

brand standards toolbox

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hello!
woof!
meow!

hello, brand ambassador!

our brand is fun, colorful and simple

Welcome to the brand and instruction guide for the Meet Your Match® (MYM) Programs. Our brand—that is, the look, feel, language and tone of MYM—is an essential part of our program’s success.

Since MYM is a nationwide program, it’s important that shelters and other organizations like yours follow these brand guidelines so that potential adopters will recognize the MYM program wherever they may be. We’ve found that shelters that implement MYM programs while incorporating the brand guidelines are better positioned to achieve maximum results from the program.

So, hello, brand ambassador! It’s very nice to meet you. We hope that as the program grows, our brand will grow, too. We also hope that you will share your feedback with us so that we know what’s working and what we can improve to make the MYM programs and brand stronger.

Enough talk already....

let’s begin 

brand guidelines

brand attributes

Our identity is more than just the colors and the words we use to promote Meet Your Match®. The strength of our brand relies on how adopters and consumers experience every aspect of our program. From the banners and posters in your lobby to the experience adopters have during the MYM adoption process, the consistency, clarity and simplicity of our program is vital to its success.

program goals

The goal of the MYM programs is brief and clear:

MYM is designed to increase the human/animal bond — not based on a cute pair of eyes or the color of the animal's coat, but based on the dog's or cat's behavior and the adopter's expectations. The process focuses on the positive promotion of dogs and cats, the welcoming and friendly interactions with potential adopters and, ultimately, the matches you can make. This positive approach increases adoptions, decreases returns, improves interactions with clients and saves more lives

tagline

We have three taglines, one for each program:

- What color is your dog?
- What color is your cat?
- What color is your puppy?

imagery

Our brand imagery relies primarily on silhouetted illustration of dogs, cats, and people. Other illustrations styles as well as photography should not be used to promote MYM. You'll learn more about graphic elements, typography, and color later in this toolbox. Should you have any questions about using photography specific to your shelter, contact us at meetyourmatch@aspca.org.

voice

Meet Your Match is about connecting with people. The voice you use to communicate with potential adopters must be casual and conversational, as if you're talking to a friend or a neighbor. The language you use should be direct and easy to understand. Avoid tricky words and complex sentences. Since our brand relies heavily on visuals, copy length should be kept short. Avoid long paragraphs and always favor on being succinct.

audience

The **primary audience** for MYM is potential adopters who are visiting or plan on visiting a shelter or other humane organization to adopt a dog, puppy or cat.

The **secondary audience** for our program is people who are currently not looking to adopt, but may do so in the future.



important elements of our brand



the canine-ality

every dog has a canine-ality™

Each of the nine canine-alitys has a unique profile, much like a personal ad you'd find in a newspaper or online. It's important that the profiles for each dog remain unchanged. Please do not attempt to edit these dialogues.



constant companion

Looking for an emotionally secure, mutually satisfying, low-maintenance relationship? I am all you need. Let me sit at your feet, walk by your side, and I'll be your devoted companion forever.



couch potato

Like the easy life? Then I'm the perfect match for you. I'm a relaxed, laid back kind of dog who enjoys long naps, watching movies, curling up on laps, and walking very short distances from the couch to the food bowl and back.



teacher's pet

I've got the whole package—smart, fuzzy, four legs, love to learn and live to please. Go ahead, teach me anything. Sit, stay, balance your checkbook, I can do it all. Keep me entertained and I'll be yours forever.



goofball

I'm a fun-loving, happy-all-the-time, glass-is-half-full kind of dog looking for someone who loves to laugh and play around. Must have a great sense of humor and some time to spend with me. I'm on a mission to please you.



wallflower

Shy yet charming canine searching for patient owner with relaxed lifestyle. Looking for gentle guidance to help me come out of my shell. Treat me sweet and kind and I'll blossom.



busy bee

I'm a naturally playful, curious and trusting canine. Take me for a big walk every day; give me something to do. After my job's done, I'll curl up in front of the fire with you in the evenings.



life of the party

I think everything is fun, interesting and meant for play, especially you. Anything you do, I'll want to do, too. With my own brand of surprises, life with me will keep you constantly on your toes, and the fun is guaranteed.



free spirit

Intelligent, independent, confident and clever, I prefer making my own decisions but will listen to you if you make a good case. We're partners in this adventure. Treat me like one and we'll both live happily ever after.



go-getter

Want to get more exercise? Action is my middle name. My "LET'S GO!" lifestyle will keep you motivated to get outside and move. I've got tons of energy, and just like the sun, I'm burning and working 24 hours a day, seven days a week. I'll run for miles, chase a ball for hours, and still want to play at the end of the day.

