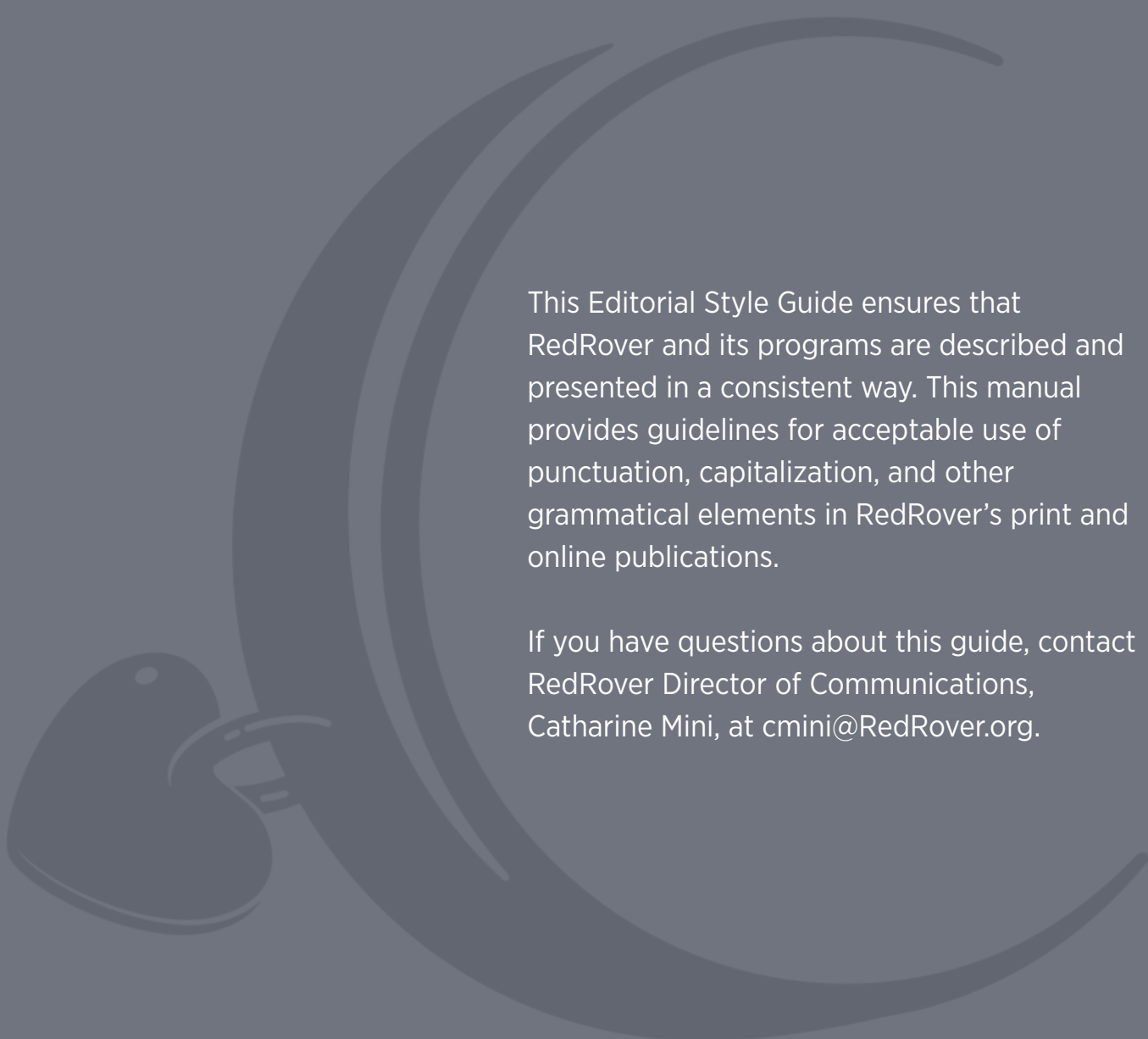




STYLE GUIDE AND GRAPHICS STANDARDS





This Editorial Style Guide ensures that RedRover and its programs are described and presented in a consistent way. This manual provides guidelines for acceptable use of punctuation, capitalization, and other grammatical elements in RedRover's print and online publications.

If you have questions about this guide, contact RedRover Director of Communications, Catharine Mini, at cmini@RedRover.org.

