

Pay it Forward
for Pets

Pay it Forward Pets Brand Guidelines

Saving one animal won't change the world,
but it will change the world for that one animal.



Table of Contents

01

The Heart

This section defines why Pay It Forward Pets exists. It outlines our mission, values, and the compassion behind us.

02

The Voice

This section explains how we speak with warmth and clarity. It ensures our messaging stays consistent, human, and uplifting.

03

The Identity

This section covers our visual system and design rules for our brand. It keeps the brand unified across all touchpoints.

04

The Application

This section shows how the brand is used in real-world applications. It highlights our system: meaningful experiences.



01 The Heart



A Message From Our Founder

Our work started with a belief that every pet deserves a second chance—and that compassion can change lives. Today, that belief guides every adoption, foster, and act of care in our community.

Thank you for helping us create a world where rescued pets, and the people who love them—can begin again.





Compassion

We lead with kindness in every interaction, making sure every pet feels safe, respected, and cared for.



Hope

We believe in brighter futures and working toward a world where every rescued pet has the chance to find a loving home.



Dedication

We show up every day for the pets who need us most, committed to giving our best in every program and service.



Connection

We build meaningful relationships between pets and people, helping create bonds that last a lifetime.



Integrity

We operate with honesty, transparency, and trust. Making sure we are doing what's right for animals, families, and partners.



Advocacy

We speak up for vulnerable animals and work to improve their quality of life through support, resources, and education.

Background Info

Pay It Forward Pets began as a small local effort and grew into a community of people dedicated to giving vulnerable pets safety, care, and second chances. We partner with shelters, volunteers, and families to improve the lives of animals and strengthen the bond between pets and people.

Mission Statement

Our mission is to rescue and uplift vulnerable pets by providing safety, compassion, and a path to a loving home. Through dedicated programs and partnerships, we help every pet heal, thrive, and find the people who will care for them forever.





02 The Voice



Brand Tone

Our tone adapts to the moment while staying kind and encouraging. Whether we're celebrating a win, sharing a need, or guiding our community, we communicate with empathy and optimism to support pets and the people who care for them.



Brand Keywords

Warm • Kind • Friendly • Trustworthy • Hopeful • Encouraging • Compassionate
Heart • Nurturing • Empathetic • Caring • Gentle • Connected • Inclusive • Uplifting
Positive • Human • Minimal • Direct



Brand Voice

Our voice is steady, warm, and human. We speak with clarity and purpose, always highlighting the connection between pets and people and reinforcing our commitment to making a positive impact in the community.

Talk Like This

- Be warm and friendly
- Celebrate small wins
- Have empathy
- Be clear and simple
- Encourage involvement
- Be hopeful
- Keep language human
- Highlight connection
- Use positive reinforcement
- Talk with purpose
- Tell stories that inspire hope
- Use language that feels welcoming
- Focus on progress and small wins
- Communicate with optimism
- Offer gentle guidance, not pressure
- Frame challenges as opportunities
- Talk in a clear, human tone

Avoid Talking Like This

- Guilt or shame
- Use baby-talk
- Be graphic or scary
- Talk corporate
- Overpromise
- Be negative
- Use complicated words
- Use fear-based messaging
- Be formal or distant
- Focus on negativity or setbacks
- Criticize community efforts
- Use jargon or technical terms
- Create urgency through panic
- Talk in an authoritative tone
- Dismiss concerns or emotions
- Make unrealistic claims
- Be cold or transactional





03 The Identity



Vertical Logo

Vertical logo is used when space allows. Also when maximum branding is needed.



Horizontal Logo

Horizontal logo used in wider layouts where vertical space is limited but strong brand visibility is still required.



Wordmark

Text-only logo used when the icon cannot be applied or at very small sizes that lose information.



Icon

Used alone for small spaces where the full logo won't fit.





Vertical Logo

Using the dog's nose width, this defines the minimum isolation space on all four sides, ensuring consistent breathing room around the vertical logo.



Horizontal Logo

Using the dog's nose width, this defines the minimum isolation space on all four sides, ensuring consistent breathing room around the horizontal logo.



Wordmark

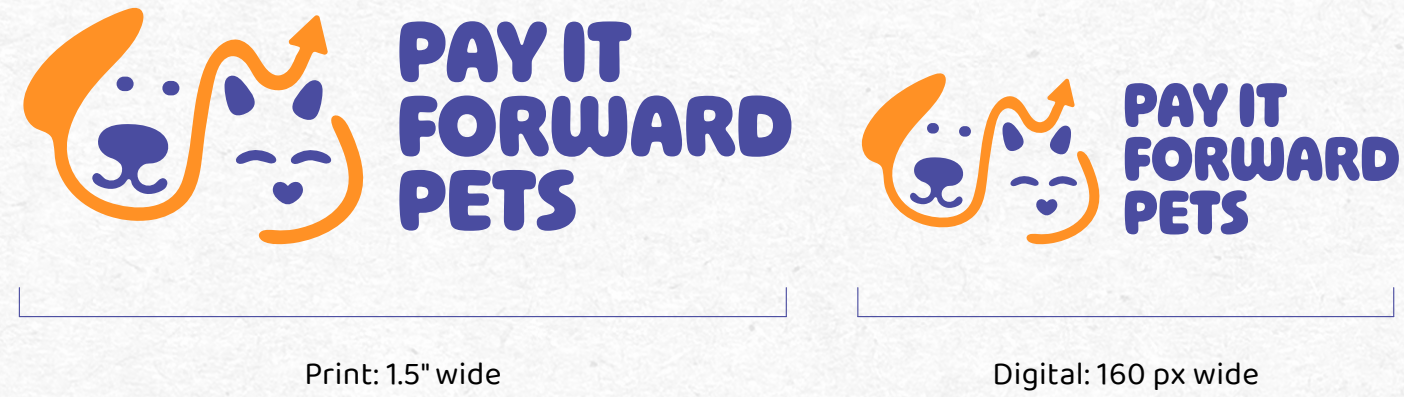
Using the letter 'D' for the width defines the minimum isolation space on all four sides, ensuring consistent breathing room around the horizontal logo.



Icon

Using the dog's nose width, this defines the minimum isolation space on all four sides, ensuring consistent breathing room around the icon logo.





Horizontal Logo

Use when layouts are wide or vertical space is limited.



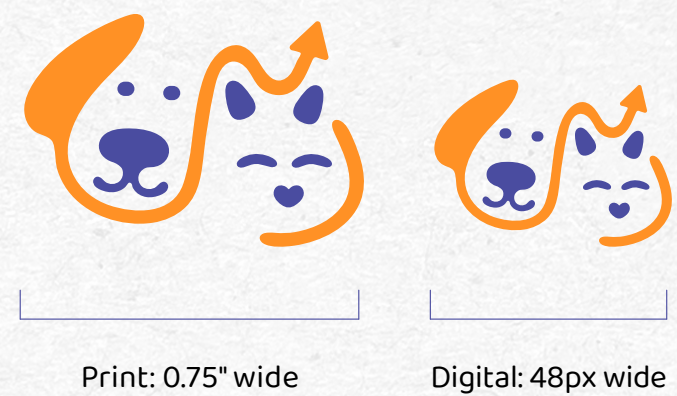
Wordmark

Use when the icon cannot be used or at small sizes where the full logo loses clarity.



Vertical Logo

Use when maximum brand presence is needed and the space allows.



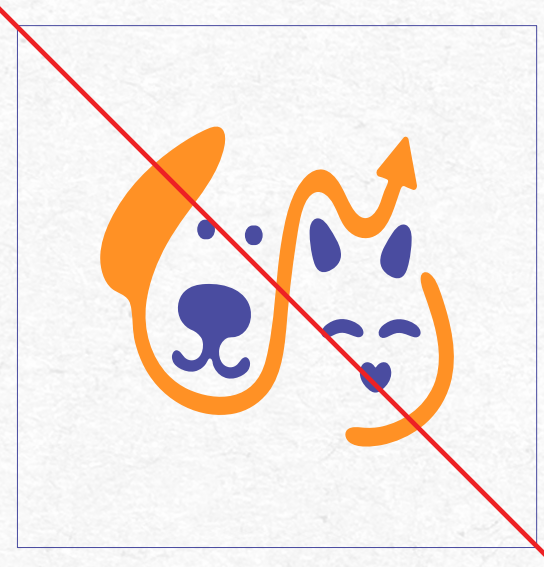
Icon

Use when space is very limited (social avatars, favicons, app icons).

Logo Usage & Scaling

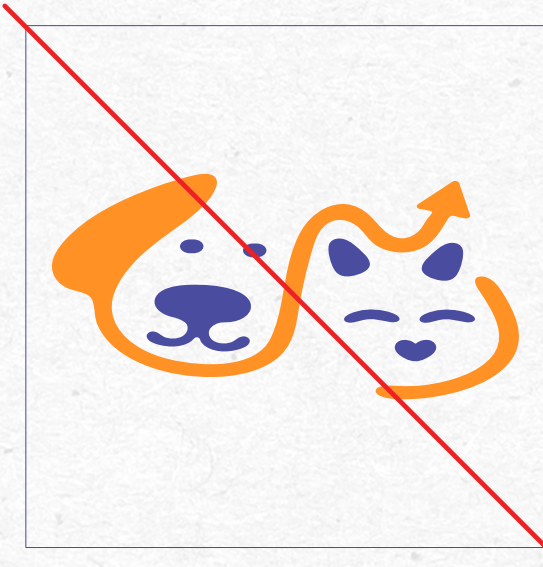
The Pay It Forward Pets logo system is built for flexibility across different layouts and sizes while maintaining clarity and consistency. As available space decreases, simpler logo variations should be used to preserve legibility. The vertical logo is recommended when space allows for maximum brand presence, the horizontal logo for wide or constrained layouts, and the wordmark or icon when size limitations affect readability. All logo variations must follow the minimum size and isolation space requirements to ensure strong brand recognition across print and digital applications.





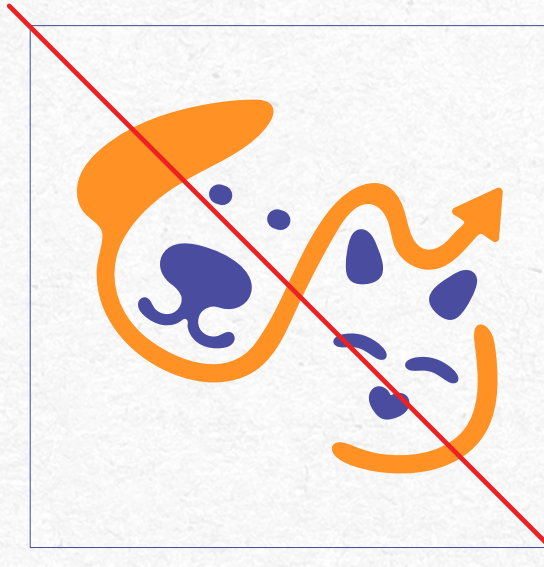
Vertical Scale

Do not stretch or compress the logo vertically. The logo must always maintain its original proportions.



