



Brand Style Guide

Introduction

Brand guidelines are the compass for everything we create and communicate. They define how Spaniel Rescue Foundation looks, sounds and feels, so that every touchpoint reflects the care, compassion and professionalism at the heart of our mission. Our visual identity and tone of voice work together to bring that mission to life, ensuring every spaniel and every person we reach experiences the same empathy, warmth and respect.

Spaniel Rescue Foundation’s Ethos

Our Mission

To rescue and rehome spaniels in crisis while empowering owners with the knowledge needed to keep their dog safe and happy – because every spaniel deserves love, and every owner deserves support, not judgment.

Our Vision

A future where every spaniel thrives in a lifelong, loving home, achieved through proactive support that reduces the need for rescue, and by being the trusted leader in spaniel welfare. And when rehoming is the right path, every dog finds another chance in a loving home.

Our Values

- Compassion
- Integrity
- Prevention
- Collaboration
- Commitment
- Excellence



Using these guidelines will:

- ✓ **Create consistency:**
So every visual and message feels unmistakably “Spaniel Rescue Foundation”.
- ✓ **Build trust & credibility**
Through a cohesive, professional identity that reassures owners, adopters and supporters.
- ✓ **Communicate with clarity and compassion**
So our materials are inclusive, approachable and easy to understand.

Tone of voice

Our tone

-  **Warm & friendly**
We speak with kindness and like we do in real life.
-  **Professional & clear**
We avoid jargon and keep things simple.
-  **Supportive & non-judgmental**
We meet people where they are.
-  **Trustworthy**
We offer facts, education and support.
-  **Inclusive**
We write for everyone, not just dog experts.

Core principles

Dos'

Don'ts

Clarity Easy to read, easy to remember.	• Use short, simple sentences • Spell out acronyms the first time • Keep advice practical and actionable	• Use jargon, technical terms, or overcomplicated phrasing • Assume specialist knowledge
Compassion We never judge, shame or scold.	• Acknowledge feelings and challenges • Offer reassurance and support • Use non-judgmental language	• Minimise or dismiss emotions • Use guilt-tripping or shaming language
Inclusivity No fluff, no idioms, acronyms spelled out first.	• Use gender-neutral terms (owner, carer) • Avoid assumptions about family structures • Write in plain English for all audiences	• Use cutesie terms (pawrents) • Use exclusionary terms (dog mums/dads) • Assume all owners have children or a certain lifestyle
Professionalism Factual, evidence-based information.	• Be clear, factual and trustworthy • Balance warmth with authority • Provide accurate, evidence-based advice	• Overpromise or exaggerate • Use slang or flippant humour in serious contexts
Consistency One voice across all platforms.	• Keep the same voice across all platforms • Align copy with mission, vision and values	• Switch tone wildly between channels • Sound overly casual in one place and overly formal in another
Respect For dogs, for humans, for supporters.	• Respect dogs, owners and supporters • Write with dignity and compassion	• Be irreverent, sarcastic, or dismissive

Tone of voice

Voice in action	Say this 	Don't say this 
Formal Casual	Warm & friendly: “Training helps you understand each other. Your dog learns what’s expected and you learn how they express stress, joy and needs.”	Detached & jargon-filled: “Structured training provides a framework for mutual understanding between owner and dog. The animal acquires clarity regarding expected behaviours while the human gains insight into indicators of stress, expressions of joy, and essential needs.”
Serious Funny	Highlight seriousness of adoption: “Please read Milo’s entire profile and apply only if you’re ready for a journey that will be as challenging as it is rewarding – with a very special spaniel.”	Trivialises the dog’s needs/experience: “Think you can handle Milo? A warning: He’s basically the spaniel version of a reality TV contestant – dramatic, unpredictable and hard to endure. Apply only if you’re ready for chaos, and maybe a chewed-up shoe or two.”
Respectful Irreverent	Compassionate & non-judgemental: “We understand that choosing to surrender your beloved dog is a deeply personal and often difficult decision. Our experienced Operations team is here to support you every step of the way.”	Flippant & dismissive: “Thinking of giving up your dog? Hey, it happens. Life’s messy, dogs are messy, and sometimes you just need to hit the reset button. Hand them over and we’ll take it from here.”
Matter-of-fact Enthusiastic	Enthusiastic but to the point: “Our commitment doesn’t end at adoption. We offer ongoing support, resources and community to help dogs and their owners thrive together.”	Too flat: “We provide support, resources and community networks to help dogs and dog owners.” Too exaggerated: “Our commitment doesn’t end at adoption – it explodes into a lifetime of tailwagging adventures! We’re talking 24/7 support, endless resources and a community so pumped you’ll feel like you’ve joined the Spaniel Olympics. Get ready for the most pawsome journey of your life!!!”

