WINNING HEARTS AND MINDS

THE DONKEY SANCTUARY
BRAND GUIDELINES
30/10/2012

CONTENTS

1.0 HOW WE LOOK
1.1 OUR LOGO
1.2 MASTER LOGOS
1.3 LOGO VARIATIONS
1.4 INTERNATIONAL LOGOS
1.5 LOGO MINIMUM SIZES, CLEAR AREAS AND TAB DEVICE
1.6 LOGO COLOUR VARIATIONS
1.7 CO BRANDING
1.8 LOGO DON'TS
1.9 OUR BRAND ARCHITECTURE

2.0 OUR COLOURS, TEXTURES, TYPEFACES AND FORMATS
2.1 PRIMARY COLOUR PALETTE
2.2 SECONDARY COLOUR PALETTE
2.3 TEXTURES & PRINT TECHNIQUES
2.4 OUR TYPEFACES
2.5 LITERATURE FORMATS AND SIZES

3.0 OUR EXTERNAL COMMUNICATIONS
3.1 OUR STATIONERY LETTERHEADS
3.2 OUR STATIONERY COMP SLIPS AND BUSINESS CARDS
3.3 OUR LITERATURE COMPONENTS
3.4 FULL BLEED PHOTOGRAPHY
3.5 DONKEY SILHOUETTES FEATURING PHOTOGRAPHY
3.6 DONKEY SILHOUETTES FEATURING ILLUSTRATIONS
3.7 CAMPAIGN MARKETING LEAFLETS
3.8 CAMPAIGN MARKETING POSTERS
3.9 INTERNATIONAL MARKETING
3.10 GIFT CATALOGUES

4.0 VISITOR ATTRACTION BRANDING
4.1 VISITOR CENTRE LEAFLET COVERS
4.2 VISITOR CENTRE LEAFLET INSIDES
4.3 WALKING GUIDES LEAFLET INSIDES
4.4 COMPELLING COMMUNICATIONS ONE LOOK AND FEEL
4.5 VISITOR CENTRE ICONS AND SIGNAGE
4.6 VISITOR CENTRE HAYLOFT RESTAURANT
4.7 VISITOR CENTRE WAY FINDING SIGNAGE
4.8 BRANDED MERCHANDISE
4.9 GIFT IDEAS - TEA TOWELS
4.10 GIFT IDEAS - COOL AND CONTEMPORARY
4.11 GIFT IDEAS - CHRISTMAS CARDS

5.1 VEHICLE BRANDING - 4X4'S
5.2 VEHICLE BRANDING - HORSE AND DONKEY BOXES

6.1 UNIFORMS
6.2 UNIFORMS CONTINUED

7.1 OUR ONSCREEN BRAND

8.1 TONE OF VOICE

DESIGNED AND PRODUCED BY
theallotmentbranddesign.com

WELCOME TO THE DONKEY SANCTUARY BRAND GUIDELINES. THEY ARE A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP THE DONKEY SANCTUARY BRAND.

OUR BRAND AND LOGO ARE VERY VALUABLE ASSETS. LIKE THE 1000’S OF DONKEYS WE CARE FOR OUR BRAND MUST BE TREATED WITH GREAT CARE AND RESPECT IF IT IS TO THRIVE AND HAVE A LONG AND HEALTHY LIFE.

1.0

HOW WE LOOK

1.1 OUR LOGO
1.2 MASTER LOGOS
1.3 LOGO VARIATIONS
1.4 INTERNATIONAL LOGOS
1.5 LOGO MINIMUM SIZES, CLEAR AREAS AND TAB DEVICE
1.6 LOGO COLOUR VARIATIONS
1.7 CO BRANDING
1.8 LOGO DON'TS
1.9 OUR BRAND ARCHITECTURE

1.1

OUR LOGO

The Donkey Sanctuary is a worldwide beacon for donkey and mule welfare, care, protection and learning.

Our heart logo is a symbol of the devotion, care and protection our teams, supporters and trustees provide voluntarily all day, every day for donkeys across the globe.

We've been caring for donkeys and mules since our founder Dr Elisabeth Svendsen first answered her calling in 1969.

The two donkeys featured in our logo are the very first donkeys cared for by Dr S - Naughty Face (left) and Angelina (right). Our mission and purpose has, and always will be to ensure donkeys and mules have a sanctuary from pain and suffering and live the best lives possible.

THE DONKEY SANCTUARY

1.2

MASTER LOGOS

Our logo consists of three elements:

1. HEART SYMBOL LOGO
The universal icon which instantly communicates The Donkey Sanctuary's purpose: Care and devotion for donkeys and mules worldwide.

2. WHITE DONKEY DETAILING
We have highlighted donkeys defining characteristics in white, this helps our logo stand out when used on a variety of backgrounds and applications. Clarity and legibility are essential to the success of our brand identity.

The ear details of each donkey are transparent, the background colour/image should show through these areas.

3. LOGOTYPE
Our typeface has been hand drawn and therefore must never be recreated or adjusted in any way.

4. STRAPLINE
The Donkey Sanctuary's international reach should be communicated throughout the messaging in our collateral. Therefore the use of the strapline is not always necessary.

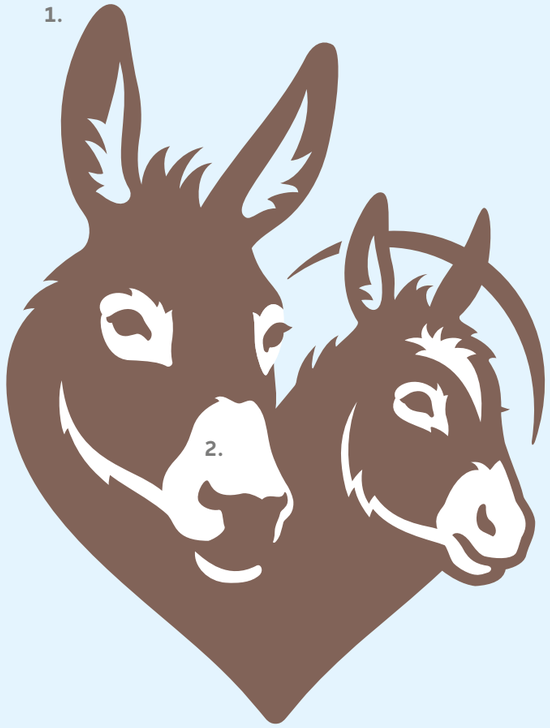
In instances where we can't tell our international story, for example if our logo is used independently by a sponsor please use the strapline logo.

NOTE:
The relationship between the heart symbol, logotype and strapline should not be altered.

There are some exceptions to this rule, for example - merchandise and gifts where the symbol may only be required with a small endorsing logotype. See page 43 for examples. Such instances must be approved by our Brand Manager.

PORTRAIT LOGO
PREFERRED LOGO - USE THIS VERSION WHEREVER POSSIBLE

1.



2.

3.

THE DONKEY SANCTUARY

PORTRAIT LOGO WITH STRAPLINE

THE DONKEY SANCTUARY

4. WORKING WORLDWIDE

1.3

LOGO VARIATIONS

When our preferred portrait logo doesn't fit your piece of collateral please use the landscape version, shown opposite.

LANDSCAPE LOGO

LANDSCAPE LOGO WITH STRAPLINE

1.4

INTERNATIONAL LOGOS

Wherever possible the Master Portrait logo (see section 1.1 - 1.2) should be used on all collateral.

There are exceptions to this rule, for example the Italian and Spanish variations. These have been created because they are not a direct translation of the English version.

ITALIAN PORTRAIT LOGO
USE THIS VERSION WHEREVER POSSIBLE

SPANISH PORTRAIT LOGO
USE THIS VERSION WHEREVER POSSIBLE

ITALIAN LANDSCAPE LOGO

SPANISH LANDSCAPE LOGO

1.5

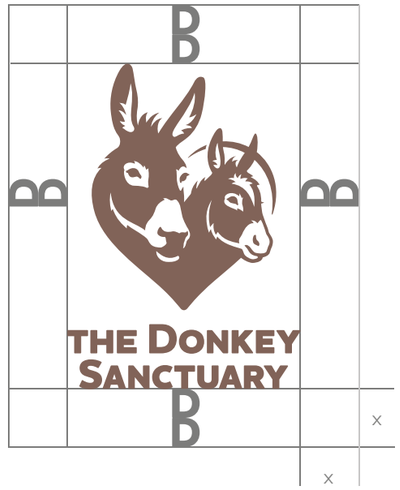
LOGO MINIMUM SIZES, CLEAR AREAS AND TAB DEVICE

The examples opposite show the minimum clear area required around our logo.

Wherever possible our logo should be reproduced with as much space around it as possible to help it stand out.

PORTRAIT LOGO MINIMUM SIZE

PORTRAIT LOGO CLEAR AREA



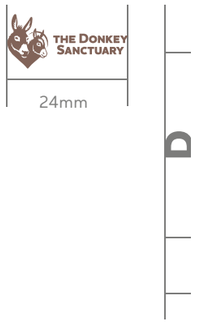
PORTRAIT TAB HOLDING DEVICE AND CLEAR AREA

WHAT IS THIS FOR?
It is essential our logo stands out and is totally legible on all our communications. We have created the tab holding device above to ensure legibility.

