



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

2nd Chance Ranch

2nd Chance Ranch should be formatted without a superscript “nd” in lowercase following the “2” where possible. Present “2nd” as a digit rather than the word “Second.”

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

Correct Usage

✔ 2nd 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

Cats, Classics, & Cocktails

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

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

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

Incorrect Usage

- ✗ Cats, Classics and Cocktails
- ✗ Cats, Classics, and Cocktails
- ✗ Cats, Classics & Cocktails

section 1: organization branding

Classics, Cats & Cabernet

When referring to our past fundraising event prior to rebranding: 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)
- ✗ Community Assistance Team
- ✗ Cat Assistance Team (CAT)
- ✗ Cat Assistance Team
- ✗ Cat/Community Assistance Team (CAT)
- ✗ Cat/Community Assistance Team
- ✗ C.A.T.
- ✗ c.a.t.
- ✗ C-A-T
- ✗ c-a-t
- ✗ C/A/T
- ✗ c/a/t
- ✗ CAT Team

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 Veterinary Clinic

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

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

Correct Usage

✓ Hathaway Veterinary Clinic

Incorrect Usage

✗ Hathaway Spay/Neuter Clinic

✗ Hathaway Medical Clinic

✗ Hathaway Clinic

section 1: organization branding

Marysville Cat Resource Center

Marysville Cat Resource Center must always include the word "Cat" in its title.

Name: Do not use Marysville Resource Center. Always include the word "Cat" before "Resource." Do not use the former names of the center, Hathaway Cat Resource Center or Hathaway Resource Center.

Correct Usage

✔ Marysville Cat Resource Center

Incorrect Usage

- ✘ Marysville Resource Center
- ✘ Hathaway Resource Center
- ✘ Hathaway Cat 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

section 1: organization branding

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

section 1: organization branding

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 Veterinary Clinic
Marysville Cat Resource Center
Snap It Up! Thrift Shop*

Events

Big Day of Giving
Cats, Classics, & Cocktails
Classics, Cats & Cabernet*
FieldHaven Fun Fair
FieldHaven Holiday Faire
Giving Tuesday
Vaccine & Microchip Clinic

Programs

2nd Chance Ranch
Champy's Catfé
Champy's Champions
Community/Cat Assistance Team (CAT)
FieldHaven Animal Support Team (FHAST)
FIP Stars
Haku's Heroes
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)

* 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

Abbreviated Dates

For abbreviated dates, format as follows: MM/DD/YYYY. For months less than ten, omit a zero before the digit; for days less than ten, include a zero before the date (e.g. 1/01/2024). Full year is preferred. Separate with slashes (/). Do not use periods or dashes.

For days and months without year, format as MM/DD. For months less than ten, omit a zero before the digit; for days less than ten, include a zero before the date (e.g. 1/01).

For months and years without date, it is preferred to use the written format (e.g. January 2024).

Abbreviated dates should mostly be used in the context of the website (e.g. on the sitemap, news page, etc.) and some graphics.

Correct Usage

- ✓ 1/01/2024
- ✓ 1/24

Incorrect Usage

- ✗ 01/01/2024
- ✗ 01/01

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 ten. After ten, the formatting may be displayed as words (five-hundred) or digits (500) depending on the medium in which it is used. It is preferred that larger numbers display both in written medium such as blog posts and newsletters, with the word first and the digit in parenthesis, e.g. three-hundred-fifty (350). Social media posts, graphics, and other media may implement digits. Blog post titles, article titles, and headlines should always use digits.

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 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

Dashes

In long form writing (e.g. blog posts, social media) and demonstrations of arrays (e.g. range between dates or times), implement use of the em dash (–) with a space on either side.

The em dash is longer than a usual dash: – vs. -

Also make use of the em dash before a signature or sign-off in blog posts, letters, etc.

