



# BRAND GUIDELINES

UPDATED APRIL 2023

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No part of this document may be disclosed in any manner to a third party  
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# NSALA'S BRAND: MISSION AND VISION

## OUR MISSION:

Rescue. Nurture. Adopt. Educate.

## OUR VISION:

A future in which all companion animals find responsible, loving homes where they are free from abuse, hunger, fear, and loneliness and receive the care and respect they deserve.

## WHAT WE VALUE:

- › The inherent worth of all companion animals.
- › The principles and goals of the no-kill movement, which we've pioneered since our founding in 1944.
- › The richness and complexity of the human-animal bond.
- › The power of humane education, which is the heart of our Mutt-i-grees® Curriculum.
- › Our global network of rescue partners with whom we share our decades of experience and expertise.
- › The generous support of friends and donors who make our work possible.
- › Honesty, diversity, integrity, transparency, sustainability, and innovation.

## Our Values:

Preserve and enhance the lives of shelter pets through rescue efforts that remove them from harm's way

Advance the highest standards in animal welfare to create a more humane world for companion animals

Sustain our no-kill policy, working tirelessly to nurture and heal the physical and emotional wounds of the animals in our care to help them realize the quality of life and dignity they deserve

Speak for rescue animals — Mutt-i-grees® — to elevate their status, increase acceptance, and reduce euthanasia

Inspire the next generation to be more compassionate and to understand that adopting a shelter pet is the right choice

Organize, inspire, and lead a global network of partners who share our goal for a no-kill future, continuing to provide them with resources and innovative techniques to save lives

Nurture relationships that create and reinforce the bond between people and shelter pets

# Modification of the NSALA LOGO

IMAGES: The NSALA logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA LOGOS FOLDER)

The North Shore Animal League America's logo has been modified slightly for 2021. The modifications made will give the NSALA Logo (vertical & horizontal versions) a bolder more pronounced look. The color schemes remain the same for all versions of the logo. All Program and Event Logos that have the NSALA Logo have been updated with the revised version. This also includes all NSALA logos that have taglines. This revised version should be used on all future communications. Below is a detailed description on the revisions that were made to the logo.

## NSALA LOGO HORIZONTAL

ORIGINAL VERSION



REVISED VERSION



## NSALA LOGO VERTICAL

ORIGINAL VERSION



REVISED VERSION



## REVISED VERSION

- Increased the text size of "north shore" and "america"
- Made all fonts bolder, including cat and dog arches.
- In the revised vertical Logo, the cat and dog arches have been reduced slightly in size.

## SIZE COMPARISON

north shore – ORIGINAL

north shore – INCREASED SIZE & BOLDER

america – ORIGINAL

america – INCREASED SIZE & BOLDER

# NSALA'S LOGO

**IMAGES:** The NSALA logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA LOGOS FOLDER)

NSALA's logo should be small enough not to dominate the page, but large enough to ensure the name of the organization is legible. There are two versions and two color schemes (Vertical and Horizontal). Either can be used depending on layouts. The North Shore Animal League America logo identifies the brand of the company. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing North Shore Animal League's logo:

VERTICAL LOGO	HORIZONTAL LOGO	COLOR
		<p>NSALA MAIN BLUE            PANTONE 660C (For Coated Paper)            PANTONE 285U (For Uncoated Paper)            PROCESS: 91% C 53% M</p>  <p>PANTONE 660C</p>
<p>This color version of the logo should be used for all NSALA events.</p>		<p>NSALA GRAY            PANTONE 430C (For Coated Paper)            PANTONE 423U (For Uncoated Paper)            PROCESS: 45% B</p>  <p>PANTONE 430C</p>
		<p>NSALA MAIN BLUE            PANTONE 660C (For Coated Paper)            PANTONE 285U (For Uncoated Paper)            PROCESS: 91% C 53% M</p>  <p>PANTONE 660C</p>
<p>This color version of the logo should be used on all direct mail materials.</p>		<p>NSALA BRIGHT BLUE            PANTONE 2995C (For Coated Paper)            PANTONE 306U (For Uncoated Paper)            PROCESS: 87% C 1% M</p>  <p>PANTONE 2995C</p>
		<p>NSALA MAIN BLUE            PANTONE 660C (For Coated Paper)            PANTONE 285U (For Uncoated Paper)            PROCESS: 91% C 53% M</p>
		<p>BLACK            100% Black</p> <p>GRAY            45% Black</p>
		<p>WHITE            Should only be on dark backgrounds, never light.</p>

# NSALA'S LOGO

The following are **unacceptable** ways of reproducing the NSALA logo.



Do not add effects, including a drop shadow, bevel, or glow.



Do not rearrange or use any part of the logo separately.



Do not alter fonts.



Do not rotate.



Do not alter colors\*.

\* The only exception for changing the color of the NSALA logo is when it is being used in a NSALA event invitation package (ex. Lewyt Luncheon and Gala)



Do not place over busy backgrounds.



Do not distort or skew the proportions.



# NSALA LOGO TAGLINES

IMAGES: The NSALA'S "80th Anniversary – Years of Leading the No-Kill Community" logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA "80th Anniversary Logo" LOGOS FOLDER)

NSALA's "80th Anniversary – Years of Leading the No-Kill Community" logo should be small enough not to dominate the page, but large enough to ensure the name of the organization is legible. This logo can be used where appropriate. The North Shore Animal League America logo identifies the brand of the company. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing North Shore Animal League's "80th Anniversary – Years of Leading the No-Kill Community" logo:

VERTICAL LOGO	COLOR
	<p>NSALA MAIN BLUE PANTONE 660C</p> <p>NSALA GRAY PANTONE 430C</p> <p>This color version of the logo should be used for all NSALA events.</p> <p>PANTONE 660C</p> <p>PANTONE 430C</p>
	<p>NSALA MAIN BLUE PANTONE 660C</p> <p>NSALA BRIGHT BLUE PANTONE 2995C</p> <p>This color version of the logo should be used on all direct mail materials.</p> <p>PANTONE 660C</p> <p>PANTONE 2995C</p>
	<p>NSALA MAIN BLUE PANTONE 660C</p>
	<p>BLACK 100% Black</p> <p>GRAY 50% and 80% Black</p>
	<p>WHITE Should only be on dark backgrounds, never light.</p>

# NSALA LOGO TAGLINES

**IMAGES:** The NSALA'S "Over 75 Years" Vertical logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA "Over 75 Years" VERTICAL LOGOS FOLDER)

NSALA's "Over 75 Years" logo should be small enough not to dominate the page, but large enough to ensure the name of the organization is legible. This logo can be used where appropriate. The North Shore Animal League America logo identifies the brand of the company. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing North Shore Animal League's "Over 75 Years" logo:

VERTICAL LOGO	COLOR	
	NSALA MAIN BLUE PANTONE 660C	
	NSALA GRAY PANTONE 430C	PANTONE 660C
	This color version of the logo should be used for all NSALA events.	
		PANTONE 430C
	NSALA MAIN BLUE PANTONE 660C	
	NSALA BRIGHT BLUE PANTONE 2995C	PANTONE 660C
	This color version of the logo should be used on all direct mail materials.	
		PANTONE 2995C
	NSALA MAIN BLUE PANTONE 660C	
	BLACK 100% Black	
	GRAY 50% and 80% Black	
	WHITE Should only be on dark backgrounds, never light.	

# NSALA LOGO TAGLINES

IMAGES: The NSALA'S "Over 75 Years" Tagline Horizontal logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA "Over 75 Years" TAGLINE HORIZONTAL LOGOS FOLDER)

NSALA's "Over 75 Years" Tagline logo should be small enough not to dominate the page, but large enough to ensure the name of the organization is legible. This logo can be used where appropriate. The North Shore Animal League America logo identifies the brand of the company. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing North Shore Animal League's "Over 75 Years" Tagline logo:

HORIZONTAL LOGO	COLOR	
 <p>The logo features the North Shore Animal League America icon (a blue bird and a gray cat) above the text "north shore animal league america." Below this is a horizontal line and the text "OVER 75 YEARS" in blue.</p>	<p>NSALA MAIN BLUE PANTONE 660C</p> <p>NSALA GRAY PANTONE 430C</p> <p>This color version of the logo should be used for all NSALA events.</p>	 <p>PANTONE 660C</p> <p>PANTONE 430C</p>
 <p>The logo features the North Shore Animal League America icon (a bright blue bird and a gray cat) above the text "north shore animal league america." Below this is a horizontal line and the text "OVER 75 YEARS" in bright blue.</p>	<p>NSALA MAIN BLUE PANTONE 660C</p> <p>NSALA BRIGHT BLUE PANTONE 2995C</p> <p>This color version of the logo should be used on all direct mail materials.</p>	 <p>PANTONE 660C</p> <p>PANTONE 2995C</p>
 <p>The logo features the North Shore Animal League America icon (a blue bird and a blue cat) above the text "north shore animal league america." Below this is a horizontal line and the text "OVER 75 YEARS" in blue.</p>	<p>NSALA MAIN BLUE PANTONE 660C (For Coated Paper) PANTONE 285U (For Uncoated Paper) PROCESS: 91% C 53% M</p>	
 <p>The logo features the North Shore Animal League America icon (a black bird and a gray cat) above the text "north shore animal league america." Below this is a horizontal line and the text "OVER 75 YEARS" in black.</p>	<p>BLACK 100% Black</p> <p>GRAY 50% Black</p>	
 <p>The logo features the North Shore Animal League America icon (a white bird and a white cat) above the text "north shore animal league america." Below this is a horizontal line and the text "OVER 75 YEARS" in white.</p>	<p>WHITE Should only be on dark backgrounds, never light.</p>	

# NSALA LOGO TAGLINES

IMAGES: NSALA'S "Rescue, Nurture, Adopt & Educate" Tagline (Horizontal & Vertical) logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA "Rescue, Nurture, Adopt & Educate" TAGLINE LOGOS FOLDER)

Below is the "RESCUE • NURTURE • ADOPT • EDUCATE" tagline, which can be used on collateral materials and on the website where appropriate. Also, please note the four examples of how the tagline should be used with the NSALA Horizontal logo.