ONLY use this device as a last resort. Try at all times to design your communications with high contrast backgrounds to hold our logo. Examples can be found in 'Our External Communications' section of these guidelines.

No other holding devices must be created or used other than those shown here.

LANDSCAPE LOGO MINIMUM SIZE



LANDSCAPE LOGO CLEAR AREA

LANDSCAPE TAB HOLDING DEVICE AND CLEAR AREA

1.6

LOGO COLOUR VARIATIONS

The Donkey Sanctuary's primary colour is now brown~~/grey~~. Wherever possible our logo must be reproduced in Pantone 7518 U or the equivalent CMYK breakdown as shown below.

PANTONE® 7518 U

PANTONE 7518 U
C21 / M43 / Y43 / K50
R122 / G99 / B88
HTML 7A6358

The black version should only be used when printing restrictions apply.

NEVER reproduce our logo in another colour.

NEVER reverse the colours in our logo.

TAB HOLDING DEVICE
It is essential our logo stands out and is totally legible on all our communications. We have created the tab holding device shown right to ensure legibility.

ONLY use this device as a last resort. Try at all times to design your communications with high contrast backgrounds to hold our logo. Examples can be found in 'Our External Communications' section of these guidelines.

No other holding devices must be created or used other than those shown here.

PANTONE® STANDARDS ARE SHOWN IN THE CURRENT EDITIONS OF THE PANTONE COLOUR PUBLICATIONS. THE COLOURS SHOWN HERE ARE NOT INTENDED TO MATCH THE PANTONE® COLOUR STANDARDS.

PANTONE® IS A REGISTERED TRADEMARK OF PANTONE INC.

SPOT COLOUR LOGO
PANTONE 7518 U

THE DONKEY SANCTUARY

CMYK FULL COLOUR LOGO
C21 / M43 / Y43 / K50

THE DONKEY SANCTUARY

ON SCREEN LOGO
R122 / G99 / B88
HTML 7A6358

THE DONKEY SANCTUARY

MONO/BLACK VERSION

THE DONKEY SANCTUARY

TAB HOLDING DEVICE

THE DONKEY SANCTUARY

Always use the tab device when using our logo on our primary colour. For example our website.

TAB HOLDING DEVICE MONO/BLACK

THE DONKEY SANCTUARY

1.7

CO BRANDING

When using our logo with partner or sponsor logos, the partner logo should be reduced to 60% of The Donkey Sanctuary logo.

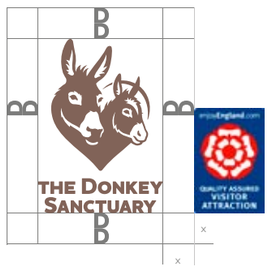
This rule should only be broken if a sponsor demands their logo to be of equal size.

PREFERRED LOGO PROPORTIONS

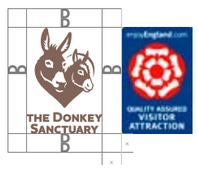
100%

60%

MINIMUM CLEAR AREA EXAMPLES



PREFERRED PROPORTIONS
PORTRAIT



EQUAL PROPORTIONS
PORTRAIT
15MM MINIMUM SIZE

EQUAL PROPORTIONS
LANDSCAPE
24MM MINIMUM SIZE

1.8

LOGO DON'TS

Never alter our logo. Artwork is available for all our logos. For print and screen ready artwork please contact: **mark.cross@thedonkeysanctuary.org.uk**

A brands strength comes from the discipline and consistency of its application, following these guidelines will help us all create a strong and unique Donkey Sanctuary brand identity.

Opposite are a handful of examples of what not to do with our logo.

Never recolour our logo.

Never alter the position of our logotype.

Never alter the proportions of our logo and logotype.

Never put our logo in another holding device. We have create a tab device for instances where our logo is placed on imagery or background colours that are out of our control.

Never replace our logotype with our sub-brands or other products or services.

Never recreate our logotype or put it in lowercase text.

Never flip our logo.

Never reverse our logo.

1.9

OUR BRAND ARCHITECTURE

The Elisabeth Svendsen Trust for Children and Donkeys (EST) and other sub-brand/ services have been merged into the refreshed Donkey Sanctuary brand. By creating a single all encompassing approach, The Donkey Sanctuary will become a stronger, clearer and more concise brand.

All the benefits, purpose and story of EST and sub-brands will be communicated through The Donkey Sanctuary master brand.

NEED TO COMPLETE

THE DONKEY SANCTUARY

Brand architecture

THE DONKEY SANCTUARY

WORKING WORLDWIDE

THE DONKEY SANCTUARY

ROSETTE GROUP

Foiled in metallic brown
to brand colour

THE DONKEY SANCTUARY

ASSISTED ~~RIDING~~ THERAPY

THE DONKEY SANCTUARY

ADOPT A DONKEY

2.0

OUR COLOURS TEXTURES TYPEFACES AND FORMATS

2.1 PRIMARY COLOUR PALETTE
2.2 SECONDARY COLOUR PALETTE
2.3 TEXTURES & PRINT TECHNIQUES
2.4 OUR TYPEFACES
2.5 LITERATURE FORMATS AND SIZES

2.1

PRIMARY COLOUR PALETTE

The Donkey Sanctuary's primary colour is now brown. Wherever possible our logo must be reproduced in Pantone 7518 U or the equivalent CMYK breakdown as shown below.

CMYK COLOUR PRINTING
To reproduce this colour accurately and consistently we have created a four colour breakdown for use on all CMYK printed collateral: C21 / M43 / Y43 / K50

SPOT COLOUR PRINTING
Where possible and budgets allow always reproduce our primary brand colour as: Pantone® 7518 U

SINGLE COLOUR PRINTING
Our logo may be reproduced in Pantone® 7518 U or if that's not available always use black.

Never print our logo in any other colour.

NOTE: Our primary colour palette should never be reproduced as tints.

PRIMARY BRAND COLOUR

PANTONE® 7518 U

PANTONE 7518 U
C21 / M43 / Y43 / K50
R122 / G99 / B88
HTML 7A6358

COMPLIMENTARY BRAND COLOURS

PANTONE® 630 U

PANTONE 630 U
C46 / M0 / Y11 / K0
R155 / G204 / B218
HTML 9BCCDA

WHITE

WHITE

SINGLE COLOUR PRINT

BLACK

BLACK

2.2

SECONDARY COLOUR PALETTE

To compliment our primary colour palette we have created a secondary colour palette.

Our secondary colour palette has been selected to help you create vibrant and identifiable brand communications.

For examples of how to use our colours please see the application examples on pages ~~xx-xx~~.

BRIGHT COLOUR PALETTE

PANTONE® 583 U	PANTONE® 7408 U	PANTONE® 158 U	PANTONE® 1925 U	PANTONE® 2587 U	PANTONE® 298 U	PANTONE® 423 U
PANTONE 583 U C21 / M2 / Y94 / K13 R197 / G195 / B13 HTML C5C30D	**PANTONE 7408 U** C0 / M31 / Y91 / K3 R243 / G180 / B29 HTML F3B41D	**PANTONE 158 U** C0 / M60 / Y95 / K0 R214 / G124 / B40 HTML D67C28	**PANTONE 1925 U** C0 / M90 / Y54 / K0 R231 / G51 / B83 HTML E73353	**PANTONE 2587 U** C43 / M57 / Y0 / K0 R161 / G123 / B181 HTML A17BB5	**PANTONE 298 U** C53/ M2 / Y1 / K0 R122 / G201 / B240 HTML 7AC9F0	**PANTONE 423 U** C19/ M11 / Y12 / K31 R164 / G170 / B171 HTML A4AAAB

BRIGHT COLOUR PALETTE TINTS

100%	100%	100%	100%	100%	100%	100%
65%	65%	65%	65%	65%	65%	65%
40%	40%	40%	40%	40%	40%	40%
25%	25%	25%	25%	25%	25%	25%
15%	15%	15%	15%	15%	15%	15%

DARK COLOUR PALETTE FOR CLOTHING AND UNIFORMS

PANTONE® 3435 U	PANTONE® 4625 U	PANTONE® 229 U	PANTONE® 2765 U	PANTONE® 295 U	PANTONE® 426 U
PANTONE 3435 U C80 / M15 / Y81 / K50 R13 / G64 / B25 HTML 0D4019	**PANTONE 4625 U** CX / MX / YX / KX R81 / G0/ B51 HTML XX	**PANTONE 229 U** C5 / M92 / Y43 / K17 R81 / G0/ B51 HTML 510033	**PANTONE 2765 U** C57 / M79 / Y0 / K2 R61 / G9 / B88 HTML 3D0958	**PANTONE 295 U** C100 / M4 / Y4 / K24 R0 / G46 / B99 HTML 002E63	**PANTONE 426 U** C100 / Y4 / K24 R66 / G63 / B69 HTML 423F45

NOTE:
THIS COLOUR PALETTE IS RESERVED FOR OUR UNIFORMS.