Correct Usage

- ✓ January 1 – January 10
- ✓ 10 AM – 12 PM

Incorrect Usage

- ✗ January 1 - January 10
- ✗ 10 AM - 12 PM

section 2: text formatting

Websites

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

Do not omit **www.** or **https://**

On the website, present links in **bold** and in **Main Teal**.

The website should be entirely lowercase.

The same formatting rules apply to all websites.

Correct Usage

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

Incorrect Usage

- ✗ fieldhaven.com
- ✗ www.FieldHaven.com

section 2: text formatting

General Formatting

For increased readability, please take the following into consideration:

- Avoid UPPERCASE text and headings
- Use center-align sparingly (do not use for body text)
- Do not use justify alignment (left, right, or center)
- Do not use underline or italics in headings
- Use underline minimally – underline typically conveys a link. If emphasizing text, **use bold.**

section 3

Copyrighting

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 (...).

Avoid excessive punctuation.

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. Avoid using main white or main black. Only use this version of the color logo: uses full name FieldHaven Feline Center, brand teal (#036669), and Montserrat font.



Main White Logo

Use against dark backgrounds for higher contrast. The main color logo should be used in most all cases.



Main Black Logo

Use against light backgrounds. Avoid using as main logo. This logo is primarily for printed materials such as documents to minimize ink usage; it is seldom used for graphics.

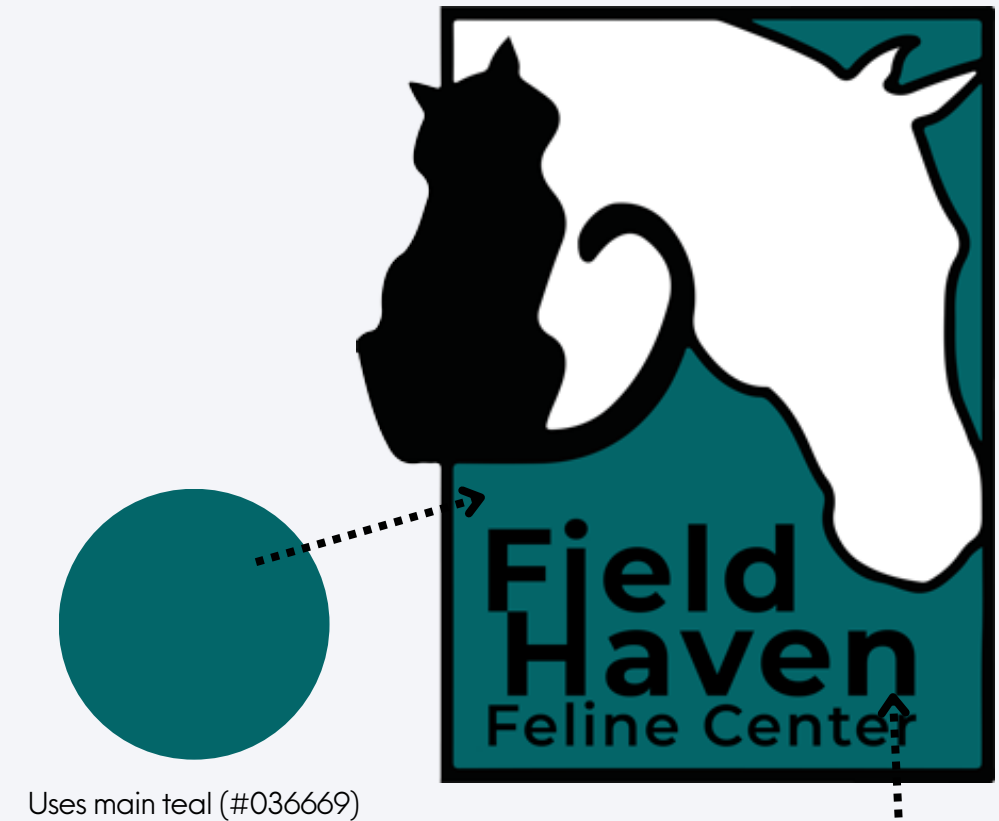
section 4: brand rules

FieldHaven Logo

Incorrect Versions



Correct Version



Full name
I and H connect
Montserrat font
"Feline Center" aligned to edges of title

section 4: brand rules

Slogan

Our slogan must always be formatted as follows:

For every Cat in need, a Solution

The words "For," "Cat," and "Solution" must be capitalized.