**RESCUE • NURTURE • ADOPT • EDUCATE**

— The tagline should be shown in all caps only and Avenir Heavy font should be used. When printed alone, black, PMS 660, and white can be used.



— When the "RESCUE • NURTURE • ADOPT • EDUCATE" tagline is used with the Horizontal NSALA logo (PMS 660 & PMS 430) it should always be centered and aligned under the logo. When printed under the NSALA logo, PMS 660 should be used only.



— When the "RESCUE • NURTURE • ADOPT • EDUCATE" tagline is used with the Horizontal NSALA logo (PMS 660 & PMS 2995) it should always be centered and aligned under the logo. When printed under the NSALA logo, PMS 2995 should be used only.



— When the "RESCUE • NURTURE • ADOPT • EDUCATE" tagline is used with the Horizontal NSALA logo (Black & 50% Black) it should always be centered and aligned under the logo. When printed under the NSALA logo, Black should be used only.



— When the "RESCUE • NURTURE • ADOPT • EDUCATE" tagline is used with the Horizontal NSALA logo (White) it should always be centered and aligned under the logo. When printed under the NSALA logo, White should be used only.

# NSALA LOGO TAGLINES

Below is the “RESCUE • NURTURE • ADOPT • EDUCATE” tagline which can be used on collateral materials and on the website where appropriate. Also, please note the four examples of how the tagline should be used with the NSALA Vertical logo.

**RESCUE • NURTURE • ADOPT • EDUCATE** — The tagline should be shown in all caps only and Avenir Heavy font should be used. When printed alone, black, PMS 660, and white can be used.



**RESCUE • NURTURE • ADOPT • EDUCATE**

— When the “RESCUE • NURTURE • ADOPT • EDUCATE” tagline is used with the Vertical NSALA logo (PMS 660 & PMS 430), it should always be centered and aligned under the logo. When printed under the NSALA logo, PMS 660 should be used only.



**RESCUE • NURTURE • ADOPT • EDUCATE**

— When the “RESCUE • NURTURE • ADOPT • EDUCATE” tagline is used with the Vertical NSALA logo (PMS 660 & PMS 2995), it should always be centered and aligned under the logo. When printed under the NSALA logo, PMS 2995 should be used only.



**RESCUE • NURTURE • ADOPT • EDUCATE**

— When the “RESCUE • NURTURE • ADOPT • EDUCATE” tagline is used with the Vertical NSALA logo (Black), it should always be centered and aligned under the logo. When printed under the NSALA logo, Black should be used only.



— When the “RESCUE • NURTURE • ADOPT • EDUCATE” tagline is used with the Vertical NSALA logo (White), it should always be centered and aligned under the logo. When printed under the NSALA logo, White should be used only.

# NSALA LOGO TAGLINES

IMAGES: NSALA'S "Home of the Mutt-i-gree®" Tagline logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA "Home of the Mutt-i-gree®" TAGLINE LOGOS FOLDER)

Below is the "Home of the Mutt-i-gree®" tagline which can be used on collateral materials and on the website where appropriate. This tagline should be used with NSALA's Horizontal logo only. If you are using NSALA's Vertical logo, the tagline can be placed on the lower portion of the page layout (preferably above the address, website, phone number, and Social Media Lockup.)

Home of the Mutt-i-gree®

- The tagline should be shown in upper and lower case only and Avenir Medium font should be used. When printed alone, black, PMS 660, and white can be used.



Home of the Mutt-i-gree®

- When "Home of the Mutt-i-gree®" tagline is used with the Horizontal NSALA logo (PMS 660 & PMS 430) it should always be left aligned and should not extend past the letter "g" in League. When printed under the NSALA logo, PMS 660 should be used only.



Home of the Mutt-i-gree®

- When "Home of the Mutt-i-gree®" tagline is used with the Horizontal NSALA logo (PMS 660 & PMS 2995) it should always be left aligned and should not extend past the letter "g" in League. When printed under the NSALA logo, PMS 2995 should be used only.



Home of the Mutt-i-gree®

- When "Home of the Mutt-i-gree®" tagline is used with the Horizontal NSALA logo (Black) it should always be left aligned and should not extend past the letter "g" in League. When printed under the NSALA logo, Black should be used only.



- When "Home of the Mutt-i-gree®" tagline is used with the Horizontal NSALA logo (White) it should always be left aligned and should not extend past the letter "g" in League. When printed under the NSALA logo, White should be used only.



Home of the Mutt-i-gree®  
animalleague.org • 516.883.7575

25 Davis Avenue • Port Washington, NY 11050



- When "Home of the Mutt-i-gree®" tagline is used with the Vertical NSALA logo it should not be placed under the logo. It can be placed on the lower portion of the page layout (preferably above the address, website, phone number, and Social Media Lockup.)

# NSALA LOGO TAGLINES

IMAGES: NSALA'S "World's Largest No-Kill Animal Rescue & Adoption Organization" Tagline (Horizontal & Vertical) logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA "World's Largest No-Kill Animal Rescue & Adoption Organization" TAGLINE LOGOS FOLDER)

Below is the "World's Largest No-Kill Animal Rescue & Adoption Organization" tagline, which can be used on collateral materials and on the website where appropriate. Vertical or horizontal formats may be used.\*

## World's Largest No-Kill Animal Rescue & Adoption Organization

— The tagline should be shown in upper and lower case only and Brighton Std Bold font should be used. When printed alone, black, PMS 660, and white can be used.



— When the "World's Largest No-Kill Animal Rescue..." tagline is used with the Horizontal NSALA logo (PMS 660 & PMS 430) it should always be centered and aligned under the text portion of the logo. When printed under the NSALA logo, PMS 660 should be used.



— When the "World's Largest No-Kill Animal Rescue..." tagline is used with the Horizontal NSALA logo (Black) it should always be centered and aligned under the text portion of the logo. When printed under the NSALA logo, Black should be used only.



— When needed the white version can be used in which case the tagline and logo are both fully white.

# NSALA'S North Country Initiative (NCI) LOGO

IMAGES: The NSALA (NCI) Horizontal & Vertical logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA (NCI) LOGOS FOLDER)

NSALA's North Country Initiative logo should be small enough not to dominate the page, but large enough to ensure the name of the organization is legible. There are two versions and two color schemes (Vertical and Horizontal). Either can be used depending on layouts. The North Shore Animal League America (NCI) logo identifies the brand of the company. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing North Shore Animal League's logo:

VERTICAL LOGO	HORIZONTAL LOGO	COLOR	
 <p data-bbox="317 657 569 771">Adirondack Region</p> <p data-bbox="317 743 1108 771">This color version of the logo should be used for all NSALA (NCI) events.</p>	 <p data-bbox="583 641 1142 771">Adirondack Region</p>	<p data-bbox="1157 516 1596 630">NSALA MAIN BLUE PANTONE 660C (For Coated Paper) PANTONE 285U (For Uncoated Paper) PROCESS: 91% C 53% M</p> <p data-bbox="1157 662 1596 771">NSALA GRAY PANTONE 430C (For Coated Paper) PANTONE 423U (For Uncoated Paper) PROCESS: 45% B</p>	 <p data-bbox="1633 592 1803 613">PANTONE 660C</p> <p data-bbox="1633 738 1803 760">PANTONE 430C</p>
 <p data-bbox="317 1015 569 1084">Adirondack Region</p>	 <p data-bbox="583 998 1142 1084">Adirondack Region</p>	<p data-bbox="1157 885 1596 938">BLACK 100% Black</p> <p data-bbox="1157 971 1596 1031">GRAY 45% Black</p>	
 <p data-bbox="317 1307 569 1404">Adirondack Region</p>	 <p data-bbox="583 1291 1142 1404">Adirondack Region</p>	<p data-bbox="1157 1153 1596 1242">WHITE Should only be on dark backgrounds, never light.</p>	

# NSALA'S COMMUNITY OUTREACH LOGO

**IMAGES:** The NSALA COMMUNITY OUTREACH LOGOS can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA COMMUNITY OUTREACH LOGOS FOLDER)

The North Shore Animal League America's Community Outreach logo was created in 2022. The Community Outreach logo should be small enough not to dominate the page, but large enough to ensure the name is legible. There is one version and three color schemes. Either can be used depending on layouts. The North Shore Animal League America's Community Outreach logo identifies the brand of the company and medical centers. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing The North Shore Animal League America's Community Outreach logo:

HORIZONTAL LOGO (With NSALA Horizontal Logo)



COLORS

PANTONE 660C, PANTONE 186C, PANTONE 430C



Solid white reversed logo; dark background only



Grayscale logo (black and 50% black); light background only

# PET HEALTH CENTERS LOGO

IMAGES: The PET HEALTH CENTERS logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – PET HEALTH CENTERS LOGOS FOLDER)

The North Shore Animal League America's Pet Health Centers logo was created in 2017. The PHC logo creates a unified "umbrella" branding for all of NSALA's campus medical centers (The Alex Lewyt Veterinary Medical Center, Don and Karen LaRocca Pet Wellness Center, and the Elizabeth Freed Special Recovery Center). The PHC logo should be used in all collateral materials when referring to any of NSALA's campus medical centers.

PHC's logo should be small enough not to dominate the page, but large enough to ensure the name is legible. There are three versions and three color schemes (Vertical and Two Horizontal Versions). Either can be used depending on layouts. The North Shore Animal League America's Pet Health Centers logo identifies the brand of the company and medical centers. It should only be used once on a collateral piece.

The following are **acceptable** ways of reproducing The North Shore Animal League America's Pet Health Centers logo:

## COLORS



## VERTICAL LOGO



Full color logo; light background only.  
This logo version should be used on all printed materials when possible.