Tone of voice

Adaptability across channels

Our voice stays consistent, but the way we express it flexes slightly depending on the platform:



Website:

Conversational but concise. Supportive content that educates and reassures.



Instagram:

Conversational, visual, snappy captions with warmth and clarity.



Facebook:

Conversational, visual, expanding captions for the maturer audience.



LinkedIn:

More professional, but still approachable and values driven.

Audience reminders

We write for:

- First-time adopters
- Foster carers
- Owners considering surrender
- Owners who need advice, support, education
- Supporters

We assume:

- They care deeply
- They may feel overwhelmed
- They deserve clear, kind communication

Quick checklist for writers

Before publishing, ask yourself:

- ✓ Is it clear and jargonfree?
- ✓ Does it sound warm and supportive?
- ✓ Does it reflect our mission and values?

If the answer is “yes” to all three, **the copy is ready.**

Logo

Our logo represents the heart of Spaniel Rescue Foundation and the dogs we work so hard to protect. Using it consistently helps us build recognition, trust and a unified presence across everything we do.

Primary



Secondary



Small use logo



About small use logo

If the logo is needed in a small space, use these text free stamps with a thicker stroke.

Print: >15mm height

Digital: > 36px height

This is a rough guide, please consider the placement, audience and legibility

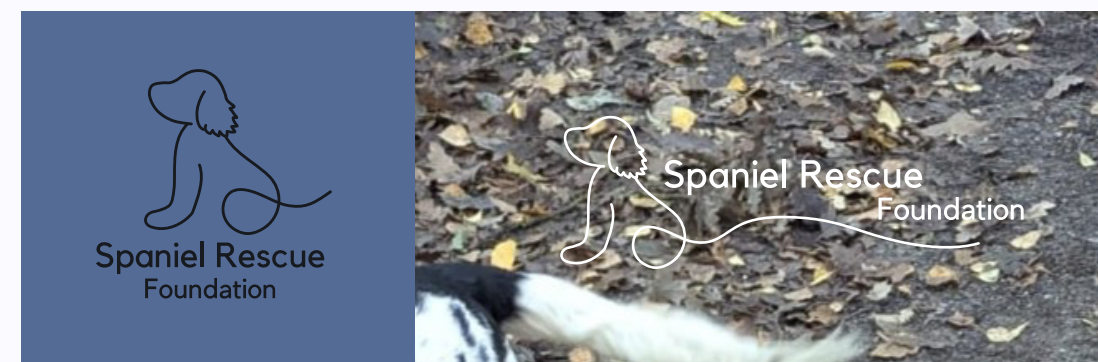
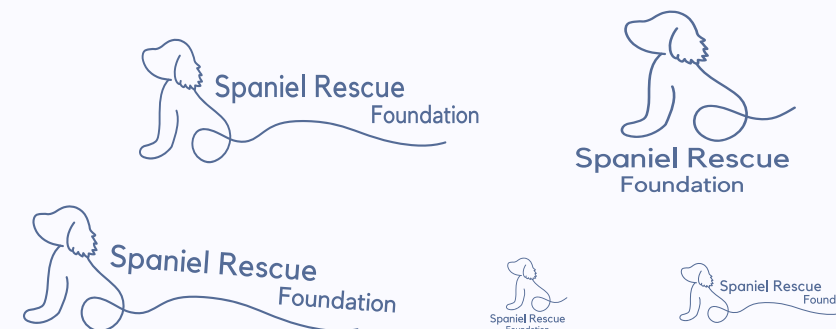
Logo use

