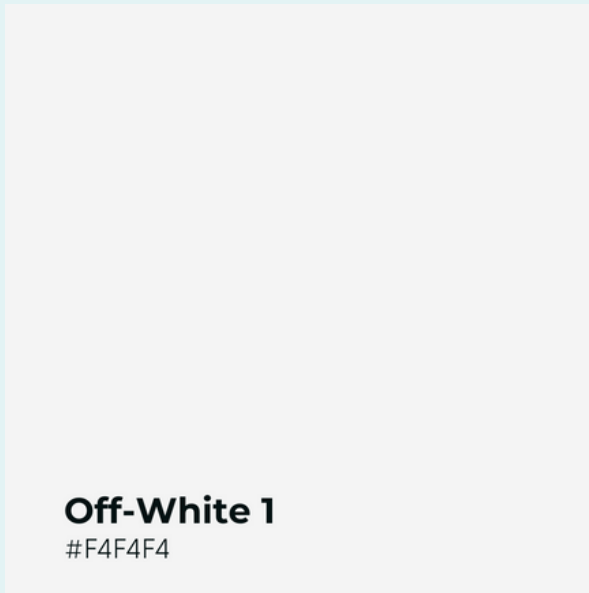
Hex: #033537  
Pantone: 547 C



**Gold**

Use as secondary branding color.

Hex: #FFC900  
Pantone: 7406 C



**Off-White 1**

Use for backgrounds. Only use one Off-White at a time.

Hex: #F4F4F4



**Off-White 2**

Use for backgrounds. Only use one Off-White at a time.

Hex: #FDFFFF

section 4: brand rules

# Colors: Alternate Teals

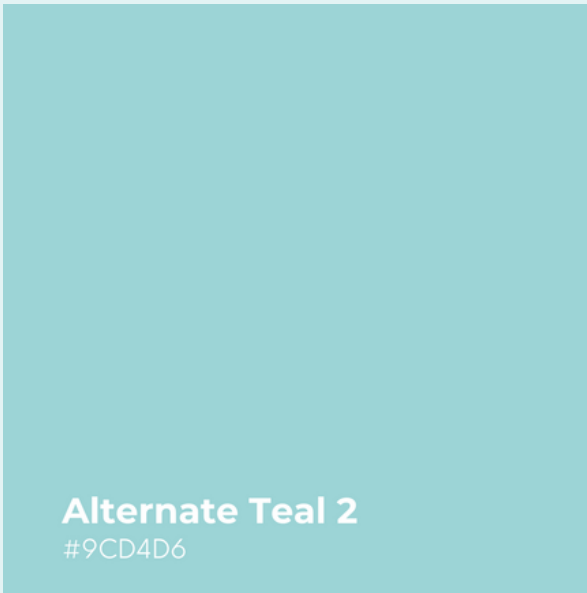
These are approved alternate teals. The exact hex values must be used. Do not use close estimates of each color. Only use if **Main Teal** and **Dark Teal** have already been used.



**Alternate Teal 1**

Use as an alternate teal.

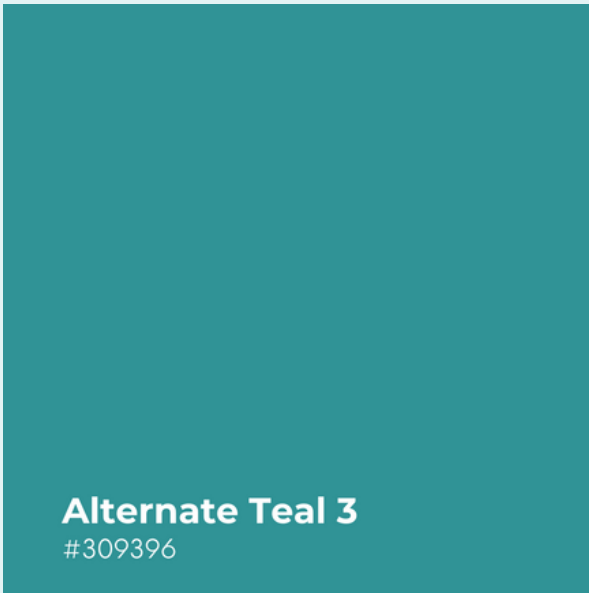
Hex: #0D7377  
Pantone: 321 C



**Alternate Teal 2**

Use as an alternate teal.

