

**SAN ANTONIO**  
**PETS!**  
**alive**



**BRANDING & STYLE GUIDE**



## Logo and Variations



These are the primary logos.

**Clear space:** Clear space is the minimum “breathing room” maintained around the logo, defining the minimum distance from the logo to any element near it. Minimum clear space is defined as equal to the height of the paw in the primary logo.

**Minimum height:** The minimum height for the full-color logo is 1.25'; one-color is 1'.



## Logo Colors



Full color



One color



Black



White



Color reversed



## Logo Colors



Full color



One color



Black



White



Color reversed



## Improper Logo Usage



Do not outline the logo



Do not use the reversed logo on light background



Do not alter the logo's color scheme



Do not rotate the logo



Do not skew the logo or change its proportion



Do not change parts of the logo



Do not violate the logo's clear space



Do not add elements, patterns or textures to the logo



Do not place the color logo over an image or pattern - use an all white logo



Do not place the logo in a containing element



Do not add effects to the logo



Do not use the logo as a motif or graphic design element

## Color Palette



### Purple

PMS 268C  
HEX #55318d

RGB  
85  
49  
141

CMYK  
83%  
98%  
45  
0%



### Green

PMS 376C  
HEX #80bc00

RGB  
128  
188  
0

CMYK  
56%  
3%  
100%  
0%



### Dark Blue

PMS 7446C  
HEX #243746

RGB  
36  
55  
70

CMYK  
86%  
69%  
50%  
46%



## Typefaces and Web Fonts

### Print and Web Graphics

**Montserrat (Bold)**

Lora (Regular)

### Web Text

**Lato (Semibold)**

Lora (Regular)

### Logo only

**HouseGothic two (Bold)**



## Typography

### Primary Text

#### Montserrat (Bold)

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

#### Variances

Light, Regular, Medium, Semibold, **Bold**, **Heavy**

### Web Text

#### Lato (Bold)

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

#### Variances

Light, Regular, Medium, Semibold, **Bold**, **Heavy**

#### Lora (Regular)

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

#### Variances

Regular, **Bold**, *Italics*





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