- Use the logo that **fits best**
- Ensure it's **clear and legible**
- Always **leave space** around



Please do not:

- **Stretch** the logo
- **Rotate** the logo
- Use **too small** to read
- Use on **low contrast** or **busy background**



Colour palettes

Tints of the brand colours can be used can be used for backgrounds and boxes etc. Please make sure that the logo, text and icons have high contrast when on a background colour to keep visual clarity.

Primary

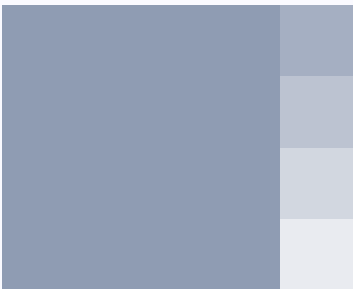
Smart Blue

#546B96

RGB 84, 107, 150

CMYK 44, 29, 0, 41

Secondary



Lavender Grey

#8F9CB3

RGB 143, 156, 179

CMYK 20, 13, 0, 30

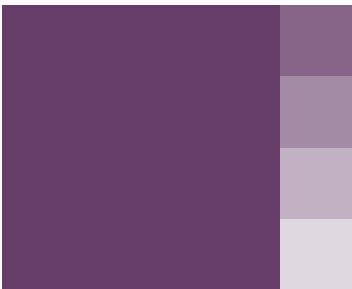


Grape Soda

#863D82

RGB 134, 61, 130

CMYK 0, 54, 3, 47

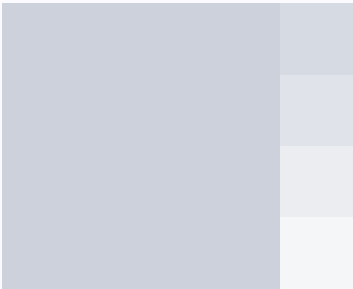


Velvet Purple

#663d69

RGB 101, 60, 104

CMYK 3, 42, 0, 59



Pale Slate

#CDD0DC

RGB 205, 208, 220

CMYK 7, 5, 0, 14

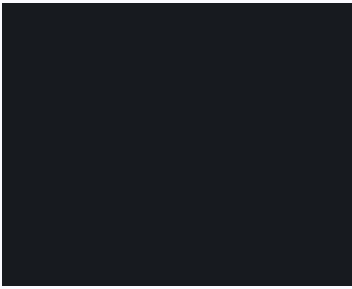


Ghost White

#FAFBFF

RGB 250, 251, 255

CMYK 2, 2, 0, 0



Carbon Black

#161A1E

RGB 22, 26, 30

CMYK 2, 2, 0, 0

Typography

Use Kollektif Bold for headings and Roboto regular for body copy. Please make sure all text is large enough to be legible. As a guide, use 6pt to 8pt minimum for print, and 16px (approx. 12pt) for digital body text.