purple

orange

green

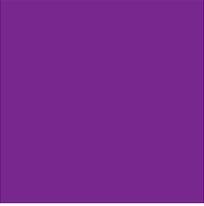


the puppy-alties

every puppy has a puppy-ality™

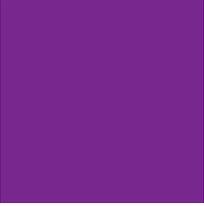
Like canine-alties, each of the nine puppy-alties has a unique profile, much like a personal ad you'd find in a newspaper or online. It's important that the profiles for each puppy remains unchanged. Please do not attempt to edit these dialogues.

At this time, no illustrations are used to designate the puppy-alties.



day dreamer

Easy-going relaxed pup seeks laid-back human for mutually low-stress relationship. Must see the bowl as half-full, enjoy leisurely games of fetch followed by a quick snack and two-hour nap, and be willing to explore the joys of relaxing together.



the detective

It's elementary, my dear assistant...let's unravel the mysteries of the world together. I simply use my trusty nose and my natural taste for details. You simply offer any leads you might have. Together we'll solve every mystery that comes our way.



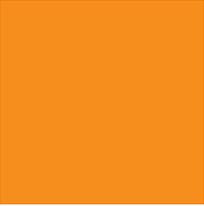
kindergartner

It's the first day of school and, boy oh boy, am I nervous! I'm not sure where to sit, when we eat or even where the bathroom is. All I need is a person I can trust to show me the ropes. Will you be my mentor and show me around?



bashful tourist

So this is my first time on my own and jeez, did you know the world is a really big and kind of scary place (especially when you don't speak the language)? With the right translator, I know I can learn my way around. Until I get familiar with the place, let me stay right by your side, or maybe just a little behind you.



class clown

Class clown seeks good-humored soulmate ready to let the good times roll. My playful jokes, love of all things chewable and slapstick comedy will keep you and your friends doubled over laughing for hours. When I hog the spotlight, just let me know the joke's over and I'll settle down.



the rookie

Young self-starter looking for an inspirational coach to take us to the top. I've got the whole package—brains, good looks, and loads of raw talent—and I'm ready to use them. Teach me, praise me, and I guarantee I'll make you proud at home, on walks, or competing in the field.



king of the mountain

I'm self-educated with a splash of ambition. As canine royalty, I like to set the rules. Explain a better way though, and I'll give you due consideration. I'm really looking to share my throne with a hard-working, confident, and full-of pep human.



superhero

I'm an all-purpose pup ready to commit 110%. When there's a crumb dropped, I'll be there to pick it up for you. When there's a hole that needs to be dug, I'll be there with all four feet. When someone needs a buddy to run miles with, I'll be there with leash in tow. Commit 100% to me, and I'll be yours forever.



thrill-seeker

WOO-HOO! This is so cool. Have you tried this ride called LIFE yet? It's got all these great twists and turns and so many neat things to play with like balls, fleece toys, rawhides, socks, pant legs, fingers—and so many neat people to meet—you, your friends, your friends' friends, and the friends of your friends' friends. Jump on board and we'll have a blast together!

purple

orange

green



the feline-alities

every cat has a feline-ality™

Like canine-alties and puppy-alties, each of the nine feline-alties has a unique profile, much like a personal ad you'd find in a newspaper or online. It's important that the profiles for each cat remains unchanged. Please do not attempt to edit these dialogues.



love bug

Do you seek affection? I do! If you also like petting, purrs, and paws kneading your lap, I think we might have A LOT in common. I'm looking for "someone who enjoys quiet times and togetherness." Could that someone be you?



secret admirer

When it comes to relationships, I'm very level-headed. I don't leap in paws first, if you know what I mean. But give me a little time, and then I'll shower you with purrs, head-butts, and plenty of lap time. In the meantime, you may not see a lot of me—but I'll be thinking a lot of you.



private investigator

I'm working undercover to keep an eye on you and your household. You may not even know you're under surveillance. I can vanish into thin air if anyone or anything interferes with my investigation. If you need a cat who knows how to stay out of trouble and will always keep your secrets, I just might take your case.



personal assistant

You're working on the computer? Let me press the keys. Reading the paper? I'll hold the pages down for you. Watching TV? I'll just pop in your lap so you can pet me. I love an orderly household, don't you? I'll help you with all your chores, and I'll help you relax when we're done. You'll wonder how you ever managed without me.



