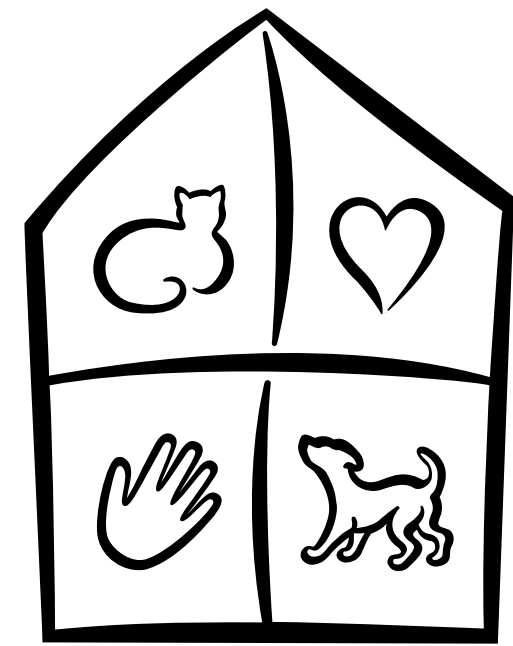


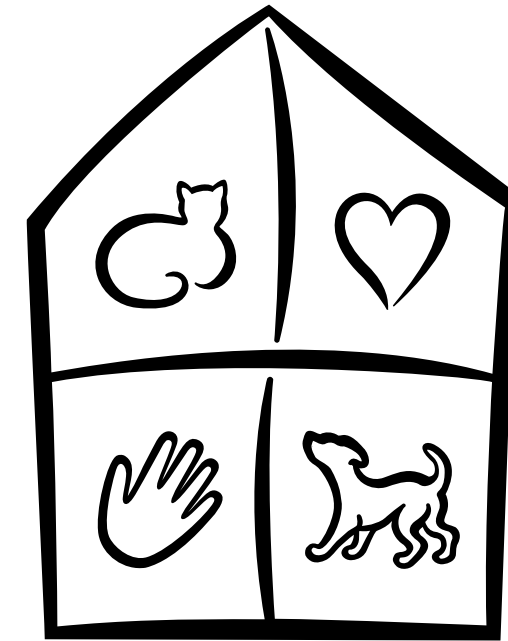
# LOGO

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Trustworthy. Sturdy. Home.



**OREGON  
HUMANE  
SOCIETY**



**OREGON  
HUMANE  
SOCIETY**

**MINIMUM SIZE**

The smallest the logo should be represented is 1.5" wide for print or 104 px for digital.



**MINIMUM SIZE**

The smallest the logo should be represented is 1" high for print or 72 px for digital.



## OUR LOGO

Oregon Humane Society's logo is the most recognizable visual element of our brand. It symbolizes the connection between humans, and animals, along with the loving homes that are at the center of our mission.

The OHS logo is only ever used in the horizontal and the vertical formats shown here. The two versions can be used interchangeably using any of our primary brand colors to suit different layouts.

The logo must always be applied with care and respect. When using the logo, it is essential that everyone follow the following guidelines



## CLEAR SPACE

Keep it clear and clean!

To assure legibility, always keep a clear space around the logos.

Clear space isolates the logo from any competing graphics or copy that might conflict with, overcrowd, or lessen the impact of the logo.

The ideal amount of clear space is the size of two dog icons from inside the house shape.

The minimum amount of clear space should be the size of one dog icon from inside the house shape.

This space should always be maintained as the logo is proportionally resized for design layouts.



OREGON  
HUMANE  
SOCIETY

## PHOTO BACKGROUND

The logo can be used on photographic backgrounds, but this should be executed with care, ensuring that the logo is not obstructed by the photographic image.

Take special care with color to ensure the logo pops and grabs attention.

### TIPS:

Photos with shallow depths-of-field tend to work best.

Avoid busy photos with too much detail.

Applying a darker transparent overlay or gradient on the image helps to make the logo more readable.

# Nope!





## UNACCEPTABLE

These rules are necessary for maintaining the integrity of the brand.

Do not rotate, skew, or distort in anyway. This includes adding unnecessary text decorations like drop shadows and outlines.

Here are a few examples of how you should NEVER treat the logo:

- Do not tilt/rotate the logo.
- Do not squash or stretch.
- Do not place elements in the logo clear space.
- Do not resize any part.
- Do not rearrange parts or create compositions that are not already provided.
- Do not change part of the color.
- Do not place both logos together.
- Do not add a drop shadow or other text styles.
- Do not contain the logo in a box when used on a photo.