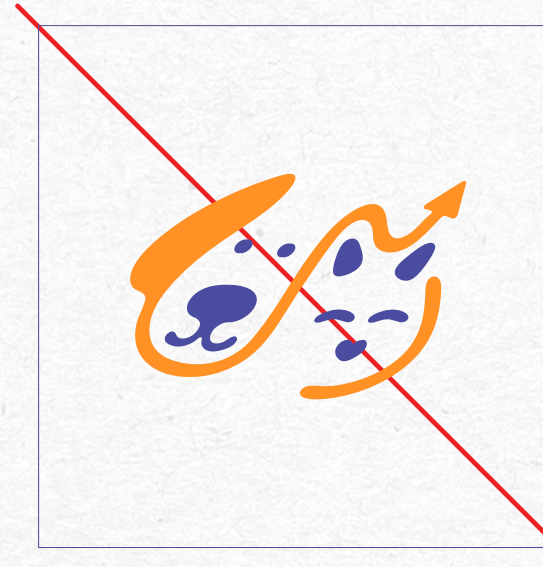
Horizontal Scale

Do not stretch or compress the logo horizontally. Maintain consistent proportions at all sizes of the logo.



Rotation

Do not rotate the logo at any angle. The logo should always be displayed in its original orientation which is straight.



Skewing Scale

Do not skew, shear, or distort the logo in any direction. Altering the logo's geometry compromises visual integrity.

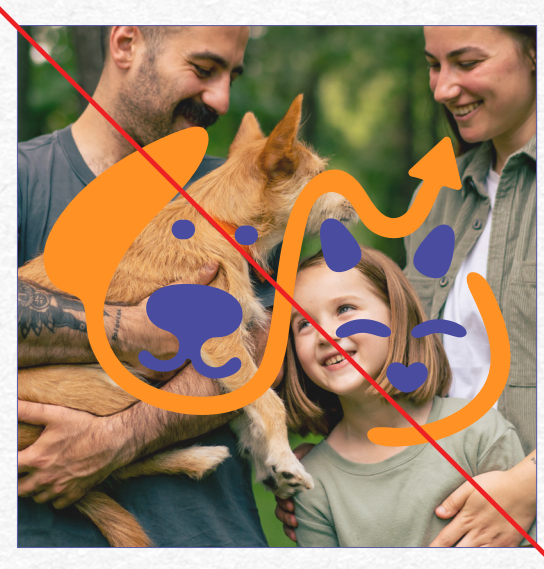
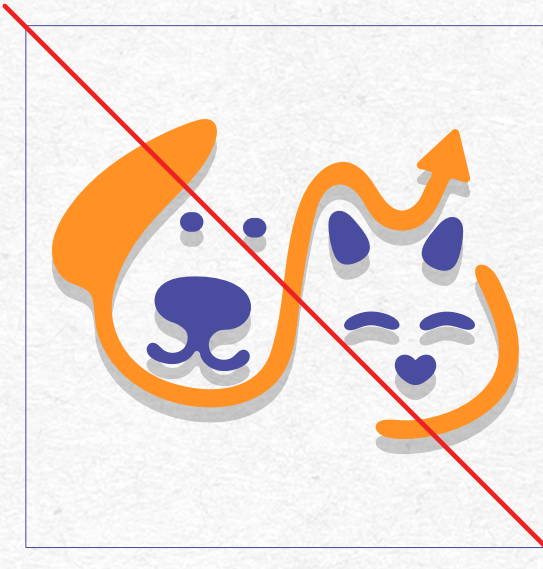


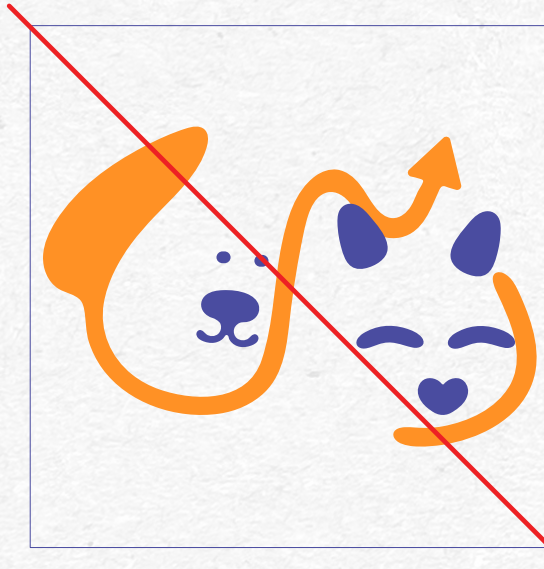
Photo Overlay

Do not place the logo over busy photography or backgrounds that reduce contrast. When used over images, apply the white logo only with enough contrast.



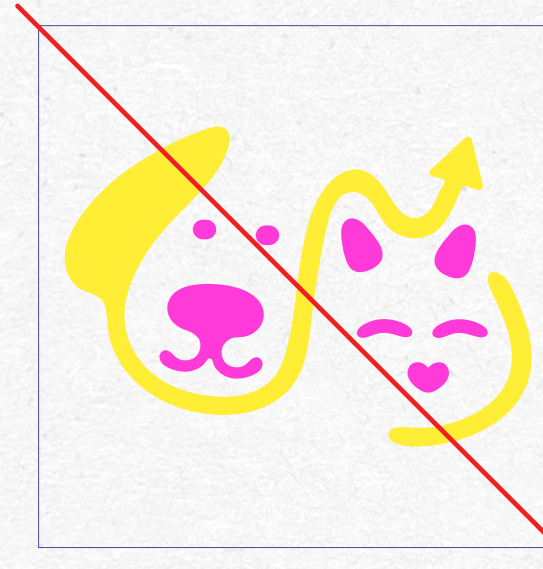
Added Effects

Do not apply shadows, outlines, gradients, or any other visual effects to the logo in any way.



Modification

Do not alter, remove, or rearrange any elements of the logo.



Wrong Colors

Do not change the logo colors or use colors outside of the approved palette.

Logo Do's & Dont's

The Pay It Forward Pets logo is a core element of the brand and must be used consistently to maintain recognition, trust, and visual integrity across all applications. Proper logo usage ensures clarity, legibility, and a unified brand presence in both digital and print contexts. The following guidelines outline unacceptable logo treatments that compromise the brand's identity and should be avoided at all times. This page defines incorrect logo usage. The examples shown illustrate common misapplications that distort proportions, alter colors, reduce contrast, or introduce unauthorized effects. Always reference this section before placing the logo to ensure it is presented accurately, clearly, and in alignment with Pay It Forward Pets brand standards.





CMYK
C84 M82 Y0 K0
RGB
R74 G76 B160
HEX
#4a4ca0

CMYK
C84 M82 Y0 K0
RGB
R74 G76 B160
HEX
#4a4ca0



PANTONE
2117c

PANTONE
1495c



CMYK
C0 M0 Y0 K100

Color Usage

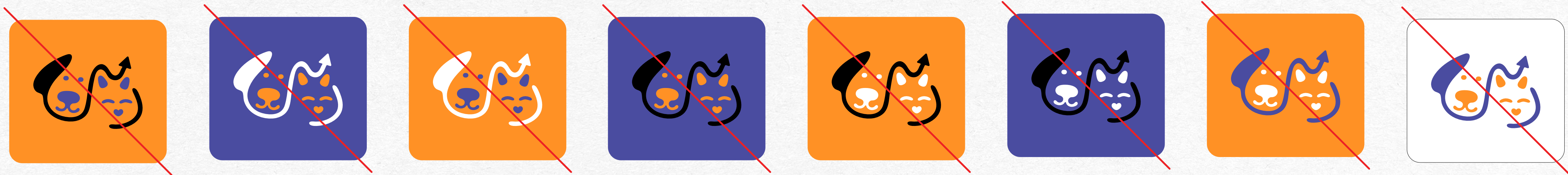
To maintain a warm, uplifting, and consistent visual identity, these are the only approved colors for Pay It Forward Pets across print and digital applications. The purple and orange brand colors should always be used as the primary palette, with black and white reserved for high-contrast needs such as accessibility or small-scale reproduction. When using accent colors, choose combinations that preserve clarity, legibility, and brand cohesion. These guidelines ensure every design feels friendly, recognizable, and true to the heart of our mission.





Correct Color Combinations

These color combinations are approved for use and reflect the official Pay It Forward Pets brand palette. Use these options to ensure consistency, clarity, and proper brand recognition across all applications.



Incorrect Color Combinations

These color combinations are not approved for use and do not align with the Pay It Forward Pets brand standards. Avoid these pairings to maintain color contrast, legibility, and overall brand integrity.





Blue Pattern

The blue pattern is used for primary brand applications through digital and print backgrounds.



Orange Pattern

The orange pattern is used for highlights, callouts, packaging, and energetic moments in the design.



White Pattern

The white pattern is reserved for darker backgrounds or when a softer brand presence is needed.



Color Usage

The Pay It Forward Pets pattern system is intended to support the brand without overpowering content. Patterns should be used as background or accent elements only and applied at a scale that keeps individual icons clear and recognizable. Use approved color variations exclusively and maintain consistent opacity and texture treatment across all applications. Patterns should never be distorted, recolored, rotated, or combined with other patterns, and should not be placed over photography unless specifically approved. Always allow sufficient contrast and whitespace so logos, text, and key content remain legible and visually balanced throughout the design.



Display

Ohno Softie Variable

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Use for large, attention-grabbing moments such as hero headlines, key campaign lines, and major calls to action. Use +30 tracking.

Headline

Ohno Softie Variable

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Use for primary headlines on layouts where readability and hierarchy are important, including section titles and page headers. Use +30 tracking.

Subheadline

Ohno Softie Variable

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Use for supporting headings, short intros, or labels that sit directly under a main headline. Use +30 tracking.

Body

Baloo Thambi 2

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Use for all body copy, captions, and longer text blocks to keep reading smooth, friendly, and legible at smaller sizes.

