



Guide Dogs of America
Tender Loving Canines

Guide Dogs of America | Tender Loving Canines is introducing an updated logo to better reflect our identity as one unified organization delivering life-changing impact across multiple programs, including Guide Dogs, Veteran Service Dogs, Autism Service Dogs, Facility Dogs, and Therapy Dogs.

This refined mark strengthens clarity, consistency, and trust, ensuring our logo clearly represents one mission, one organization, and one standard of excellence. The updated system includes flexible color variations designed for consistent use across all platforms and applications.



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Please note that no other logo applications are approved for materials produced after February 1, 2026. Icon proportions must remain consistent with the accompanying text, as shown, and may not be resized, stretched, modified, or altered in any way. In addition, logos or naming convention in either application must not be separated. Any logos currently in use are approved to continue with the stock on hand, which includes the vests our puppies-in-training and GDA|TLC service dogs wear until new stock is produced. At that time, either the above Single Icon Stack or Single Icon Horizontal logos should be applied.