NEVER CREATE TINTS FROM THE DARK COLOUR PALETTE.
The Donkey Sanctuary's look and feel is uplifting, bright and positive, always create tints from the bright colour palette as shown above.

2.3

TEXTURES AND PRINT TECHNIQUES

The Donkey Sanctuary is a sensory, experiential and hands on charity. Using textures, paper stocks, natural materials and distressed print techniques we will create a tactile brand with an ownable and distinctive look and feel to all our communications.

~~Below are is a list of suggested paper stocks. If cost prohibits using a natural feeling paper, then printing the texture (like the ones opposite) onto a standard uncoated paper stock is recommended.~~

~~**Mark is waiting for more samples and costs to come in on this.**~~

TEXTURE EXAMPLES

TEXTURED/DISTRESSED PRINT TECHNIQUES

PAINTED NATURAL TEXTURES

TEXTURED/DISTRESSED PRINTED BACKGROUNDS

TEXTURED PAPER STOCKS

NATURAL TEXTURES FROM THE ENVIRONMENT

2.4

OUR TYPEFACES

Our Typefaces play an important role in building a strong, consistent and instantly recognisable Donkey Sanctuary brand. When used properly, type will also unify the look of all our communications.

Our primary typeface is Houschka Pro. Houschka Pro is a highly legible modern sans serif typeface.

The monolinear structure, rounded corners and rolling curves give Houschka Pro a soft and friendly appearance.

For simplicity and consistency we have selected 4 weights from the font family, see opposite.

Houschka Pro is an OpenType format that features many variations of the same character, these are know as glyphs.

NOTE: Glyphs should only used in our communications to children, for example Kids Club.

BODY TEXT
All main body text should be Houschka Pro Medium.
Size: 8.5pt. Leading: 12pt. Tracking: Zero with optical kerning selected.

IMPORTANT: The standard characters Aa & Ww should always be used, never use the rounded Ɑɑ & Ɯɯ in capitals or lower case.

There are lots of different font companies producing typefaces. Some may have the same name but appear very differently. Please ask if you need any help obtaining fonts: **ITHelp@thedonkeysanctuary.org.uk**

PRIMARY TYPEFACE

HOUSCHKA PRO THIN

THIN

HOUSCHKA PRO MEDIUM

MEDIUM

HOUSCHKA PRO BOLD

BOLD

HOUSCHKA PRO EXTRA BOLD

EXTRA BOLD

HOUSCHKA PRO CHILDRENS VARIATIONS USING GLYPHS.
This example shows a small sample of alternative characters available.

KIDS CLUB

ONSCREEN TYPEFACE

ARIAL

ARIAL

Whenever Houschka Pro is not available for use onscreen please use Arial for all digital applications like e-mail, PowerPoint presentations and websites.

2.5

LITERATURE FORMATS AND SIZES

Wherever possible ‘A’ formats should be selected to deliver the most cost effective solution for all our print (UK).

A0 and A1 are also available for posters and promotional materials.

A4 FORMATS
210 X 297

A4 PORTRAIT

1/2 A4 PORTRAIT

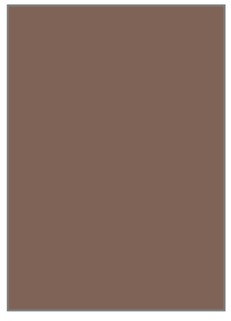
1/3 A4 PORTRAIT

A5 FORMATS
148 X 210

A5 PORTRAIT

A5 LANDSCAPE

A6 FORMATS
105 X 148



A6 PORTRAIT

A6 LANDSCAPE

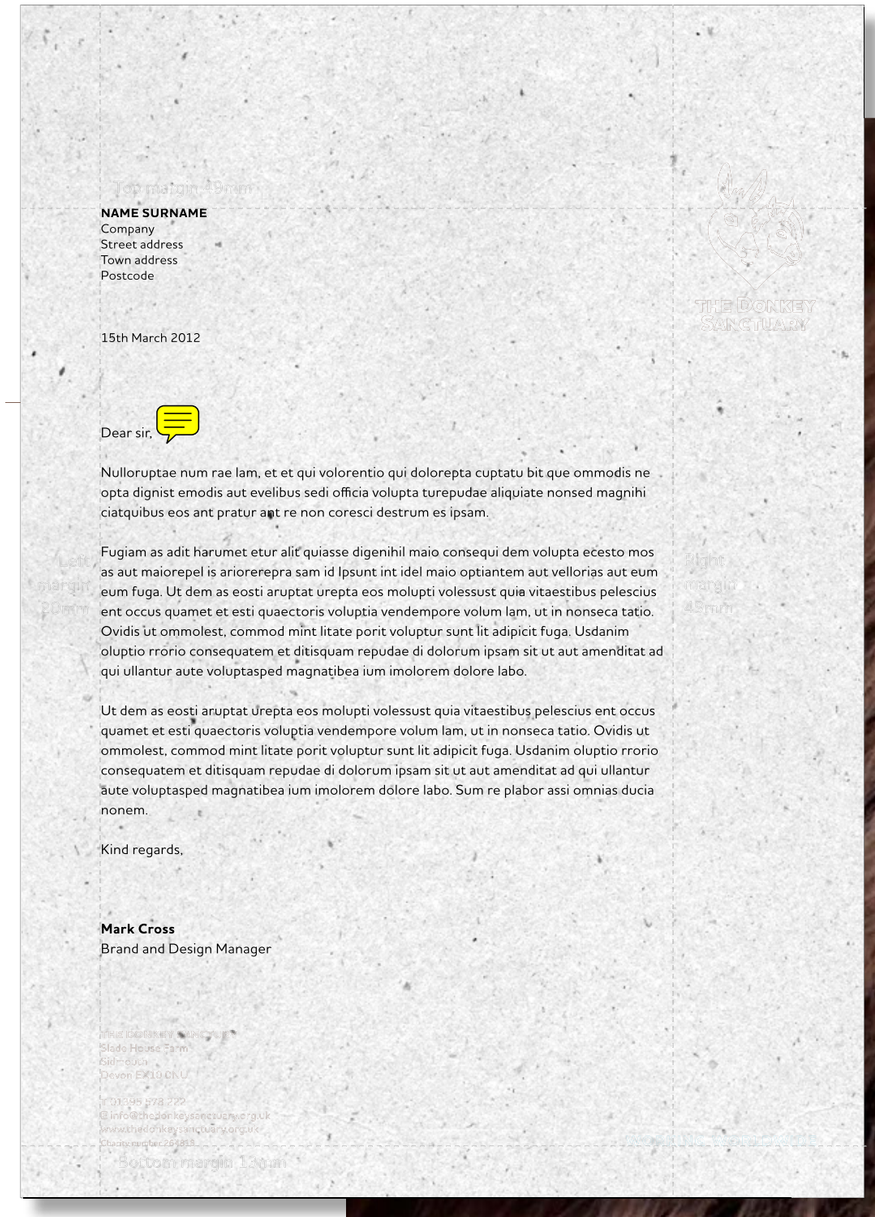
3.0

OUR EXTERNAL COMMUNICATIONS

3.1 OUR STATIONERY LETTERHEADS
3.2 OUR STATIONERY COMP SLIPS AND BUSINESS CARDS
3.3 OUR LITERATURE COMPONENTS
3.4 FULL BLEED PHOTOGRAPHY
3.5 DONKEY SILHOUETTES FEATURING PHOTOGRAPHY
3.6 DONKEY SILHOUETTES FEATURING ILLUSTRATIONS
3.7 CAMPAIGN MARKETING LEAFLETS
3.8 CAMPAIGN MARKETING POSTERS
3.9 INTERNATIONAL MARKETING
3.10 GIFT CATALOGUES