Typography

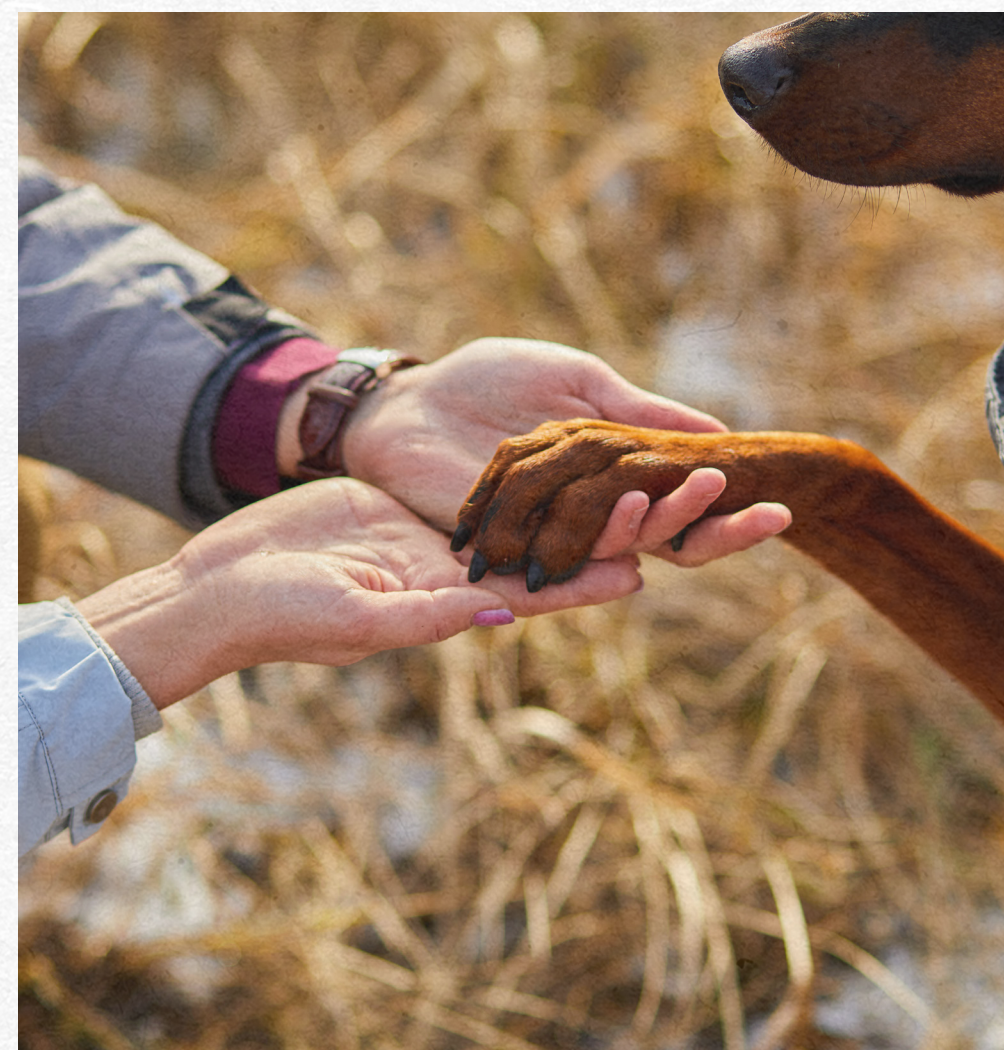
Typography helps to communicate a warm, friendly, and approachable tone across all Pay It Forward Pets materials. Rounded, human-centered typefaces add personality and warmth, while clear body styles ensure readability in both print and digital layouts. Together, the system stays inviting, accessible, and consistent with our mission of second chances.

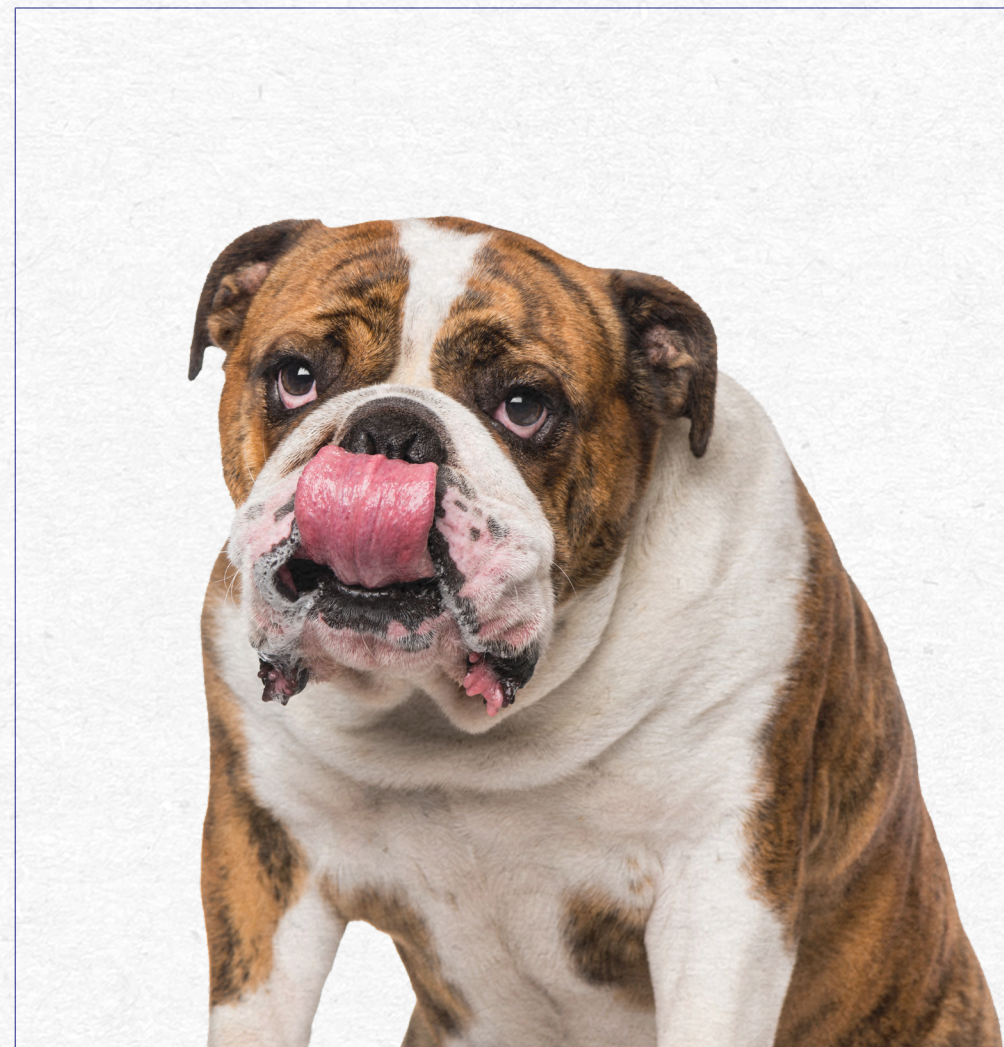
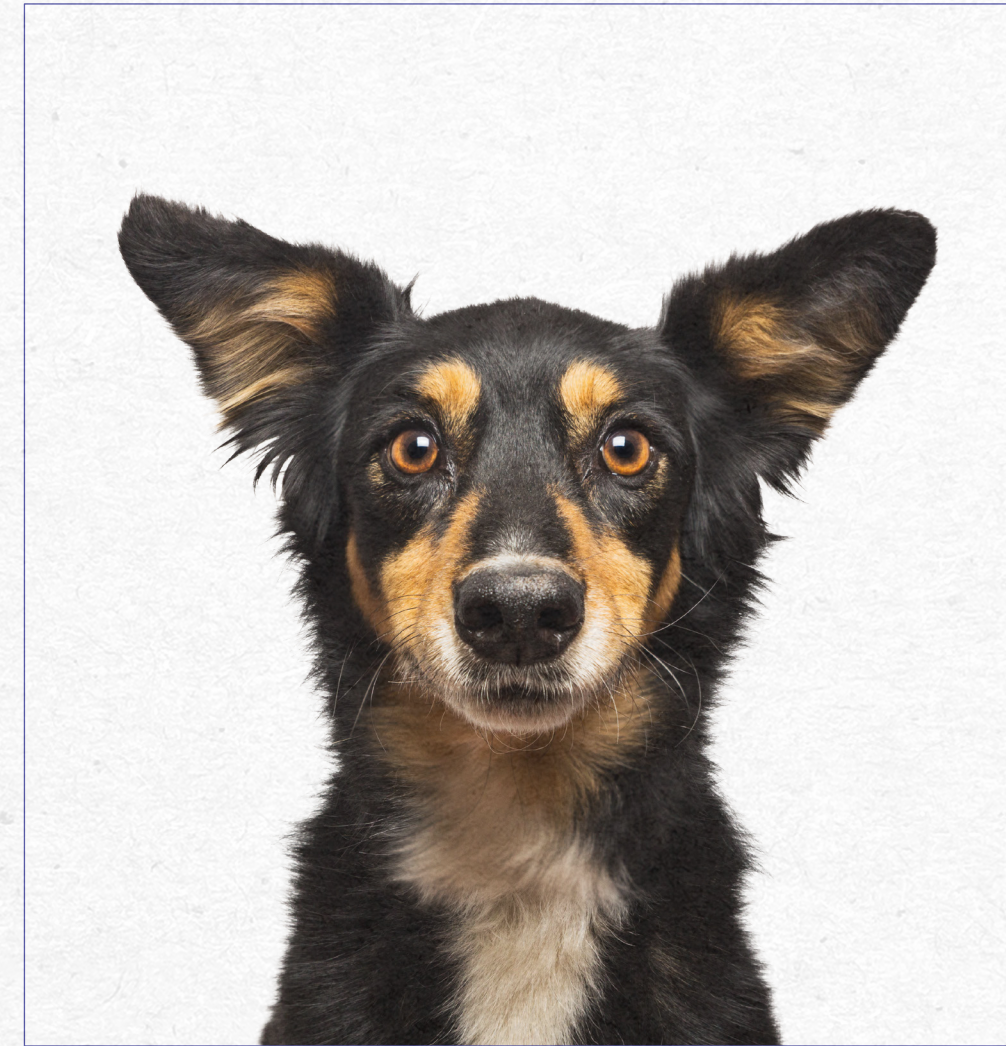
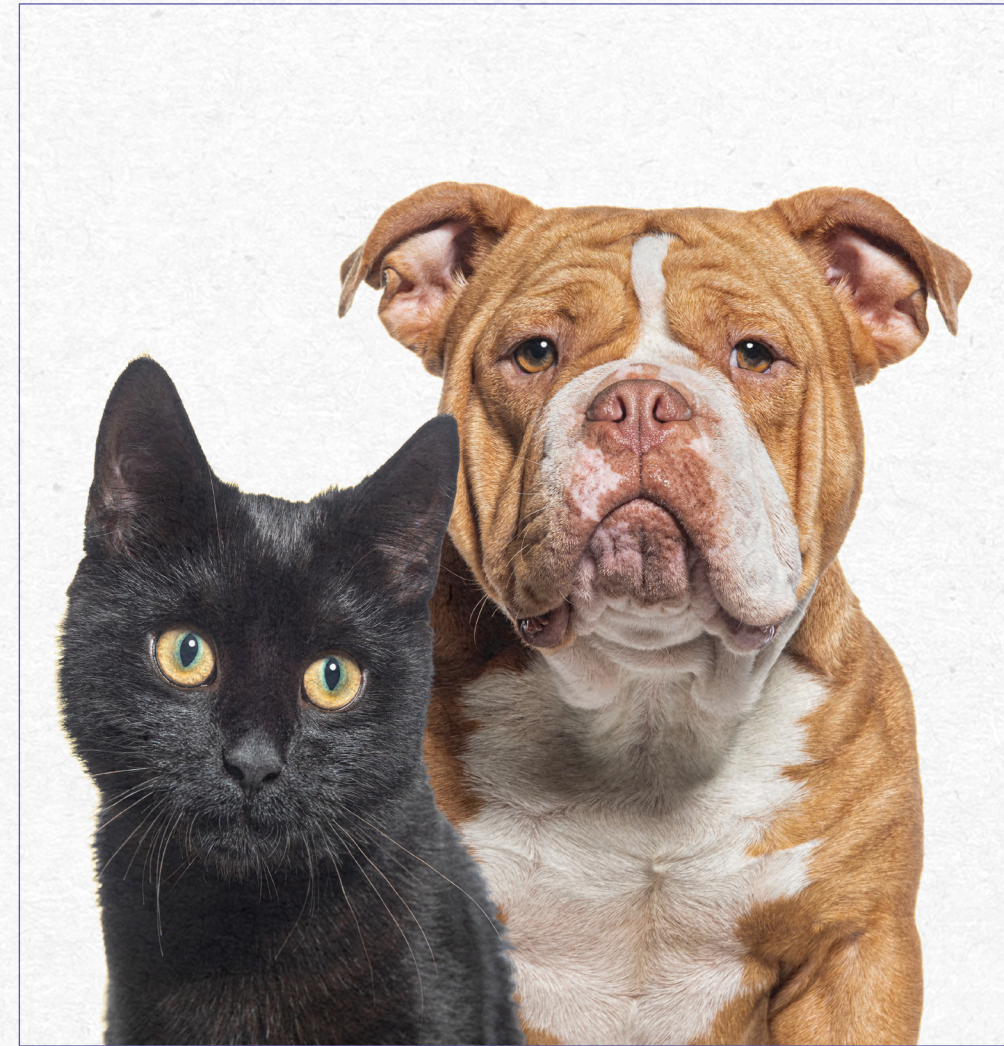
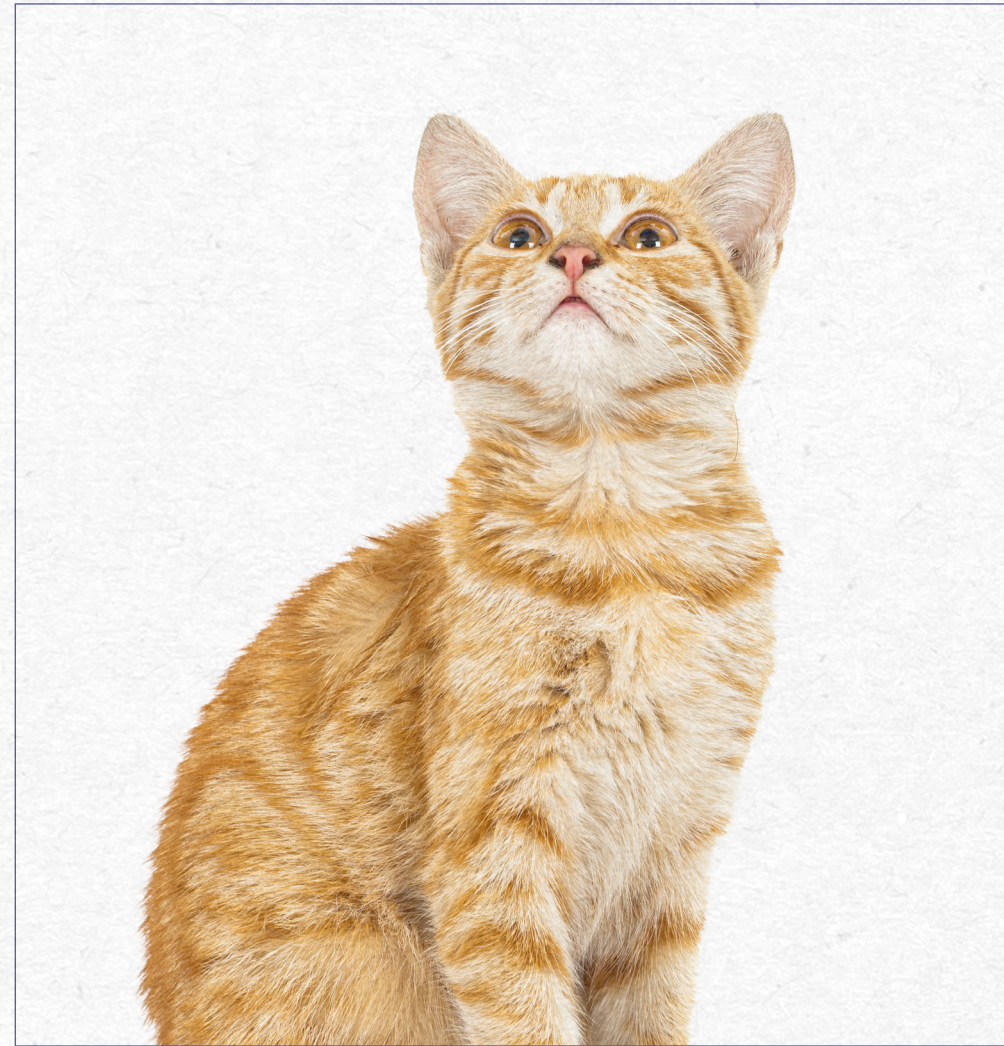