sidekick

Like all sidekicks, I'm just plain good company. I like attention, and I also like my solitude. I don't go looking for trouble but I'm no scaredy-cat, either. If you are looking for a steady companion to travel with you on the road of life, look no further.



the executive

I have to say, I'm a busy cat. First, I've got to check out what's happening out the window. Next, I'll see if any closets or cupboards need looking into. And then there are my naps—can't be late for those. I can fit a little socializing into my schedule. Shall we plan on breakfast and dinner? I hope you like kibbles.



leader of the band

I'm a cat who does everything in a big way. I not only like to be in the middle of things—I like to lead the parade. I'm an adventurous cat, but I'll still make plenty of time to show you my affectionate side. I'm the demonstrative type, you might say. Want a cat who's brimming with confidence? That's me.



party animal

I'm a cat on a mission: PARTY! I love to play and explore and test my limits. I'd love to play with you, but I can make a toy out of anything: pencils, post-it notes, potatoes. If you're looking for some laughs and someone to liven up the party, think about inviting me.



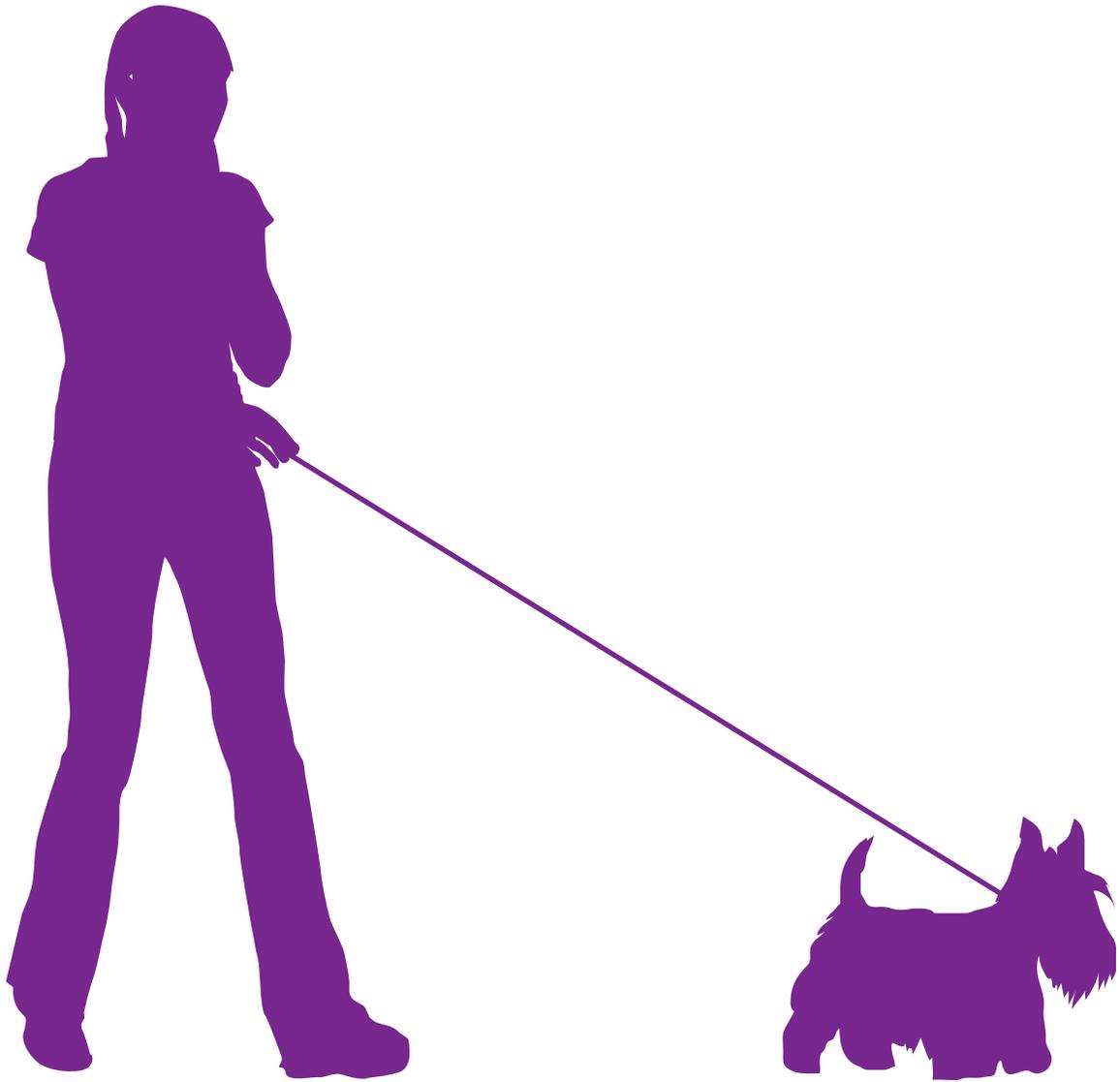
MVP

I'm a savvy cat who knows the score. I'm pretty unflappable, too. I don't mind entertaining myself, but a human companion at the other end of the couch and a nice scratch behind the ears always make my day. If you're looking for a resourceful addition to your team, think about signing this Most Valuable Pussycat.

purple

orange

green



color

**without color,
our brand would be bland**

Our brand relies a great deal on color. When using colors in print or web applications, be sure to stay within the color guidelines, as noted at right. Meet Your Match® uses three main colors—purple, orange and green—as well as cool gray.

When producing Meet Your Match® material, we ask that you use the PMS colors that are indicated on this page. The page also contains the formula to convert the PMS colors for the web, in CMYK (when printing in 4-color process) and RGB (computer screen colors and for other documents such as those in Word, Powerpoint, etc.).

Optimally, we would prefer that you print using the Meet Your Match PMS colors. We recognize that not every shelter has the funds to run PMS spot colors, and if that is the case, please provide the formulas below to your printer, including the PMS number, so that he can do his best to match the PMS when printing.