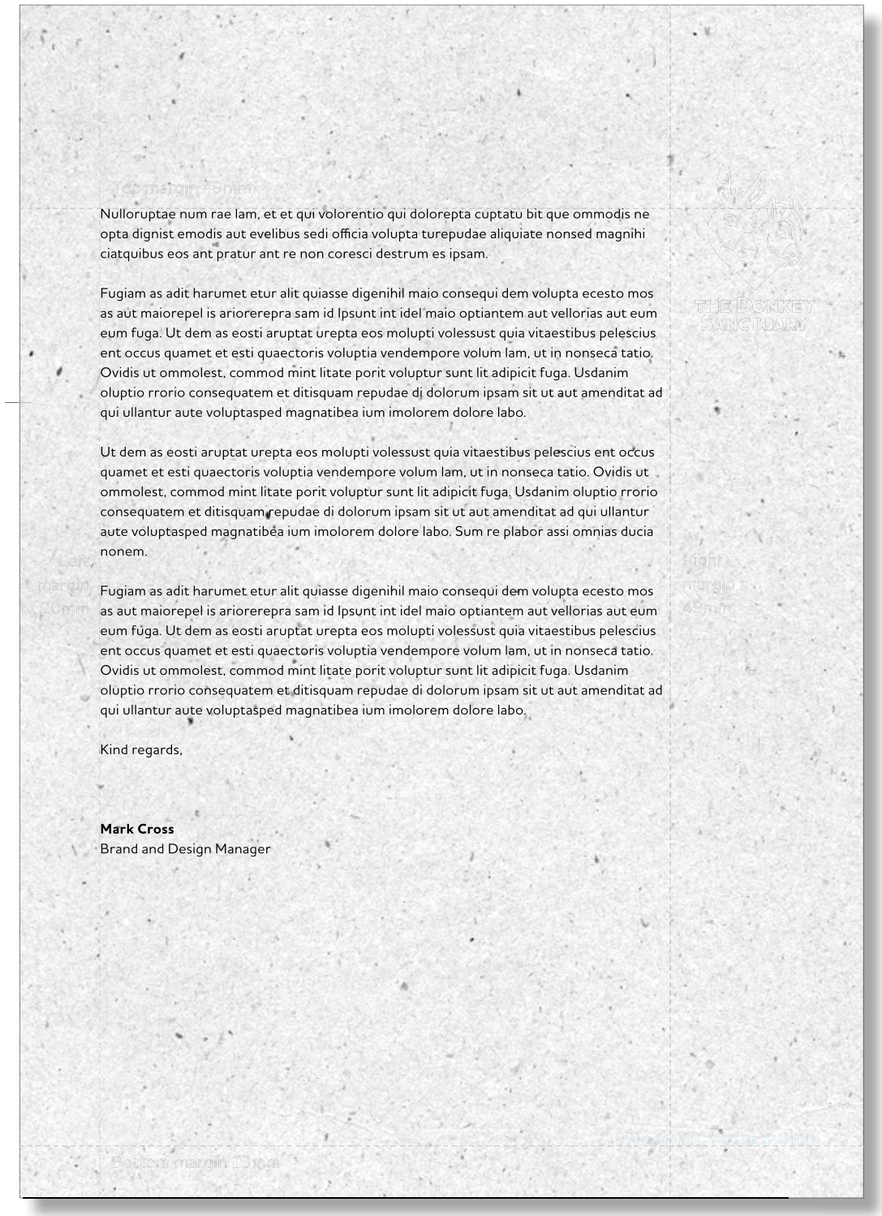
~~OUR~~ STATIONERY
LETTERHEAD AND CONTINUATION SHEET

All our stationery is available as print ready artwork.
Please contact **mark.cross@thedonkeysanctuary.org.uk**
for all stationery artwork.



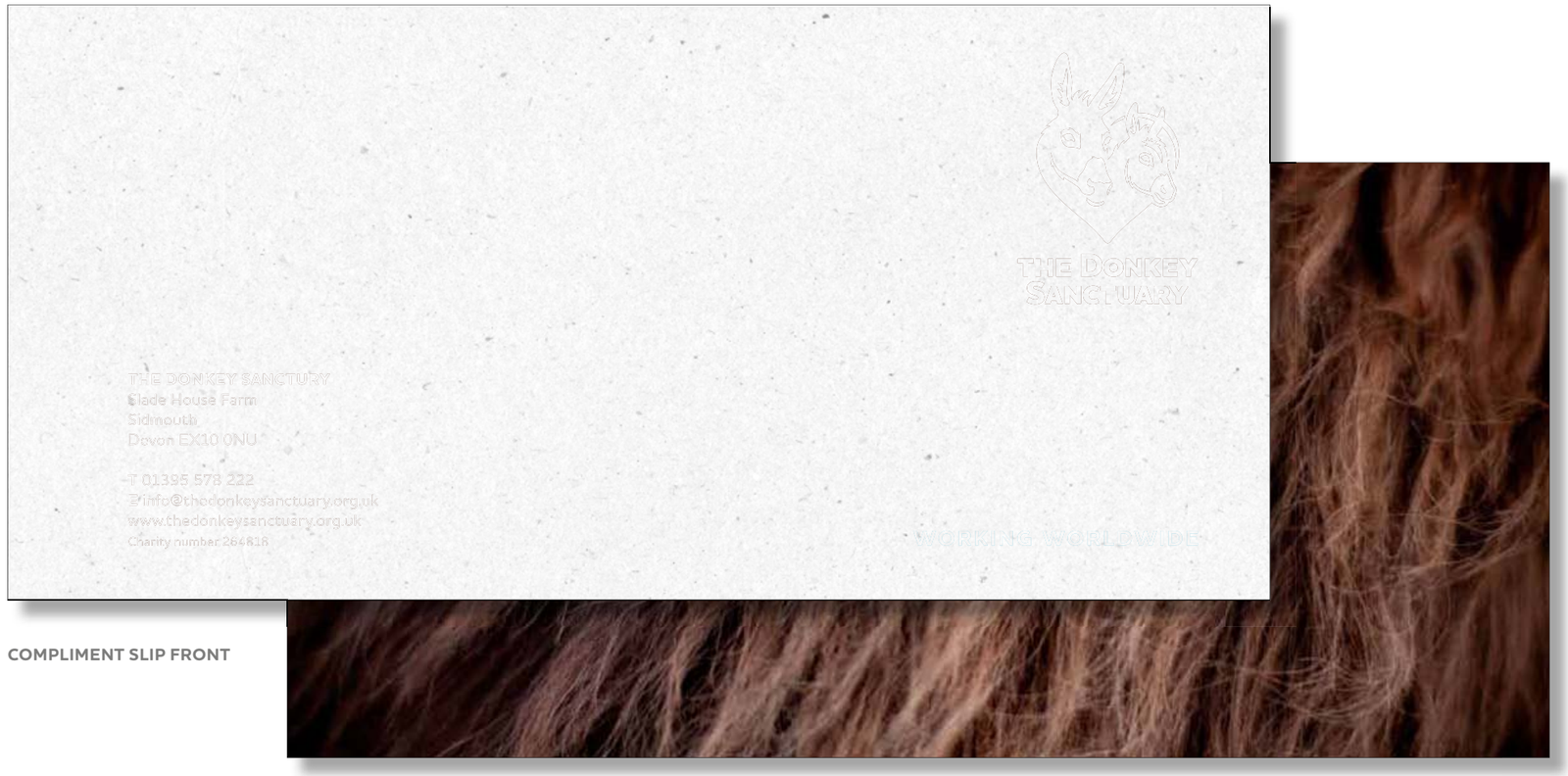
LETTERHEAD BACK
The printing of letterhead backs is reserved for specific campaigns.

LETTERHEAD FRONT



CONTINUATION SHEET

~~OUR~~ STATIONERY
COMPLIMENT SLIPS AND BUSINESS CARDS



COMPLIMENT SLIP FRONT

COMPLIMENT SLIP BACK
The printing of compliment slip backs is reserved for specific campaigns.

BUSINESS CARD FRONT

BUSINESS CARD BACK WITH OPTIONAL PERSONALISATION

OUR GRIDS
A5 COVER

1. LOGO SIZE AND POSITION
See instructions opposite for how to use our logo on A5 communications.

2. TITLE
Houschka Pro Bold. Size: 13.5pt. Leading: 13.5pt. Colour: C21 M43 Y43 K50.

3. SUB TITLE
Houschka Pro Medium. Size: 13.5pt. Leading: 13.5pt. Colour: C21 M43 Y43 K50.

4. THICK RULE
Weight: 3pt. Position: 2mm from titles baseline.

5. HEADLINE
Houschka Pro Extra Bold.
Size: Optional. Leading: Scales with text set at this size. Colour: Choose a colour from the secondary colour palette that matches a key colour within your selected image. For example the blue title opposite uses Pantone 298 U to compliment the blue sky background.

6. GRID
6 columns.
Left and right margin: 11mm.
Top margin 13mm.
Bottom margin: 14mm.
Gutter: 3mm.

NOTE: You may set the headline to multiply in the effects menu so some of the background images texture shows through the text. This should only be done on light backgrounds.

