

STORY DOGS



BRAND GUIDELINES

VERSION 2.0 — AUGUST 2023

STORY DOGS
BRAND GUIDELINES

SEPTEMBER
2026

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About Story Dogs

Our vision

To make reading fun for children so they become confident lifelong readers.

No child should be left behind in literacy.

Our mission

Create a safe, fun, supportive, non-judgemental environment for primary school aged children needing assistance with literacy.

OUR MISSION & VISION

SOMETHING TO REMEMBER:

**Education is not the filling of a
bucket, but the lighting of a fire**

- William Butler Yeats

Story Dogs is the SPARK that lights the fire.

Our Story

The magic!

When children read to a dog, the outcomes are amazing! It is a non-judgemental setting, the children's focus improves, their literacy skills increase and their confidence soars. The accepting, loving nature of dogs gives this program its magic and helps children relax, open up, try harder and have fun while reading to a friendly, calm dog. Woof!



Story Dogs Facts

Children

We help over 3225 children each week

Volunteers

There are 637 current volunteer Dog Teams

Schools

We partner with 379 schools in NSW, QLD, VIC, TAS, WA, SA and ACT

Sponsors

We have 443 Dog Teams fully funded by local businesses, individuals and community groups

Please check our website Home Page for the most up to date Facts

STORY DOGS

Our Design Toolkit

VISUAL ELEMENTS

Logo

SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.



1 CM

Fun Reading 🐾 Reading for Life

50% OF X



50% OF X

Fun Reading 🐾 Reading for Life

50% OF X

50% OF X

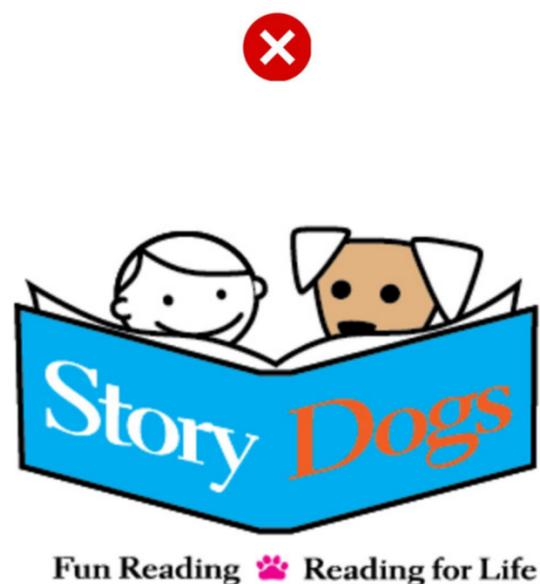
THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