PMS 2602 C and U
WEB/SCREEN 6B2C91
CMYK 72-100-0-0
RGB 107-44-145



PMS 021 C and U
WEB/SCREEN F79239
CMYK 0-51-87-0
RGB 247-146-57



PMS 375 C and U
WEB/SCREEN 9BCD65
CMYK 43-0-79-0
RGB 155-205-101



PMS 421 C and U
WEB/SCREEN C2C4C6
CMYK 0-0-0-27.5
RGB 194-196-198



identifier

what our logo says about us

Our identifier, or logo, is a simple, recognizable wordmark representing the three colors that comprise the Meet Your Match® adoption program.

The opposite page displays the MYM logo, provides guidelines for ASPCA® acknowledgement and includes a review of program compliance pursuant to trademark law.

The MYM logo is available for download on ASPCApro.org or may be distributed on request by emailing meetyourmatch@aspc.org.

MYM logos



MYM 4-color



MYM fax version, 1-color, B/W



white on 1-color, to be placed
on MYM approved colors or black

Guidelines for ASPCA® acknowledgement:

1. The text “Meet Your Match® is a program of ASPCA” is to be included in all press releases, press interviews, and newsletters (paper and electronic) where info about any Meet Your Match program (SAFER™, Canine-ality™, Puppy-ality™ or Feline-ality™) is referenced.
2. The text “Meet Your Match is a program of ASPCA” is to appear on the agency’s website where use of the Meet Your Match programs is promoted. No ASPCA logo is necessary, but acknowledgement is required.

Program Compliance:

Meet Your Match has been protected by trademark law since 2004, meaning:

- Agencies may choose to implement only one of the Meet Your Match programs. However, any Meet Your Match program used by an agency must be used in its entirety, as provided to you. It’s not possible to use some parts of the program and discard others.
- The templates provided to you need to be used without altering their content or appearance. This includes adopter surveys, assessment forms, guest passes, cage cards, and any other materials. Should you have any questions about formatting of these forms, please contact meetyourmatch@aspca.org.
- The MYM signature colors—purple, orange and green—can not be altered. See page 13 for color guidelines.



typography

the font matters

Meet Your Match® uses two fonts, both sans-serif. These are the only fonts that should be used with the program. A serif font such as Times New Roman may never be used in MYM applications.

For headlines, use **Helvetica Bold**. For body copy, use Helvetica Regular. For applications on the Web, use Arial or Helvetica.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

