



Guide Dogs of America

Tender Loving Canines

Brand Style Guide 2026

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Guide Dogs
of America



Tender Loving
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Brand Guidelines 2026

1. Brand Overview

For more than 75 years, **Guide Dogs of America | Tender Loving Canines (GDA | TLC)** has placed expertly trained guide and service dogs with individuals across the United States and Canada.

Our guide dogs support people with vision loss, while our service dogs assist veterans with PTSD and children and families impacted by autism, helping them gain confidence, mobility, and independence.

We believe in the unmatched bond between humans and dogs, and in the power of that partnership to create greater freedom, dignity, and purpose.





2. Accreditation

At GDA | TLC, we uphold the highest standards of excellence at every stage of our program, from purpose breeding to professional training. Each dog is bred in our dedicated on-campus facility to ensure optimal health, temperament, and suitability for life-changing work.

We are fully accredited by both the **International Guide Dog Federation (IGDF)**, and **Assistance Dogs International (ADI)**, meeting and exceeding rigorous global standards for quality, ethics, and outcomes. This dual accreditation reflects our unwavering commitment to measurable impact and best-in-class care.

As a nonprofit organization recognized with the **Platinum Seal of Transparency from Candid** and a **4-Star rating from Charity Navigator**, GDA | TLC stands apart for integrity, accountability, and trust.





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3. Brand Name Usage

Primary Reference

Guide Dogs of America | Tender Loving Canines

Always use the full name with the vertical bar on first reference.

Both components are essential to our complete brand identity.

Secondary Reference

GDA | TLC

May be used after the full name has been introduced.

Always include both acronyms with the vertical bar.

Never use “GDA/TLC,” alone, or “Tender Loving Canines” alone.





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4. Brand Voice & Tone

Our voice reflects the heart of our mission:

Warm & Compassionate – Grounded in empathy, care, and humanity

Inspiring & Hopeful – Focused on possibility and transformation

Clear & Professional – Credible, straightforward, and accessible

Inclusive & Empowering – Honoring diverse experiences and abilities

Example of Brand Voice

“Every partnership between a person and a dog is a story of courage, trust, and new beginnings. Together, we create independence, one team at a time.”



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5. Logo Usage

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 new 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 GDA|TLC puppies-in-training and 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.

6. Color Palette

Color reflects the spirit and diversity of our programs. Use primary and program-specific colors consistently across all print and digital materials.

BRAND COLOR

(PRIMARY):



PANTONE®
2945 C

CMYK: 100 / 52 / 0 / 0
RGB: 0 / 102 / 204
HEX: #0066CC

PROGRAM COLORS (SECONDARY):