Solid white reversed logo; dark background only



# PET HEALTH CENTERS LOGO

## HORIZONTAL LOGO (With NSALA Horizontal Logo)



## COLORS

PANTONE 660C, PANTONE 186C, PANTONE 430C



Solid white reversed logo; dark background only



Grayscale logo (black and 50% black); light background only

## HORIZONTAL LOGO (With NSALA Vertical Logo)



## COLORS

PANTONE 660C, PANTONE 186C, PANTONE 430C



Solid white reversed logo; dark background only



Grayscale logo (black and 50% black); light background only

# PET HEALTH CENTERS LOGO

The following are **unacceptable** ways of reproducing the PET HEALTH CENTERS logo.



Do not add effects, including a drop shadow, bevel or glow.



Do not rearrange or use any part of the logo separately.



Do not alter fonts.



Do not rotate.



Do not alter colors.



Do not place over busy backgrounds.



Do not distort or skew the proportions.

# NSALA PROGRAM LOGOS

**IMAGES:** The NSALA Program logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA PROGRAM LOGOS FOLDER)

The logos below can be used in conjunction with the NSALA logo or alone where appropriate.



## **Pet Sponsorship Program**

The Pet Sponsorship Program was established in 1997 by North Shore Animal League America and provides care for specific special-needs pets through a monthly contribution from our organization's supporters. You can sponsor a dog, sponsor a cat, or sponsor North Shore Animal League America's Nursery.



## **The Pet Protectors Society®**

We encourage pet lovers who have made a legacy gift to North Shore Animal League America to let us know, so that we can formally welcome them into The Pet Protectors Society. Society members are a treasured group of donors whose generosity will ensure that we can remain the world's largest no-kill animal rescue and adoption organization far into the future.



## **Safe Haven® Surviving Pet Care Program**

The Safe Haven® Surviving Pet Care Program was created by North Shore Animal League America in 1994 as an option for supporters who want to ensure their pets are cared for in case something happens to them. If you are no longer able to care for your pets or if they should outlive you, North Shore Animal League America will immediately finalize arrangements with your representative, family member, or executor to have your pets transported to our Port Washington, N.Y., Adoption Center. This program is available to your pets regardless of where you reside.



## **Circle of Hope Program**

The Circle of Hope Program was created for a very special group of supporters – major donors. North Shore Animal League America's major donors give a single gift of \$1,000 or more each year to maintain their membership in this exclusive program.



## **North Shore Animal League America's SpayUSA®**

North Shore Animal League America's SpayUSA is a nationwide network and referral service for affordable spay/neuter. Developed in 1993, SpayUSA has helped hundreds of thousands of people nationwide obtain low cost, quality spay/neuter services.



## **The Pet Savers Foundation™, Inc.**

Founded in 1992, The Pet Savers Foundation™, Inc., promotes the humane treatment of companion animals nationally by supporting shelter adoption across the country, fostering kindness to animals, and promoting their welfare through humane education programs.



## **North Shore Animal League America RESCUE**

North Shore Animal League America's Rescue Team is comprised of a group of dedicated men and women who make it their mission to save the lives of as many homeless companion animals as possible. We take pride in knowing that each year we rescue close to 20,000 dogs, cats, puppies, and kittens from across the country and around the world.



## **Get Your Rescue On®**

Get Your Rescue On® is an online fundraising campaign based on a symbolic Rescue Cuff bracelet. Campaign goals are to raise awareness for homeless rescue pets, North Shore Animal League America's no-kill mission, and to generate a new stream of revenue. Once the Rescue Cuff is received, the supporter is encouraged to take a photo with their rescue pet while wearing the cuff and share it on your social media outlets. #GetYourRescueOn



## **American Animal Hospital Association® (AAHA)**

In 2016, our Pet Health Centers/Alex Lewyt Veterinary Medical Center achieved accreditation by the American Animal Hospital Association (AAHA). Accreditation is only granted after a rigorous review of the hospital's practice protocols, medical equipment, facility and client service. The AAHA Standards of Accreditation, viewed as the standard of veterinary excellence, contain more than 900 individual standards. These areas of focus include: patient care and pain management, surgery, pharmacy, laboratory, exam facilities, medical records, cleanliness, emergency services, dental care, diagnostic imaging, anesthesiology and continuing education.

**IMAGES:** The NSALA Program logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA PROGRAM LOGOS FOLDER)

The logos below can be used in conjunction with the NSALA logo or alone where appropriate.



## North Shore Animal League America's **ANIPALS™ Logo**

Anipals are our social media volunteers. When you sign up to be part of Anipals, you help us share the stories of our rescue pets with friends and family, so that more of our animals can find their perfect homes. Our Anipals team is made up of people who love animals and who want to further our no-kill rescue mission using everyday technology to post videos, photos and spread as much awareness online as possible.



## North Shore Animal League America's **Community Outreach Logo**

North Shore Animal League America's Community Outreach program helps bring awareness to the plight of community cats through education, TNVR (Trap, Neuter, Vaccinate, Return), assisting with the adoption of friendly cats and kittens, and supporting community cat caretakers. The program is designed to provide education to the public on how to help these cats live long and healthy lives, while at the same time reducing the population through TNVR and adoption of 'friendlies.'

# NSALA EVENT LOGOS

**IMAGES:** The NSALA Event logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA EVENT LOGOS FOLDER)

The logos below can be used in conjunction with the NSALA logo or alone where appropriate.

North Shore Animal League America's  
**TOUR FOR LIFE®**



## North Shore Animal League America's Tour For Life® Logo

North Shore Animal League America's Tour For Life began in 2001 and is now the world's largest mobile pet adoption crusade. It has saved the lives of more than 15,000 companion animals along the way. The Tour continues to drive home the importance of adopting shelter pets, while at the same time helping to raise awareness of local shelters in communities across America. Over the years it's been shown that the event has greatly impacted our shelter partners and their animals, so much so that many groups have reported increased adoptions over the years as a result of community awareness.



## North Shore Animal League America's Walk & Wag Logo

This dog-friendly fundraising walk, held in September, provides the opportunity to create community connections by bringing individuals, families, and companies together for a common goal—to help save the lives of dogs, cats, puppies, and kittens. Participants will walk with their furry best friend either virtually nationwide or at our signature event in Port Washington, NY. Participants at the event can enjoy a vendor fair, have fun on the doggy agility course, and even have a chance to adopt a new canine or feline companion from our Mobile Adoption Unit! Friends, families, and colleagues in corporations are encouraged to sign up as teams. Sit, Stay, Walk sponsorship opportunities are available.

**NOTE:** The Walk & Wag Logo has been updated with the revised NSALA Logo. This version should be used in all future Walk & Wag communications.



## North Shore Animal League America's Global Pet Adoptathon® Logo

Started in 1995, Pet Adoptathon, the global pet adoption event kicks off every year in May or June with 36 straight hours of adoptions at North Shore Animal League America's Port Washington, N.Y., campus. Pet Adoptathon Month continues with our thousands of shelter partners helping to find responsible, loving homes for shelter pets across the country and around the world. Plus, each weekend that month, North Shore Animal League America offers new adoption specials to help adopters find their new best friend.

**NOTE:** The Global Pet Adoptathon Logo has been updated with the revised NSALA Logo. This version should be used in all future Walk & Wag communications.



## North Shore Animal League America's Gala Logo

The Annual Get Your Rescue On® Gala is held each November in New York City. This is North Shore Animal League America's largest fundraising event celebrating its animal rescue work during the year with Beth Stern as Gala Chair. This star-studded evening honors individuals and corporations who support our efforts to save as many animal lives as possible and educate both children and adults about shelter pets. Past hosts, award recipients, and performers include Elvis Duran, Joe Gatto, Joan Jett and The Blackhearts, Amy Schumer, Lisa Lampanelli, Belinda Carlisle of the Go-Go's, and Wilson Phillips. The 400 supporters and friends who attend meet adorable rescue puppies and kittens, bid on exciting experiences and items at the Silent Auction during the cocktail party, are treated to poignant rescue stories, and enjoy live entertainment.

**NOTE:** The NSALA Gala Logo has been updated with the revised NSALA Logo. This version should be used in all future Gala communications.



## North Shore Animal League America's 75th Anniversary Logo

In 2019, North Shore Animal League America celebrated 75 years of saving lives and setting the standard for no-kill, animal welfare work. Founded in 1944, we're the world's largest, most comprehensive, no-kill rescue and adoption organization. Headquartered in Port Washington, NY, we have nearly 2,000 shelter partners across the nation and around the world. We have saved the lives of over 1.1 MILLION defenseless dogs, cats, puppies, and kittens to date.



## North Shore Animal League America's 80th Anniversary Logo

In 2024, North Shore Animal League America will be celebrating 80 years of saving lives and setting the standard for no-kill, animal welfare work. Founded in 1944, we're the world's largest, most comprehensive, no-kill rescue and adoption organization. Headquartered in Port Washington, NY, we have nearly 2,000 shelter partners across the nation and around the world. We have saved the lives of over 1.1 MILLION defenseless dogs, cats, puppies, and kittens to date.



## North Shore Animal League America's DOGust 1st Logo

Everyone loves a birthday! The DOGust 1st holiday – introduced over a decade ago by North Shore Animal League America – declared August 1 to be the universal birthday of Mutt-i-grees® everywhere. From fundraising events to virtual birthday parties on social media, each year we mark the special day with a celebration and encourage people to acknowledge their own amazing rescue pets.

# NSALA VIRTUAL EVENT LOGOS

IMAGES: The NSALA Virtual Event logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA VIRTUAL EVENT LOGOS FOLDER)

The logos below can be used in conjunction with the NSALA logo or alone where appropriate.



## North Shore Animal League America's Sit. Stay. Walk – A Virtual Walk & Wag Event

New in 2020, this Virtual Walk can take place anytime during the designated walk time frame, in this case from April 1 – May 31. It's a great way to get some exercise, stay healthy, and raise funds to help homeless canines and felines. Registered participants can walk anytime, anywhere, any distance. With their registration fee, walkers receive a GetYourRescueOn® tag and a pet bandana. Plus, walkers will qualify for exciting contests and be eligible to win prizes and take part in other fun activities. Companies can participate by sponsoring or by forming a Virtual Team. Virtual teams walk "together" via FaceTime, Zoom, conference calls, or by holding fundraising contests with their employees. Sponsorship opportunities are available.