Photography

Photography for Pay It Forward Pets should feel warm, authentic, and hopeful, capturing genuine moments between people and animals. Use high-resolution imagery with natural lighting, soft contrast, and a positive emotional tone. Whenever possible, photography should highlight real interactions—touch, eye contact, care, and connection—rather than posed or overly styled scenes. To maintain visual consistency across the brand, apply the provided light paper texture as an overlay at 20% opacity to all photography. This subtle texture adds warmth and cohesion while ensuring images remain inviting, human-centered, and aligned with the mission of rescue, rehabilitation, and second chances.





Digital Website Photography

Pet photography used across digital and web platforms should present animals as isolated subjects with no environmental background elements. All pets must be cleanly masked and placed on solid brand colors from the Pay It Forward Pets color palette only. Black, neutral, or unapproved colors should not be used. This approach creates a playful, sticker like appearance that keeps the focus entirely on each animal while maintaining strong brand cohesion. Consistent lighting, sharp edges, and high-resolution imagery ensure pets feel approachable, friendly, and immediately recognizable across all digital touchpoints and platforms.



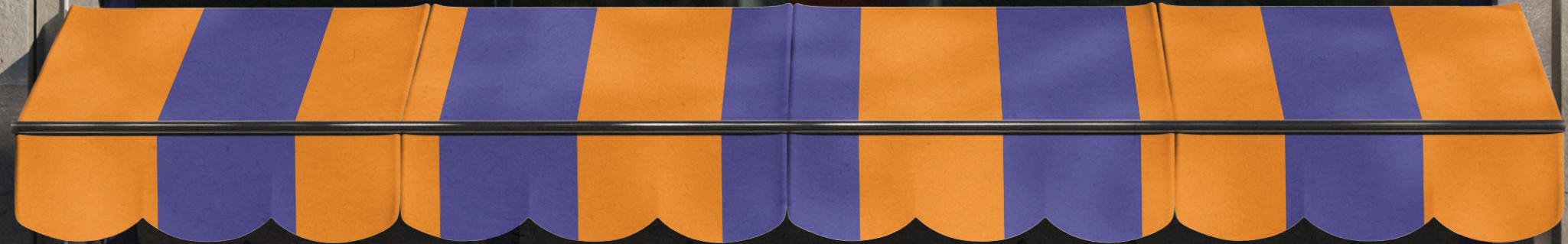


04 The Application

Exterior Applications

Physical brand touchpoints across built environments

 **PAY IT
FORWARD
PETS**
Pet Rescue & Adoption



Open for Adoptions
Tue-Sat • 11am-6pm



Saving one animal won't
change the world, but it will change
the world for that one animal.







Stationery

Official print and communication materials



**PAY IT
FORWARD
PETS**

Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
December 11, 2025
1496 North Portage Path
Akron, Ohio 44313

Dear Jordan,

We're reaching out from Pay It Forward Pets as part of our ongoing post-adoption care program. Our goal is to check in, share helpful resources, and ensure you have access to continued support as you and your pet settle into life together.

Enclosed you'll find information related to training resources, behavioral support options, and community programs available through Pay It Forward Pets. These services are designed to support long-term success by addressing common challenges that may arise weeks or months after adoption.

If questions come up related to adjustment, training, or connecting with local partners, please know our team is happy to assist. Whether you need guidance or simply reassurance, we're here to help you move forward with confidence.

Thank you for being part of a community that believes in responsible care and lasting placements. Your commitment makes a meaningful difference, and we appreciate the opportunity to stay connected.

Kind regards,

Alex Martinez

Community Programs Manager | Pay It Forward Pets

Pay It Forward Pets | Nonprofit Pet Adoption & Community Rescue | 496 North Portage Path Akron, Ohio 44313
330.760.0763 | info@payitforwardpets.org | payitforwardpets.org | A registered 501(c)(3) nonprofit organization



**PAY IT
FORWARD
PETS**

Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
December 11, 2025
1496 North Portage Path
Akron, Ohio 44313

Dear Jamie,

We're reaching out to formally confirm your recent adoption through Pay It Forward Pets and to provide documentation for your records. Enclosed you'll find important information related to your adoption, including medical history, care notes, and post-adoption resources to support a smooth transition moving your furry friend home.

Our goal is to ensure both you and your new companion feel supported beyond adoption day. If questions come up regarding paperwork, behavior, or next steps, our team is always available to help guide you. You may visit our website, send an email, or call us using the information below.

Thank you again for choosing adoption and for being part of a community that believes in second chances. We appreciate the trust you've placed in Pay It Forward Pets and look forward to supporting you in the weeks ahead. Good luck with your new friend!

