

Brand Guidelines

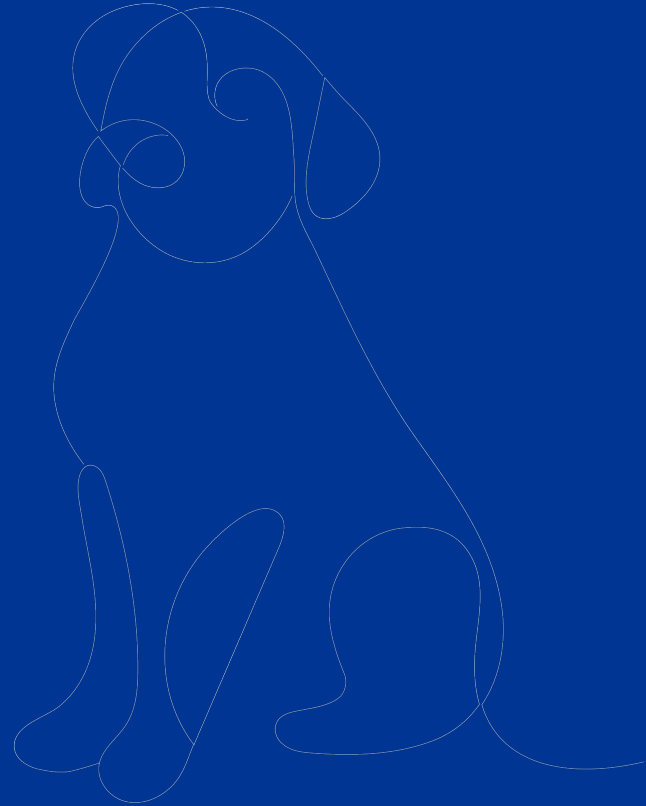
AKC Canine Health Foundation

Table of Contents

Section 01	Brand Introduction
Section 02	Brand Logo Overview
Section 03	Brand Typography
Section 04	Brand Color System
Section 05	Brand Imagery
Section 06	Content Creator Guidelines

Section 01

Brand Introduction



Welcome

Welcome to the AKC Canine Health Foundation's Brand Guidelines. This document serves as a comprehensive resource to ensure a consistent and cohesive presentation of the AKC Canine Health Foundation brand across all platforms and materials. By following these standards, we can collectively strengthen our brand presence, build trust, and inspire our audience in support of canine health and research.

Brand Introduction

Canine Health Foundation

To improve the health of all dogs through
knowledge and discovery.

About Us

Section 02

Brand Logo Overview



Brand: Logo Cohesiveness



The AKC Canine Health Foundation logo is a key element of our brand identity and represents our mission to advance canine health through research and education.

As shown here, the logo can be presented in a few approved variations to accommodate different uses and formats. It is essential to maintain the integrity of the logo by using only the provided versions and refraining from making any modifications to its design, proportions, colors, or elements. Consistent and proper use of the logo ensures a unified and professional representation of the AKC CHF brand.

The vertical logo should be selected only when there are space constraints.

Logo Clear Space

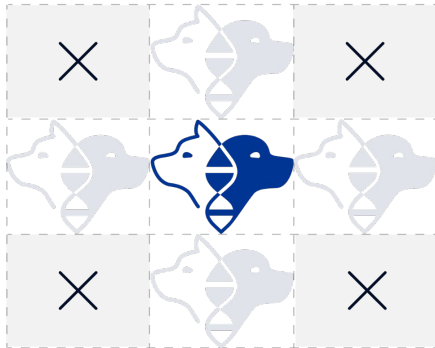


To ensure the logo remains clear, impactful, and easy to recognize, always maintain a clear space around it. This space acts as a buffer zone, free from any text, graphics, or other design elements.

The required clear space is determined using the "dog icon" from the logo. The height of the "dog icon" defines the minimum distance that must be kept around all four sides of the logo.