## North Shore Animal League America's Virtual Walk & Wag

In 2020, the annual Walk & Wag fundraising event was held virtually, taking place throughout the month of September. Participants were able to register as individuals or teams; track their walks in their own community; and fundraise for our no-kill mission safely. Virtual Walk & Wag also offered lots of friendly competitions, contests, and lots of fun rewards.



## North Shore Animal League America's In-Person/Virtual Celebration of Rescue

In 2020, North Shore Animal League America held its first Virtual Celebration of Rescue, in place of the in-person Get Your Rescue On Gala. The hybrid fundraising event enables animal lovers nationwide to tune in remotely and enjoy live musical performances, celebrity adopters, and a live auction where viewers can bid on one-of-a-kind experiences and unique items from the comfort of their homes. The special evening was hosted by Brian Balthazar (TV Personality, Comedian, and President, Balthazar Entertainment) and Dan Mannarino (Anchor, PIX11 Morning News) in 2020.



# MUTT-I-GREES® PROGRAM LOGOS

IMAGES: The Mutt-i-grees Program logos can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – MUTT-I-GREES PROGRAM LOGOS FOLDER)

The logos below can be used in Muttigrees Curriculum related print materials and on the web site.



## The Mutt-i-grees® Curriculum

Introduced in 2010, the Mutt-i-grees Curriculum is a unique social and emotional (SEL) program that draws on children’s natural affinity for animals to teach students from Pre-K through high school the skills that develop empathy, resilience, self-confidence, and compassion. By focusing on shelter animals and the power of emotional resilience, the Mutt-i-grees Curriculum is a versatile educational tool for all children, including those at risk as well as those who face developmental and educational challenges. As of spring 2016, this popular program was implemented in more than 4,000 schools, libraries, and afterschool programs coast to coast, enriching the lives of more than 3,000,000 students and their families. It also supports creative opportunities for volunteerism and animal activism for children and youth in their communities, helping to save the lives of countless dogs, cats, puppies, and kittens and empowering students to create a more humane future of all. The program was created as collaboration between North Shore Animal League America’s Pet Savers Foundation and Yale University’s School of the 21st Century, with initial funding from the Cesar Millan Foundation.



## Cats Are Mutt-i-grees 2®

Cats Are Mutt-i-grees 2 is a companion to the Mutt-i-grees Curriculum that enables students to become aware of cat characteristics and behavior as well as the needs of cats, especially those awaiting adoption at animal shelters. It is designed to be used in conjunction with the Mutt-i-grees Curriculum or as a freestanding educational program in schools, librarians, or afterschool programs.



## Mutt-i-grees® In The Library

Mutt-i-grees in the Library is an exciting initiative that builds on children’s affinity for animals and highlights the unique characteristics and desirability of shelter pets – Mutt-i-grees – to teach essential social and emotional skills. It is an extension of the Mutt-i-grees Curriculum, and aims to enhance children’s self- and social-awareness, relationship skills, and ability to make ethical decisions that benefit people, animals, and the environment through the teaching of empathy and related social and emotional skills.



## Muttigrees at Home®

Muttigrees At Home is a resource for families who want their children to grow up to be caring and compassionate. It is part of the Mutt-i-grees initiative — a collaboration of North Shore Animal League America and Yale University’s School of the 21st Century. As the most recent facet of the Mutt-i-grees movement, Mutt-i-grees At Home is designed to provide you with guidelines on how you can enhance children’s social and emotional skills, increase their ability to communicate and manage emotions, and foster empathy. In other words, Muttigrees At Home helps children become effective and caring individuals who are inspired to make a difference in the lives of people, animals, and in the environment.

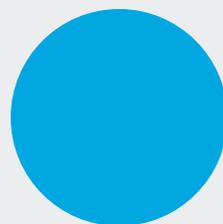
# NSLALA COLOR PALETTE

NSALA uses a basic primary color palette to avoid using different versions of the same color. The secondary color palette may be used where appropriate. Percentage tints can be used with any of these colors.

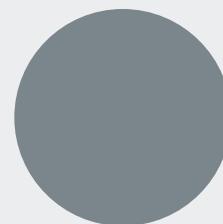
## PRIMARY



PMS 660

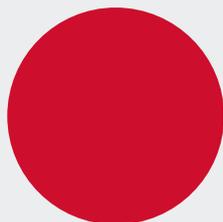


PMS 2995



PMS 430

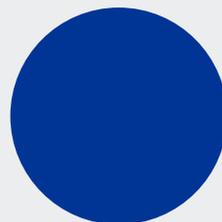
## SECONDARY



PMS 186



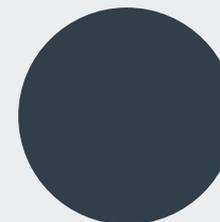
PMS 107



PMS 661



PMS 3005



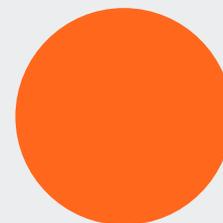
PMS 432



PMS 246



PMS 361



PMS 165

# Branded Postage Permit Indicias – NSALA and Mutt-i-grees® Curriculum

IMAGES: Branded Indicias for NSALA and The Mutt-i-grees Curriculum can be found in the NSAL PHOTOS FOLDER: NSALA BRAND GUIDELINES – BRANDED INDICIAS FOLDER

“Branded” postage permit indicias have been created – one for Traditional direct mail and a unique one for the Mutt-i-grees® Curriculum. A branded indicia includes an image and/or copy that prints next to the regulatory postage permit indicia in the upper right hand corner of the outer envelope of a mail package. As they must be, these branded indicias have been approved by the United States Postal Service (USPS). And because the imagery and text doesn’t interfere with the postage permit indicia itself, the branding does not incur additional cost or postage.



NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
NORTH SHORE  
ANIMAL LEAGUE  
AMERICA

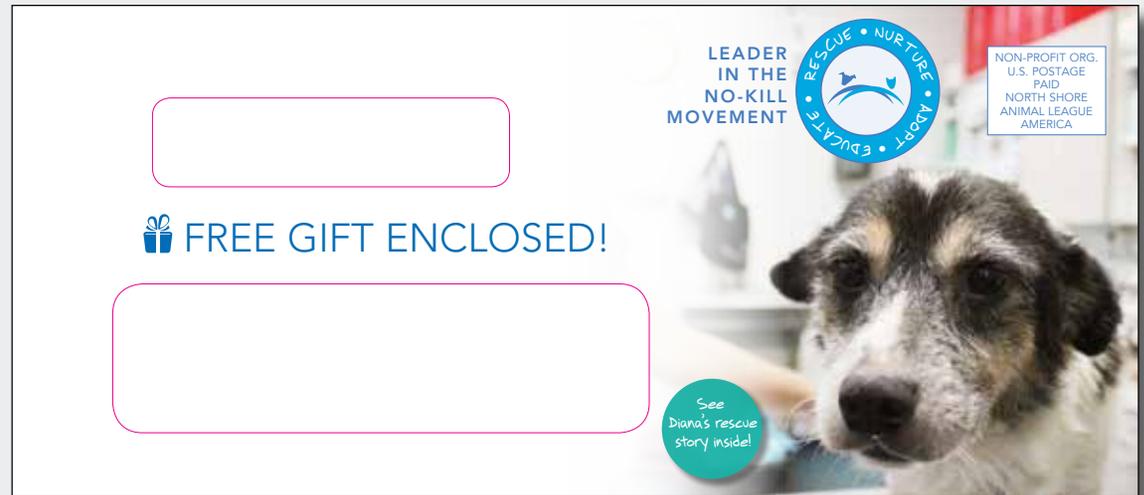
## NSALA BRANDED INDICIA

This approved artwork follows the guidelines of the USPS.  
It should not be manipulated or resized.

Colors: PMS 660 & PMS 2995

Fonts: Avenir Heavy and HouseGenCol Printhouse

Right: Example of a outer envelope with the NSALA Branded Indicia.



NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
NORTH SHORE  
ANIMAL LEAGUE  
AMERICA

## MUTT-I-GREES® CURRICULUM BRANDED INDICIA

This approved artwork follows the guidelines of the USPS.  
It should not be manipulated or resized.

Colors: PMS 308 & PMS 310

Fonts: Avenir Book and Avenir Heavy

# NSALA FONTS

IMAGES: NSALA'S FONTS can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – FONTS FOLDER)

Below are a few fonts that are used throughout most of NSALA's collateral materials. Avenir (light, book, Roman, and medium) is mainly used for body copy. The body copy shouldn't be smaller than 9pts or larger than 11pts. In addition, NSALA will use specialty fonts in its materials. Specialty fonts can enhance the design and messaging. But it should be used with the look and feel of the organization in mind. They are often downloaded from font web sites (examples: Adobe fonts, dafont.com and fontspace.com).

## AVENIR LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR LIGHT OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR BOOK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR BOOK OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR ROMAN

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR ROMAN OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR MEDIUM OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR BLACK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR BLACK OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR HEAVY

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## AVENIR HEAVY OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## BRIGHTON STD LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## BRIGHTON STD MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## BRIGHTON STD BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## TIMES NEW ROMAN ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## TIMES NEW ROMAN BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## TIMES NEW ROMAN BOLD ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## CHALET FONT

ParisNineteenEighty  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## ParisNineteenSeventy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## ParisNineteenSixty

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## LondonNineteenEighty

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## LondonNineteenSeventy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## LondonNineteenSixty

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

## CHALET FONT (cont'd)

### NewYorkNineteenEighty

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

### NewYorkNineteenSeventy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

### NewYorkNineteenSixty

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

# SOCIAL MEDIA LOCKUP

**IMAGES:** The Social Media Lockup images below can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – SOCIAL MEDIA IMAGES FOLDER)

The Social Media Lockup (Facebook, Instagram, TikTok Twitter, and Youtube) should be on all collateral materials and on the web site. The Social Media Lockup should be positioned on the bottom half of the layout, preferably the right side. When displaying on the web, Facebook, Instagram, TikTok Twitter, and Youtube should be used.