With gratitude,

Megan Harper

Adoption Coordinator | Pay It Forward Pets

Pay It Forward Pets | Nonprofit Pet Adoption & Community Rescue | 496 North Portage Path Akron, Ohio 44313
330.760.0763 | info@payitforwardpets.org | payitforwardpets.org | A registered 501(c)(3) nonprofit organization



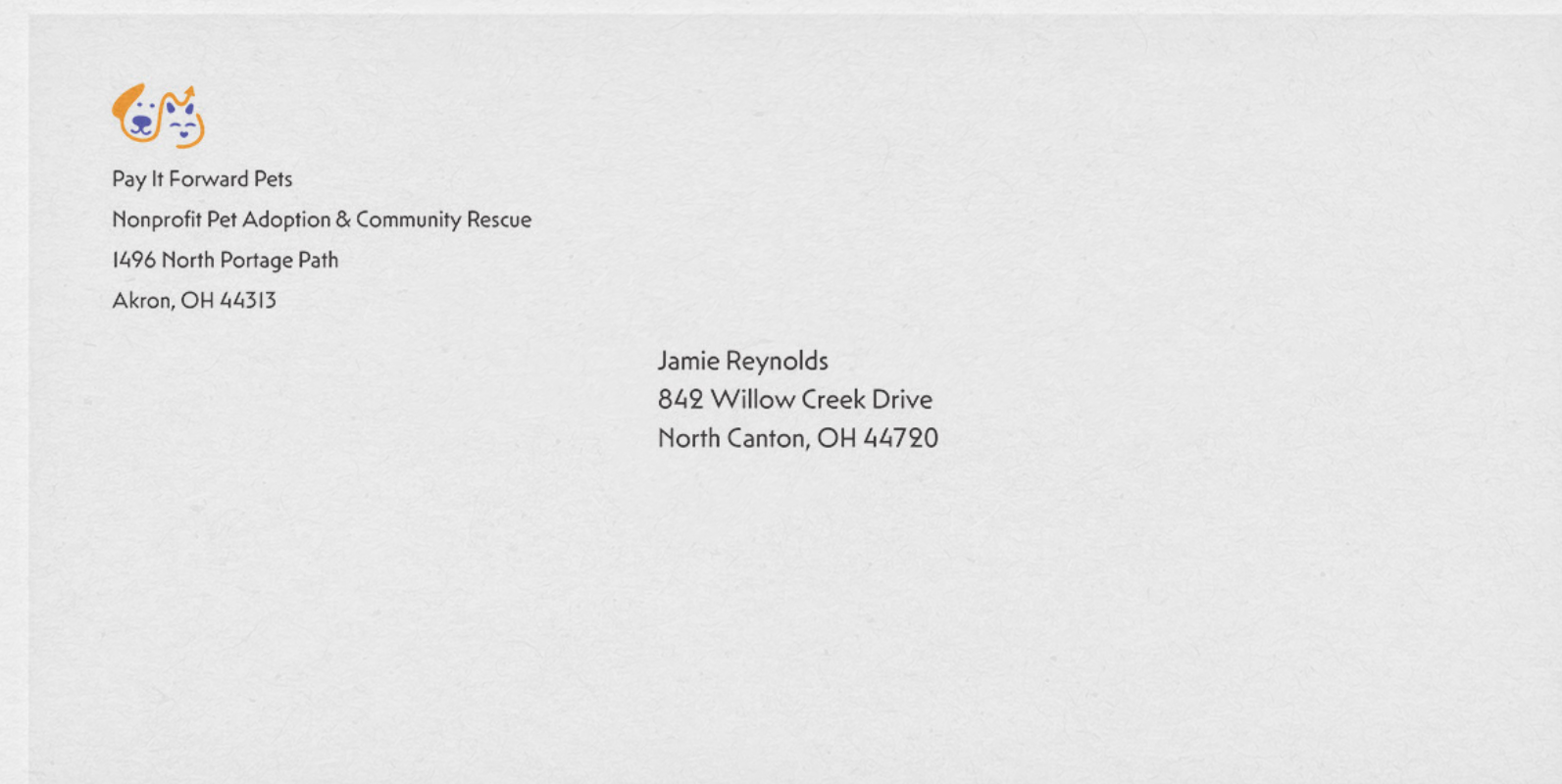
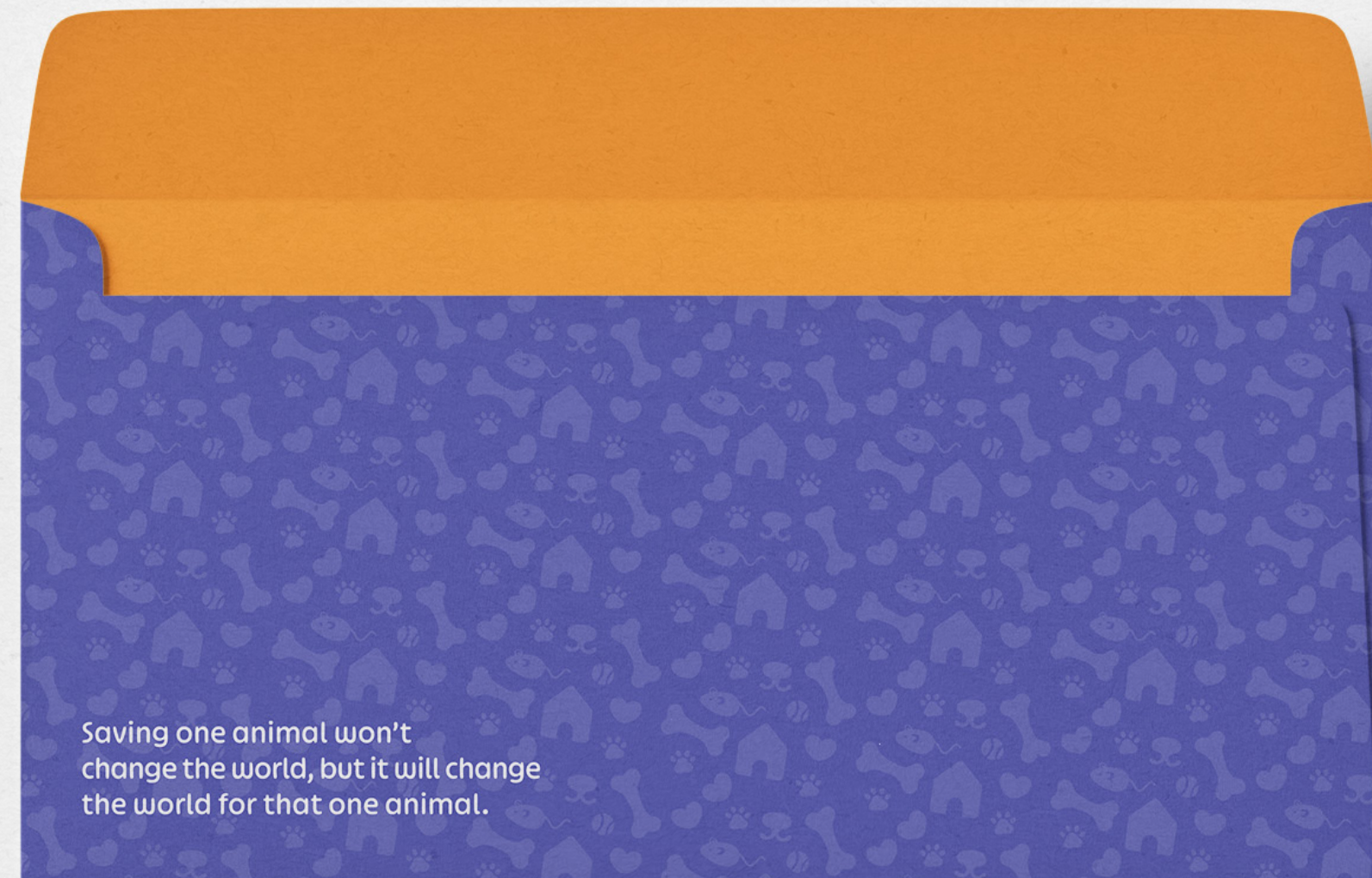


Saving one animal won't
change the world, but it will change
the world for that one animal.

Savi
change
the world fo







Pay It Forward Pets
Nonprofit Pet Adoption & Community Rescue
December 11, 2025
1496 North Portage Path
Akron, Ohio 44313

Dear Jamie,

We're reaching out to formally confirm your recent adoption through Pay It Forward Pets and to provide documentation for your records. Enclosed you'll find important information related to your adoption, including medical history, care notes, and post-adoption resources to support a smooth transition moving your furry friend home.

Our goal is to ensure both you and your new companion feel supported beyond adoption day. If questions come up regarding paperwork, behavior, or next steps, our team is always available to help guide you. You may visit our website, send an email, or call us using the information below.

Thank you again for choosing adoption and for being part of a community that believes in second chances. We appreciate the trust you've placed in Pay It Forward Pets and look forward to supporting you in the weeks ahead. Good luck with your new friend!

With gratitude,

Megan Harper

Adoption Coordinator | Pay It Forward Pets

Pay It Forward Pets | Nonprofit Pet Adoption & Community Rescue | 496 North Portage Path Akron, Ohio 44313
330.760.0763 | info@payitforwardpets.org | payitforwardpets.org | A registered 501(c)(3) nonprofit organization





Invoice
PFP-0625
10/11/2025

Billed To: Brianna Carter | briannacarter332@gmail.com
(330) 555-4182 | 742 North Market Street Akron, Ohio 44303

Description	Rate	Qty	Amount
Dog Adoption Fee (Keena)	Flat Rate	1	\$250.00
Initial Veterinary Exam & Wellness Check	Flat Rate	1	\$95.00
Vaccinations & Preventative Care	Flat Rate	1	\$85.00
Microchipping & Registration	Flat Rate	1	\$35.00
		Subtotal	\$465.00
		Tax	0.00
		Total	\$465.00

Payment Information:

Pay It Forward Pets
1496 North Portage Path
Akron, Ohio 44313
Phone: (234) 706-5501
Email: info@payitforwardpets.org

Payment Method:

Cash, Check, or Approved Digital Payment



Invoice
PFP-0625
10/11/2025

Carter | briannacarter332@gmail.com
742 North Market Street Akron, Ohio 44303

	Rate	Qty	Amount
	Flat Rate	1	\$250.00
ck	Flat Rate	1	\$95.00
	Flat Rate	1	\$85.00
	Flat Rate	1	\$35.00
		Subtotal	\$465.00
		Tax	0.00
		Total	\$465.00

Payment Method:

Cash, Check, or Approved Digital Payment



Saving one animal won't change the world, but it will change the world for that one animal.

Welcome Home

Thank you for choosing adoption and giving a pet a second chance. Today marks the start of a brand-new chapter for you, and for your new best friend.

Your pet may need time to adjust to new sights, sounds, and routines. Be patient, be gentle, and celebrate the small wins along the way. Every moment of kindness helps them feel safe, loved, and finally home.



Your First Days Together
Bringing Home Your New Pet



Take it slow

Let your pet explore at their own pace. A quiet space helps them decompress.



Notice behavior

New environments can bring new emotions. Excitement, or uncertainty are all normal.



Build trust

Use calm voices, gentle encouragement, and lots of positive reinforcement.



Establish routine

Consistent feeding, walking, and play schedules help them feel secure.

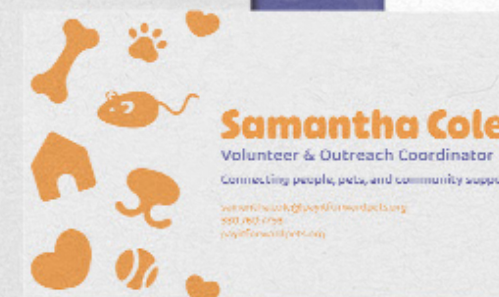
Helpful tips for a smooth transition.

To help your new pet settle in, keep their food consistent for the first few days to avoid tummy upset, and make sure they have a cozy, quiet space where they can rest without interruptions. Use positive reinforcement when introducing training and boundaries—reward the behaviors you want to encourage rather than correcting the ones you don't. And if your pet didn't come with complete medical records, be sure to schedule a wellness check with your vet within the first week to ensure they start their new life healthy and supported.

We're Here for You

Adopting through Pay It Forward Pets means you're never doing this alone. If you have questions about behavior, medical concerns, or resources, reach out so we can support you both. Thank you for giving a rescued pet a fresh start. Together, you're changing a life—and gaining unconditional love in return.