Our grids are available as print ready artwork. Please contact.
mark.cross@thedonkeysanctuary.org.uk

3.4

OUR GRIDS
A5 INTERNAL PAGES

1. BODY COPY FONT AND SIZE
Houschka Pro Medium.
Size: 10pt. Leading: 13pt.

2. THICK RULE
Weight: 3pt.

3. THIN RULE
Weight: 0.8pt.

4. GRID
6 columns.
Left and right margin: 11mm.
Top margin 13mm.
Bottom margin: 14mm.
Gutter: 3mm.

OUR GRIDS
1/3 A4 COVER

1. LOGO SIZE AND POSITION
See instructions opposite for how to use our logo on A5 communications

2. TITLE
Houschka Pro Bold. Size: 13.5pt. Leading: 13.5pt. Colour: C21 M43 Y43 K50

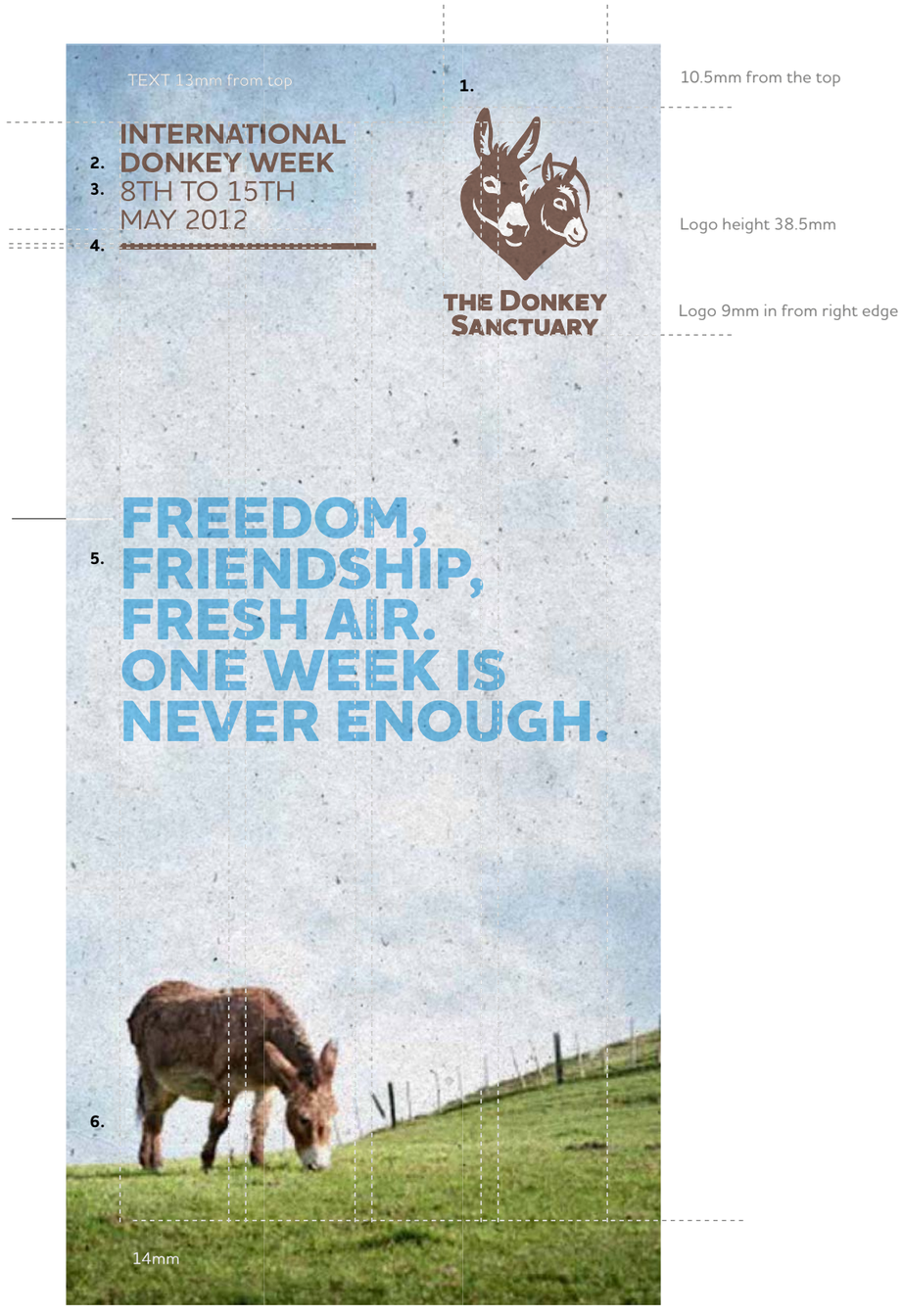
3. SUB TITLE
Houschka Pro Medium. Size: 13.5pt. Leading: 13.5pt. Colour: C21 M43 Y43 K50

4. THICK RULE
Weight: 3pt. Position: 2mm from title baseline

5. HEADLINE
Houschka Pro Extra Bold.
Size: Optional. Leading: Scales with text set at this size. Colour: Choose a colour from the secondary colour palette that matches a key colour within your selected image. For example the blue title opposite uses Pantone 298 U to compliment the blue sky background.

6. GRID
4 columns.
Left and right margin: 9mm.
Top margin 13mm.
Bottom margin: 14mm.
Gutter: 3mm.

NOTE: You may set the headline to multiply in the effects menu so some of the background images texture shows through the text. This should only be done on light backgrounds.



OUR GRIDS
1/3 A4 INTERNAL PAGES

1. BODY COPY FONT AND SIZE
Houschka Pro Medium.
Size: 10pt. Leading: 13pt.

2. THICK RULE
Weight: 3pt.

3. THIN RULE
Weight: 0.8pt.

4. GRID
4 columns.
Left and right margin: 9mm.
Top margin 13mm.
Bottom margin: 14mm.
Gutter: 3mm.

3.7

~~OUR~~ LITERATURE COMPONENTS

All our leaflets and marketing materials have been redesigned to create a clear, simple and easy to use layout. This will help you to create effective communications. The following pages show you the various options available to you when designing our literature.

1. TITLE
The purpose of the piece, for example ~~a call for donations~~

The title's position is fixed to the top left.

The rule also has a fixed weight, position and length. This must never be altered.

2. HEADLINE
Headlines should be written to create an emotional connection with your audience. For example, if you are promoting the Devon visitor attraction the headline could express the sensory experience visitors will feel while visiting The Donkey Sanctuary.

All headlines must be in capital letters using Houschka Pro Extra Bold.

NOTE: The colour of the title reflects/compliments the colours within the cover imagery. Select from the secondary colour palette.

3) THE IMAGE
All imagery should be used as an emotional hook for your audience. A more creative approach to imagery is recommended to ensure each piece has maximum standout and impact, for example the close up image opposite highlights the sensory experience through the image.

4) THE LOGO
Our logo always sits in a clear area, this ensures clarity and standout.

The logo size and location are fixed. See pages ~~23 – 24~~ for examples of how to position our logo.

USING PHOTOGRAPHY. A5 LEAFLET COVERS

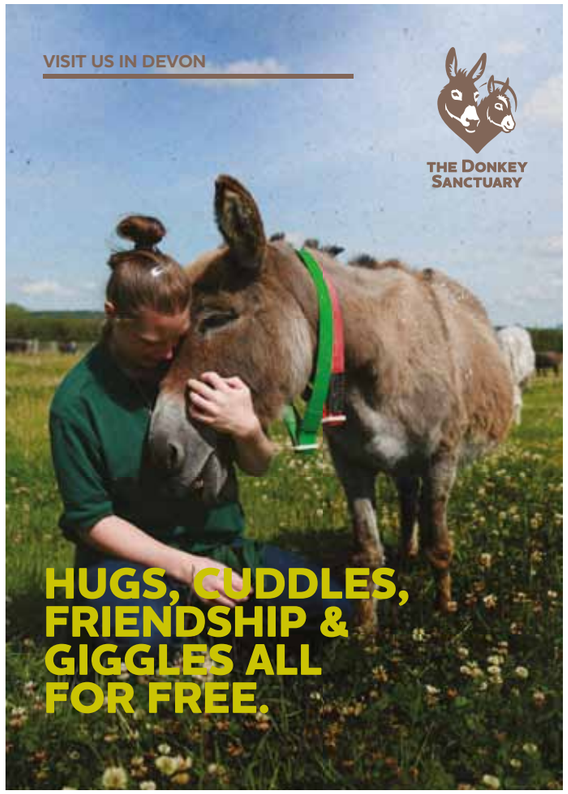
4.

LOGO IN A CLEAR AREA (THE SKY)
The example above shows our logo in it's fixed position, ranged top right. There is also an option of ranged bottom right. No other logo positions should be used.

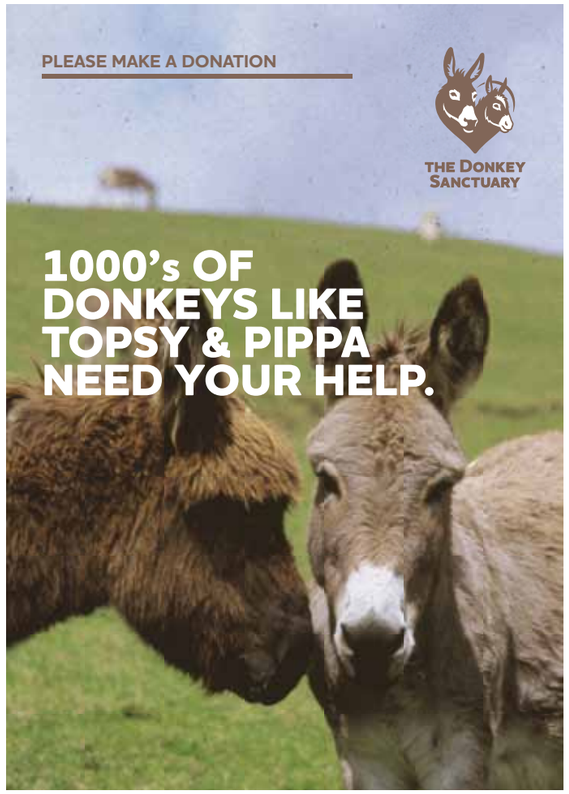
Use sky or light areas within imagery to create the clear space for our preferred portrait logo.