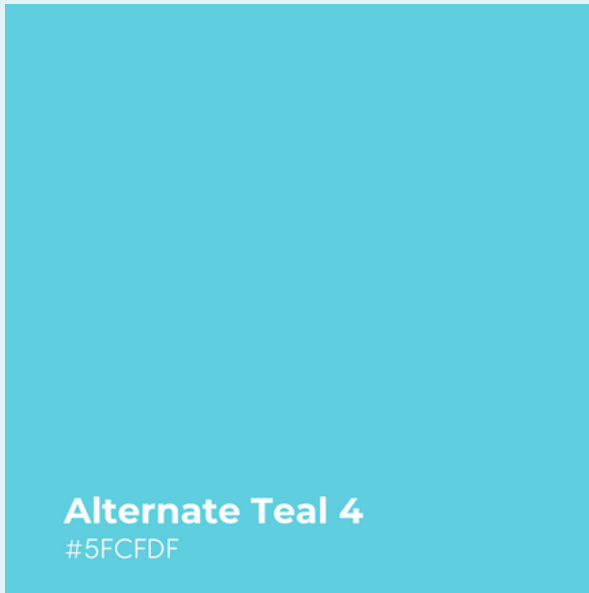
Hex: #9CD4D6  
Pantone: 628 C



**Alternate Teal 3**

Use as an alternate teal.

Hex: #309396  
Pantone: 7473 C



**Alternate Teal 4**

Use as an alternate teal.  
Only use if all other alt teals have been used.

Hex: #5FCFDF  
Pantone: 310 C



**Light Teal**

Use as an alternate teal.  
Ideal for backgrounds.

Hex: #E3F3F4

section 4: brand rules

# Colors: Specialty

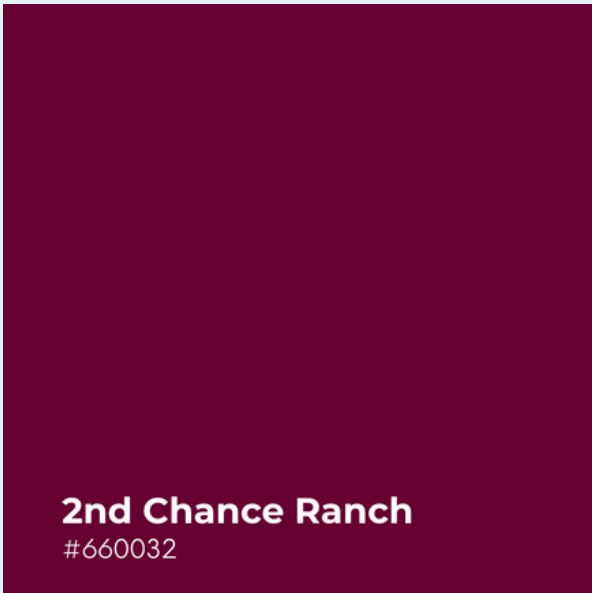
These are the specific colors used for sub-branding. The exact hex values must be used. Do not use close estimates of each color.



**Marketplace**

Used in the FieldHaven Marketplace logo.

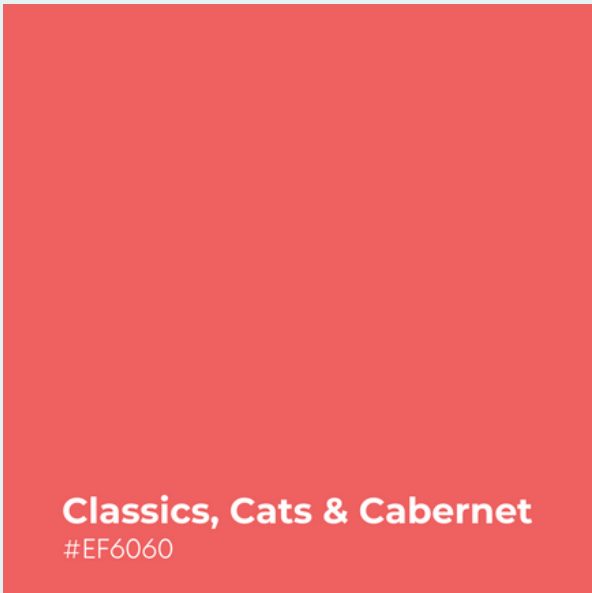
Hex: #231F20  
Pantone: Neutral Black C



**2nd Chance Ranch**

Used in the 2nd Chance Ranch logo.

Hex: #660032  
Pantone: 7421 C



**CC&C**

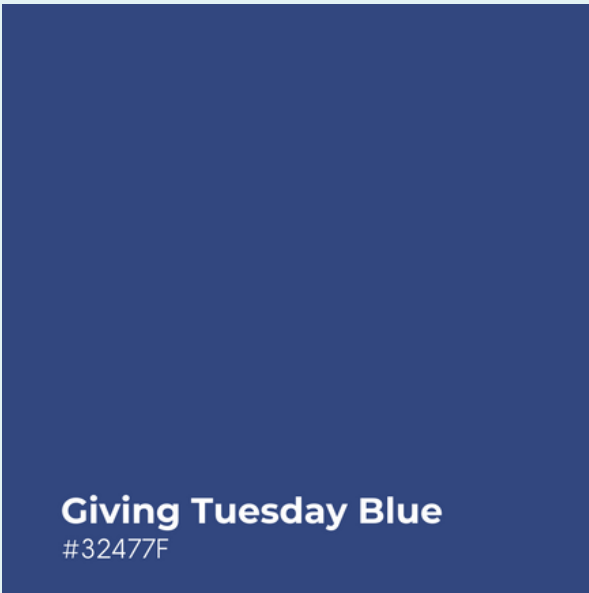
Used in the Classics, Cats & Cabernet logo.