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COMMONLY USED ANIMAL-RELATED TERMS

The common names of animals (such as dog breeds) are not capitalized unless they contain a proper noun. In this case, the proper noun is capitalized, along with any word preceding (but not following) it. For example, German shepherd, Labrador retriever, English bulldog, Great Dane.

- pet parent or pet family (preferred instead of “owner” or “caregiver,” which are not widely understandable terms)
- pet (preferred instead of “companion animal”)
- spay/neuter (as in, RedRover supports aggressive spay/neuter programs)

COMMONLY USED WORDS

- email
- Good Samaritan
- internet
- large-scale (as in large-scale criminal seizures)
- law enforcement
- lifesaving
- life-threatening
- well-being
- nonprofit
- two-fold
- website
- pet-friendly
- on-site
- off-site
- Trap-Neuter-Vaccinate-Return (TNVR)

COMMONLY USED WORDS AND PHRASES FOR DOMESTIC VIOLENCE AND HOMELESSNESS

Regarding RedRover’s Safe Housing grants for shelters, use the phrase “pet housing programming.” Effective 2026, RedRover is phasing out the term “pet-friendly spaces” and moving to “pet housing programming” language moving forward.

When addressing the lived experiences of survivors of domestic violence and people experiencing homelessness, craft copy in a way that does not portray how a person’s past or current circumstances come before their humanity (e.g., use “person experiencing homelessness” not “unhoused person,” and use “survivor of DV” rather than “DV survivor”). When referring to survivors of domestic violence, remain gender neutral whenever possible. Additionally, take careful steps when crafting copy to avoid language that could be perceived as victim-blaming or implying a survivor is at fault.

The following are generally accepted phrases when talking about this work:

- domestic violence (DV) or abuse
- survivor (not “victim,” in the context of domestic violence)
- the abuser or an abusive partner (avoid possessive: never “her/his/their abuser;” additionally, never use the term “batterer”)
- abusive partner (survivors are not in “abusive relationships” as this can come off as victim-blaming)
- strangulation (not “choking” when describing an abusive tactic)
- unhoused (not “homeless,” except when describing a “homeless shelter”)
- experiencing homelessness

MISCELLANEOUS PUNCTUATION RULES

Ampersand

- Always spell out the word “and” in titles and running text (e.g., President and CEO, people and pets, etc).
- Exceptions to this include graphics and some social media posts, such as on text-focused platforms like Threads (when abbreviated text is needed to accommodate the character limit).

Apostrophe

- Use an apostrophe to indicate the possessive of nouns and pronouns.
- For singular or plural nouns and pronouns and proper names not ending in “s,” add ‘s to indicate possessiveness.
 - E.g. tiger’s, dog’s, member’s, Susan’s
- For singular nouns or pronouns ending in s, also add ‘s
 - E.g. campus’s, witness’s

Following a standard editorial style for capitalization, grammar, punctuation, and abbreviations ensures that all written material distributed by RedRover looks professional and consistent.

Opinions on some spelling, capitalization, and punctuation conventions differ across industries. However, RedRover staff and volunteers should adhere to the following editorial guidelines to ensure consistency across all RedRover publications.

For all style, punctuation, and capitalization questions not addressed below, refer to the Associated Press Stylebook, which can be found online on sites such as [APstylebook.com](https://www.apstylebook.com).

REDROVER PROGRAMS AND SERVICES:

- **RedRover.** RedRover should be used in all cases as one word with two capital R’s; never abbreviate the name to the acronym RR.
- **RedRover Responders.** Our emergency sheltering program. Volunteers are called RedRover Responders volunteers. Never refer to an individual volunteer as a “RedRover Responder,” nor a group as the “RedRover Responders.”
- **RedRover Readers.** Our humane education program. Volunteers are called RedRover Readers volunteers. Never refer to an individual volunteer as a “RedRover Reader,” nor a group as the “RedRover Readers.”
- **RedRover Relief.** Our veterinary assistance and grant program for domestic violence and homeless shelters.
- Any (and all) RedRover program names should never be used alone, and should always be preceded by “RedRover.” (e.g., rather than “Responders,” the correct use would be “RedRover Responders.”)

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND A SENSE OF BELONGING

RedRover is committed to examining the way we approach our work and accomplish our mission with the goal of increasing diversity, equity, inclusion, and a sense of belonging (DEIB).