Avoid presenting in UPPERCASE.

section 4: brand rules

Graphic Dimensions

The main graphic sizes we use on our website are:

Featured Image & Blog Post: 1170 x 700 px

Homepage Featured Banner: 1080 x 540 px

Header Image: 1920 x 1080 px

For other specifications, please contact vic@fieldhaven.com

Preferred: Please submit graphics in standard web optimized formatting, such as:

- banner-adoption-event-2024-11_1080x540.png
- featured-image-big-day-of-giving-2024_1170x700.png

The preferred format is usually the use, the event/purpose, the date, and then the dimensions. Everything before the dimensions is separated by a dash (“-”) and the dimensions are separated by an underscore (“_”). **At least include dimensions.**

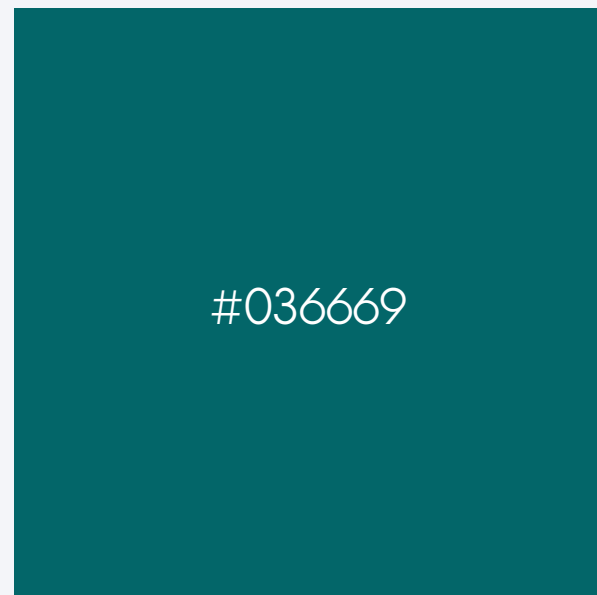
PNG is highly recommended for all graphics to preserve text and graphic integrity and avoid dithering.

section 4: brand rules

Colors: Main

These are the primary branding colors of FieldHaven Feline Center. The exact hex values must be used.

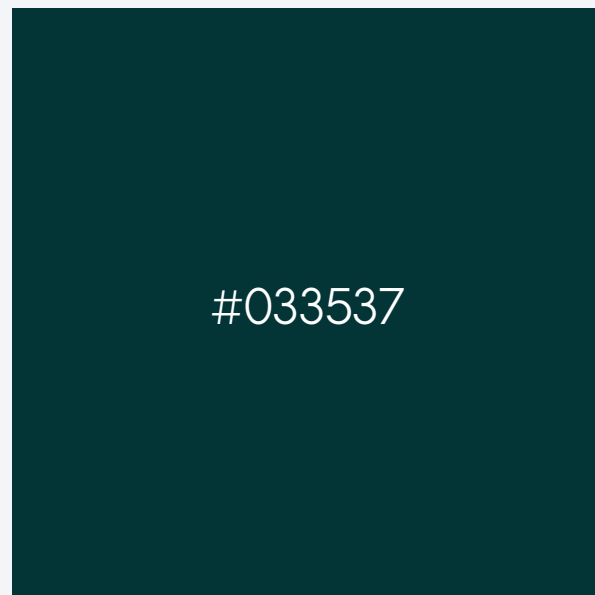
Do not use close estimates of each color.



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.

