



SAVE A SATO

Visual Guidelines

Created by Kristal Hernández



Save A Sato is a non-profit organization dedicated to easing the suffering of Puerto Rico's homeless and abused animals. "Sato" is slang for street dog. We rescue Satos from the streets and beaches, give them medical care, food and shelter, and plenty of love. When they are healthy, we send them to one of our shelter partners for adoption into loving homes.

We are a humble organization, located in the heart of Puerto Rico, San Juan, where we try to help our neighbors, friends, and people from around all the island to take good care of their pets, providing them food, vaccines and medical care if possible, we also help tourists and visitors that come to the island, and want to take a rescue back to their home in the mainland, to make it possible!

Save A Sato has been around for over 20 years now! and during the past 10 years Gloria Marti, has been on charge and keeping alive this organization.

The main shelter of Save A Sato foundation is known as the "Shelter of Miracles", and in there, the organization takes care of over a 150 dogs and over 50 cats (sometimes more) during the whole year.

We also have over 200 hundred cats on our second shelter "Gatolandia" maintained by Raquel Malaret.

All of our dogs and cats are rescues from the streets or abandoned, we don't receive people pets, which are looking to get "rid" of them. We believe that is not right, to abandon your pet, because you got tired, or you want to move away and your pet is not allowed in that new place, everybody that once accepted to have a pet, should have the responsibility to keep them, and to take good care of them. But if you need advice, or maybe medical help with your pet, contact us, we will help you!

Our logo is an key item of our visual identity, and the application of it correctly and consistently is very essential to raise the organization's credibility, and improve awareness for generations to come.

- Full color oficial logo
(Navy blue & white)



Keep a clear space and minimum-size rules ensure the logo is clearly visible for print, web applications, or digital marketing.

Black logo



White logo



An area of clear space should be maintained around the logo that is equal to or greater than the distance "X" as indicated in the diagram. "X" being the height of the wordmark.



LOGO ALTERNATIVES

LOGO

Here are some alternative ways to use the logo, for unofficial use only:

- Digital Promo
- Social Media
- Merchandise: T-shirt, mugs, Stickers



(Yellow Logo)



(Blue Logo)



(Blue Logo)

LOGO NO'S

LOGO



Don't put the logo in perspective

X



Don't disproportionately scale the logo

X



Don't change the proportion of the logo elements

X



Don't change any colors of the logo

X



Don't change any elements of the logo

X



Don't put the logo on colors that don't work well in contrast with the background or color palette

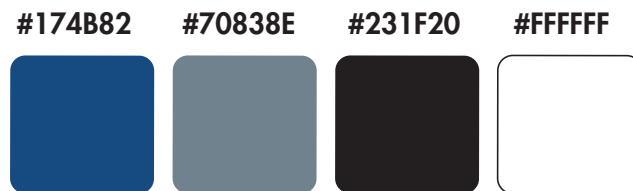
X



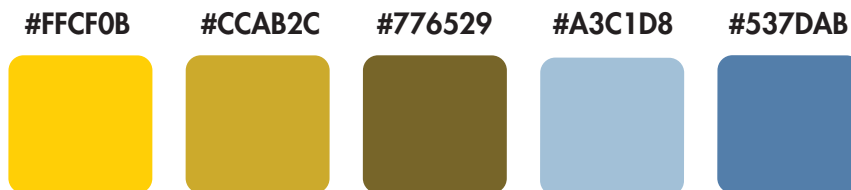
Don't put a patterned glow behind the logo

X

Colores primarios (oficiales)



Colores secundarios



Futura Std

Futura Std is Safe a Sato primary typeface.

Official typography: Futura Std (font family)

Font example:

ABC...123..	abc...123..
ABC...123..	abc...123..
<i>ABC...123..</i>	<i>abc...123..</i>
ABC...123..	abc...123..

Font alternative: Futura

Font example:

ABC...123..	abc...123..
ABC...123..	abc...123..
<i>ABC...123..</i>	<i>abc...123..</i>
ABC...123..	abc...123..

QR CODE DONATION SYSTEM



T-SHIRTS