This includes the way in which we communicate about the communities we serve, and we must approach our program work, funding, communications, and branding with this in mind.

RedRover strives to both serve and showcase a diverse range of lived experiences, including but not limited to:

- Age
- Ethnicity
- Gender and gender identity
- Physical ability or attributes
- Race
- Religion
- Sexual orientation
- Socioeconomic status

The human-animal bond spans all lived experiences. However, in the United States, animal welfare has, historically, often been portrayed as a “white savior” cause.

“White savior” narratives, a heavy emphasis on showing white individuals saving animals, can perpetuate harmful stereotypes, while alienating the rich diversity of the communities we serve and conveying a damaging false narrative: that people of color are unable or unwilling to care for animals.

By erasing Black, Indigenous, and People of Color (BIPOC) with animals from the picture, we unintentionally reinforce systemic biases.

As a leader in the animal welfare space, RedRover recognizes that it is crucial to stop and examine how we illustrate the work we do and the people we serve, and ensure that we’re conveying a more accurate representation of the vast range of lived experiences of the supporters, volunteers, and constituents, along with the communities we serve alongside animals.

RedRover intends to protect all bonded pet families, preserving and celebrating the human-animal bond, and convey our shared desire to protect animals and their people.

When RedRover staff, vendors, or a third-party organization representing RedRover is publishing copy or imagery on behalf of RedRover, it’s essential to pause and reflect before publishing to ensure the content aligns with [RedRover’s commitment to DEIB](#).

MISCELLANEOUS GRAMMAR AND FORMATTING RULES

- Always use “who” when referring to animals, not “that.”
 - E.g. “Animals who are left behind during disasters...” (Not “Animals that are left behind during disasters...”)
- Match all surrounding punctuation to formatted text (bold, italics, underline, etc.)
 - E.g. Visit **RedRover.org**. The teachers exclaimed, “We love *Kind News!* Thank you for this resource.”

Numerals and abbreviations

- In running text, spell out numbers zero through nine. For numbers 10 and over, use numerals.
 - E.g. We rescued six cats and eight dogs. We rescued 150 pigs and 27 cows.
- This rule applies to ages as well:
 - E.g. He is six years old. The horse is 27 years old. I have a one-year-old cat.
- When a number below 10 and a number above 10 are used in the same sentence, use the format for the larger number for all numbers.
 - E.g. We rescued 150 pigs, 27 cows, 6 cats, and 8 dogs.
- Never start a sentence with a numeral.
 - E.g. “Twelve dogs were stranded in the house.” (Not “12 dogs were stranded in the house.”)

Time

- Use numerals when indicating time. Use lowercase and periods when indicating a.m. and p.m.
- Use “9 a.m.” format for starting and ending times that occur on the hour.
 - E.g. 9 a.m. to 6 p.m.
- Use “9:30 a.m.” format if one or more times does not occur on the hour.
 - E.g. 9:30 a.m. to 5 p.m.
- Do not repeat a.m. or p.m. if both times occur in the morning or evening.
 - E.g. 9 to 11 a.m. | 9 a.m. to 1 p.m.
- Use two-letter time zones.
 - E.g. write PT or ET, not PDT/PST nor EDT/EST

Phone numbers

- Always include the area code. Phone and fax numbers should follow this format: 916.429.2457

State abbreviations

- Spell out states, space allowing, whenever possible.
 - E.g. The workshop will be held in Boise, Idaho.
- A comma should follow the state name when a city and state are mentioned mid-sentence (AP style).
 - E.g. “The workshop in Boise, Idaho, drew attendees from all across the state.”
- Two-letter postal abbreviations should be used in mailing addresses, and if abbreviations are necessary, such as in a table or on print materials with limited space.
 - E.g. San Jose, CA; Portland, ME.
- For a list of postal abbreviations, visit the [USPS Postal Explorer Tool](#).

Colon

- Use a colon to set off a phrase that illustrates or emphasizes whatever precedes the colon.
 - E.g. The volunteers agreed on one thing: The needs of the animals were more important than anything else.
- Always capitalize the first word after the colon if it begins a complete sentence.

Comma

- RedRover uses the Oxford comma in a series: “lions, tigers, and bears.” (Not “lions, tigers and bears.”)

