



LEADER DOGS
FOR THE BLIND

BRAND
STANDARDS
GUIDELINES
2017



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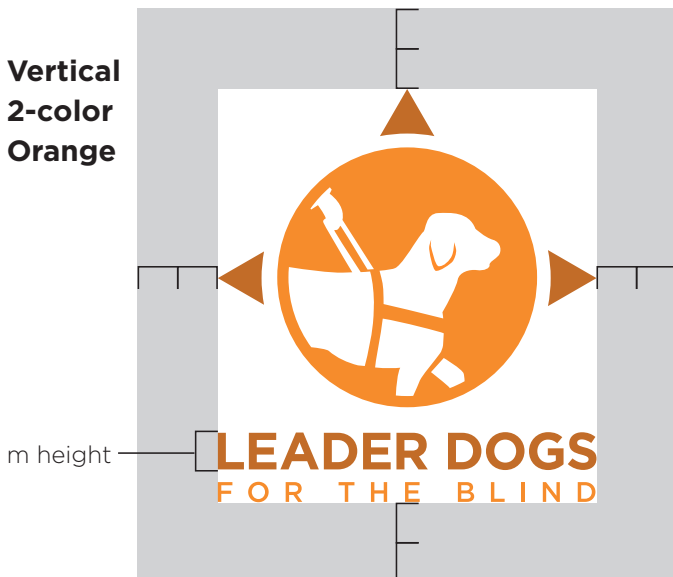
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Corporate Logo

Leader Dogs for the Blind (LDB) corporate logo should be used in a 2-color (preferred) or 1-color application. The LDB logo can be displayed in any of the three brand colors, but blue is the primary color. The dog should always be white unless placed on a block of one of our nine brand colors or black.

LDB logo is not to be combined with any other logos. They can appear together but each needs to be its own distinct logo in its own distinct colors (unless black & white format).



The m-height for the Leader Dog logo is equal to the height of the capital L in the logotype. Minimum safe distance between the logo and non-brand element is 2 x m-height. Allowances can be made for branded elements such as social media icons or co-branded lock-ups.



Corporate Logo

Do not use the logo in unapproved colors.



Do not alter the position or proportion of the logo elements.



Do not distort the logo.

Do not create logo lockups with other graphics.



Do not violate minimum clear space.



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Icons

These icons are used to identify specific audiences and programs. They should be limited in use to communicate that particular audience, program or subject matter. They can be used in any of the nine standard colors. Specific colors are not tied to a particular icon.



Guide Dog Training



Accelerated Orientation & Mobility Training



Summer Experience Camp



Breeding Stock Hosts



Puppy Raisers



Volunteers and Team Members



Ambassadors



Colors

Color Palette

PRIMARY COLORS



Pantone 633

100/42/28/4

RO G114 B151



Pantone 801

100/17/9/0

RO G152 B206



SECONDARY COLORS



Pantone 654

Pantone 143

Pantone 715

Pantone 153

Pantone 585

Pantone 576

Pantone 7730



100/84/31/17

2/32/91/0

0/54/93/0

20/65/100/6

15/4/70/0

57/22/92/4

73/21/77/5



RO G58 B112

R247 G179 B52

R250 G141 B41

R194 G107 B17

R222 G221 B111

R122 G156 B73

R76 G148 B98



Typefaces

SANS-SERIF FONT Headlines / Body Copy

GOTHAM Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Social Media Icons

FONT AWESOME



SERIF FONT Headlines / Body Copy

Bookman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bookman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bookman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bookman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Terminology & Nomenclature

LEADER DOG ORGANIZATION

LEADER DOGS FOR THE BLIND

- On any piece of communication, the organization's entire name – Leader Dogs for the Blind – must be used at first mention and should always be capitalized.
- After first mention, Leader Dogs for the Blind may be shortened to Leader Dog or abbreviated as LDB.

NONPROFIT VS. NON-PROFIT

- Nonprofit should always be spelled as one word with no hyphen.