Note: Posters, flyers, and ads should always have a combination lockup consisting of the NSALA logo, social media icons (one color), address, phone number, and website. (See example #2 below.)

- 1 Below are the social media lockup icons that should be used. Avenir Book should be used only for "FOLLOW US ON"  
(Text should always be flush left over the icons)

Color preferences are PMS 660, Black or white. White icons should be used when printing against a dark background.

FOLLOW US ON



FOLLOW US ON



FOLLOW US ON



animalleague.org • 516.883.7575  
25 Davis Avenue • Port Washington, NY 11050

FOLLOW US ON



# NSALA QR CODES

A QR code (an initialism for quick response code) is a type of two-dimensional barcode that points to a specific website. A consumer with a Smartphone can scan QR code and decode the URL information and redirect the phone's browser to a specific website.

QR codes are generated in Adobe InDesign by graphics department with a specific URL. Web department generates special requested URL which direct to donation page, specific webpage for events, or videos.

## QR Code Print Size Requirements:

Minimum: .8" x .8" or 76px x 76px

Sizing: 1/10 of the document with minimum being .8"



- Newspaper: Always be black with white background
- Color: Always have high contrast if not using black/white
- It is recommended to keep a quarter-inch (.25") of white space all the way around the QR Code. This much white space makes it possible for practically any smartphone to scan it without difficulty.
- Always test code using an iPhone & Android Phone
- Avoid multiple QR Codes on the same page

Samples of QR codes included but were not limited to the following.

## Direct Mail Packages (Letter)

much better. Our Pet Health Centers team will continue to monitor her, but they are hopeful that no additional surgery or therapy will be warranted.

And we have more great news! Frankie is now in a foster home with a family who never plans to let her go. Once she is medically cleared, they will be making her adoption official. Frankie's foster mom, Michelle, reported, "Frankie loves lounging with me on the sofa and even enjoys Bravo TV as much as I do!" Michelle also said Frankie is drinking water on her own, mastering housebreaking and leash walking, and is always ready for a treat! We couldn't be happier for both Frankie and her adoring new family.

Thanks to YOU and all our other heroic supporters, Frankie will breathe easier, and we can rescue more dogs just like her from commercial breeding facilities and give them the care they need. Frankie has been given the chance to thrive, and have the life that all dogs, cats, puppies and kittens deserve.

Not all animals are as fortunate as Frankie. The heartbreaking fact is that an estimated 2,000,000 animals will be put to death in overcrowded, municipal shelters this year. Millions more will be abandoned, abused, and needlessly suffer. Many of them are the most vulnerable animals, the ones that need YOUR help now.

**TOGETHER** with you, we save the lives of countless pets and give them every chance they deserve to survive and know love. They are counting on your generosity, waiting and hoping you will make another **HEROIC** gift of \$25 or more before it's too late for them.

There is no doubt — Frankie needed YOU and Animal League America. Right now, so many more desperate animals need YOU too! Don't hesitate, please donate today!

From all the animals you're saving,

*J. John Stevenson*  
J. John Stevenson  
President & CEO,  
North Shore Animal League America

Scan to donate and read Granola's rescue story!

P.S. Please accept the enclosed gift with our good wishes for a happy and safe July 4th!

Printed on recycled paper in the USA

## Flyer

**THE 2015 PETULIA GIVING DAY WOOF TOP**

Friday, June 9 • 6:00 PM - 9:30 PM  
The Standard, NYC

Join us to celebrate our Giving Day with a kickoff event the night before to support our **Rescued misadventures** hosted in The Standard's High Line Room overlooking The High Line Park with taxi-to-calling windows taking east and west, and a south-facing terrace with Hudson River views!

**FEATURING**

- Meet our new French Bulldog Frankie and hear about her "rescue journey". Frankie lives in a commercial breeding facility, rescued from animal auctions — she's breathing so much better now — and adopted into her first, loving home!
- Music by DJ Sid Carter and Matthew Blakely
- Cocktail-style event with appetizers, local wines, craft beer, and signature cocktails
- Prize Give-Away: Games and fun activities to bring your own pet (limited tickets available)
- Shop your favorite pet supplies and more!
- Live music and painting by pet artist David Smith
- Explore the latest jewelry trends with Rachel Scott

**EARLY BIRD SPECIAL**

First 25 guests to RSVP will receive a 20% ticket discount, plus receive a complimentary House Chef gift card with three delicious house-baked treats! — Reserve your tickets now!

For more information call 516.373.3402 or email charlotte@animalleague.org

## Publication Ad

**NORTH SHORE ANIMAL LEAGUE AMERICA**

**BRING HOME YOUR NEW BEST FRIEND!**

North Shore Animal League America has a wide variety of pets to choose from.

**OPEN DAILY FOR ADOPTIONS:  
10 AM – 6 PM**

25 Davis Ave., Port Washington, NY 11050  
516.883.7575 • animalleague.org • RR006  
FOLLOW US ON: @NSALA

SCAN HERE TO ADOPT TODAY!

## Postcard (Front & Back)

**IRA GIFT IMPACT. WHERE IT MATTERS MOST.**

- Humane Relocation
- Spay & Neuter
- Nourishment, Shelter, Quality of Life
- Responsible, loving home
- NO-KILL Promise

**Leader in the no-kill movement**

82¢ of every dollar spent goes directly to animal program services.

When you make an IRA charitable rollover gift to NSALA, many financial institutions do not include the donor name on the check. We want to ensure that your gift is credited to you when it arrives, so please let us know at 516.373.3635.

Married couples can each give up to \$100,000 per year from their IRA if they each meet the requirements. You may not receive any goods or services in return for your IRA rollover gift. This includes funding a lifetime income arrangement such as a charitable gift annuity or charitable remainder trust.

For solicitation disclosures, please visit animalleague.org/legal

Distribute your IRA with confidence.

Federal Tax #: 11-1666852

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
PERMIT TO  
MICKVILLE NY

# HASHTAGS AND OTHER TEXT STYLE FORMATS

Below are approved hashtags that can be used on collateral materials, video, and the website where appropriate. The hashtag should be upper and lower case, Avenir Font should only be used, and the year should be updated when necessary.

#TourForLife2023

#GetYourRescueOn

#PetAdoptathon

## Other Text Style Formats

animalleague.org — Website should be displayed without “www” in front of it, and the font should be lower case.

516.883.7575 — Phone number should be displayed with dots, no dashes.

animalleague.org • 516.883.7575 — Website, phone number, and address should be separated with dots.

25 Davis Avenue • Port Washington, NY 11050

## Text To Donate

The text to donate call to action should be treated as follows using the lockup below. This can be used in collateral materials, video, and the website where appropriate.

Support our NO-KILL mission  
**DONATE NOW**

Text **RESCUE** to **58546** today!

Message and data rates may apply

When the image asset is not appropriate it can be written out inline as part of body copy styled as follow.

Support our NO-KILL mission. **DONATE NOW**. Text **RESCUE** to **58546** today!

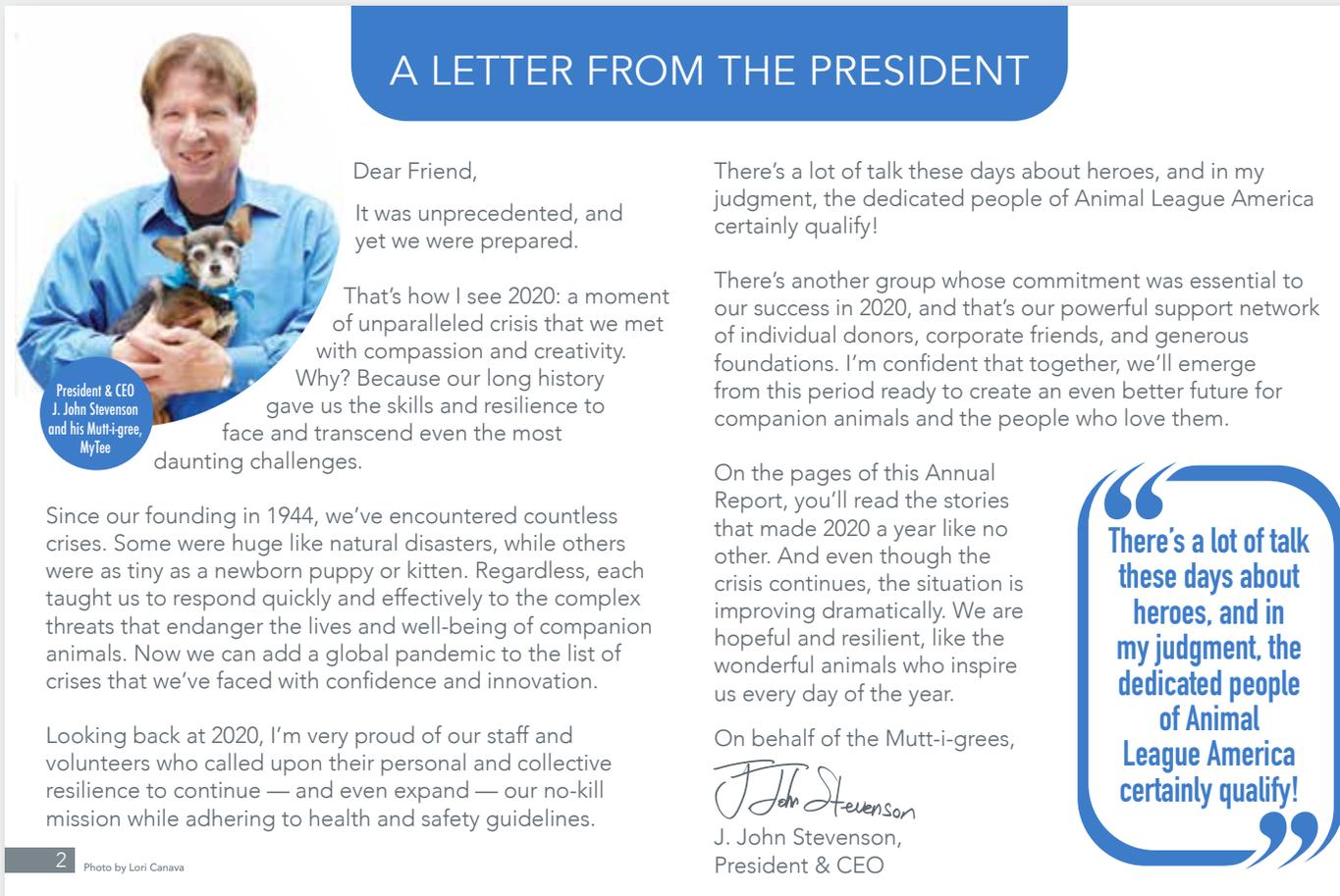
# THE PRESIDENT'S SIGNATURE

The President's signature should only be used on approved documents. The signature should always have his full name and title printed underneath. This is the approved signature below; no other signature should be used.