Pay It Forward Pets | info@payitforwardpets.org | (330) 760-0763 | Akron, Ohio



Hannah Benson

Leslie Schopperley

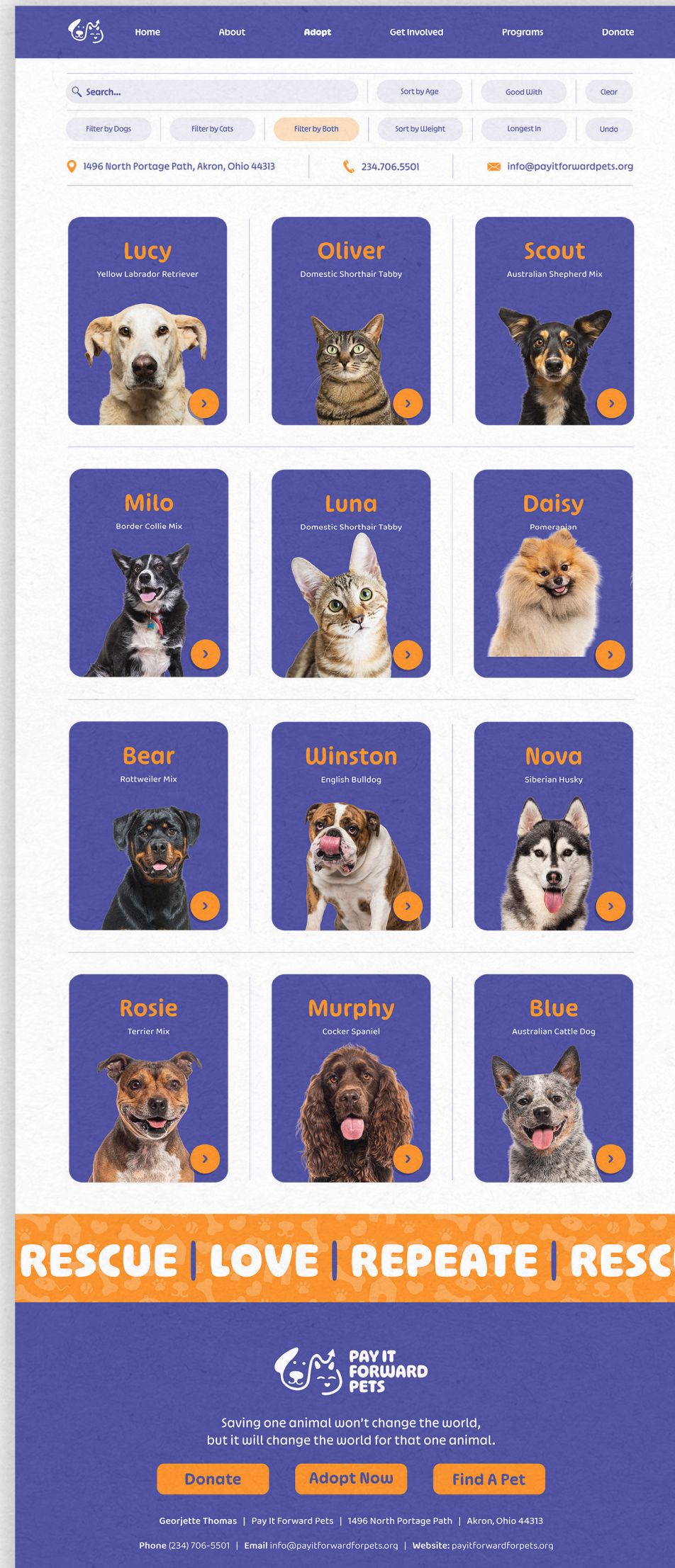


Website

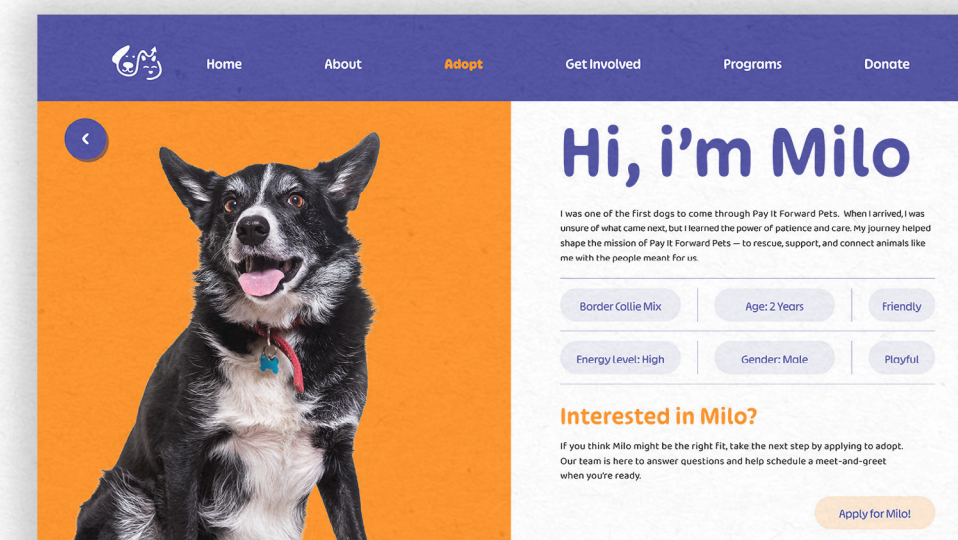
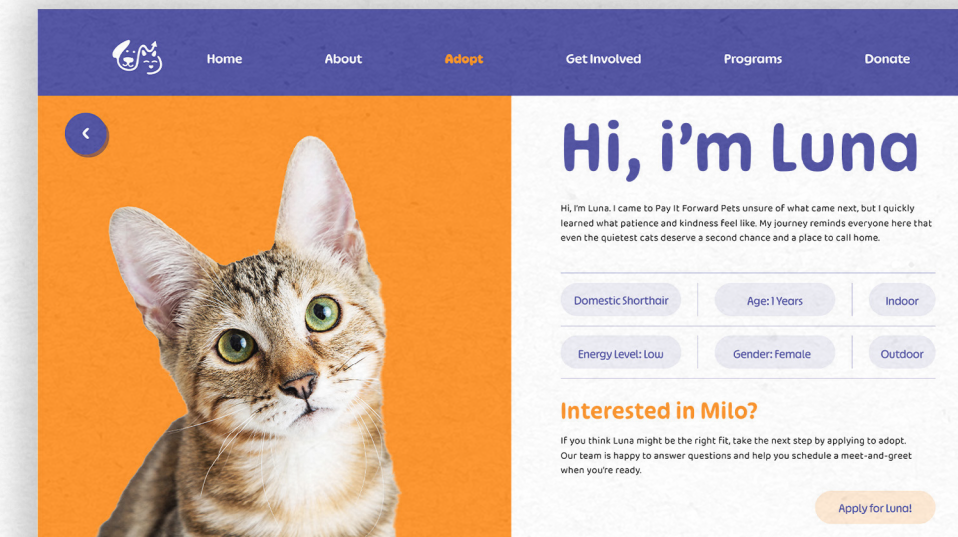
Primary digital experience and communication system



Full Website Landing Page Layout

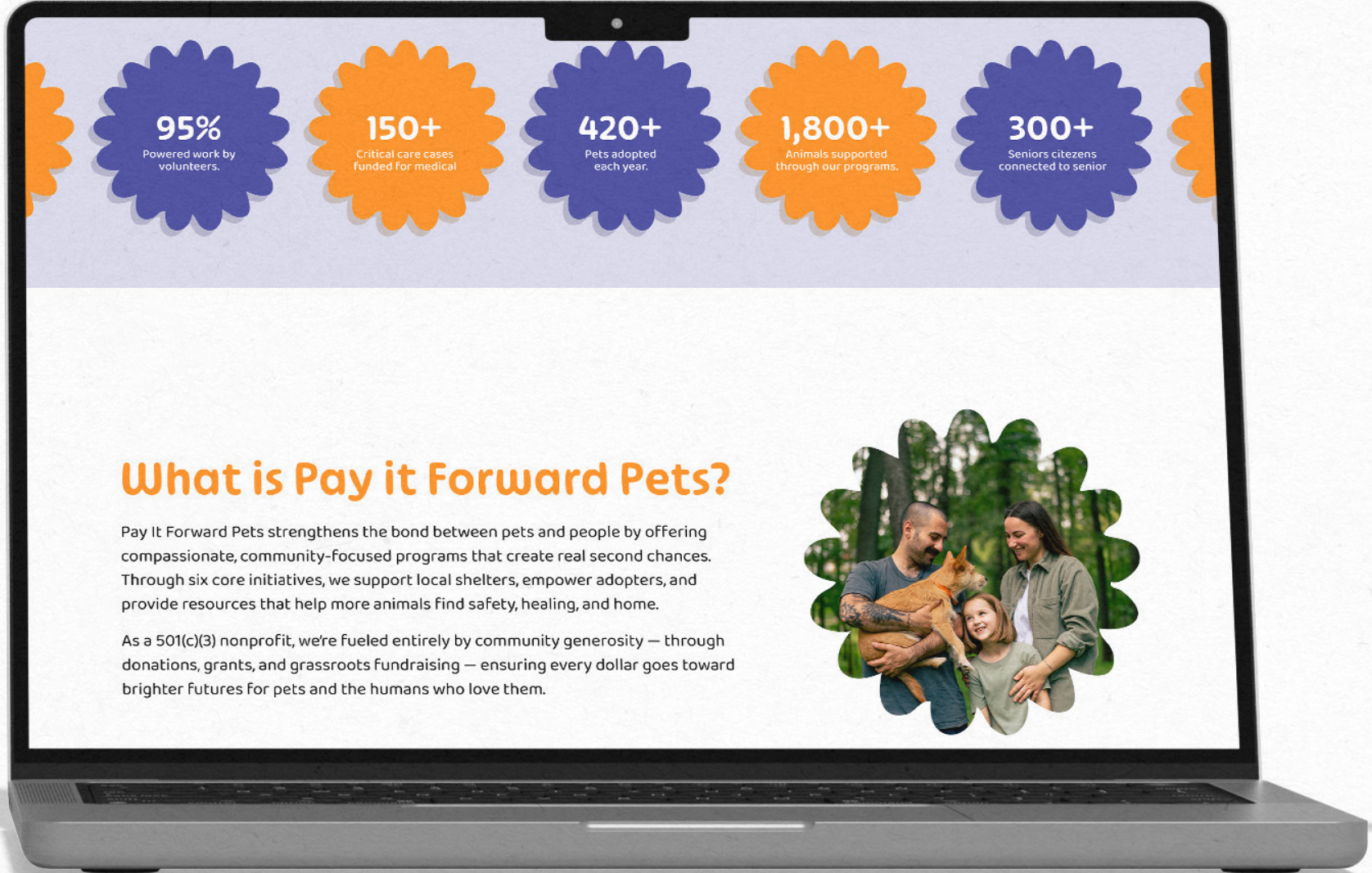
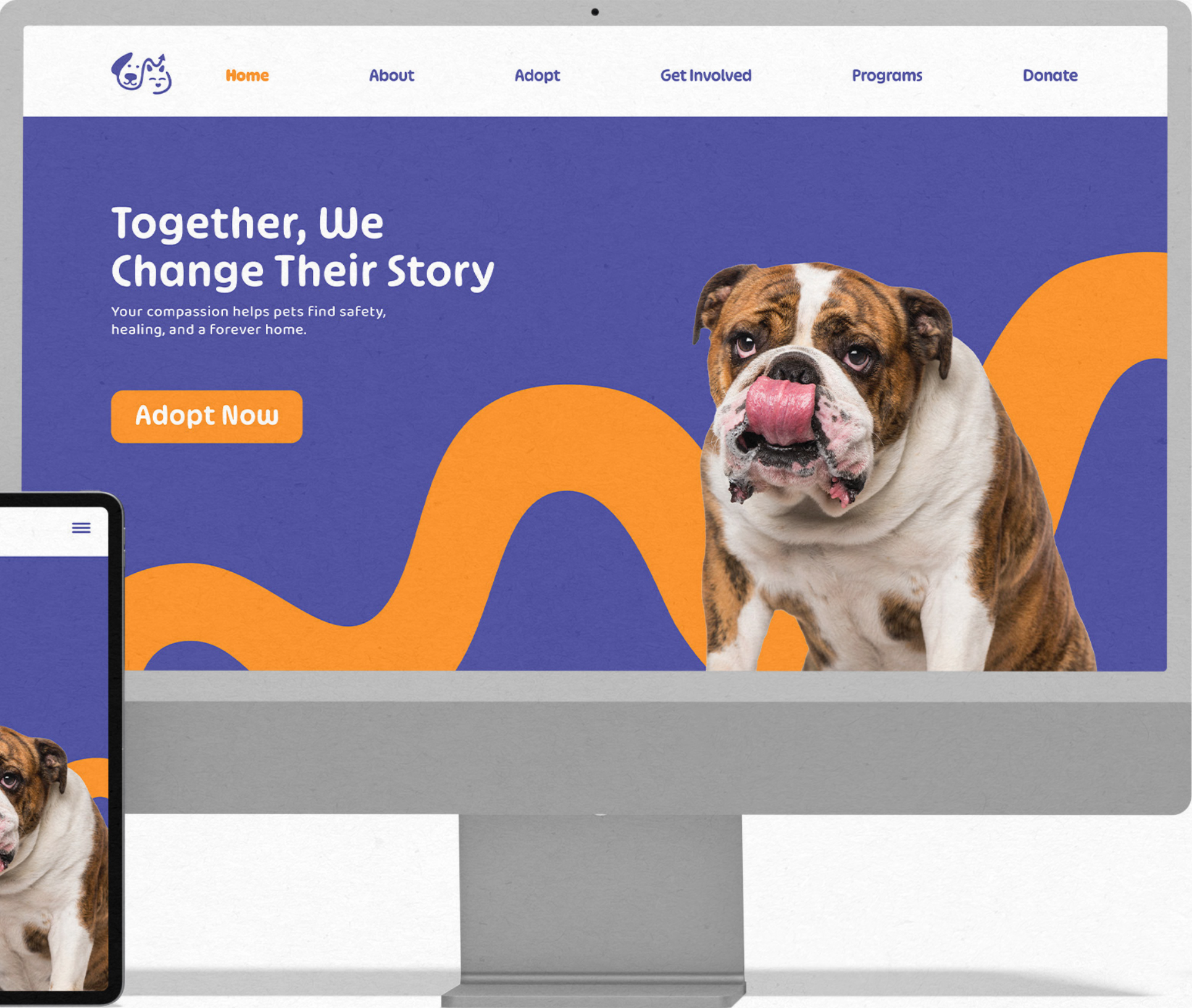