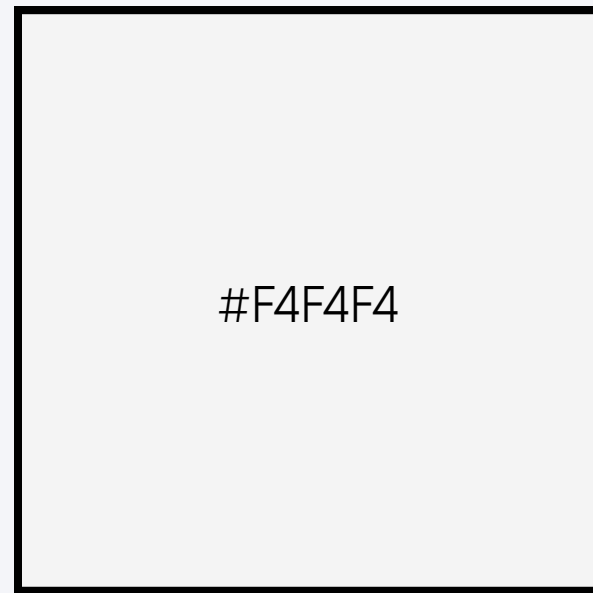
Hex: #FFC900
Pantone: 7406 C

section 4: brand rules

Colors: Off White

These are the primary branding colors of FieldHaven Feline Center. The exact hex values must be used.

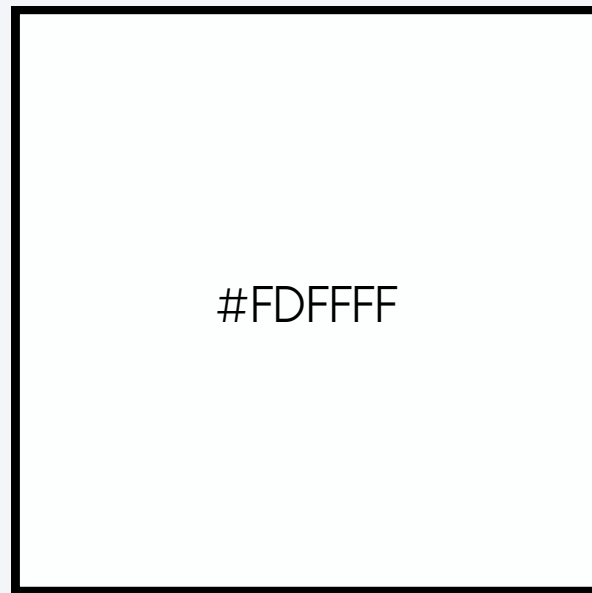
Do not use close estimates of each color.



Off-White 1

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

Hex: #F4F4F4
Pantone: None



Off-White 2

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

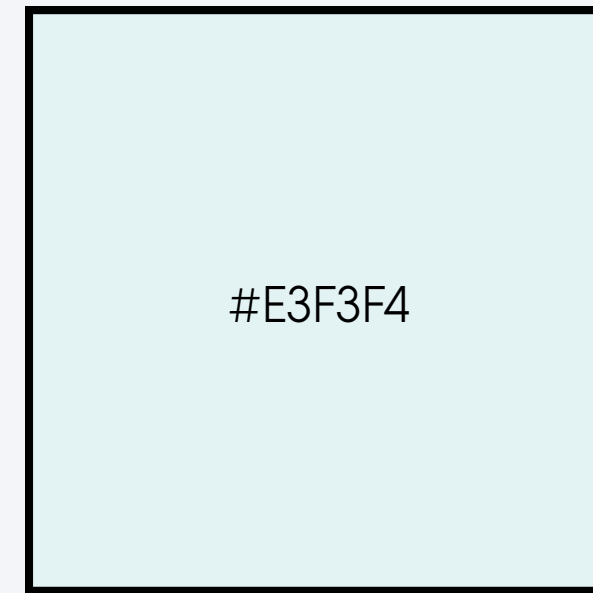
Hex: #FDFFFF
Pantone: None



Off-White 3

Use for backgrounds. Only use one Off-White at a time. This is the main off-white used on the website.