Dash/en dash

- Use an en dash to set off phrases that provide additional description or detail, with spaces before and after.
 - E.g. Fido is a wonderful pet – he is a quiet and well-mannered dog.
- Note that an en dash (–) is larger than a hyphen (-) but shorter than an em dash (—). These should not be used interchangeably.
- The en dash can be typed with (Option + hyphen) on a Mac and (Alt + 0150) on Windows. In HTML, the code for ndash is –

Hyphen

- Use a hyphen to join elements of compound modifiers.
 - E.g. He is a good-looking dog. They adopted a horse for their six-year-old son.

Period

- Use only one space after the period at the end of a sentence.

Quotation marks

- Always place other punctuation, such as a comma, period, or question mark, inside the quotation mark.
 - E.g. The animal control officers said, “I am so glad RedRover is here to help these dogs!”
- One exception is an exclamation point or question mark that comes after the quoted title of a story or movie, etc.
 - E.g. I loved this week’s “Behind the Scenes”! or Did you see the latest “Leading with Empathy”?

Titles, headlines, and branded elements

- RedRover’s three main program names should be bolded.
- Italicize publications (*Companion*, *The Scoop*, *Kind News*).
- Headlines should be in title case.
- Do not capitalize “grants,” as in **RedRover Relief** grant, Safe Housing grant.
- The Registered ® mark should be used the first time we use our name in-line, or in the first prominent usage.
- The TM ™ symbol should be used the first time we use the title *Kind News*™ or in the first prominent usage, like the magazine logo.

Hyperlinks

- For print and online content, always include the hyperlink in text, not including “http://www.”
 - E.g. RedRover.org/Responders
- Avoid writing out especially long hyperlinks, capitalize programs in hyperlinks, and bold hyperlinks in-line.
- When using hyperlinks in Active Campaign email messages or on the RedRover website, hyperlink the actionable phrase that best describes what you are linking to.
 - E.g. “Visit the volunteer message boards.” (Not “To visit the volunteer message boards, click here.”)

Note: This format is more intuitive, helps webpages rank better in search engines, and helps people with visual impairments, who may be using software that only reads the linked words to them.

Letter format

- Use block format. Entire letter is left-justified and single-spaced except for a double space between paragraphs. Use a comma after salutations.

Proper email signature format

Name

Title

RedRover

tel 916.429.2457 ext. ###

fax 916.429.2456



REDROVER DESCRIPTIVE LANGUAGE

RedRover focuses on bringing animals from crisis to care and strengthening the bond between people and animals through emergency sheltering, disaster relief services, financial assistance, and education.

Animals and people in need have turned to RedRover since 1987.

RedRover is renowned for being a binational, “full-circle” organization, offering prevention, treatment, and emergency care for animals in crisis. Through our three main programs, we:

- Temporarily care for animals rescued from hoarding situations, cruelty cases, and natural disasters.
- Help those experiencing domestic violence or homelessness find a safe haven with their pets.
- Provide funding for emergency veterinary care for beloved pets.
- Educate children to foster empathy and help prevent animal cruelty and neglect.

RedRover Readers

We teach kids kindness, empathy, and compassion for animals and people. We train educators how to use selected animal-themed books, discussion, genuine listening, facilitation, and question strategies to help young people (ages 5 to 11) increase empathy for animals and people. Kids learn animal behavior, do extension activities to explore the bond between people and animals, reflect on the roles of animals in their communities, and, together, determine their collective responsibility for them.

This unique program:

- Provides opportunities for educators and children to practice skills needed for empathy, like perspective-taking, and explore character traits such as kindness, compassion, respect, and responsibility.
- Aligns with curriculum standards in the United States and Canada.

Kind News

Kind News™ magazine is an award-winning publication, published by RedRover, that inspires kids to be kind to animals and people. It helps children understand and respect animals and think about why treating animals and people with kindness matters.

This literature-based kindness resource comes in two reading versions for grades K-2 and 3-6. The magazine encourages both empathy and critical thinking in children by celebrating the human-animal bond and helps motivate children to take action to improve the lives of animals. It offers engaging articles, games, and short features to emphasize issues affecting animals and provide tips for understanding animal behavior and caring for pets.

The magazine’s appealing design and interactive content help enhance children’s enjoyment of reading, as well as spark curiosity and thoughtful discussion. Aligned with national teaching standards, it can be easily integrated into a school curriculum.