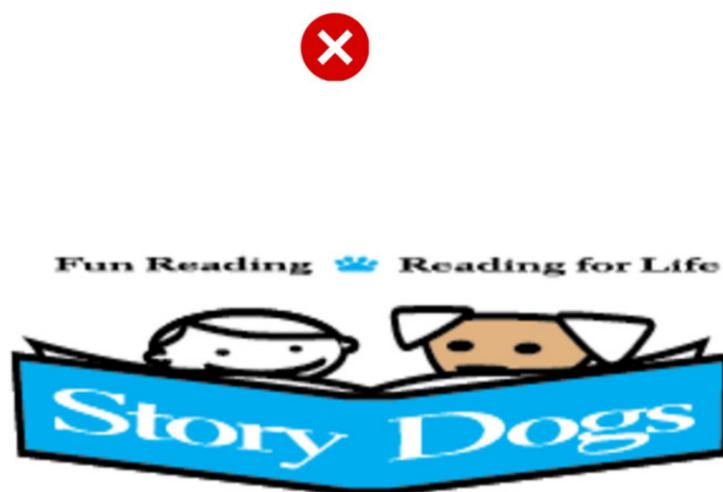
Logo MISUSE

BE COMMITTED TO THE RULES

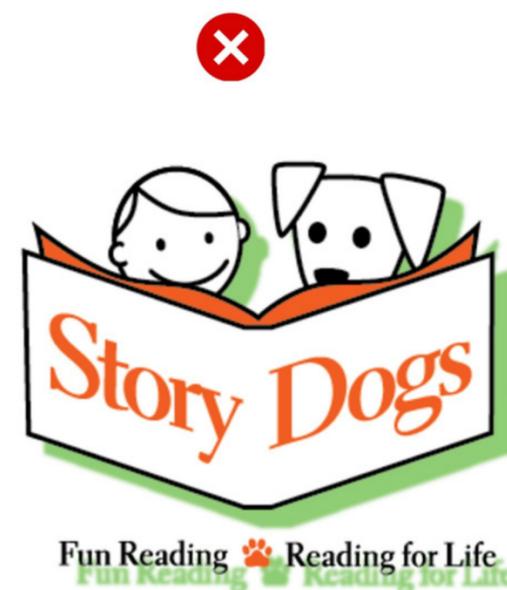
Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific “do not’s” for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.



DO NOT change the colour
Use colours in the palette



DO NOT change the
proportions of the logo

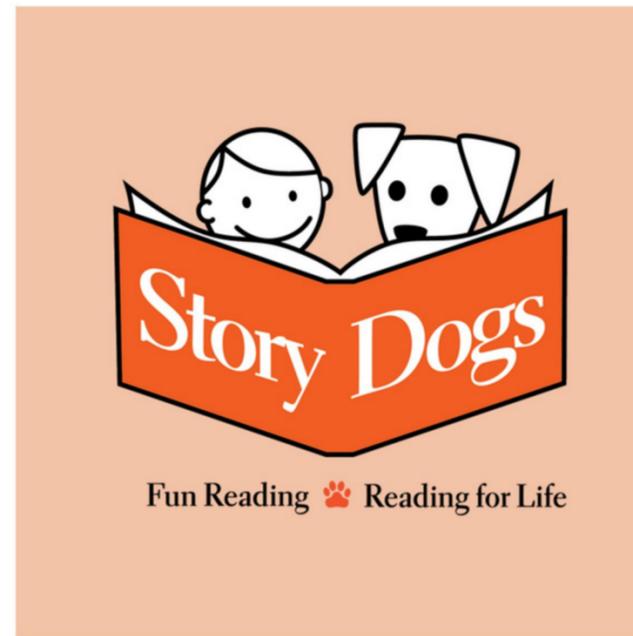


DO NOT add shadow
or any effects

Logo

MASTER LOGO

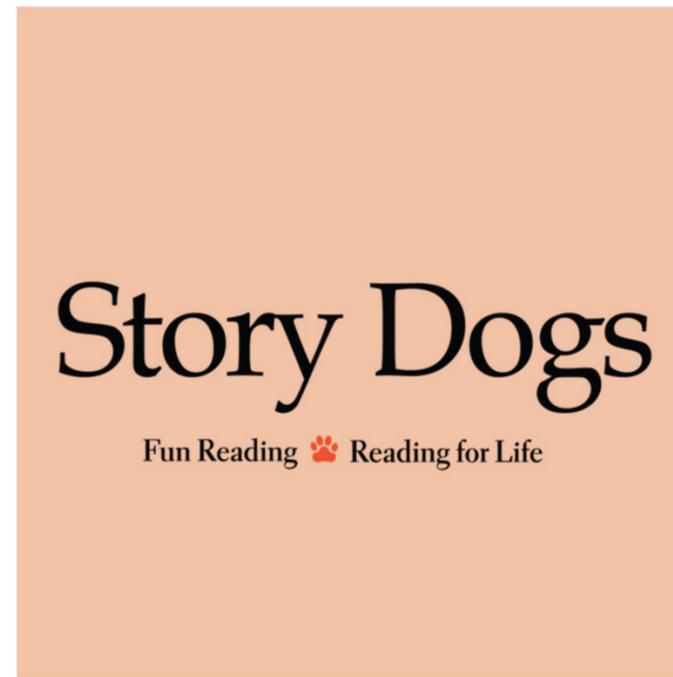
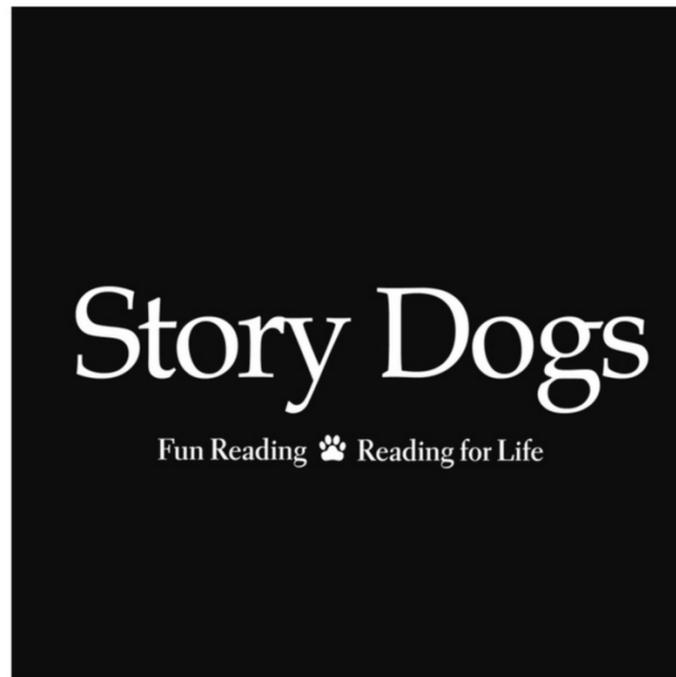
Our logo is simple, clean, and stylish. The sketched book and words 'Story Dogs' represent the world of Literacy with a softer, childlike ease. This logo can be used with or without the tagline "Fun Reading: Reading for Life". The logo is available for use in charcoal, orange, black or white in all instances where the logo is used on its own. Overall style - modern and professional.