ORGANIZATION VS. SCHOOL

- Leader Dogs for the Blind should always be referred to as an organization, not a school.

CLIENTS, STAFF & VOLUNTEERS

BLIND PEOPLE VS. PEOPLE WHO ARE BLIND

- People always come before the disability. For example:
Correct: We help people who are blind or visually impaired.
Incorrect: We help blind or visually impaired people.

PEOPLE WITH LEADER DOGS

- A person who has been matched with a Leader Dog may be referred to as any of the following:
 - Leader Dog client
 - Leader Dog handler
 - Leader Dog graduate
 - Leader Dog alumnus
- When referring to a client and their title, the title should be capitalized if it is used before their name.
Ex. Here is the story of Leader Dog Graduate Tom Smith.
- When referring to a client and their title, the title should not be capitalized if it is used after their name.
Ex. Here is the story of Tom Smith, a Leader Dog graduate.



PEOPLE WHO ARE DEAF-BLIND

- When referring to a person who is Deaf-Blind, the person comes first and Deaf-Blind should always be capitalized and hyphenated.
Ex. Jane, who is Deaf-Blind, received her training in June.
- When referring to the Deaf-Blind community, the words “Deaf-Blind” should always be capitalized, hyphenated.
Ex. Jane is a part of the Deaf-Blind community.
- In place of Deaf-Blind, the words “deaf and blind” may be used but should not be capitalized when used together. However, “Deaf” should be capitalized when used on its own.
Ex. Jane, who is both deaf and blind, received her training in June.
Ex. Jane heard about Leader Dog from Tom, who is Deaf.

CERTIFIED ORIENTATION AND MOBILITY SPECIALIST

- The words “certified orientation and mobility specialist” should not be capitalized unless they are used in a title and come before a person’s name.
Ex. In attendance was Pete Baker, a certified orientation and mobility specialist.
Ex. In attendance was Certified Orientation and Mobility Specialist Pete Baker.
- On any piece of communication, the words “certified orientation and mobility specialist” must be used at first mention. After that, the phrase may be shortened to COMS (in all capitals). The plural form is COMSs.
- After first mention, a COMS may also be referred to as an instructor (never a trainer).

GUIDE DOG MOBILITY INSTRUCTOR

- The words “guide dog mobility instructor” should not be capitalized unless they are used in a title and come before a person’s name.
Ex. In attendance was Joe Jonas, a guide dog mobility instructor.
Ex. In attendance was Guide Dog Mobility Instructor Joe Jonas.
- On any piece of communication, the words “guide dog mobility instructor” must be used at first mention. After that, the phrase may be shortened to GDMI (in all capitals). The plural form is GDMIIs.
- After first mention, a GDMI may also be referred to as an instructor (never a trainer).

DONOR VS. SUPPORTER

- A donor is someone who gives funds, goods or services.
- A supporter is someone who demonstrates an interest in Leader Dog, even if they have not given a tangible gift.

PUPPY RAISER

- Leader Dog should always come before the words “puppy raisers,” “puppy counselor,” or “breeding stock host” at first mention.
Ex. We are having a meeting for the Leader Dog puppy raisers.
Ex. We are having a meeting for the Leader Dog breeding stock hosts.
- The words “puppy raiser,” “puppy counselor” or “breeding stock host” should not be capitalized unless they are used in a title and come before a person’s name.
Ex. In attendance was Leader Dog Puppy Raiser Sue Smith.



STAFF AND EMPLOYEES

- For internal communications, Leader Dog employees should be referred to as team members.
- For external communications, Leader Dog employees should be referred to as employees or staff.

VOLUNTEERS

- For internal communications, Leader Dog volunteers should be referred to as volunteer team members.
- For external communications, Leader Dog volunteers should be referred to as volunteers.

LIONS & LIONS CLUBS

- When referring to an unspecified Lions club, Lions is capitalized and club is not.
Ex. She has been a member of her local Lions club for seven years.
- When referring to a specific club, capitalize the word “club.”
Ex. John is active in the Rochester Lions Club.
- As the parent organization of all Lions clubs worldwide, Lions Clubs International should always be capitalized.
- A Lions club member is referred to as a Lion and the word “Lion” is always capitalized. A youth member is referred to as a Leo.
Ex. Lion Sharon and Lion John have volunteered at Leader Dog since 2010.