For reference:

The clear space must be equal to the height of the "dog icon" on the top, bottom, left, and right sides of the logo. No other elements should enter this area to protect the logo's visual integrity.



Logo Clear Space x Partnerships



The clear space around the logo is determined by using elements from the logo itself.

As illustrated in the guide, the clear space is measured using the height of the "dog icon" present in the logo. This ensures that the logo remains visually balanced and unobstructed.



For reference:

The clear space must be equal to the height of the "dog icon" on the top, bottom, left, and right sides of the logo. No other elements should enter this area to protect the logo's visual integrity.

Scaling the logo must maintain proportional clear space to avoid overcrowding.



Brand Logo Misuse

The following images illustrate improper uses and alterations of the logo that are not permitted and must be avoided. Maintaining the correct usage of the logo is essential to preserve the integrity of the design and ensure brand consistency. While these examples highlight common mistakes, they are not exhaustive, and any unauthorized changes to the logo are strictly prohibited.



Don't apply effect on logo



Don't use logo on same background



Don't apply gradient on logo



Don't rotate the logo design



Don't distort or skew logo



Don't use logo in a shape

Logo Color Variation

The AKC Canine Health Foundation logo is designed with variations to ensure it remains clear and professional on any background. Each version is optimized for different settings, ensuring strong contrast and visibility. These variations help maintain the logo's consistency and readability across both print and digital applications. Always choose the version that provides the best clarity and suits the background it is placed on.



Social Media Guidelines

Promote Engagement



Encourage Community Engagement

Invite interaction by asking questions, using calls to action, and sharing user-generated content that aligns with CHF's values and guidelines.



Structure Posts for Readability and Engagement

Keep posts concise, engaging, and structured for easy reading. Use short sentences, line breaks, and emojis (if appropriate) to improve readability. Lead with a strong hook and always include a clear call to action when relevant.



Use Hashtags Strategically

Include relevant hashtags per post to enhance reach without cluttering the message. Stick to a mix of branded, industry-related, and trending hashtags. As a guide, use 2-3 for Facebook and LinkedIn, 3-7 for Instagram. When creating hashtags, capitalize the first letter of each word. For Example: #DogHealth, not #doghealth.



Engage with Authenticity

Respond to comments, messages, and mentions promptly and in a genuine, helpful manner. Always represent CHF with respect and positivity.



Monitor, Address & Report Issues

If you see negative comments, misinformation, or inappropriate interactions, escalate them accordingly within the app they appear. Negative commentary should not remain unanswered on the page as it shows that CHF isn't engaged in its own social programming and/or doesn't care about member opinions.



Be Consistent

Maintain a regular posting schedule and ensure all content aligns with CHF's messaging. Use our brand-approved templates and formats when applicable.

Social Media Guidelines

Promote Engagement



Use Tagging with Intention

When done correctly/respectfully, tagging people in relevant posts can be a way to create positive engagement. There are a few scenarios we recommend CHF tagging people and companies:

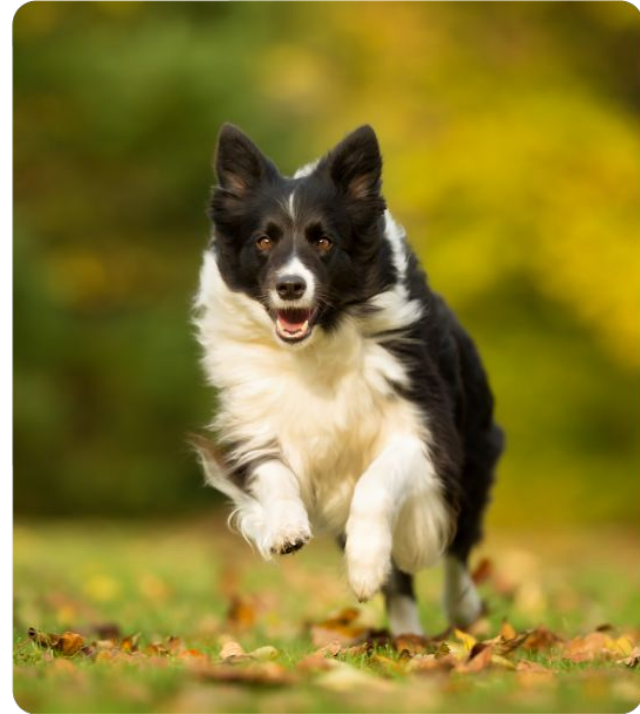
You're sharing something directly relevant to the person: If the post is about a collaboration, project, or conversation you had with someone, tagging them makes sense. It's a natural way to loop them into the discussion.