RedRover Responders

Our specially trained **RedRover Responders** volunteers temporarily shelter and care for animals displaced by natural disasters and rescued from criminal cruelty seizures such as puppy mills. Since 1987, we have cared for tens of thousands of animals in the U.S. and Canada during more than 300 deployments.

Interested in volunteering? Learn more at RedRover.org/Responders.

RedRover Relief: Urgent Care grants

We provide financial assistance, resources, and support to pet families struggling with economic hardship when pets are in need of emergency veterinary care.

RedRover Relief: Safe Escape and Safe Housing

We help families who are experiencing domestic violence or homelessness seek a safe haven with their pets. Safe Escape grants can cover the cost of pet boarding and veterinary care while the pet parent is in a domestic violence shelter. Safe Housing grants help domestic violence, homeless, and animals shelters create pet housing programs so no pet is left behind.

The Purple Leash Project

In 2019, Purina and RedRover partnered to launch the Purple Leash Project to increase the number of pet-friendly domestic violence shelters nationwide and spread awareness about this vital issue.

We accomplish this by awarding grants to help shelters create pet housing programs, engaging volunteers to create pet-friendly spaces at shelters, raising awareness of the issue, and providing training and resources to domestic violence shelter staff and advocates.

Don't Forget the Pets

RedRover, together with Greater Good Charities, provides support to organizations throughout the country, giving them the tools they need to build pet housing programs in their communities. Pet parents experiencing domestic violence or homelessness often struggle to access shelter and other services. Some may even refuse lifesaving care if it means they must leave their pets behind. Greater Good Charities and RedRover believe that pets are family, and that no one should have to choose between family and safety.

In 2019, these shared values led to the creation of Don't Forget the Pets (DontForgetThePets.org), a collaborative project dedicated to helping people and pets stay together through crisis.

Mission statement (adopted 2009)

RedRover's mission is to bring animals out of crisis and strengthen the bond between people and animals through emergency sheltering, disaster relief services, financial assistance, and education. RedRover accomplishes its mission by engaging volunteers and supporters, collaborating with others, and maximizing the use of online technology.



This Graphic Standards Guide ensures that RedRover and its programs are described and presented in a consistent way. This manual provides guidelines for acceptable use of logos, fonts, colors, and other elements in RedRover's print and online publications.

If you have questions about this guide, contact RedRover Director of Communications, Catharine Mini, at cmini@RedRover.org.

Corporate signature (primary use)



The RedRover corporate signature is the combination of the symbol and the logotype positioned in a specific size and spatial relationship. That relationship should not be altered. The primary usage should have the tagline – however, if the tagline becomes too small, there is a version of the logo without the tagline available (see next page for sizing requirements).



Corporate signature (secondary use)

The primary usage should have the tagline – however, if the tagline becomes too small, there is a version of the logo without the tagline available (see page 10 for sizing requirements).



Symbol

The RedRover symbol is a custom-designed servicemark. The symbol by itself should only be used as a graphic element to represent RedRover (see cover of this manual for an example).



You can determine how much white space should be left around the signature by using the lowercase “e” in RedRover. See below for an example.

Minimum spacing requirements

When placing the symbol or signature into a design, it is imperative that minimum spacing requirements be met. Those requirements are demonstrated on this page. It is recommended and encouraged that you exceed these spacing requirements and leave as much space as possible around the signature or symbol.



Measure the space of one lowercase “e” placed end to end from the outermost piece of art on each side of the signature. This technique can be applied at whatever size the signature is used. No type or other graphic elements should intrude into this area.

Minimum size requirements

In printed materials, under no circumstances should a signature (with the tagline) be used smaller than .41 inches in height. If the logo needs to be used smaller than .41 inches in height, use the version of the logo that doesn’t include the tagline. However, this version of the logo should not be sized smaller than .25 inches in height.

.41 inches



.25 inches



For specialty advertising purposes, such as putting the logo on a pen, consult the Public Relations Department for optimum art and sizing.



One-color logo options

When using the signature in one color, only black is acceptable. The signature can also be reversed to white if needed out of any of the colors in the traditional color palette on page 5, except yellow (1225 C and 121 U).



Do not make symbol or logotype any other color



Do not alter the size of any element



Do not skew the signature



Do not alter configuration

Common problems to avoid

Consistency of the corporate brand is essential to maintaining the professional reputation of RedRover. Incorrect usage of corporate signatures damages that consistency.

