

The CCPDT Branding Style Guide

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Certification Council for
Professional Dog Trainers

Style Guide Table of Contents

CCPDT Logo history and intent	3
Using the CCPDT logo	3
Approved formats	3
Logo color usage	4
Approved two-color logo	4
Approved one-color logo	5
Acceptable logo alterations	6
Unacceptable logo alterations	6
Standard fonts	7
Certification badge usage	8
File Usage	9

CCPDT Style Guide

The Certification Council for Professional Dog Trainers (CCPDT) has developed a comprehensive visual identity system that embodies the organization's goals of being the leading worldwide credentialing organization for animal training and behavior professionals. Consistent and proper use of these identity elements supports the organization's professional image. All communication from CCPDT should follow these guidelines to create high quality materials. This includes but is not limited to: letterhead, brochures, manuals, advertising, presentations, signage and online use.

CCPDT Logo Intent

The Organization's current logo was designed to reinforce the values and attributes at the core of the organization's mission statement:

Brand Values: *Integrity. Education. Excellence. Scientific principles. Transparency.*

Brand Attributes: *Knowledge leader, innovative, valuable, empowering.*

The clean, modern and professional style of the logo graphic brings these aspects of the organization into greater focus.

Use of the CCPDT Logo

In order to create consistency across all communications related to the organization, the logo should always be used in its approved format and never altered in any way. The approved versions maintain a cohesive visual style while accommodating use in different contexts.

Approved Horizontal and Stacked Formats and recommended margins



Approved Horizontal Logo



Approved Stacked Logo

It is recommended that, whenever possible, a margin of about 1/4" be left around the logo on all sides. For scaled up uses of the logo, the margin should scale up to match the final size. This gives appropriate white space between the logo and other design elements.

Logo Presentation

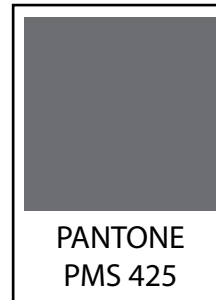
Logo Color Usage

The logo can be used in either a 2-color (Orange + Grey) , or black and white format. The Orange can be printed in either it's Pantone solid color or in 4-color Process. It can also be used for office printing on inkjets and lasers with the RGB color callouts. The RGB callouts can also be used for online uses.



Orange Callouts:

PMS 1655
CMYK: 0, 84, 100, 0
RGB: 240, 80, 35
Hex: #f05022



Grey Callouts:

PMS 425
CMYK: 0, 0, 0, 70
RGB: 113, 113, 113
Hex: #707070

Approved Two-Color Logo

These are the only approved two-color variations of the logo. They include PMS 1655 plus PMS 425.

The preferred format is the horizontal layout with the full name to the right of the mark. However the following stacked version can be used where the horizontal layout is not ideal. Additionally, the mark can be used on it's own without the text if the context is clear.

The full name is typeset with a specific font and spacing to complement the visual mark and to present a professional look. In order to maintain consistency of this professional identity it is important to only use these supplied logo files. Do NOT typeset the name or the acronym in another font, color or layout.



Certification Council for
Professional Dog Trainers

Approved Horizontal Logo



Certification Council for
Professional Dog Trainers

Approved Stacked Logo



Approved Mark Only

Logo Presentation

Approved One-Color Logo

When possible, the two color logo should be used as the colors are a key part of the overall brand identity. However, when color is not an option, is not the ideal, the black and white version can be used. As with the color version, there are three approved layouts to use for various contexts.



Approved Horizontal Logo



Certification Council for
Professional Dog Trainers

Approved Stacked Logo



Approved Mark Only

The logo can also be reversed out as white when used on surfaces with a dark background.



Approved Horizontal Logo



Approved Stacked Logo



Approved Mark Only

Logo Presentation

Unacceptable Logo Alterations

The proportions, fonts, color and layout all work together to present the professional identity of CCPDT. In order to maintain consistency of this professional identity it is important to only use these supplied logo files.

- The logo should never be compressed or stretched to fit a layout.
- The logo should never be reproduced in any color other than the approved colors.
- Do not typeset the name or the acronym in another font, color or layout.



Don't stretch the logo



Don't use other colors



Don't change the layout, or use a different font.

Standard Fonts

The logo for CCPDT utilizes a modern, 'sans-serif' typeface and there should be continuity between this aesthetic and other marketing materials. The primary font to be used is Adobe Myriad Pro. This font family is widely available and has a robust selection of weights and characters for use in various contexts. Many of the default typefaces for Myriad Pro are pre-installed with Adobe software. If needed, licenses for these and extended font weights can be purchased at <http://www.myfonts.com/fonts/adobe/myriad/>

If Myriad Pro is not available, Helvetica or Arial are suitable replacements. Do not use serif fonts, such as Times New Roman.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Myriad Pro Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Myriad Pro Bold Condensed

Certification Badge

CCPDT's certification badges are an important extension of the organization's identity. Indeed, many people's first introduction to the organization is through one of the certified member's badge. It is for this reason that the badges maintain the consistency of the primary logo branding.

The CCPDT certifications mirror the organization's logo in both form and color, adding the appropriate signifying acronym and title. The CBCC certifications are further differentiated with the use of a lighter orange color callout.

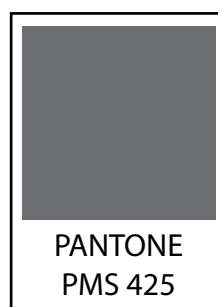
The badges can be used with the full title or with just the logo and acronym, depending on specific needs. There is also a black only and white version that can be used when the color version is not ideal.

As with the primary logo, it is important to maintain a consistent brand by using only the approved badge formats. Follow the same usage guidelines as put forth in this style guide for the use of badges in all marketing materials.



Orange Callouts:

PMS 1655
CMYK: 0, 84, 100, 0
RGB: 240, 80, 35
Hex: #f05022



Grey Callouts:

PMS 425
CMYK: 0, 0, 0, 70
RGB: 113, 113, 113
Hex: #707070



Light Orange Callouts:

PMS 137
CMYK: 0, 42, 100, 0
RGB: 250, 162, 27
Hex: #faa27f



Certified Professional
Dog Trainer,
Knowledge
Assessed



Certified Professional
Dog Trainer,
Knowledge & Skills
Assessed



Certified Behavior
Consultant Canine,
Knowledge
Assessed



Certified Behavior
Consultant Canine,
Knowledge & Skills
Assessed

File Usage

There are logo files created that will work for most uses. They are organized into several folders:

- Professional Printing
- Office Printing
- Web Use

Professional Printing - Has files to give to a printer for anything not printed on an home or office printer.

The working design files are included in the Professional Printing folder if another designer or printer needs to edit or modify the logo for your needs.

Office Printing - Has files in several size formats that you can insert into word documents, or other similar applications. There are also black and white only versions should you need them.

To match colors in word, use the following values for a custom color:

Orange - Red:240, Green:80, Blue:35

Grey - Red:113, Green:113, Blue:113

Light Orange - Red:250, Green:162, Blue:27

Web Use - Has files optimized for screen resolution and can be used for profile images on social and business directory sites.

Note: A special version is included for square icons like Facebook that has appropriate margins added. It is the 'facebook' web file and is sized to fit correctly for Facebook profile images.