Full Website Interior Page Layout

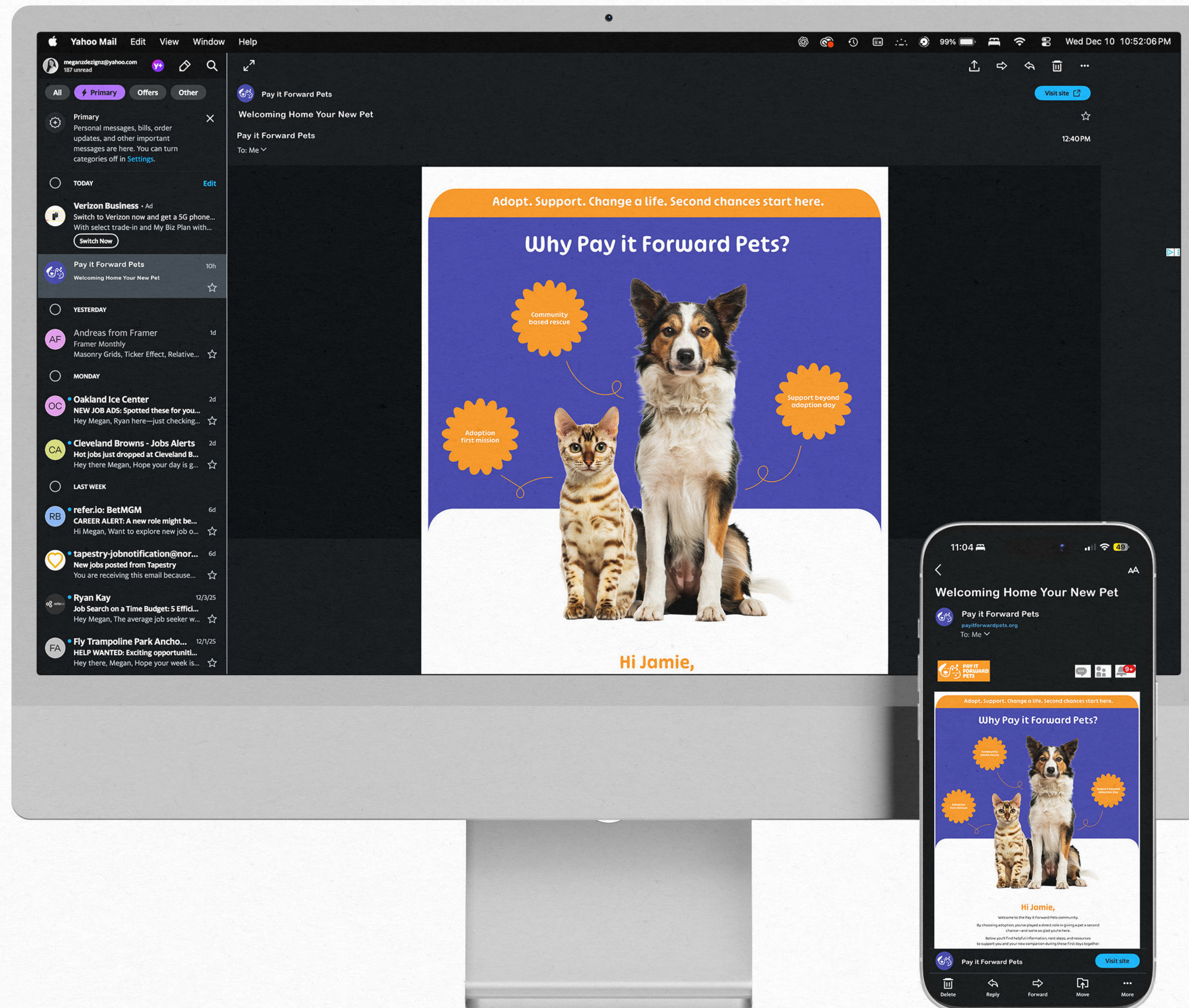
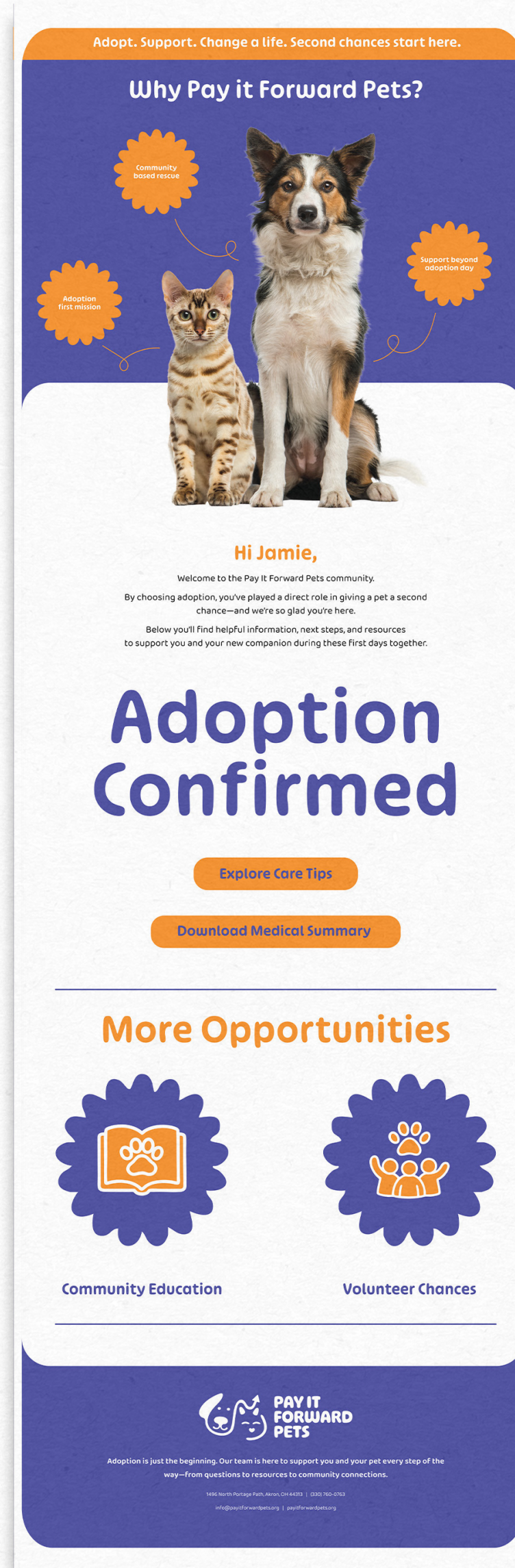


Interior Page Links Layout









Ad Campaign

Multi-channel advertising and outreach



**PAY IT
FORWARD
PETS**

**Not Everyone Can Adopt.
But Everyone Can Help.**

There's more than one
way to make a difference

Discover how you can get
involved at payitforwardpets.org



**PAY IT
FORWARD
PETS**

**Not Everyone Can Adopt.
But Everyone Can Help.**

Your time can change a life.
Support starts with showing up.

Volunteer your time at
payitforwardpets.com/volunteer



**PAY IT
FORWARD
PETS**

**Not Everyone Can Adopt.
But Everyone Can Help.**

Support that creates
second chances for everyone.