Hex: #EF6060  
Pantone: 178 C

section 4: brand rules

# Colors: Fundraising

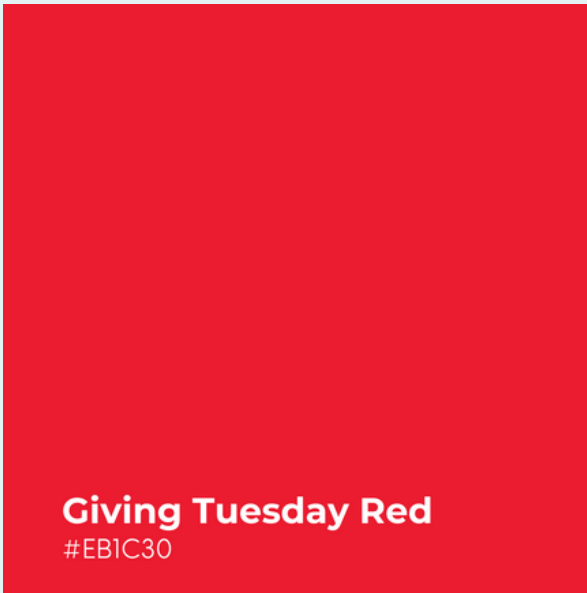
These are the specific colors used for fundraisers. The exact hex values must be used. Do not use close estimates of each color.



**GT Blue**

Used in the Giving Tuesday logo.

Hex: #32477F  
Pantone: 7686 C



**GT Red**

Used in the Giving Tuesday logo.

Hex: #EB1C30  
Pantone: 185 C



**GT White**

Used in the Giving Tuesday logo.

Hex: #F2F6FF



**12 Saves**

Used during the 12 Saves of Christmas fundraising campaign.

Hex: #B6240E  
Pantone: 7621 C

## section 4: brand rules

# Typography: Main

These are the official fonts used by FieldHaven Feline Center. Most all branding materials must use **Montserrat** (headings) and **Museo Sans** (body text). For questions, email [vice@fieldhaven.com](mailto:vice@fieldhaven.com)

**Headings:** Montserrat

**Body Text:** Museo Sans (preferred), Proxima Nova

Museo Sans and Proxima Nova are Adobe Fonts and requires an Adobe Creative Cloud subscription. Acceptable substitutes are:

- For Canva: use **Neue Einstellung**
- For Google Fonts: use **Inter** or **Roboto**

**Formatting:** Left-align body text for readability. Small portions of text (less than three sentences) may use center align. Use center align sparingly and only when it adds cohesion to other elements. Do not underline or italicize headings.

Never use system fonts (e.g. Arial, Times New Roman, Comic Sans) or outdated fonts.

## Other Typography

Naturally, some projects will require use of thematic fonts to match the purpose of a graphic (e.g. a Halloween fundraiser might use spooky, fun fonts). Using consistent branding is important to promote recognizable branding and cohesion, but in these cases, exceptions are always made as long as the fonts look fresh, modern, and thematically appropriate. For font questions or approval, contact [vice@fieldhaven.com](mailto:vice@fieldhaven.com)

## section 4: brand rules

# Font List

### **FieldHaven Feline Center**

Headings: Montserrat

Body: Museo Sans (preferred), Proxima Nova

Acceptable Substitutes: Inter, Roboto

### **FieldHaven Marketplace**

Headings: Roboto Slab

Body: Museo Sans (preferred), Proxima Nova

Acceptable Substitutes: Inter, Roboto

### **Other**

Classics, Cats & Cabernet: Thirsty (preferred), Lobster

2nd Chance Ranch: Dust West

12 Saves of Christmas: Angelina

## section 4: brand rules

# Installing Fonts

All fonts available for download without license have been included in the branding kit. To download Museo Sans or Proxima Nova, you will need an Adobe Creative Cloud subscription.

### **For Mac**

Step One: Download the FieldHaven branding kit.

Step Two: Open the “Fonts” folder.

Step Three: Select the font file and double-click on it.

Step Four: Font Book will open. Click “Install Font.”

Step Five: Finished!

### **For Windows**

Step One: Download the FieldHaven branding kit.

Step Two: Unzip the folder.

Step Three: Open the “Fonts” folder.

Step Four: Right-click the font file and click “Install.”

Step Five: Finished!



conclusion

# Questions? Need Help?

## CONTACT

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