HSSC Brand Guide Project

...helping the most vulnerable animals in your community

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Brand Voice: How HSSC Sounds

Brand Archetype: The Caregiver

This archetype fits HSSC becasuse it reflects the organization's commitment to compssion and providing care and support to animals in need.

Voice Qualities:

- Compassionate: We communicate with empathy and kindness.
- Welcoming: We create a friendly, inclusive environment where everyone in the community can feel valued and make a difference.
- Trustworthy: We communicate honestly and transparently to build lasting trust with our supporters and community.

Brand Association:

Compassion
Sanctuary
Community

Supporter Feelings:

Connected
Gratified
Hopeful

Logo Suite: 8 versions, one family

	Image only (fits a circle)	Horizontal + wordmark	Vertical stacked + wordmark
Full Color			
Black + white			
All white, transparent on a photo			

Typography

Example of Primary text in action:

find your forever friend

Primary/Heading Font:

Playfair Display (bold), font size 36

Example of Secondary text in action:

ADOPT · FOSTER · DONATE

Secondary/Subheading Font:

Montserrat (semi-bold), font size 24

Example of Body text in action:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body Font:

Montserrat (regular), font size 21

Color Palette

PRIMARY · 2

Bold and unique to HSSC.
In the full-color logo; used most.

#E5B181 #59594A

SECONDARY · 8

Tints, shades and tones of your primaries, plus neutrals.

#D4A16E #F0D8C0 #F9EFE0 #6E6E57 #9EBE83 #D6E9B7 #FFF7A3 #BFC3A0

ACCENT · 4

Contrast and personality.
Use sparingly.

#C3DB9F #FFF7A3 #18020C #E5B181

ICONS



Patterns + Textures



Facebook



Humane Society Shenandoah County

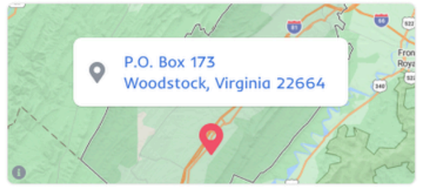
Shenandoah, VA · 5,100 Follower

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Kontakt

Alles ansehen



Home - Humane Society of Shenandoah County

100% Recommend

5,100 Follower

Shenandoah County, VA

(540) 421-4842

info@hsscva.org

HSSCVA
7. June 2026 ·

Meet your future best friend. 🐾💛 Every animal deserves to feel safe, loved, and at home. Whether you choose to adopt, foster, volunteer, or donate, even one act of kindness can change an animal's entire story. Help us give the most vulnerable animals in our community the second chance they deserve. 🐶🐱❤ Your new best friend could be waiting for you.