The guidelines provided on pages 10 and 11 indicate the correct usage of RedRover signatures. The examples, left, show common problems and misuses that should be avoided.



Program logos

Each program has a program specific logo. However, each program logo must utilize the RedRover corporate colors (see page 15) or appear in one color. When using the signature in one color, only black is acceptable. The signature can also be reversed to white if needed out of any of the colors in the traditional color palette on page 5, except yellow (1225C or 121U).

REDROVER LOGO USE: ADDITIONAL GUIDELINES

This document is intended to be used as a reference guide for logo use. Additional questions regarding the use of the RedRover or RedRover program logos should be directed to RedRover's Director of Communications, Catharine Mini, at cmini@RedRover.org.

When using RedRover logo(s) in partnership materials, please adhere to the following guidelines:

- Logo integrity: All RedRover logos must remain intact and unchanged. Do not alter, crop, modify, or distort the logo in any way.
- No editing: Do not add effects, graphics, or text to the logo. Do not change the logos' color, size, or proportions.
- Spacing: Clear space around the logo: see page 10 for guidelines.
- Approved formats: Use only the logo(s) files provided to you by RedRover.
 - Do not use any images of the logo you find online, take screenshots, or recreate the logo or its likeness in any way.
- Trademark: RedRover is a legal, registered trademark. Alternatively, if you are mentioning RedRover in a social media post and/or using the RedRover logo, you must tag the appropriate RedRover social media channel (e.g., a Facebook post mentioning RedRover must tag us on Facebook). Ensure the correct account is being tagged before posting.
 - If you are mentioning RedRover in a space where you cannot tag us, use the Registered ® mark the first time you use our name everywhere: RedRover®.
 - Additionally, when applicable, you must link the RedRover mention to our website: RedRover.org

Proper Attribution

When referencing our organization, RedRover, or any of our programs (i.e., **RedRover Responders**, **RedRover Relief**, **RedRover Readers**), use the official name mentioned above and do not shorten or alter the name.

Program Name Usage

When referencing RedRover or any of RedRover's programs, only use the official RedRover logo(s). Do not:

- Create custom graphics or logos that define RedRover or any of its programs.
- Use your own fonts or typography to display RedRover or any of its programs.
- Modify the program name in any way.

If you are unsure about the correct usage, please contact RedRover's Director of Communications, Catharine Mini, at cmini@RedRover.org.

Suggested Color Palette

RedRover's color palette is a collection of complementary tones from the Pantone® Matching System. The palette provides a wide range of color choices for corporate, facility, and service communications. The "C" and "U" in each Pantone color name refers to "coated" or "uncoated" paper for printing purposes. The corresponding RGB, HEX, and CMYK color values correspond to the uncoated Pantone color. Feel free to mix and match colors from this palette to create your print and web materials.



