

FELINE GOOD CAT RESCUE

# Brand Guide

Warm, trustworthy, and built for rescue work in the real world.



# The feeling we want to create

Feline Good should feel warm, trustworthy, and community-minded, with enough personality to feel human without becoming overly cute.



## Compassionate

We care deeply about cats, adopters, fosters, volunteers, donors, and the community around them.



## Trustworthy

We communicate clearly and honestly, especially around adoption, fostering, medical care, and rescue needs.



## Warmly Memorable

The brand should feel welcoming, recognizable, and personal without feeling childish or overly sentimental.

# A tightened system with one soft accent

The palette keeps the website practical while giving social graphics and signage enough flexibility. Paw Pink adds a cat-specific accent inspired by noses and paw pads.



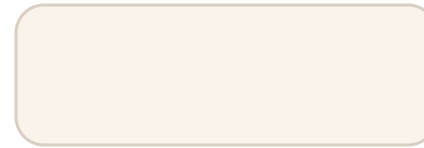
**Blackberry**  
#4F365B

Primary brand color  
Headers, key backgrounds,  
primary CTAs



**Apricot**  
#E29A67

Main accent color  
Buttons, highlights, events,  
donation prompts



**Warm Cream**  
#FAF3E9

Primary light background  
Pages, cards, forms, soft  
sections



**Rescue Teal**  
#2F7C7A

Secondary accent  
Education, links, badges,  
information blocks



**Paw Pink**  
#DFA6A8

Soft accent  
  
Social graphics, signage details,  
kitten content



**Charcoal**  
#232323

Main text color  
  
Body copy, navigation,  
functional content



**White**  
#FFFFFF

Logo and utility  
  
White logo, clean backgrounds,  
dark-color text



**Black**  
#000000

Logo utility  
  
Black logo and limited required  
use

# Let the core colors do most of the work

Use Blackberry, Apricot, Cream, and Charcoal as the everyday system. Teal and Paw Pink add variety, but they should support the brand rather than take it over.



## EVERYDAY BRAND

Blackberry + Cream + Charcoal, with Apricot for action



## EDUCATION

Cream + Charcoal, with Rescue Teal for structure



## EVENTS & ADOPTION

Cream + Blackberry, with Apricot and small Paw Pink accents



## SOFT SOCIAL MOMENTS

Cream + Charcoal, with Paw Pink as a badge, icon, or detail

**RULE OF THUMB** Use one accent color per design, two at most. Keep strong contrast for anything people need to read or click.

# Classic headlines, friendly body copy

The font system balances warmth with clarity. Libre Baskerville brings polish to headlines, while Nunito Sans keeps the website and forms easy to read.

## Libre Baskerville

Headlines, page titles, campaign lines

Use for H1s, H2s, major section headings, donor materials, and short emotional moments. Keep headlines clear and warm.

## Nunito Sans

Body copy, navigation, forms, buttons

Use for paragraphs, captions, labels, forms, social graphics, and functional website copy. Favor sentence case and generous line spacing.

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## Bring home something good.

Scriptorama Markdown stays limited to the logo and select signage-style moments.

LOGO + SIGNAGE

# The vertical logo is primary

Use the vertical logo whenever space allows. The horizontal, circle, and cat-only versions support specific layouts, but the vertical mark is the default brand identifier.



PRIMARY VERTICAL LOGO



Horizontal



Circle



Cat-only mark

Use the cat-only mark only when the Feline Good name appears nearby.

# Black on light, white on dark

The logo is available only in black or white. Choose the version based on contrast and keep it clean.



Use black on White, Warm Cream, and light photography.



Use white on Black, Blackberry, Charcoal, Teal, and dark photography.

# Keep the mark recognizable

The logo should feel consistent everywhere people see it. Small changes add up quickly across social graphics, flyers, and website sections.



Strong contrast and clear space



White logo on a dark brand color



Black logo on dark background



Do not recolor the logo

- Do not stretch, squash, tilt, or distort the logo.
- Do not add shadows, outlines, glows, gradients, or filters.
- Do not place the logo over busy photos where it becomes hard to read.
- Do not separate or rearrange logo elements.

# Warm, honest, and deeply human

Feline Good sounds like real people doing real rescue work. The voice is compassionate and hopeful, but it does not rely on guilt, shock, or baby talk.

**We are Warm**

Not syrupy

**We are Honest**

Not guilt-heavy

**We are Compassionate**

Not manipulative

**We are Friendly**

Not overly cutesy

**We are Clear**

Not clinical or cold

**We are Hopeful**

Not unrealistic

**We are Lightly Witty**

Not flippant

**We are Firm when needed**

Not judgmental

# Tell the truth kindly

The best Feline Good copy gives people enough detail to care and enough clarity to act.

● **Lead with the cat's story.**

Use real details that make each cat memorable.

● **Educate without shaming.**

Help people understand the why behind policies and rescue realities.

● **Say what is true, kindly.**

If a cat needs a buddy, patience, or a specific setup, say it clearly.

● **Let warmth come from the story.**

Avoid piling on sentimental language when the facts already carry emotion.

**PREFERRED  
WORDS**

cats and kittens, foster home, adopter, forever home, medical care, safe indoor home, bonded pair, second chance, cats deserve better

# Less pressure, more clarity

Use plain language that respects the cat, the reader, and the work.

## INSTEAD OF

These poor babies were abandoned and desperately need someone to save them.

## USE

These kittens came to us after they were found outside without a safe place to go. They are now warm, fed, playful, and ready for the kind of home every kitten deserves.

## INSTEAD OF

Please donate or we can't keep saving cats.

## USE

Your donation helps cover the food, medical care, and everyday supplies that make rescue possible. Every gift helps us say yes to cats who need a safe place to land.

# Real cats, clean design

Feline Good graphics should feel warm, clear, and easy to understand. Photos should feel bright, honest, and personal.

## Photography

Use clear, well-lit cat photos, foster-home moments, adoption event photos, relaxed body language, and simple backgrounds.

## Graphic Style

Use Blackberry for structure, Apricot for action, Cream for breathing room, Teal for education, and Paw Pink for small soft accents.

## Avoid

Skip heavy filters, low-contrast text, decorative clutter, and overuse of pawprints, hearts, or script text.

# The Feline Good brand, at a glance

## Logo

Primary: vertical logo. Colors: black on light backgrounds, white on dark backgrounds.

## Type

Libre Baskerville for headlines. Nunito Sans for body copy, navigation, forms, and buttons.

## Color



Blackberry



Apricot



Cream



Teal



Paw Pink



Charcoal

**Voice** Warm, honest, compassionate, clear, lightly witty when appropriate, and firm when needed.

Questions? Email Jen at [jen@felinegood.org](mailto:jen@felinegood.org)