J. John Stevenson, — *Avenir Book should be used only for full name and title under the signature.*  
President & CEO *(It should never be longer than the signature; placing a line under the signature is optional.)*

Below is an example of the President's signature in a letter.



## A LETTER FROM THE PRESIDENT

Dear Friend,

It was unprecedented, and yet we were prepared.

That's how I see 2020: a moment of unparalleled crisis that we met with compassion and creativity. Why? Because our long history gave us the skills and resilience to face and transcend even the most daunting challenges.

Since our founding in 1944, we've encountered countless crises. Some were huge like natural disasters, while others were as tiny as a newborn puppy or kitten. Regardless, each taught us to respond quickly and effectively to the complex threats that endanger the lives and well-being of companion animals. Now we can add a global pandemic to the list of crises that we've faced with confidence and innovation.

Looking back at 2020, I'm very proud of our staff and volunteers who called upon their personal and collective resilience to continue — and even expand — our no-kill mission while adhering to health and safety guidelines.

There's a lot of talk these days about heroes, and in my judgment, the dedicated people of Animal League America certainly qualify!

There's another group whose commitment was essential to our success in 2020, and that's our powerful support network of individual donors, corporate friends, and generous foundations. I'm confident that together, we'll emerge from this period ready to create an even better future for companion animals and the people who love them.

On the pages of this Annual Report, you'll read the stories that made 2020 a year like no other. And even though the crisis continues, the situation is improving dramatically. We are hopeful and resilient, like the wonderful animals who inspire us every day of the year.

On behalf of the Mutt-i-grees,

  
J. John Stevenson,  
President & CEO

**“There's a lot of talk these days about heroes, and in my judgment, the dedicated people of Animal League America certainly qualify!”**

2 Photo by Lori Canava

# NSALA LETTERHEAD TEMPLATE

**IMAGES:** NSALA Letterhead Template (Microsoft Word document) can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA LETTERHEAD TEMPLATE FOLDER)

Below is a sample of the NSALA letterhead template that should be used for all official correspondence from NSALA, the President's office, or on their behalf. This file should not be altered in any way. Times New Roman font should be used for the body copy and shouldn't be smaller than 9pts or larger than 11pts. The President's signature should only be used on approved correspondence. The signature should always have his full name and title printed underneath. This is the approved signature below; no other signature should be used.



Warm regards,

A handwritten signature in black ink that reads "J. John Stevenson".

J. John Stevenson, President & CEO

## Example of TIMES NEW ROMAN FONT

### TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz  
1234567890

### TIMES NEW ROMAN ITALIC

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz  
1234567890*

### TIMES NEW ROMAN BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz  
1234567890**

### TIMES NEW ROMAN BOLD ITALIC

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz  
1234567890***

# NSALA ICONS (RESCUE, NURTURE, ADOPT & EDUCATE)

IMAGES: The NSALA ICONS can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – NSALA ICON IMAGES FOLDER)

Below are the NSALA Icons that can be used on collateral materials, video and the website where appropriate. They can be used together or individually depending on the messaging.

Below is an example of the icons being used in a brochure.



Home of the Mutt-i-gree®  
You can't find it in the dictionary —  
not yet — but if you could,  
this is what it would say:

**MUTT-I-GREE:**  
noun | mütt • ĩ • gree:

Any canine or feline, mixed breed or  
purebred, who was adopted from a shelter  
or rescue group, found and adopted as a stray,  
or rescued from owners who no longer wanted  
him/her. The term also applies to the millions  
of companion animals still awaiting adoption  
into responsible, loving homes.



## OUR GOALS AND HOPES

We're proud of our many contributions to  
animal welfare and grateful to the three generations  
of supporters who've made our lifesaving work possible.  
As we tackle the problems of today and tomorrow,  
we ask for your continued support. Together,  
we can accomplish so much.

◆  
Continue to build our rescue, nurture,  
adoption, and education programs

◆  
Expand the no-kill movement and advance the  
highest standards in animal welfare by sharing  
our expertise with colleagues and partners

◆  
Reduce animal cruelty and promote humane  
education through our Mutt-i-grees® Curriculum

◆  
Celebrate the integrity and individuality of all  
shelter pets and advocate for their well-being



## RESCUE

Every happy adoption begins with a successful rescue. Since 1944,  
we've been the leader in innovative rescue programs. Today our  
programs are standard practice in animal welfare from coast to coast.

Our Mobile Rescue Units and our Emergency Rescue Team are  
indispensable to rescue, transporting puppies from mass breeding  
facilities across the country and bringing dogs and cats displaced by  
natural disasters to safety. Another rescue component is our National  
Humane Relocation Program. We work with shelter partners around  
the world to rescue animals and bring them to our no-kill campus.

## NURTURE

Our nurture programs ensure that while animals are in our care, their  
medical, social, and emotional needs are met with compassion and  
expertise. Our Pet Health Centers — comprising the Alex Lewyt  
Veterinary Medical Center, the Don and Karen LaRocca Pet Wellness  
Center, and the Freed Special Recovery Center — address all aspects  
of pet health, from prevention to treatment. Staffed by skilled and  
compassionate veterinary professionals, these facilities provide high  
quality, affordable care for animals in need. In addition, our Pet Health  
Centers are open to all pets from the community. We also provide  
foster care along with socialization, enrichment, and behavioral  
programs for all of our pets, making them happier and more adoptable.



## ADOPT



Our Adoption Center features medical examination and grooming areas  
where new arrivals are evaluated, vaccinated, and pampered. Staff and  
volunteers create a nurturing environment for all the animals in our care.

Because we believe that adoption is a serious commitment that lasts a pet's  
lifetime, our adoption counselors screen potential adopters to ensure that they  
understand the obligations entailed in providing a responsible, loving home.

Our Mobile Adoption Units — our "shelters-on-wheels" — help us make  
off-site matches for our own Mutt-i-grees and for those of our rescue partners,  
locally and across the nation. The mobile units also support our premier  
adoption events, Tour for Life® and Global Pet Adoptionthon®.

## EDUCATE

The Mutt-i-grees® Curriculum is an innovative PreK-12 program that builds  
on children's natural affinity for animals, teaches the lessons of humane  
education, and stimulates shelter adoption. A collaboration between  
Animal League America's Pet Savers Foundation and Yale University School  
of the 21st Century, the Curriculum was introduced in 2010 and is now in  
more than 4,000 sites in the United States and Canada.

SpayUSA® is both an educational and medical program. As a nationwide  
network and referral service for affordable spay/neuter, SpayUSA has  
helped hundreds of thousands of people obtain high quality sterilization  
for their pets. Together with partner clinics, programs, and veterinarians,  
we are educating people about the importance of spay/neuter and  
facilitating more and more procedures annually.



# NSALA PHOTOS

Photos that are being used in our collateral materials and on our website should convey NSALA's mission, vision, and values. It is important that the image communicates a story and does so with maximum impact.

## IMAGES: Located in the NSAL PHOTOS FOLDER

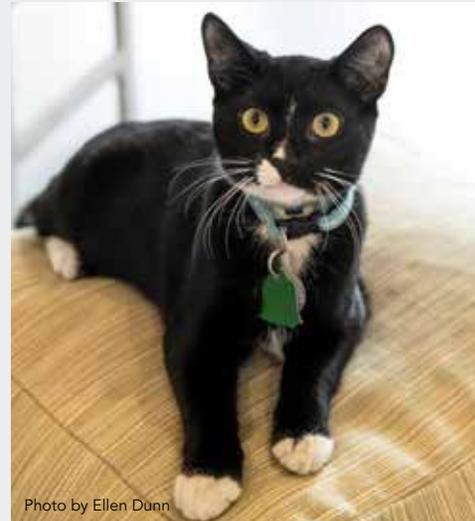
Currently, NSALA is using photos from various resources.

- Photos of our Mutt-i-grees (dogs, cats, puppies, and kittens) are being taken by volunteers Ellen Dunn and Ted Lim. A photo credit should be indicated somewhere on the layout when using these photos. The font should be no larger than 6pts – ex. Photo(s) by Ellen Dunn or Photo(s) by Ted Lim.

Note: If you use archived photos taken by Lori Cannava, a photo credit should be indicated somewhere on the layout.

- Photos are also being taken by staff when needed (ex. On-site & Off-site Events, Rescues, Help Me Heals, Special Adoptions, etc.).
- Getty Photos (Royalty Free Photos & Illustrations) – Photos that are selected of the dogs, cats, puppies, and kittens should always look mixed-breed. Photos including people should show some type of interaction with the pet (ex. hugging, kissing, looking into the animal's eyes).
- When using photos of shelter or volunteer staff, they should always have on the proper NSALA apparel (ex. blue, red, gray or black sweatshirt, t-shirt or jacket with NSALA logo or Rescue logo).

To the right are examples of photos taken by Ellen Dunn and Ted Lim.



Below are some examples of NSALA event photos



Below are some examples of Getty Royalty Free Photos.