Hex: #F4F5F9
Pantone: None



Light Teal

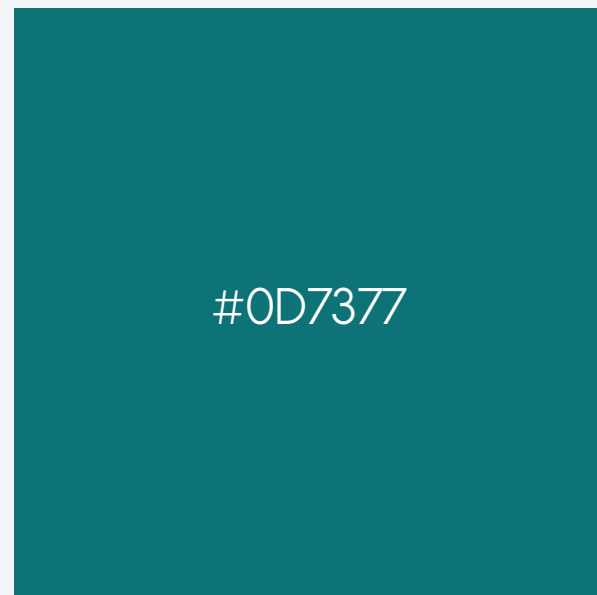
Use as an alternate teal. Ideal for backgrounds. This is the main off-white used on in graphic design.

Hex: #E3F3F4
Pantone: None

section 4: brand rules

Colors: Alternate Teals

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



Alternate Teal 1

Use as an alternate teal.

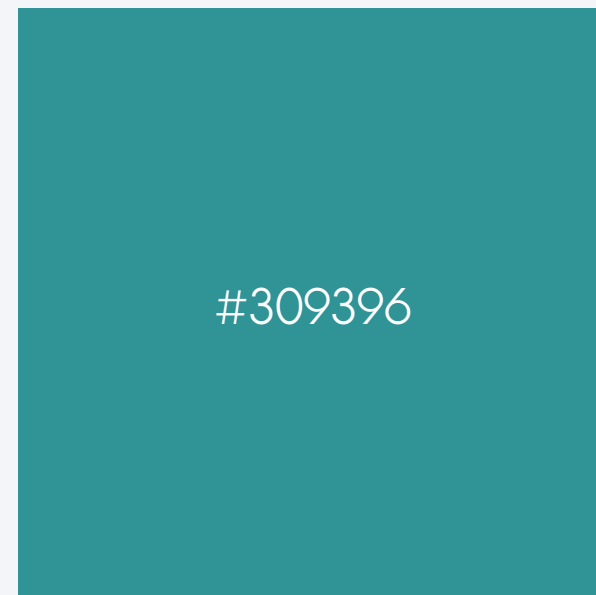
Hex: #0D7377
Pantone: 321 C



Alternate Teal 2

Use as an alternate teal.

Hex: #9CD4D6
Pantone: 628 C



Alternate Teal 3

Use as an alternate teal.