Headings

Kollektif Bold

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

Body

Roboto Regular

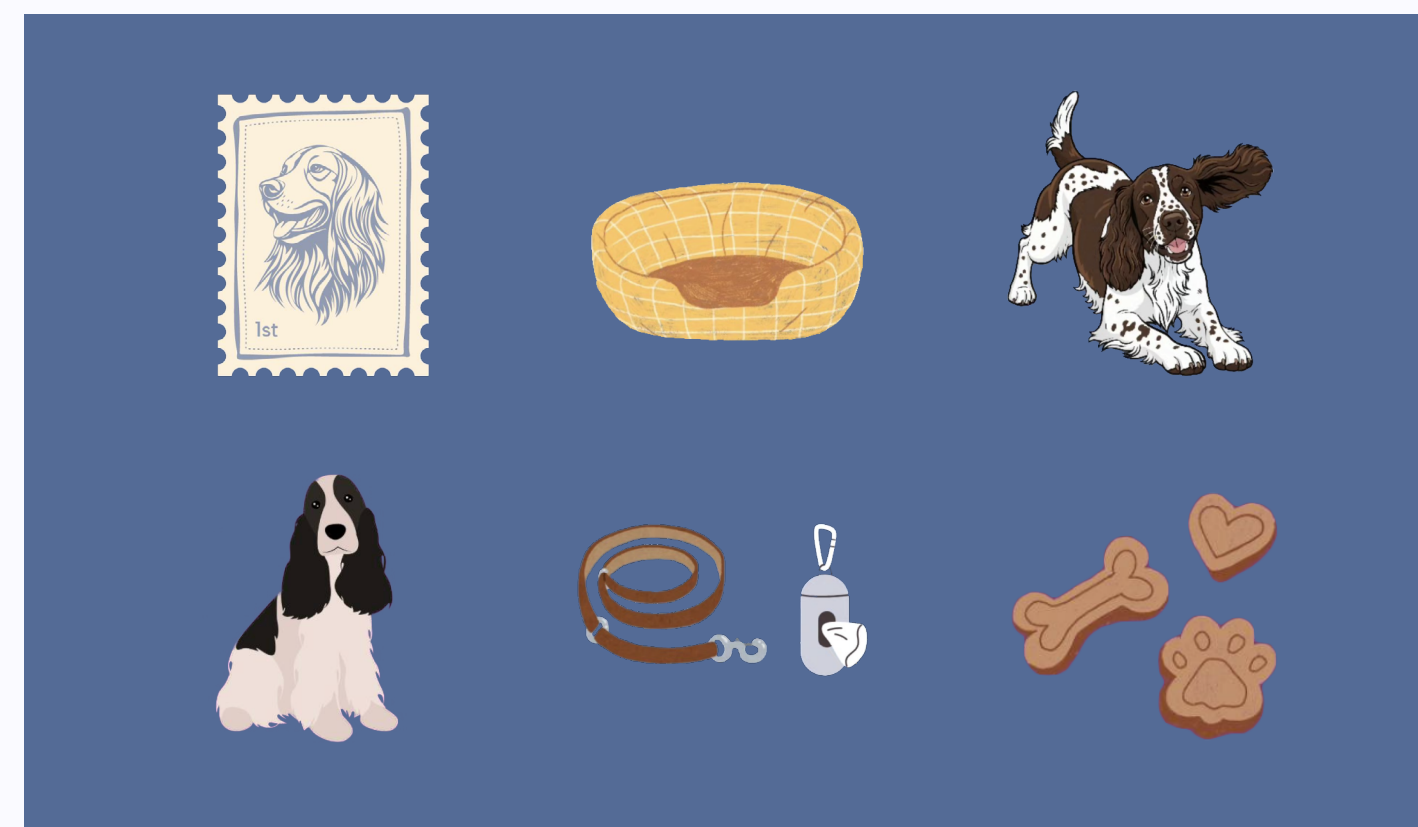
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

[Download fonts](#)

Imagery

Use natural spaniel photography that feels authentic and not overly posed. Ideally not AI-generated. Illustrations can be flexible, but they should feel soft and friendly - nothing too corporate or overly cartoony. All imagery should reflect warmth, safety and inclusivity - showing spaniels in calm, loving environments.

Examples



**Recommended
free stock sites:**

- [Unsplash](#)
- [Pexels](#)
- [Freerange](#)
- [Pixabay](#)
- [Vecteezy](#)
- [Freepik](#)

SRF assets can be found here:

Sharepoint Design folder



Happy creating!



Remember everything is checked over by someone in the Comms & Marketing team
but if you have any questions, don't hesitate to get in touch with:

Camilla

Head of Copy

camilla.alexander@spanielrescuefoundation.org

Michelle

Head of Design

michelle.jones@spanielrescuefoundation.org