



BRAND GUIDELINES



AARCS
ALBERTA ANIMAL
RESCUE CREW SOCIETY



2025



BRAND INTRODUCTION

Changing Lives Through Kindness

our mission embodies our commitment to creating impactful change through compassion and kindness towards animals, inspiring others to join in our cause.



OUR LOGO

Ensure proper use of the logo by following guidelines on colour accuracy, scale, and white space.



DO NOT
crop the logo in any way



DO NOT
change colours, add
effects or alter the logo in
any way



DO NOT
place the logo against a
busy background

BRAND COLOURS

Our brand strikes a balance between playfulness and professionalism, creating an engaging yet credible presence.

**AARCS
GREEN**

Hex: #84C130

**ACCENT
YELLOW**

Hex: #FFD600

BLACK

Hex: #131313

GREY

Hex: #333333

WHITE

Hex: #FFFFFF



TYPOGRAPHY

Our brand strikes a balance between playfulness and professionalism, creating an engaging yet credible presence.

Bold Heading Varieties

**MARVIN
REGULAR**

**COMICA
BOOM**

**DIMBO
CAPITALS**

Comic Varieties

LOVE MONSTER
Handyman

Life Savers Bold
SCRIPTER

Sans-Serif Varieties

Proxima Alt
Proxima Nova Bold
Roboto Regular
Roboto Bold

Montserrat Regular
Montserrat Extra Bold
Source Sans Pro Regular
Source Sans Pro Bold

Cursive Varieties

The Islander
Buffalo

Apricots
Montserrat Extra Bold

USAGE GUIDELINES

The following principles should be followed when using the AARCS brand by third party fundraisers, partner organizations and individuals outside of the organization:

Questions/Approval:

Nicole Janke

Events & Fundraising Supervisor
nicole.janke@aarcs.ca

Kayli McClelland

Communications Specialist
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01 Copyright

All materials pertaining to our brand are safeguarded by copyright. It is imperative to seek permission before utilizing any third-party materials.

02 Authorized Use

Third Party Fundraisers MUST include acknowledgement that their activities are fundraisers for AARCS. Materials must not identify the fundraiser as a representative or affiliate of the brand.

03 Marketing Material Approval

Marketing materials featuring the AARCS brand require approval to ensure compliance with guidelines brand image.

FUNDRAISER FOR



CONTACT INFORMATION



Contact us

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Website

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