You're giving someone a shout-out: If you're celebrating someone's accomplishment or giving them credit for their work, tagging is appropriate. It's a way of acknowledging their contribution and making sure they see your appreciation.

You want to invite a meaningful conversation: If the person or organization you're tagging is an expert on the subject or you're asking for their input in a respectful way, then tagging can be useful. Just make sure there's a genuine reason for involving them.

You're posting photos of people: If you're posting photos of people at an event, tag the ones you know and include captions recounting the experience. People often like to see and share their positive experiences and you can both honor them, create engagement and expand your post reach through tagging.

DO NOT mass tag unless you've got a highly engaged private group: Mass tagging generates frustration and should not be done within the main posts.



Section 06

Content Creator Guidelines



Hello!

Welcome to the AKC Canine Health Foundation (CHF) team! Whether you're crafting blogs, social media posts, newsletters, donor materials, or educational materials, your work plays a vital role in advancing our mission to improve the health and well-being of all dogs. This guide is designed to help you create clear, compelling, and consistent content that reflects CHF's values, engages our diverse audiences, and inspires action.

Mission Statement

To improve the health of all dogs through knowledge and discovery.



Vision

A world where all dogs
lead healthy, vibrant lives.



Values



Compassion

We engage with compassion in all that we do, spreading empathy and promoting happy and healthy living.



Rigor

We apply a rigorous approach to our work in order to exceed expectations, achieve excellence, and protect the integrity of our organization and its mission.



Character

In all interactions, we maintain the highest standards of integrity, authenticity, and transparency to properly reflect the character of the organization.



Discovery

We are endlessly curious in our pursuit of scientific discoveries that will prevent, treat and cure canine disease for all dogs.



Connection

We embrace the idea that we are all connected and by working together, we can improve the lives of dogs and people around the world.

Core Message

At CHF, our mission is rooted in improving the health and well-being of all dogs. We are dedicated to funding innovative research that advances veterinary knowledge, combats canine diseases, and enhances the quality of life for dogs everywhere. Whether addressing breed-specific health challenges, supporting performance dogs, or ensuring companion animals thrive, our work is driven by a commitment to science, collaboration, and compassion.

Call to Action (CTAs)

All content created should inspire the audience to take meaningful action that supports CHF's mission. Calls to Action (CTAs) are essential for guiding our readers, whether we're encouraging them to donate, participate, share, or learn more.

A strong CTA is:

- Clear
- Concise
- Compelling
- Motivates the audience to act without hesitation

Here are some - yet not all - examples of possible CTAs to use:

For High-Value Individuals (Donors)

"Make a lasting impact — donate today to advance canine health research."

"Join our legacy of care by contributing to groundbreaking studies for purebred dogs."

For Breed Clubs

"Partner with us to fund research that benefits your breed."

"Support your club's mission by contributing to breed-specific health initiatives."

For AKC-Registered Purebred Dog Owners

"Protect your dog's future — explore the latest health resources today."

"Join the fight against canine disease — support our research efforts now."

For Performance & Companion Sport Enthusiasts

"Help keep active dogs healthy—contribute to research that supports athletic canines."

"Discover tips for keeping your sport companion in top condition—learn more."

For Fancy Conformation Participants

"Preserve the future of conformation excellence—donate to health research today."

"Learn how CHF is improving health outcomes for your breed."



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FOUNDATION®