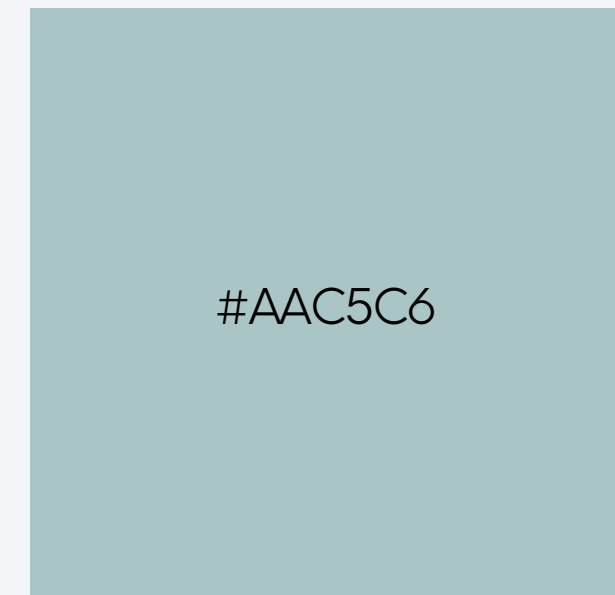
Hex: #309396
Pantone: 7473 C



Alternate Teal 4

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

Hex: #5FCFDF
Pantone: 310 C



Alternate Teal 5

Use for text against dark backgrounds. Use sparingly as alternative to off-white. Do not use as main teal.

Hex: #AAC5C6
Pantone: 7542 C

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 Cats, Classics, & Cocktails logo.

Hex: #EF6060

Pantone: 178 C

section 4: brand rules

Colors: Holiday

These are the specific colors used for sub-branding. The exact hex values must be used.

Do not use close estimates of each color.



Holiday Faire Green

Used for the title of the FieldHaven Holiday Faire.

Hex: #294F1A
Pantone: 357 C



Holiday Faire Red 1

Used for the date of the FieldHaven Holiday Faire.

Hex: #B2161B
Pantone: 1805 C



Holiday Faire Red 2

Used for the headings of the FieldHaven Holiday Faire.

Hex: #DD0B2B
Pantone: 185 C



12 Saves

Used during the 12 Saves of Christmas fundraising campaign.

Hex: #B6240E
Pantone: 7621 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.



Giving Tuesday Blue

The blue used in the official Giving Tuesday logo. Do not use for main branding.

Hex: #32477F

Pantone: 7686 C

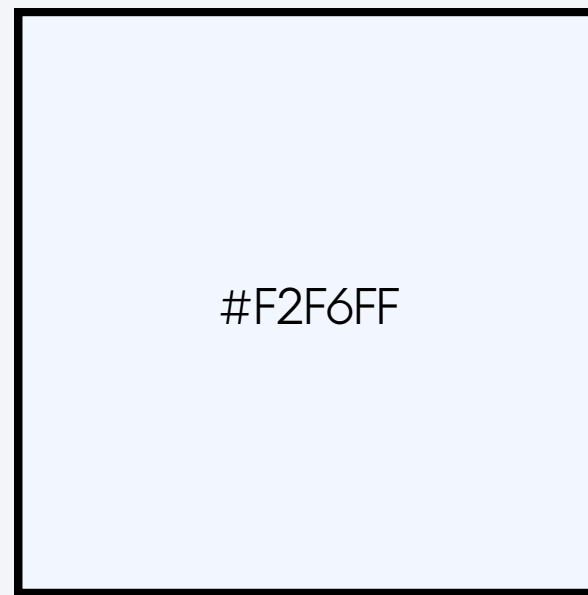


Giving Tuesday Red

The red used in the official Giving Tuesday logo. Do not use for main branding.

Hex: #EB1C30

Pantone: 185 C



Giving Tuesday White

The white used in the official Giving Tuesday logo. Do not use for main branding.

Hex: #F2F6FF

Pantone: None

section 4: brand rules

Typography: Main

These are the official fonts used by FieldHaven Feline Center. For questions, email vic@fieldhaven.com

- Headings:** Montserrat Semibold, Montserrat Bold
- Body Text (Website):** Museo Sans (Adobe Creative Cloud required)
- Body Text (Graphics):** Neue Einstellung (Canva), Museo Sans (Adobe CC required)
- Body Text (Documents):** Proxima Nova (Google Docs or Adobe CC required)

Do not use unapproved similar fonts. If you do not have access to Adobe, Canva, or any of the body fonts listed above, **Inter** (Google Fonts) is an acceptable substitute. Never use system fonts (e.g. Arial, Times New Roman, Comic Sans) or dated fonts .