62 10 Comments 2 Reposts

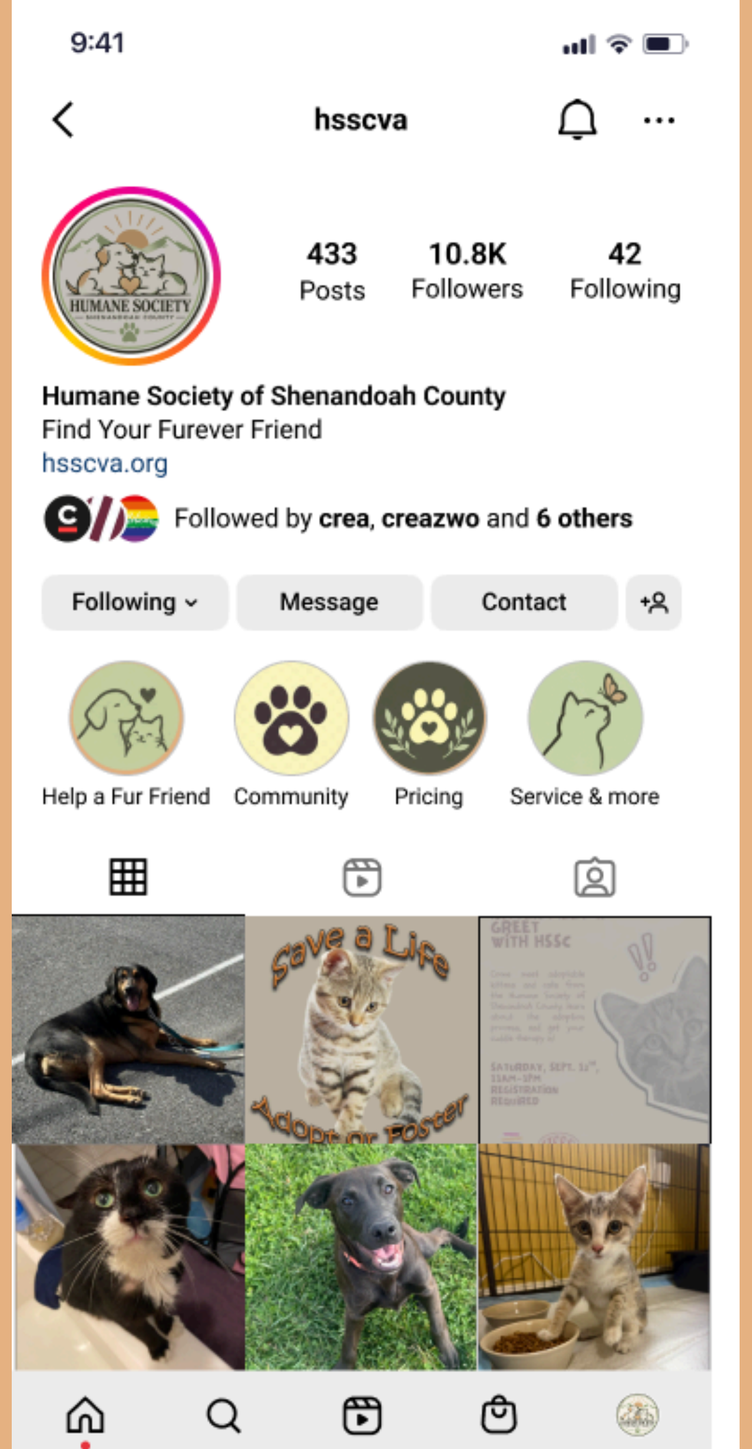
Likes Comments Shares

Comments

Maddie Lopata

Replies 10 h

Message

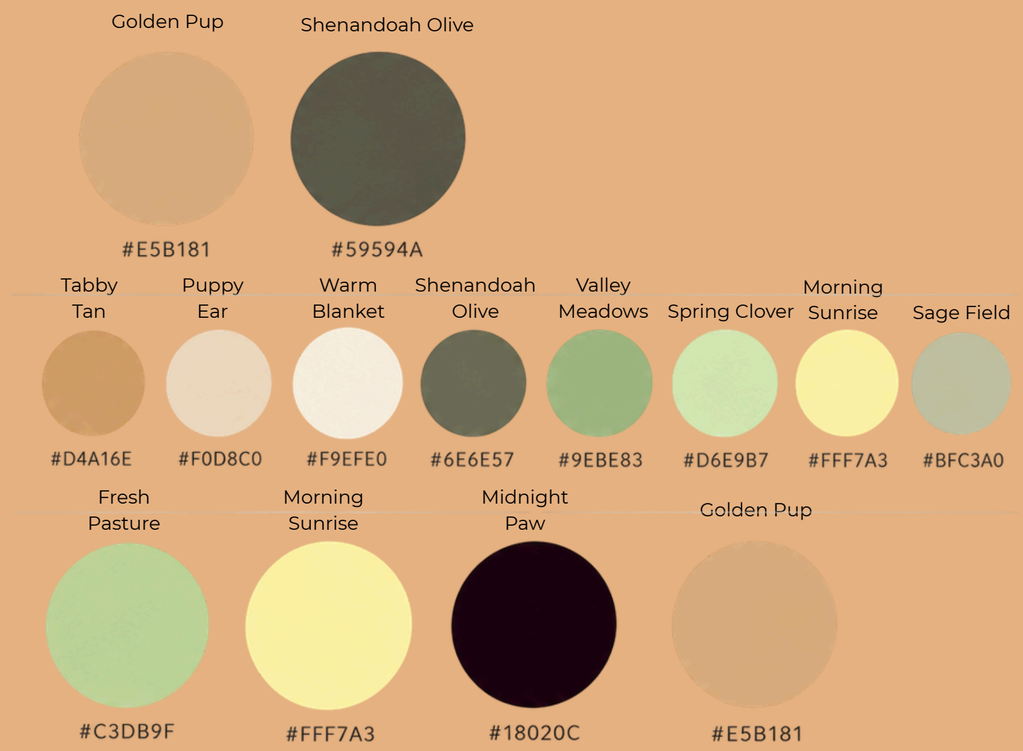

9:41
hsscva
433
Posts
10.8K
Followers
42
Following
Humane Society of Shenandoah County
Find Your Furever Friend
hsscva.org
Followed by crea, creazwo and 6 others
Following
Message
Contact
Help a Fur Friend
Community
Pricing
Service & more
Save a Life
Adopt or Foster
GREET
WITH HSSc

Google Drive Link

AI Transparaency

Use case	Statement	Yes / No
Idea generation	We used <<insert program here>> to brainstorm and generate ideas for this assignment.	Yes / No
Outline creation	We used <<insert program here>> to help create an outline or structure for this assignment.	Yes / No
Content drafting	We used <<insert program here>> to draft portions of content for this assignment.	Yes / No
Language/tone enhancement	We used <<insert program here>> to improve the language, tone, and clarity of our writing.	Yes / No
Proofreading	We used <<insert program here>> to check for grammatical errors, spelling, and punctuation.	Yes / No
Citation assistance	We used <<insert program here>> to help format and generate citations.	Yes / No
Content summarization	We used <<insert program here>> to summarize sources or our own writing.	Yes / No
Research support	We used <<insert program here>> to identify relevant sources and gather information on the topics.	Yes / No
Data analysis	We used <<insert program here>> to help with data analysis or interpretation.	Yes / No
Visual aid creation	We used <<insert program here>> to create visual aids such as diagrams, infographics, or avatar/profile pictures.	Yes / No

Logo Lockup + Branded Names



HUMANE SOCIETY
SHENANDOAH COUNTY

helping the most vulnerable animals in your community

HUMANE SOCIETY
— SHENANDOAH COUNTY —