LOGO IN THE TAB HOLDING DEVICE

FULL BLEED PHOTOGRAPHY A5 LEAFLET COVERS



VISITOR ATTRACTION LEAFLETS
Sky has been used to create a clear space for our preferred portrait logo. The sky also helps to create a unified look and feel to all our leaflets as shown in the set above.



FUNDRAISING AND CALL TO ACTION LEAFLETS

ADOPTION LEAFLETS
The blue colour of the headline has been selected from our secondary colour palette to match the blue in the girl's dress. You can tie the image to the emotive headline through colour.

The headline position can move up and down the left-hand margin so it's positioned within the most legible area of the photograph.

EVENT LEAFLETS
If required you can lighten or retouch the image to ensure the logo is as legible as possible.

3.9

DONKEY SILHOUETTES FEATURING PHOTOGRAPHY A5 LEAFLET COVERS

We have developed a series of donkey shaped silhouettes to create a bold and instantly identifiable look to our communications.

The shapes can be used to hold photography, illustrations and typography.

The examples below show how imagery within the shape can capture the emotions and feelings of both donkeys and people.

The donkey shape is so identifiable we suggest you never put donkeys inside the shape. Instead we suggest featuring the sights, sounds and people who represent the message you are communicating.

VISITOR ATTRACTION LEAFLETS
The combination of donkey shape and meadow instantly transports the audience to the beautiful and peaceful Donkey Sanctuary environment.

FUNDRAISING AND CALL TO ACTION LEAFLETS
The shape, image and headline all illustrate how it costs very little to make a big difference to donkeys and people alike.

ADOPTION LEAFLETS
The laughing girl and donkey capture the emotions and experience of adopting and being adopted.

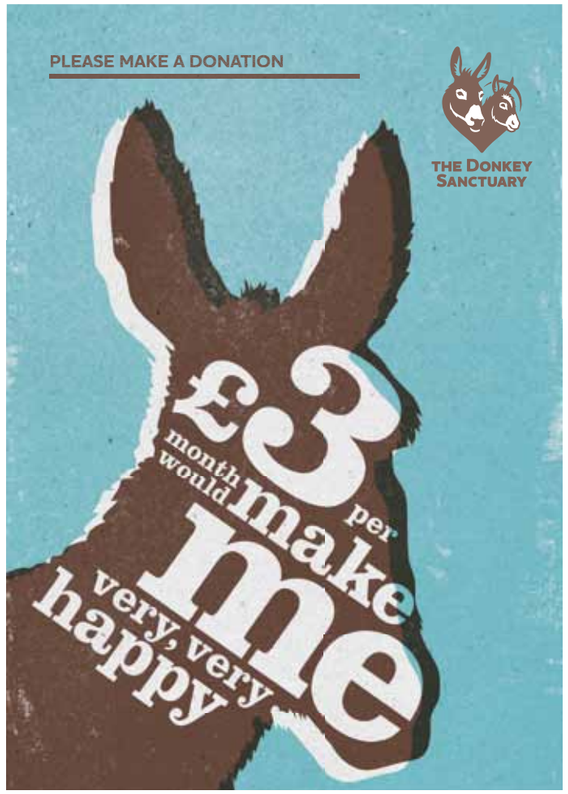
EVENT LEAFLETS
Changing perspectives. This leaflet shows the donkeys eye view during the fun packed Donkey Week.

3.10

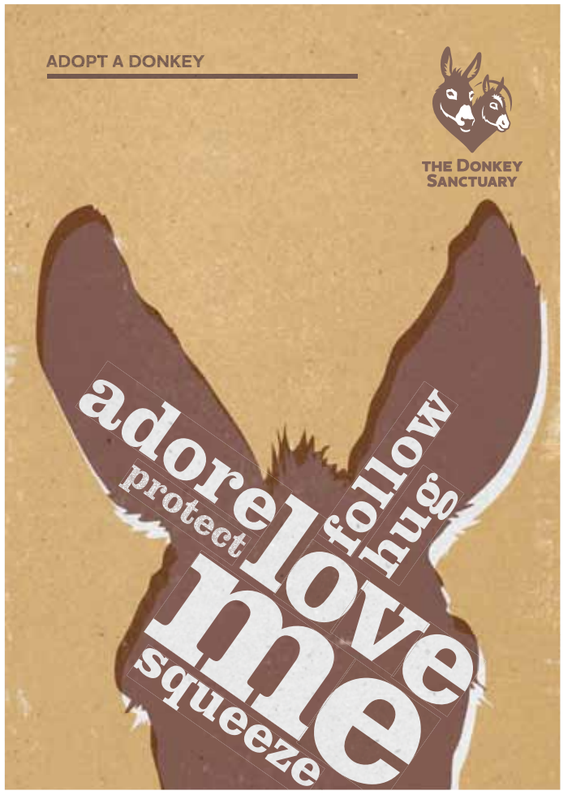
DONKEY SILHOUETTE FEATURING TYPOGRAPHY A5 LEAFLET COVERS

VISITOR ATTRACTION LEAFLETS
The examples shown illustrate how language and simple messaging can create a compelling suite of marketing materials.

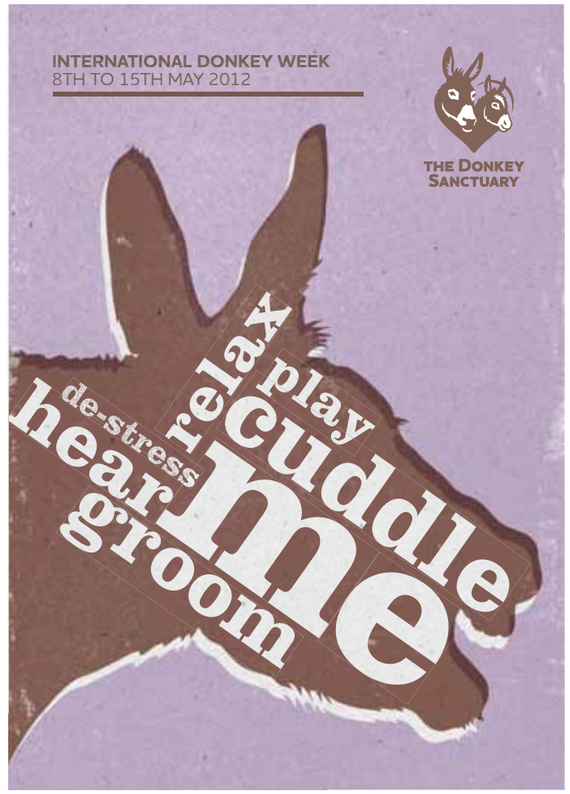
TIP: Use textures and distressed print techniques to bring your communications to life.



FUNDRAISING AND CALL TO ACTION LEAFLETS



ADOPTION LEAFLETS



EVENT LEAFLETS

CAMPAIGN MARKETING A5 LEAFLET COVERS

Our new brand has been designed to create a consistent yet flexible look and feel across all materials. This flexibility enables us to keep promotional materials or campaigns fresh, engaging, exciting and relevant.

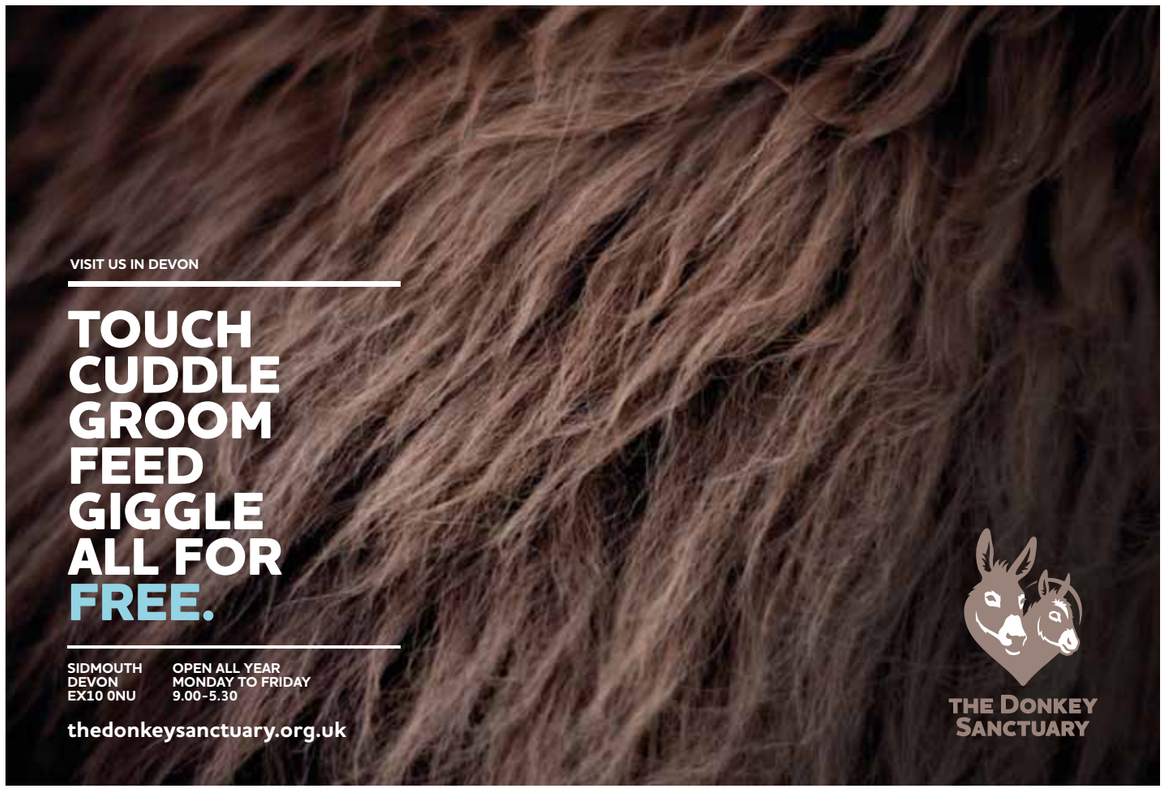
The example below shows a campaign theme titled 'Up close and personal'. The theme focuses on the sensory and emotional experiences of being a donor or Sanctuary visitor. The examples show how, although completely different, each piece is clearly part of The Donkey Sanctuary brand.