helvetica regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

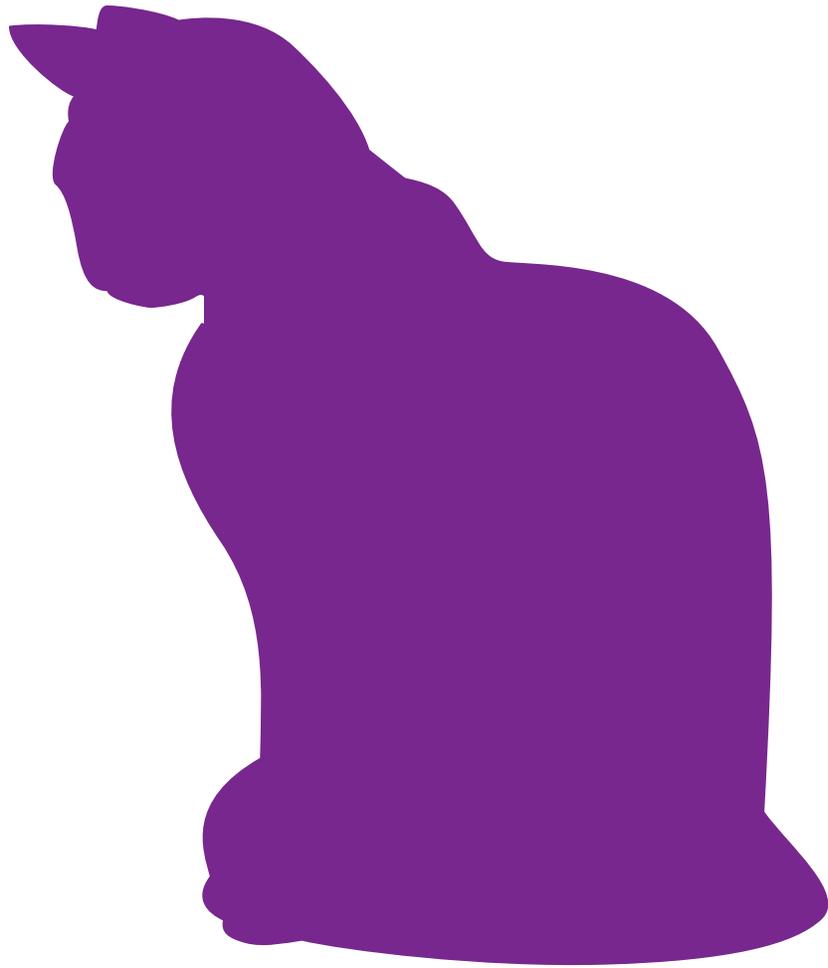
helvetica bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

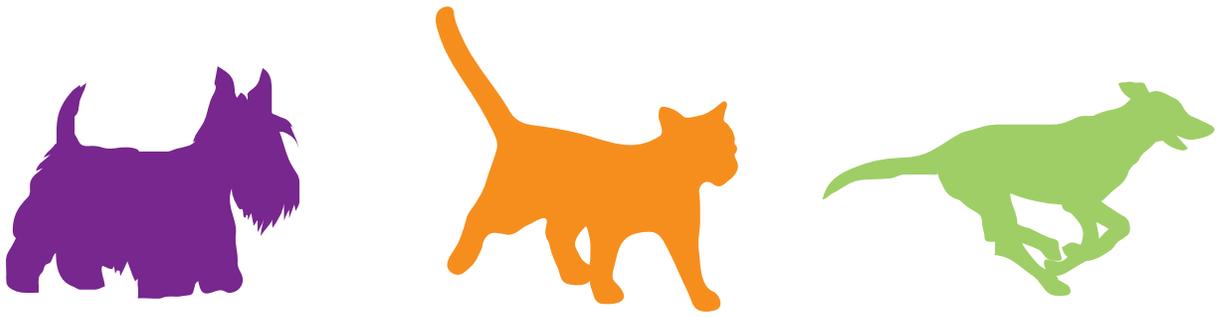
arial



graphic elements

consistent visuals shape our brand

Meet Your Match® relies heavily on silhouetted illustrations of dogs and people to promote our program. These graphic elements appear in nearly every print and web application.



the animal silhouettes

Meet Your Match® uses silhouettes as graphic elements. There are nine silhouettes each for Canine-ality™ and Feline-ality™. For Puppy-ality™ and SAFER™, use the Canine-ality silhouettes.

Animal silhouettes should only be in one of the three primary colors (orange, purple, green) when used in a 4-color application.

See pages 7 and 11 for more examples of the different types of silhouettes.

The dog and cat silhouettes are available for download on ASPCApro.org or may be distributed on request by emailing meetyourmatch@aspcapro.org.



the people silhouettes

Meet Your Match uses a variety of people silhouettes as graphic elements. These silhouettes often interact with the animal silhouettes.

People silhouettes should only be in one of the three primary colors (orange, purple, green) when used in a 4-color application.



shapes

The square is the primary shape used in Meet Your Match. Other shapes such as triangles and circles may be used, yet the square should be the dominant shape in all designs.