TruBreed

Branding Guidelines
2020 edition

TruBreed

What is TruBreed?

TruBreed is a free dog adoption app that promotes trustworthy dog breeders who care for their animals. We believe all dogs should be loved and cared for from the day they are born. And we believe families should be able

Our Values

Trust

Dog adopters want to make sure they can trust whoever is providing their future companion. So they know that they are an honest and reliable breeder and business partner.

Quality

Dog adopters want to make sure they are getting a dog of quality. They want to make sure they are not getting a dog that will develop physical, or mental problems from the result of being mistreated as a puppy.

Responsibility

Dog adopters want to make sure they can trust whoever is providing their future companion. So they know that they are an honest and reliable breeder and business partner.

The TruBreed Verification

In order to help users find trustworthy breeders instantly we have created the TruBreed Verification system. The TruBreed Verification system selects breeders who have shown outstanding qualities of their facilities, and outstanding health of their dogs. If a breeder wants to be a Verified TruBreed member, they can request for a TruBreed review.

The teal check mark is given to breeders who are verified by TruBreed

Brand Typefaces

For our brand typefaces, we use Nunito Sans for the Headers, and FreightSans for the body text

Header Type

Nunito Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

Body Text

FreightSans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Our Logo

The TruBreed logo is meant to convey a sense of friendliness, and loyalty.

Original Stacked Logo

TruBreed

This is the original and preferred logo for all usage

Horizontal Logo

TruBreed

The Horizontal logo can be used in situations where the original can not fit within the restrictions
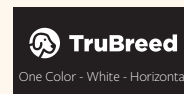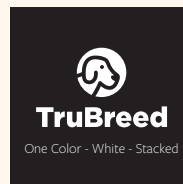
Logo Clearspace

The TruBreed dog symbol should be used as a reference point for the clear space. This is to ensure that there will be enough space between other elements so that the logo is not to destroy the clarity of the logo

Working with Color

These are the set rules for working with colors. When working with one color, darker value backgrounds should be used with the white logo, and lighter value backgrounds should be used with the black logo.

One Color

One Color - Black - Stacked

One Color - White - Stacked

One Color - Black - Horizontal

One Color - White - Horizontal

Two Color

Two Color - Brand Color - Stacked

Two Color - Brand Color - Horizontal

Logo Don'ts

Don't skew the logo

Don't use an unapproved color combination

Don't add a drop shadow

Don't add an outline

Primary Colors

Loyal Orange
R 227
G 67
B 37
Hex: e34325

Trusting Teal
R 25
G 187
B 183
Hex: 19bbb7

Reliable Biscuit
R 255
G 245
B 236
Hex: fff5ec

Secondary Colors
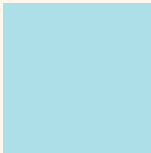
Light Blue
R 174
G 224
B 232
Hex: addfe8

Tan
R 212
G 183
B 160
Hex: d4b7a0

Brand Colors