Below are some photo examples of staff wearing NSALA apparel.

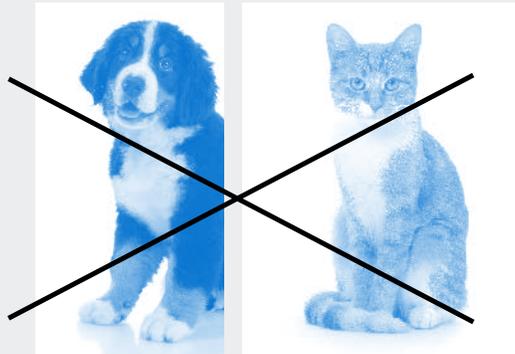


# NSALA PHOTOS

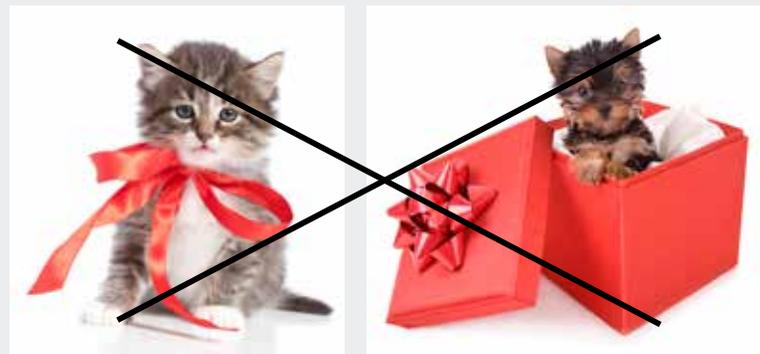
How NSALA photos **SHOULD NOT** be used:

- Photos of dogs, cats, puppies, and kittens should never be printed in a BLUE COLOR
- Cats and kittens SHOULD NOT BE SHOWN OUTSIDE.  
(The exception is if the messaging is about feral or homeless animals.)
- Dogs, cats, puppies, and kittens should never be displayed in GIFT BOXES or have any big bows around their necks suggesting they are being given as gifts.
- Avoid using images of dogs, cats, puppies, and kittens that are too dark or too light, especially in ads that are being printed in newspapers.
- Avoid photographing or videotaping dogs, cats, puppies, and kittens with medical collars whenever possible.
- Avoid using images of employees/volunteers that no longer work/volunteer for NSALA.
- Avoid using images that do not have current NSALA logos.

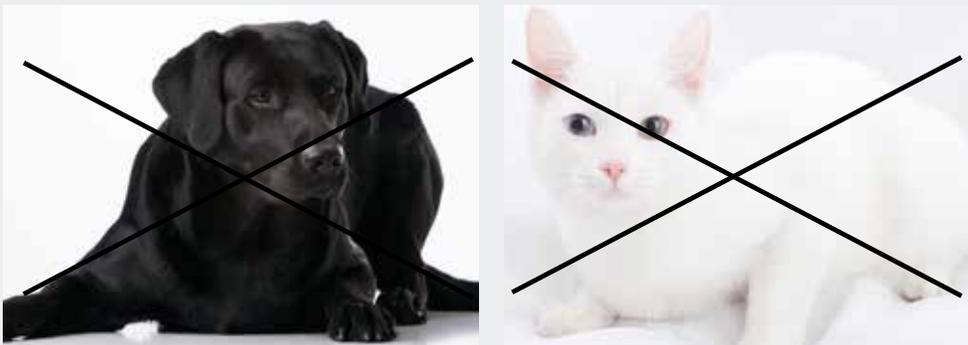
NO BLUE DOGS, CATS, PUPPIES, OR KITTENS



DOGS, CATS, PUPPIES, AND KITTENS SHOULD NOT BE DISPLAYED IN GIFT BOXES OR HAVE BOWS OR RIBBONS AROUND THEIR NECKS



AVOID USING PHOTOS OF DOGS, CATS, PUPPIES, AND KITTENS THAT ARE TOO DARK OR TOO LIGHT



AVOID PHOTOGRAPHING OR VIDEOTAPING DOGS, CATS, PUPPIES, AND KITTENS WITH MEDICAL COLLARS WHENEVER POSSIBLE



# NSALA WEB COLORS, LOGO AND FONTS

NSALAs web colors mainly follow our basic color palette with a few differences for the web. The HEX values for these colors are as follows:

## WEB HEX COLORS



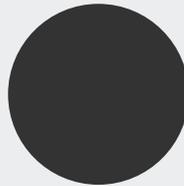
#3380cc

Main design accent, intro text, links and CTA buttons



#cce0f5

Light design accent and rule separators



#333333

Body and other copy



#99cc33

Strictly for CTA navigation and buttons to "donate"



#003366

Design accent, body text titles and footer

## WEB LOGO

Like direct marketing, The NSALA site displays the dual blue NSALA color logo (pictured to right).



Nunito Sans is the font used across the site. Text formatting varies throughout, some of the common specifications for these usages are as follows\*:

## WEB FONTS

### Body

Nunito Sans  
18px  
#333333

### Body - Titles (Heading 2)

Nunito Sans  
24px  
font-weight: 900  
#003366

### Body - Intro Paragraph

Nunito Sans  
20px  
#3380cc

### Body - Link

Nunito Sans  
18px  
#3380cc

### Body - Note (Heading 5)

Nunito Sans  
12px  
Font-weight: 800;  
#333333

### Section Titles (Full Width)

Nunito Sans  
24px  
Font-weight: 900  
#003366

### Page Title

Nunito Sans  
36px  
Font-weight: 800  
#ffffff

### Sidebar - Title

Nunito Sans  
22px  
Font-weight: 800  
#003366

\*For additional font styles and references of usage please refer to existing examples on the site.

# NSALA WEB IMAGES

There are several image formats across the site. PSD templates are available where noted. Some widely used sizes and specifications are as follows (for additional font styles and references of usage please refer to existing examples on the site):

## Feature Image (Home)

2000x500

JPG

Photoshop template is available and should be followed as main image area needs to be positioned specifically to work with text overlay.

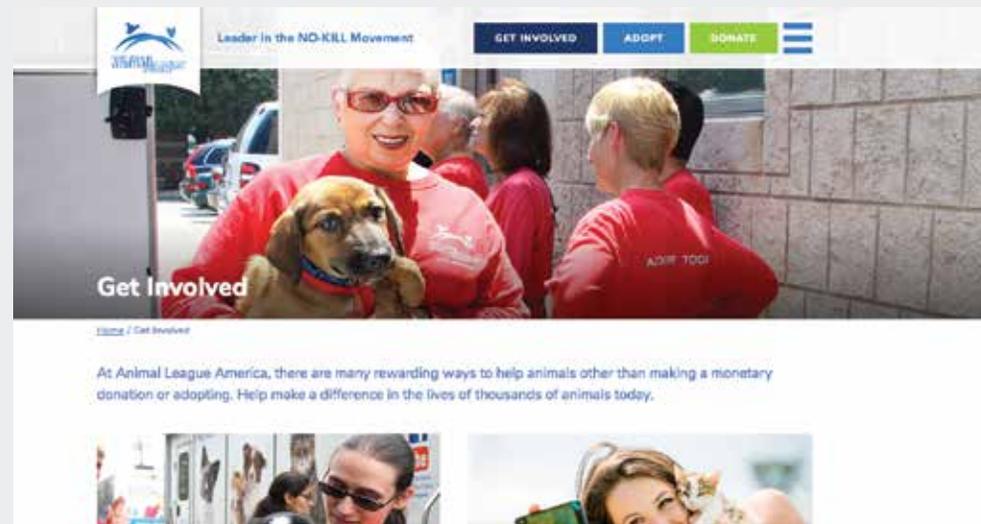


## Feature Image (Page)

2000x436

JPG

Used for page header and corresponding navigation CTA. Photoshop template is available and should be followed as main image area needs to be positioned specifically to work with header and title text overlay.





## Feature Image (Blog)

1200x564

JPG

Used as feature image for articles for display on top level "Blog" pages. Photoshop template is available and should be followed as main image area needs to be positioned specifically to work with multiple CSS displays.

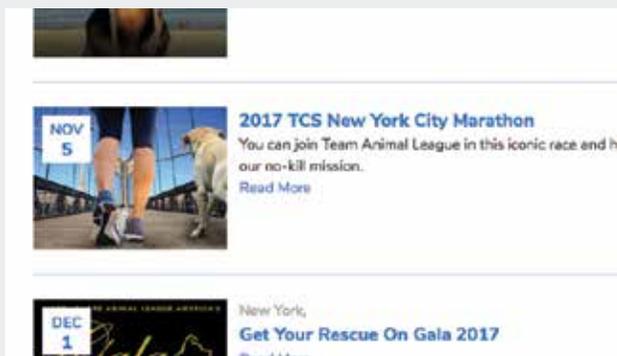


## Navigation Box

1000x300

JPG

Used when the corresponding page header does not work ideally for the navigation or links to a page outside the site. Photoshop template is available and should be followed as main image area needs to be positioned accordingly.



## Event Image

1200x800

JPG

Used when the corresponding page is linked outside the site or the page does not contain a feature header image itself. Photoshop template is available and should be followed as main image area needs to be positioned specifically.

# NSALA PET HEALTH CENTERS WEB COLORS, LOGO AND FONTS

PHC web colors mainly follow our NSALA color palette with one addition of the red. HEX values for these colors are as follows:

## WEB HEX COLORS



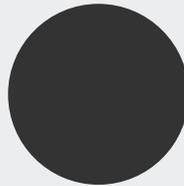
#3380cc

Main design accent, intro text, links and CTA buttons



#cce0f5

Light design accent and rule separators



#333333

Body and other copy



#e21e3c

Used sparingly for accent or promo color



#003366

Design accent, body text titles and secondary header

## WEB LOGO

The PHC site displays the vertical stacked color logo (pictured to right).