VISITOR ATTRACTION LEAFLETS
The striking close-up and emotive headline, combined with the use of textured papers create instant appeal as well as a unique suite of communications.

FUNDRAISING AND CALL TO ACTION LEAFLETS

SPECIAL EVENT LEAFLET

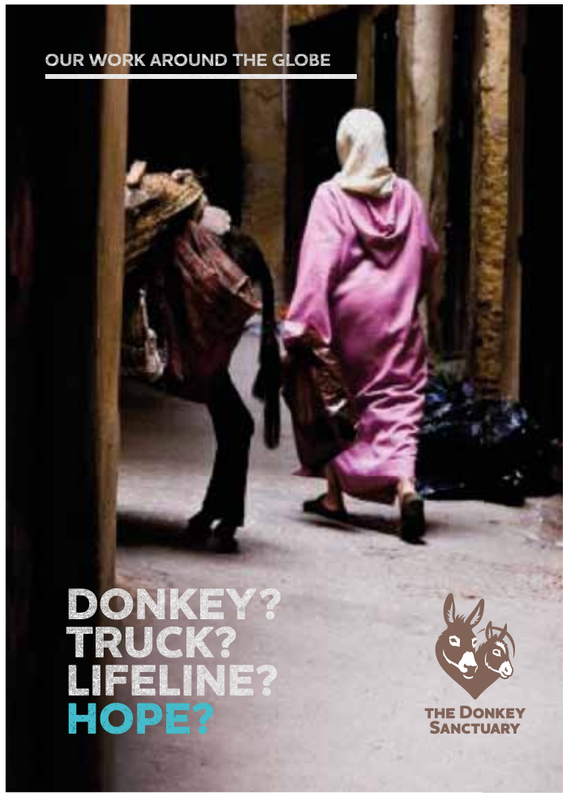
CAMPAIGN MARKETING
A1 SCHOOLS POSTERS



VISITOR ATTRACTION POSTERS
The use of space and ultra tight crops have been used to create impact through the unexpected.

NOTE: The tab holding device has only been used on the left-hand poster because there is no clear area available.

INTERNATIONAL MARKETING
A5 LEAFLET COVERS



PROMOTING OUR INTERNATIONAL WORK
The Donkey Sanctuary help over 400,000 donkeys around the world, this number is increasing and so is our need to raise funding. Our international stories should predominantly be communicated through all our marketing activities. In cases where we need to raise awareness of specific activities follow the templates on this page.

TRANSLATED LEAFLETS FOR DONORS, STAFF AND DONKEY OWNERS
Apart from our Spanish and Italian teams all other international communications should be produced in English.

LEAFLETS HIGHLIGHTING SERVICE AVAILABLE TO INTERNATIONAL COMMUNITIES

GIFT CATALOGUE A5 COVERS

GIFT CATALOGUES
Previously known as Donkey World, our gift catalogue and online shop now sit within The Donkey Sanctuary master brand identity although it will still be registered and operate financially as Donkey World Limited.

We have simplified and cleaned up the cover design to show one of our great gifts.

GIFT ITEM ICON

GIFT TAG ICON
We've created this icon to use whenever you need to highlight items that are available to purchase in the gift shop or catalogue, for example ~~in~~ our newsletter uses this icon to direct people to gifts or to our online store.

4.0

VISITOR ATTRACTION BRANDING

4.1 VISITOR CENTRE LEAFLET COVERS
4.2 VISITOR CENTRE LEAFLET INSIDES
4.3 WALKING GUIDES LEAFLET INSIDES
4.4 COMPELLING COMMUNICATIONS ONE LOOK AND FEEL
4.5 VISITOR CENTRE ICONS AND SIGNAGE
4.6 VISITOR CENTRE HAYLOFT RESTAURANT
4.7 VISITOR CENTRE WAY FINDING SIGNAGE
4.8 BRANDED MERCHANDISE
4.9 GIFT IDEAS - TEA TOWELS
4.10 GIFT IDEAS - COOL AND CONTEMPORARY
4.11 GIFT IDEAS - CHRISTMAS CARDS

4.1

VISITOR CENTRE LEAFLET COVERS 1/3 A4

VISITOR GUIDES
Unified, cost effective and easy to navigate. Our aim is to illuminate the visitor's experience.

4.2

VISITOR CENTRE LEAFLET INSIDES 1/3 A4

VISITOR GUIDE INTERNAL PAGES

We have simplified and cleaned up our communications to help visitors identify the attractions they wish to visit.

We have created a series of icons using our heart device for all our signature attractions, this is for use on guides, way finding, signage etc.

The example above shows one side of the visitor guide, the back may also be used. The guide above could also fold out to feature a map of the The Donkey Sanctuary facilities.

4.3

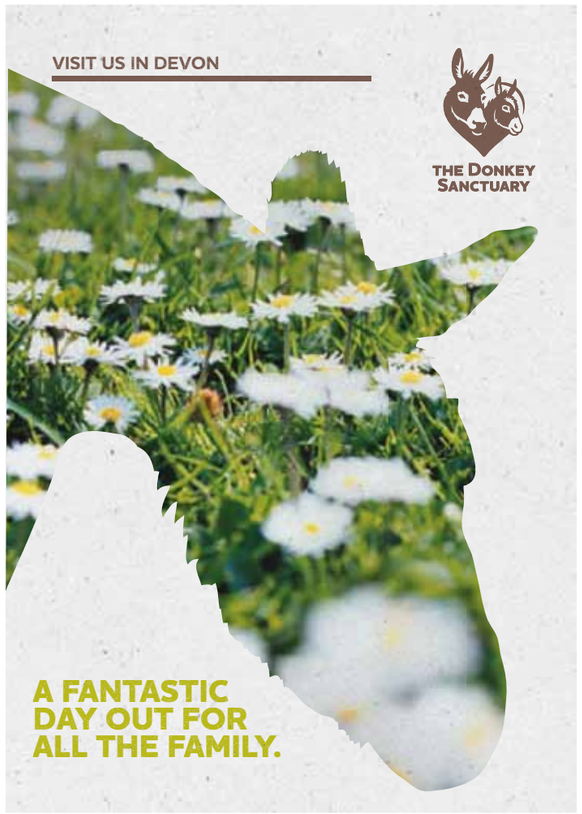
WALKING GUIDES
LEAFLET INSIDES
1/3 A4 LEAFLET INSIDE

VISITOR GUIDE INTERNAL PAGES
Although the content is totally different, visitors will instantly recognise that this is a Donkey Sanctuary guide.

This is all achieved through the consistent use of; fonts, colours, paper stocks, rules and layout.

4.4

COMPELLING COMMUNICATIONS. ONE LOOK AND FEEL



THE SAME BUT DIFFERENT
Each leaflet above is uniquely different but all still feel as though they come from the same brand.

The Donkey Sanctuary rebrand has been designed to allow creative flexibility, this will keep our communications engaging and fresh. The design sets a rigid graphic framework that ensures every piece of communication feels like it belongs to us.

4.5

VISITOR CENTRE ATTRACTION ICONS

To help visitors identify and find our signature attractions at ~~visitor centres~~ we have created a series of icons using our heart device. These icons are used on guides, way finding, signage etc.

SIGNAGE SPECIFICATIONS
Natural light coloured woods are used as the basis for all signage. The wood must be from sustainable sources or even better, be reclaimed and repurposed so we have little or no impact on the environment.

The signs opposite show a multi layered approach to add depth and bring each sign to life.

Alternatively the graphics could be laser or erosion cut to match the way finding signage. The background colour should be painted with an exterior paint to match Pantone 7518 U.

VISITOR CENTRE ATTRACTION SIGNAGE

WALL MOUNTED SIGNS

FREESTANDING SIGNS
The post dimensions on all signage must be the same on all visitor signage.