Guide



PANTONE®
2945 C

CMYK: 100 / 52 / 0 / 0
RGB: 0 / 102 / 204
HEX: #0066CC

Veteran



PANTONE®
282 C

CMYK: 100 / 85 / 40 / 60
RGB: 0 / 33 / 71
HEX: #002147

Autism



PANTONE®
2603 C

CMYK: 66 / 100 / 0 / 0
RGB: 117 / 0 / 152
HEX: #750098

Facility



PANTONE®
5743 C

CMYK: 13 / 0 / 46 / 72
RGB: 62 / 72 / 39
HEX: #3E4827

Therapy



PANTONE®
2237 C

CMYK: 96 / 6 / 0 / 0
RGB: 5 / 134 / 142
HEX: #05868E

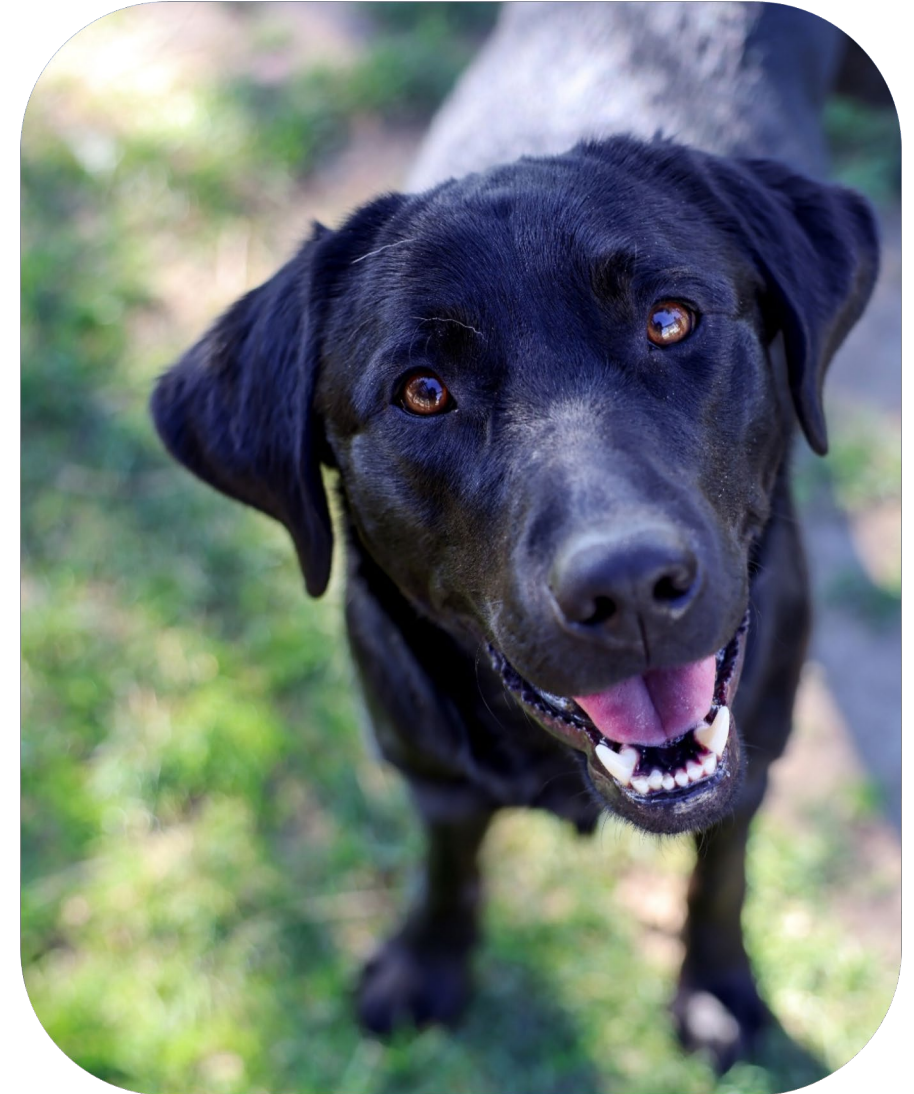


7. Typography

Typography should remain clean and consistent.

- Primary Font: ARIAL NOVA
- Headlines: **Arial Nova Bold**
- Subheads: Arial Nova Light
- Body Text: Arial Nova Regular

Use consistent hierarchy, spacing, and sizing across all formats.





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8. Photography

Photography should reflect
authenticity and impact.

Use images that capture:

- The partnership between dogs and the people they serve
- Genuine emotion, confidence, and connection
- Natural lighting and true-to-life color
- Clean, intentional crops with minimal background distraction

Approved Image Source:

Guide Dogs of America Flickr Library

<https://www.flickr.com/photos/guidedogsofamerica/albums/>



9. Writing Guidelines

Clear, respectful, and positive messaging.

- Use person-first language
 - (e.g., “people with vision loss,” “veterans with PTSD”).
- Emphasize empowerment, independence, and partnership.
- Avoid pity-based or overly dramatic language.





10. Brand Applications

These guidelines apply to all branded materials:

- **Print & Collateral:** Brochures, flyers, business cards, signage
- **Digital:** Website, email, social media, digital ads
- **Merchandise:** Apparel, promotional items, donor gifts