Nunito & Nunito Sans are the fonts used across the site. Text formatting varies throughout, some of the common specifications for these usages are as follows\*:

## WEB FONTS

Body

Nunito

16px

#333333

Body - Titles

Nunito

22px

font-weight: 600

#333333

Body - Link

Nunito Sans

16px

#3380cc

Page Title (Over blue page header image)

Nunito Sans

45px

Font-weight: 600

#ffffff

Sidebar - Title

Nunito

22px

font-weight: 600

#333333

\*For additional font styles and references of usage please refer to existing examples on the site.

# NSALA PET HEALTH CENTERS WEB IMAGES

There are several image formats across the site. PSD templates are available where noted. Some widely used sizes and specifications are as follows (for additional font styles and references of usage please refer to existing examples on the site):

## Feature Image (Home)

2000x1000

JPG

Photoshop template is available and should be followed as main image area needs to be positioned specifically to work with text overlay.

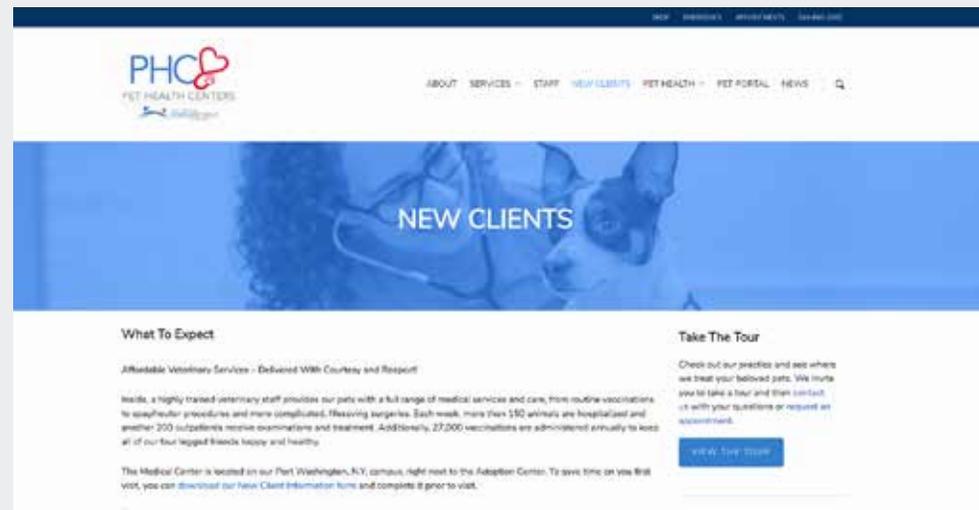


## Feature Image (Page)

2000x436

JPG

Used for page headers. Photoshop template is available and should be followed. NOTE: There is additional blue overlay treatment in Wordpress that needs to be applied. View a current page



# GIVING DAY COLORS, LOGO AND FONTS

IMAGES: The GIVING DAY logo can be found in the NSAL PHOTOS FOLDER (NSALA BRAND GUIDELINES – GIVING DAY LOGOS FOLDER)

Giving Day has a unique color palette for use across its various communications. The print and web values for these are as follows:

## COLORS\*



Pantone 143c  
C2 M39 Y98 K0

Main Color



Pantone 710c  
C5 M87 Y51 K0

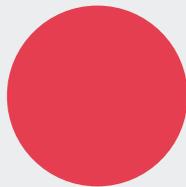
Pink

## WEB COLORS\*



#f7a93e

Main Color  
(Hex Value)



#ec575a

Pink  
(Hex Value)

\*NSALA blue can also be used to supplement the NKGD colors.

## LOGO

Acceptable versions of the logo are as follows. The stacked version should be the first choice with the horizontal format available for use in limited space. Knockout versions can also be used. Small uses such as web banners may separate the NSALA logo from the lockup if needed (the hashtag can also be separated).

NOTE: The Giving Day Logo (Horizontal & Vertical) has been updated with the revised NSALA Logo. These versions should be used in all future Giving Day communications.



## FONTS\*

Body and Misc Copy

Avenir

\*Web page copy (other than that included in related GD feature or other graphics used on the site) follows those guidelines on page 29.

## WOOFTOP LOGO

The Giving Day Wooftop logo is also part of the Giving Day event and can be used as stated. The logo variations can be used as shown below on white, gold and the skyline image backgrounds. The knockout version should be used as shown over the skyline background image under the semi-transparent fade.



# GIVING DAY SAMPLE IMAGERY

Imagery for Giving Day communications should encompass mission related imagery with a main concentration on the animals. Examples of imagery include the samples below.



# GIVING DAY SAMPLE USAGE

Samples of Giving Day communications included but were not limited to the following.

## Direct Mail Package Traditional (Letter, OE, RE, Reply Form, & Insert)

  
**GIVING DAY**  
**6.10.23**  
 A SPECIAL MESSAGE FROM LARA SPENCER...

---

Dear [Name/Friend],

When I brought my little Lucy home from North Shore Animal League America, it was clear this precious angel had been through hell. She was so scared and unsure. But with love, patience, and lots of treats and kisses, my darling white Pekingese slowly realized that she was safe. The way she looked at me with those adoring brown eyes, I knew she was trying to say, "Thank you mom. For the first time in my life, I have a real home, and for that I will forever be grateful."

Our precious girl had survived horrific conditions in a puppy mill before she was rescued by the incredible team at Animal League America. Their team of top-notch veterinarians believed Lucy was forced to have multiple litters of puppies that she would never get to nurture. They would be sold to pet stores while Lucy remained in her cage until she was ready to breed again. And because giving birth as many times as she did puts such a strain on a smaller dog's heart, I didn't have as much time as I would have liked with my little girl.

Two and a half years after she became my constant side-kick and best friend, Lucy's precious heart stopped beating. I know some people might not want to endure that kind of heart-breaking pain, but I promise you, I wouldn't change a thing. Knowing I was able to give her a great life after what she had been through was enough to make it all worthwhile, and in return I had two and a half years of unconditional love with the most adorable little lady I have ever met.

So, it's in Lucy's honor that I'm so excited to join North Shore Animal League America's \$100,000 Giving Day Match. Every dollar you give will automatically double thanks to generous donors. This is our chance as animal lovers to do more for the rescues, especially when they come from mills, like Lucy did. Please, help me support Animal League America's no-kill mission. They go above and beyond to rescue these poor animals from a life of cruelty.

I know you agree -- every animal deserves a loving home. That's why I continue to adopt rescue pets like my Riva, who is FULL of life and joy. I like to think Lucy sent me this rambunctious pup as a sign that she is still with me. They share the same soulful brown eyes and gentle loving spirit, but Riva is definitely her own girl!

*(over please)*

  
My girl Lucy. I did everything I could to help her forget those horrible years in a puppy mill.

North Shore Animal League America  
 16 Lewyt Street, Port Washington, NY 11050 • [animalleague.org](http://animalleague.org) • 877.472.8373

North Shore Animal League America  
 16 Lewyt Street  
 Port Washington, NY 11050



**Sample A. Sample**  
 123 Any Street  
 Apartment 00  
 Anytown, USA 12345-6789

**TODAY CAN CHANGE THEIR LIVES**  
**\$100K MATCH**

  
**GIVING DAY 6.10.23**

**Yes!** I'm joining Lara Spencer to help save more homeless animals this Giving Day. Please match my gift to change twice as many lives through rescue, rehabilitation, and adoption.

\$LG1 x2 => \$XX                       \$LG1.5 x2 => \$XX  
 \$LG2 x2 => \$XXX                     \$LG2.5 x2 => \$XX  
 Other \$ \_\_\_\_\_

Enclosed is my check made payable to North Shore Animal League America. \*\*  
 My credit card information is on the back.

All new campaign gifts postmarked by 6/14/23 will count toward the goal.  
**PROMO CODE: XX**                      **Giving Day ID: 501234**

**Get Your Rescue On\* - online:** [animalleague.org/givingday](http://animalleague.org/givingday)    Or call our Giving Day team toll-free at 877.472.8373

**Please charge my gift to my:**

VISA    Mastercard    AMEX    Discover

Credit Card # \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_  
 Signature \_\_\_\_\_

\*\*When you provide a check as payment, you authorize us to either use information from your check to make a one-time electronic fund transfer from your account or process the payment as a check transaction.

 16 Lewyt Street, Port Washington, NY 11050    **DONATE WITH CONFIDENCE!** 82% of every dollar spent goes directly to animal program services    

THE DAY THAT  
**CHANGED MY LIFE**



**GIVING DAY 6.10.23**  
 DOUBLE YOUR GIFT TO SAVE HOMELESS PETS

 **SCAN TO GIVE NOW**  
[animalleague.org/givingday](http://animalleague.org/givingday)

## Direct Mail Postcard (Front & Back)

THE DAY THAT  
**CHANGED MY LIFE**



**GIVING DAY 6.10.23**  
 DOUBLE YOUR GIFT EARLY TO SAVE HOMELESS PETS

 [animalleague.org/givingday](http://animalleague.org/givingday)

**You won't just save a life, you'll change it!**

For the litter of puppies trapped in cramped cages. For the stray kitten mewing for help. For the thousands of animals who are waiting to be rescued, you can change their lives. Join our Giving Day Match and your gift will double up to \$100,000 thanks to generous donors. Your amplified support means we can always be there for the homeless animals who need us.

 **SCAN TO GIVE NOW**

Giving Day is June 10, but you can donate now!  
[animalleague.org/givingday](http://animalleague.org/givingday)

 "My rescue pets changed my life -- join me this Giving Day by doubling your gift and changing the lives of more homeless animals!"  
 -- Lara Spencer, Good Morning America Anchor and Animal League America Giving Day Ambassador

**Giving Day ID: 50123456789**  
PROMO CODE: XX

 16 Lewyt Street, Port Washington, NY 11050    NON-PROFIT ORG. U.S. POSTAGE PERMITTED NORTH SHORE ANIMAL LEAGUE AMERICA

# GIVING DAY SAMPLE USAGE

Samples of Giving Day communications included but were not limited to the following.

Landing Page (Web) Shown here in two sections