PANTONE®
7420 C
1945 U

RGB: 148 9 64
HEX/HTML: #940940
CMYK: 0 94 57 42



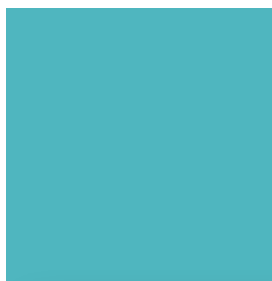
PANTONE®
Cool Gray 9 C
Cool Gray 11 U

RGB: 122 125 129
HEX/HTML: #7A7D81
CMYK: 47 36 29 26



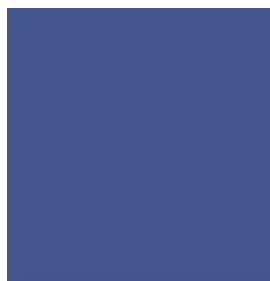
PANTONE®
7745 C
397 U

RGB: 168 170 49
HEX/HTML: #A8AA30
CMYK: 22 3 100 12



PANTONE®
7709 C
7709 U

RGB: 110 178 189
HEX/HTML: #4FB6BF
CMYK: 61 5 17 2



PANTONE®
7673 C
2756 U

RGB: 88 92 140
HEX/HTML: #455590
CMYK: 91 83 0 5



PANTONE®
7577 C
152 U

RGB: 224 122 63
HEX/HTML: #E07A3F
CMYK: 0 57 100 0



PANTONE®
1225 C
121 U

RGB: 255 204 82
HEX/HTML: #FFCC52
CMYK: 0 11 92 0

WEB COLORS



RGB: 147 11 62
HEX/HTML: #930B3E



RGB: 110 142 50
HEX/HTML: #6E8E32



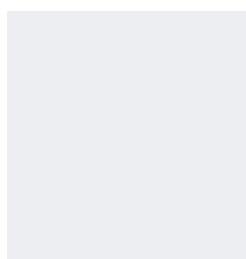
RGB: 29 142 147
HEX/HTML: #1D8E93



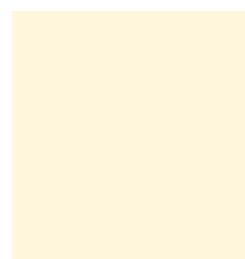
RGB: 68 85 143
HEX/HTML: #44558F



RGB: 99 104 116
HEX/HTML: #636874

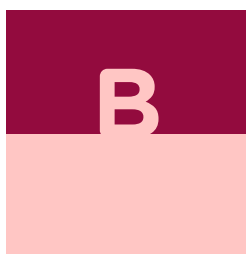


RGB: 236 238 242
HEX/HTML: #ECEE F2

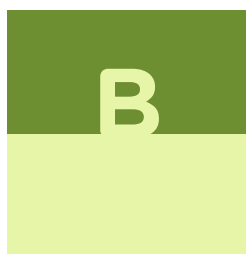


RGB: 255 246 219
HEX/HTML: #FFF6DB

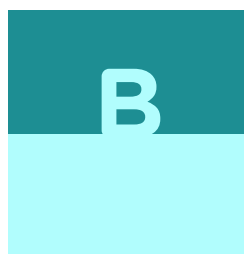
tone-on-tone colors



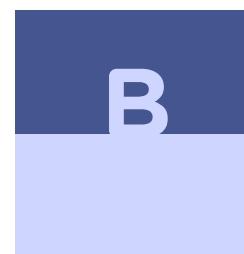
RGB: 255 198 196
HEX/HTML: #FFC6C4



RGB: 230 245 168
HEX/HTML: #E6F5A8



RGB: 177 253 253
HEX/HTML: #B1FDFD



RGB: 206 214 255
HEX/HTML: #CED6FF

Gotham Rounded Light
Gotham Rounded Book
Gotham Rounded Medium
Gotham Rounded Bold
0 1 2 3 4 5 6 7 8 9

Gotham Rounded

Gotham Rounded is RedRover's corporate typeface and was used in the creation of the RedRover logo. The Gotham Rounded font "family" contains several different styles including light, book, medium and bold. These different styles make Gotham Rounded a versatile choice and can easily be used for headlines and subheads, but should not be used as a body text font in corporate marketing materials.

To purchase Gotham Rounded, visit:

Typography.com

.....

Gotham Rounded Light
Gotham Rounded Book
Gotham Rounded Medium
Gotham Rounded Bold
0 1 2 3 4 5 6 7 8 9

Gotham Narrow

Using the same font exclusively on a marketing piece can make it appear less visually interesting to the audience. Including a second complementary font will add some interest and variety as a body text font. The Gotham Narrow font "family" contains several different styles, including light, book, medium, bold, and italic. Gotham Narrow is a good support font for Gotham Rounded and works best for body text.

To purchase Gotham Narrow, visit:

Typography.com

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Bold

Web font: Proxima Nova

Since Gotham Rounded is not available for the web, Proxima Nova should be used instead. There is a web version available that looks similar to Gotham Rounded. Proxima Nova should only be used for headlines, subheads and main navigation when used on the web. Proxima Nova should NOT be used on printed materials.

To purchase Proxima Nova, visit:
myfonts.com/fonts/marksimonson/proxima-nova-soft

Arial Regular
Arial Bold
Arial Narrow
Arial Narrow Bold

Web font: Arial, Arial Narrow

Arial should be used for body text on the web.

Arial and Arial Narrow are good support fonts for Proxima Nova Soft, similar to the relationship of Gotham Narrow to Gotham Rounded. Arial is included on many computer systems, and should display correctly on most computer monitors.

Arial should NOT be used on printed materials.

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Web font: Great Wishes

In some instances, graphics may call for a decorative font. Great Wishes is used as an accent to accompany either Gotham Rounded or Gotham Narrow. It should only be used in headlines, not body copy.

To download Great Wishes, visit:
dafont.com/great-wishes.font

RedRover.org