CANINES

BREED

- Breed names should be capitalized only when the word is derived from a proper noun (such as a geographic location).
Labrador retriever
golden retriever
German shepherd
- In informal communication, breed names may be abbreviated.
Ex. Mica is a yellow lab, Patrick is a golden and Mable is a shepherd.
- Labrador retrievers should be accompanied by their color:
yellow, chocolate or black.
Ex. black lab, yellow Labrador
- Crossbred dogs should never be referred to as a mixed breed. Their breeds should be written in the order most commonly used by Leader Dog. That order is:
1. Labrador 2. golden 3. shepherd
Ex. Labrador retriever/golden retriever
Ex. Labrador/golden
Ex. lab/golden



BREEDING STOCK DOG

- A breeding stock dog should be called a Leader Dog mom/dad or a breeding stock dog.
- When Leader Dog mom/dad comes before the dog's name, mom/dad should be capitalized.
Ex. Leader Dog Mom Glory is hungry.
- When Leader Dog mom/dad comes after the dog's name, mom/dad should be in lowercase.
Ex. Glory, a Leader Dog mom, is hungry.
- The words "breeding stock dog" should always be in lowercase.
Ex. Glory, a breeding stock dog, is hungry.
Ex. Breeding stock dog Glory is hungry.

CAREER CHANGED DOGS

A dog that does not complete the guide dog training program is referred to as a career changed dog. Always use "changed"—not "change."

LEADER DOGS

A Leader Dog should always be capitalized and referred to as such.

PUPPIES

- Puppies being taught skills by a puppy raiser to prepare them for formal training are referred to as Future Leader Dogs, which should be capitalized.
- In informal communication, Future Leader Dog may be abbreviated as FLD.
- Future Leader Dog may be used interchangeably with puppy, but they should never be used together.
Correct: Give your Future Leader Dog a treat. The puppy will love it.
Incorrect: Give your Future Leader Dog puppy a treat. The puppy will love it.
- When a Future Leader Dog is in formal training on Leader Dog's campus and with a guide dog mobility instructor, it is referred to as a Leader Dog in training. These on-campus dogs in training may also be referred to as future Leader Dogs (lower case) in certain circumstances.
- When the words "Leader Dog in training" are placed before the dog's name, use hyphens.
Ex. Leader Dog-in-training Lacey works with her instructor.
- When the words "Leader Dog in training" are placed after the dog's name, do not use hyphens.
Ex. Lacey, a Leader Dog in training, works with her instructor.



PROGRAMS

- Leader Dog programs and services are the umbrella phrases for all programs offered.
- Program titles are capitalized only if they are specific to Leader Dogs for the Blind.
 - Ex.** Summer Experience Camp
- Program titles that are general industry terms are not capitalized when they are not referring specifically to the Leader Dog program.
 - Ex.** orientation and mobility training
 - Ex.** guide dog training is offered worldwide
- When Accelerated is placed before the words “orientation and mobility training,” the entire phrase is capitalized.
 - Ex.** Accelerated Orientation and Mobility Training
- Accelerated Orientation and Mobility Training may be abbreviated to Accelerated O&M Training.
- When referring to Leader Dog’s GPS technology, the word “technology” should never be capitalized.

MISCELLANEOUS

- After first use, In-For-Training Standards may be abbreviated as IFT Standards.
- The canine development center is the name for the building that was previously called the kennel. After first use, it may be referred to as the canine center.
- A suite is one dog-housing unit in a village. It was previously called a cage or kennel.
- A village is a large area housing several suites, previously called a bay. It often also has a bathing station and a dog relief area.
- The puppy area is in the canine development center and was previously called puppy land or puppyland.
- The area in the canine development center lobby where puppies are housed so they can be seen is called the puppy viewing area.