Support our mission at
payitforwardpets.org/support





**PAY IT
FORWARD
PETS**

**Not Everyone Can Adopt.
But Everyone Can Help.**

Volunteer your time
at payitforwardpets.org



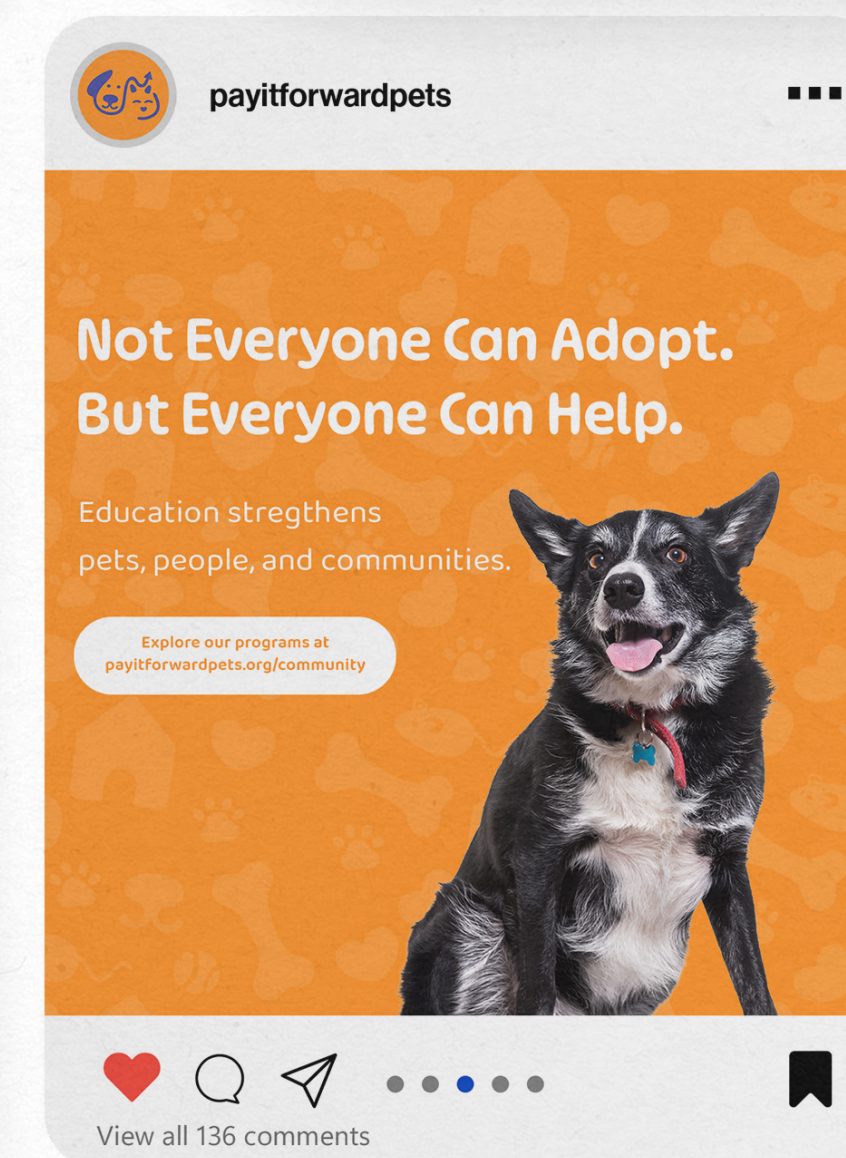
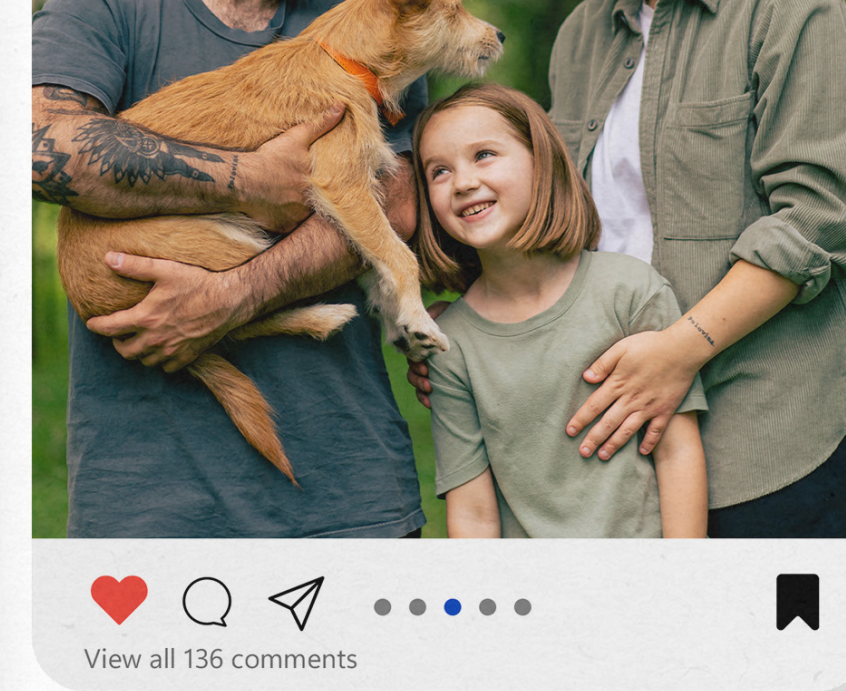
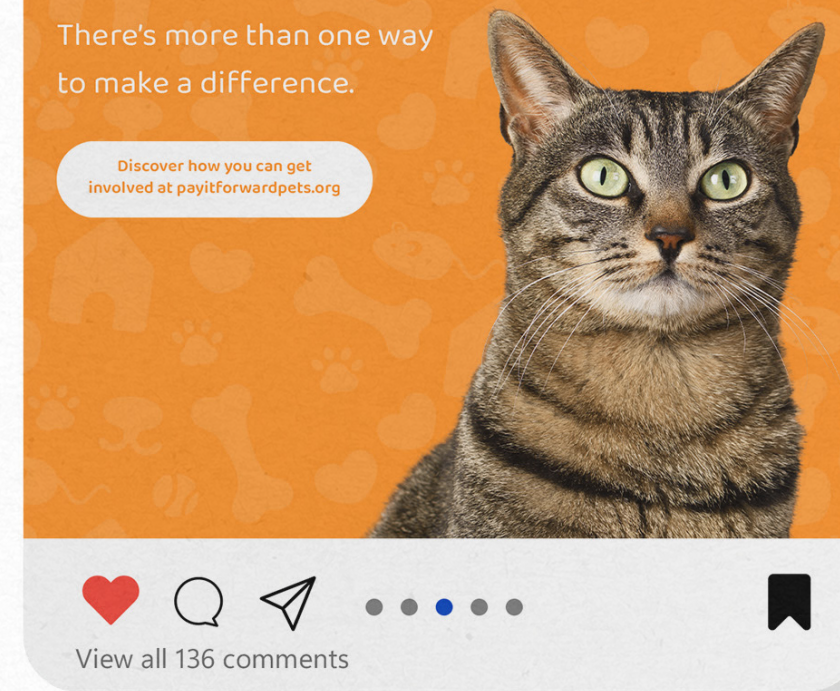
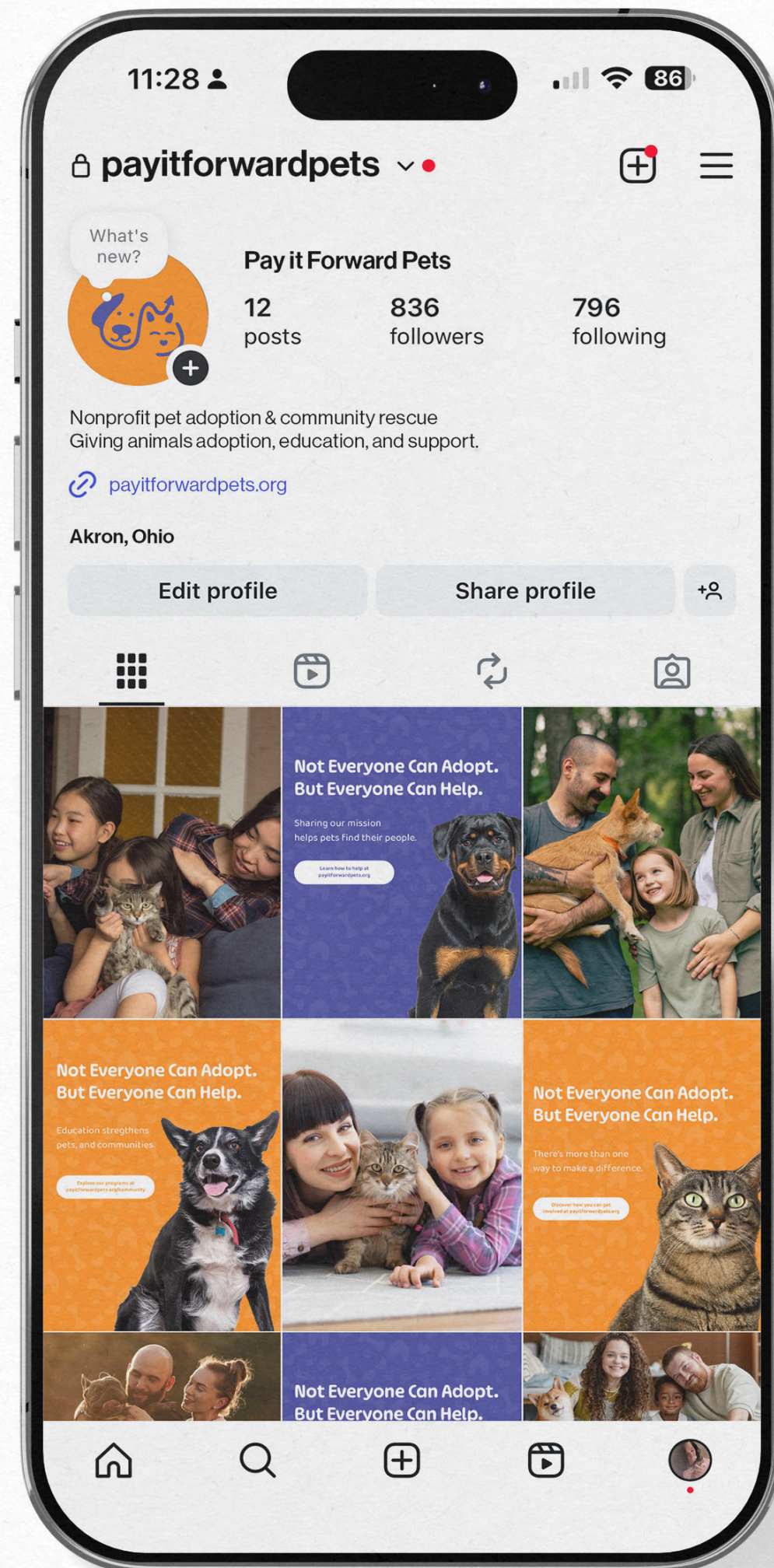


**PAY IT
FORWARD
PETS**

**Not Everyone Can Adopt.
But Everyone Can Help.**

Discover how you can get
involved and help out at
payitforwardpets.org





Extra Buildout

Extended brand applications and merchandise









Thanks for Your Time

Megan Robson | Fall 2025 | Corp ID