Please focus on using Montserrat and Neue Einstellung in Canva for designs.

Formatting: Left-align body text. 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, or underline text for emphasis (use **bold**).l.

Other Typography

Naturally, some projects will require theme-specific fonts (e.g. a Halloween fundraiser might use a spooky, font); use professional and modern 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 vic@fieldhaven.com

section 4: brand rules

Font List

FieldHaven Feline Center

Headings: Montserrat Semibold, Montserrat Bold

Body Text (Website): Museo Sans (Adobe Creative Cloud required)

Body Text (Graphics): Neue Einstellung (Canva), Museo Sans (Adobe CC required)

Body Text (Documents): Proxima Nova (Google Docs or Adobe CC required)

FieldHaven Marketplace

Headings: Roboto Slab

Body: Neue Einstellung (Canva), Museo Sans (Adobe CC required)

Other

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

2nd Chance Ranch: Dust West

12 Saves of Christmas: Angelina

FieldHaven Holiday Faire: Grimpt Brush (title), Milestone (headings)

Champy's Champions: Bangers (title)

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.”

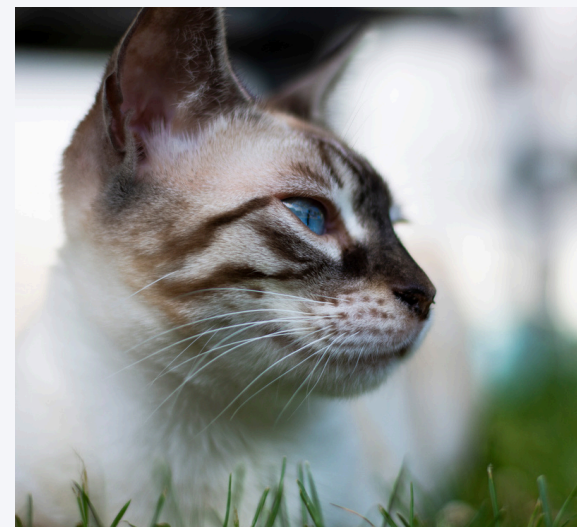
Step Five: Finished!

section 4: brand rules

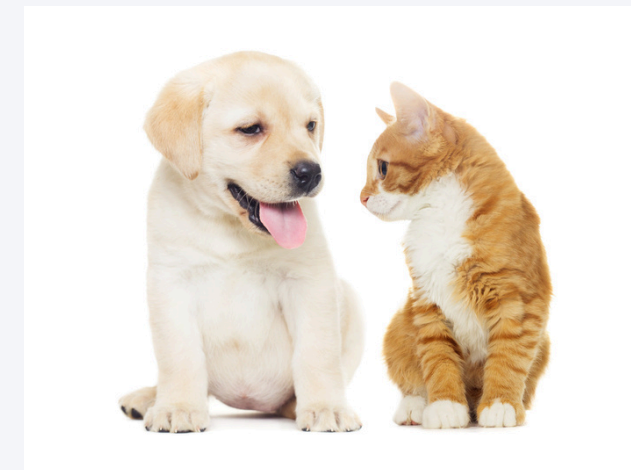
Clip Art & Stock Images

When using clip art and stock images, use your best discretion to avoid clip art that appears dated or mismatched with our style and stock images that are recognizable as stock images. Use your best judgment and remain familiar with current design trends and practices. In general, we avoid use of cutesy, cartoon, or overly-illustrated clip art and studio stock images. We use stylized clip art (often customized to our teals, but not a requirement) and modern stock images.

Usable Examples



Non-Usable Examples



conclusion

Questions? Need Help?

CONTACT

Vic Morgan

Webmaster, Graphic Designer, and Brand Identity Specialist

Email: vic@fieldhaven.com

FieldHaven Brand Kit

Full branding guide, logo package, and branding kit

Updated regularly – check for new versions

<https://fieldhaven.com/media/>