

MUTTVILLE

senior dog rescue



LOGO IDENTITY GUIDELINES & STYLE GUIDE

Last update: 1/29/2026

TRADEMARK INFORMATION
AND ONLINE USAGE

Remember:

"MUTTVILLE," "IT'S NEVER TOO LATE FOR A NEW BEGINNING," and the DOG AND CANE logo are registered trademarks of Muttvile.

When using any of our trademarked logos online, please link the logo to
<https://muttvile.org>.

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COLOR PALETTE
FULL COLOR VERSION

FULL COLOR - RGB
yellow: rgb= 253/190/21 hex=FDBE15
red: rgb=172/33/35 hex=AC2123

FULL COLOR - CMYK
yellow: cmyk= 0/27/99/0
red: cmyk=22/99/100/16

FULL COLOR - SPOT
yellow: PMS 1235
red: PMS 1807

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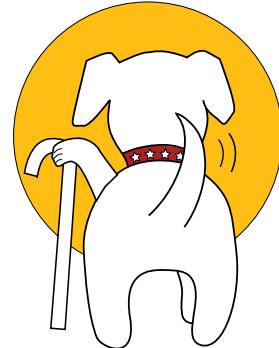


"STAND ALONE" LOGO
FULL COLOR VERSION

Light backgrounds

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This version used for:

- merchandise
- signage
- third party usage
- representation on non-Muttville collateral (i.e. when listing participants, supporters, affiliates, etc.)

Dark backgrounds

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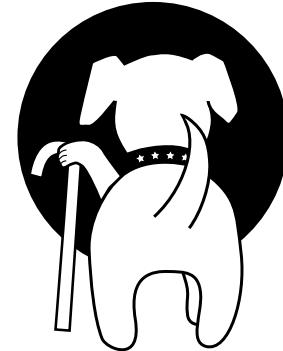


"STAND ALONE" LOGO
SINGLE COLOR VERSION

Light backgrounds

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