



Guide Dogs
of America



Tender Loving
Canines

Branding/Style Guidelines

The following guidelines have been developed to help us be consistent in our communications about Guide Dogs of America and Tender Loving Canines.

USE THIS:

- Guide Dogs of America
- Tender Loving Canines

vs.

NOT THIS:

- GDA
- TLC

LOGO COLOR OPTIONS

- Pantone PMS 2945 (blue)
- PMS 2603 (purple)
- Web# 015AA4 (blue)
- # 722a82 (purple)
- RGB 0 90 164 (blue)
- 114 42 130 (purple)
- Black
- White

PMS
2945

PMS
2603

FONT

Arial

QUESTIONS?

If you have any questions or suggestions, please contact:

Yvette Sheehan 818.833.6426 or
Diane Gittlen 818.833.6430

LOGO FORMATS



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Please find these guidelines along with downloadable logos at guidedogsofamerica.org/logos-and-brochures