GIFT SHOP AND HAYLOFT RESTAURANT

4.7

VISITOR CENTRE WAY FINDING SIGNAGE

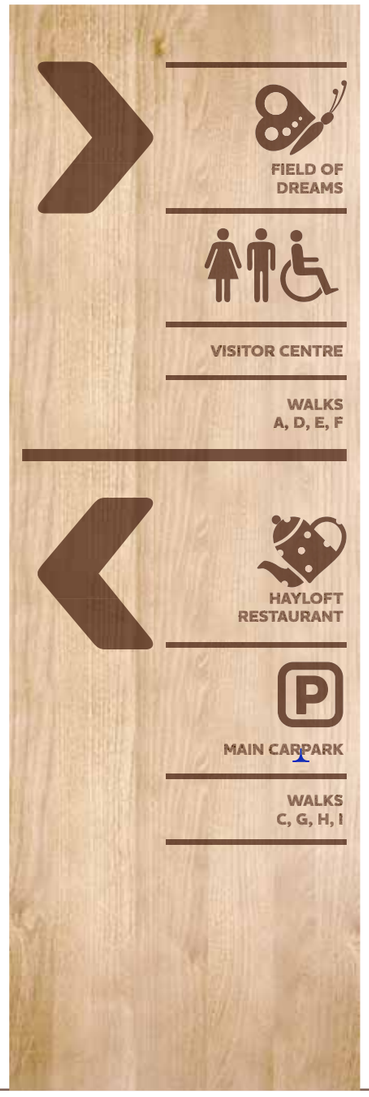
Natural light coloured woods are used as the basis for all signage. The wood must be from sustainable sources or even better be reclaimed and repurposed so we have little or no impact on the environment.

The graphics are laser or erosion cut into the wood and painted with an exterior paint to match Pantone 7518 U. We have selected this process so ageing and time have no impact on legibility.

PANTONE®
7518 U

Colours should only be added where they assist way finding, For example highlighting the 8 walks around The Donkey Sanctuary.

ENTRANCE SIGNAGE



POST SIGNS
The top of each sign is angled to disperse rain water to prolong the life of all signage.

4.8

BRANDED MERCHANDISE

Merchandise should, where possible, be natural, ethical and be of the highest quality. Each gift or shop item should represent the values of The Donkey Sanctuary and its passion for care and quality.

GIFT IDEAS
TEA TOWELS

BRANDED TEA TOWELS

SMILE IN THE MIND IDEAS
A witty one liner makes this tea towel relevant and memorable.

WITTY CALL TO ACTIONS
Visit the Donkey Sanctuary.

NOTE: The Donkey Sanctuary logo must always be used to endorse our messages and products.

HIGHLIGHTING VISITOR ATTRACTIONS
Another witty play on the 'tea towel' is cleverly used to highlight delicious cream teas at the Hayloft Restaurant.

GIFT IDEAS
COOL AND CONTEMPORARY

LIMITED EDITION DONKEY PRINTS
To appeal to a younger generation of donors and Donkey Sanctuary visitors the merchandise above is a suggestion for ranges of modern and cool contemporary homewares and gifts.

OFFICE WARES
Gifts don't just have to be for the home. This cool little note holder called Morris is an ideal office accessory.

T-SHIRTS
A simple and witty T-Shirt highlights the great work done by the charity.

4.11

CHRISTMAS CARD IDEAS

CHRISTMAS CARD
Our story and the Christmas story are united through this simple, witty idea.

5.1

VEHICLE BRANDING 4X4’S

The safety of our staff and the donkeys is our number one priority when called out to rescue or transport donkeys on todays busy highways. Like the emergency services, all our vehicles have been designed to create disruption and standout.

VEHICLE COLOURS
We have selected the Avery 900 Super Cast range, these match our Pantone brand colours to deliver consistency at every brand touch point.

METALLIC PRIMARY BROWN

AVERY P410 BROWN

Match to Pantone 7518 C

METALLIC SILVER

AVERY 990 SILVER

Match to Pantone 877 C Silver

GLOSS BLUE

AVERY 297 BLUE

Match to Pantone 630 C

GLOSS GREEN

AVERY 985 GREEN

Match to Pantone 583 C

5.2

VEHICLE BRANDING
HORSE/DONKEY BOXES

6.1

~~MASTER~~ UNIFORMS

FLEECE

POLO SHIRT

FLEECE

LOGO	LINING
PANTONE® 4625 U	PANTONE® 7504 U	PANTONE® 630 U

POLO SHIRT

LOGO	LINING
PANTONE® 4625 U	PANTONE® 7504 U	PANTONE® 630 U

SUBTLE EMBROIDERY
Brown on brown embroidered logo is subtle and feels modern.

LOGO DETAILING

LOGO
Reproduced in a high gloss thread to contrast the matt fabrics of the fleece and polo shirt.Match to Pantone 7504.

WHITE DETAILS
Stitch in matt white thread.

STRAPLINE
Reproduced in a high gloss thread. Match to Pantone 630.

The Donkey Sanctuary
Staff uniforms
Artwork

Primary shirt. For all staff except Security and Hayloft.
Shirt colour to match PANTONE 295 U (KK 403)

100mm logo - thread colour 1336 + white

Security shirt.
Shirt colour to match PANTONE 295 U (KK 403)

Security - 5mm cap heught, thread colour white

Volunteer shirt.
Shirt colour to match PANTONE 229 U (KK ???)

Volunteer - 5mm cap height thread colour white

Top of 'T' in 'THE' to line through with the foot of the colar stitching.

'WORKING WORLDWIDE' to be centred on the shoulder line of all three polo types.

6mm cap height - thread colour 1089

Thread colours quoted from the MADEIRA CLASSIC No.30 range

VISITOR ATTRACTION UNIFORMS

LOGO DETAILING

TEA POT AND TITLE
Reproduced in a high gloss thread to contrast the matt polo shirt fabric. ~~Match to Pantone XXXX.~~

SPOTS
Stitch in matt thread.
Match to
Pantone 2587 U
Pantone 298 U

POLO SHIRT	COLLAR AND CUFF DETAILS	LOGO	BLUE SPOTS	VIOLET SPOTS
BLACK	PANTONE® 7504 U	PANTONE® 1205 U	PANTONE® 298 U	PANTONE® 2587 U

This colour matches a 30% tint of Pantone 7408 U in the secondary colour palette.

UTILITY JACKETS AND BODY WARMERS

PANTONE 4625 U UTILITY BODY WARMER
A practical multi-pocketed over jacket.

PANTONE 4625 U BODY WARMER
This could be an item available from the gift shop or catalogue as well as being worn by Donkey Sanctuary staff.

JACKET	LOGO	DETAILING
PANTONE® 4625 U	PANTONE® 7504 U	PANTONE® 630 U

7.1

OUR WEBSITE

Our website should be seen as a virtual extention of The Donkey Sanctuary visitor centre. We want web visitors to experience a rich and interactive environment. Our website should be intuitive and easy to get updates, news and info. But most of all, it should be easy for visitors to make a donation, adopt or find out how they can get involved.

1. LOGO SIZE AND POSITION
The logo, it's colour and position are fixed. Artwork and layered Photoshop PSD files are available from the brand and marketing team for all website content.

2. FONTS HEADLINES
Houschka Pro Bold. Capitals.

BODY TEXT HEADINGS
Arial Bold. Capitals. Size: 12pt.
Leading: 16pt.

BODY TEXT SUB HEADINGS
Arial Bold. Size: 12pt.
Leading: 16pt.

BODY TEXT
Arial Regular. Size: 12pt.
Leading: 16pt.

4. THE USE OF COLOUR
~~Copy here~~

6. GRID
We use a 4 column modular system set on a 4 column grid.

PRIMARY COLOUR PALETTE

WEB PRIMARY BROWN
R122 / G201 / B240
HTML 7AC9F0

WEB DARK BROWN BACKGROUND COLOUR
R122 / G201 / B240
HTML 7AC9F0

WEB DARK BROWN TEXTURE COLOUR
R122 / G201 / B240
HTML 7AC9F0

WEB PRIMARY BLUE
R155 / G204 / B218
HTML 9BCCDA

NOTE: Never tint our primary colour palette.

SECONDARY BRIGHT COLOUR PALETTE

WEB GREEN
R197 / G195 / B13
HTML C5C30D

WEB YELLOW
R243 / G180 / B29
HTML F3B41D

WEB ORANGE
R214 / G124 / B40
HTML D67C28

WEB RED
R231 / G51 / B83
HTML E73353

WEB VIOLET
R161 / G123 / B181
HTML A17BB5

WEB BLUE
R122 / G201 / B240
HTML 7AC9F0

WEB GREY
R164 / G170 / B171
HTML A4AAAB

WEB WHITE
R255 / G255 / B255
HTML FFFFFF

SECONDARY BRIGHT COLOUR PALETTE TINTS

100%
65%
40%
25%
15%

8.1

OUR TONE OF VOICE

TO BE COMPLETED

THANK YOU

THE DONKEY SANCTURY
SLADE HOUSE FARM
SIDMOUTH
DEVON EX10 0NU

DESIGNED AND PRODUCED BY
theallotmentbranddesign.com