Logo

ALTERNATE LOGO

Horizontal logo. We have provided some alternate logos for different needs where the full logo may not work in a publication or post.



Logo

ALTERNATE LOGO

Smile logo. We have provided some alternate logos for different needs where the full logo may not work in a publication or post.



Logo

If you or your organisation have sponsored a dog, please use this logo to recognise that generosity.

SPONSOR LOGO



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

Logo

FUNDING LOGO

If you or your organisation have funded a dog, through a non GST gift, please use this logo to recognise that generosity.



1 CM

50% OF X



OF X

50% OF X

50% OF X

THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

Assets

APPROVED GRAPHICS

These fun extra elements can be used in addition to our logo. Please use sparingly to avoid losing the focus of our logo or picture.





Fun Reading 🐾 Reading for Life

**Logo on Dark
Background**



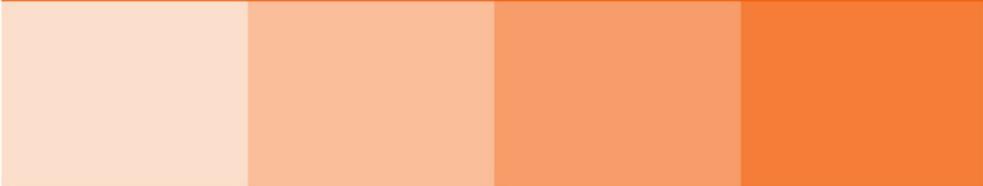
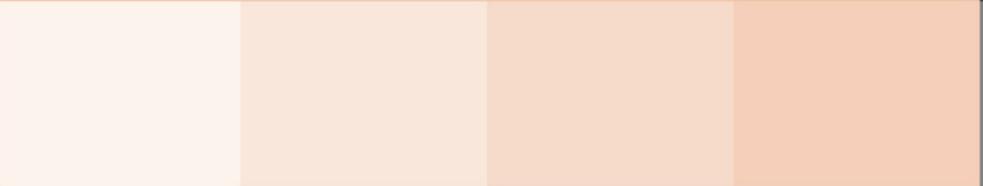
Fun Reading 🐾 Reading for Life

**Logo on Light
Background**

Our Colour Palette

Hex and CYMK Values

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

<p>HEX CODE #F25C05</p> <p>RGB: R:241 G:94 B:34</p> <p>CMYK: C: 0% M: 78% Y: 100% K: 0%</p>	<p>HEX CODE #F2C3A7</p> <p>RGB: R: 242 G: 195 B:167</p> <p>CMYK: C: 4% M: 26% Y: 32% K: 0%</p>	<p>HEX CODE #2E2E2B</p> <p>RGB: R: 46 G:46 B:43</p> <p>CMYK: C: 69% M:63% Y: 66% K: 64%</p>
		

Typography

HOW WE PRESENT OURSELVES

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the Story Dogs brand and should be used across all print and web applications.

Book Antiqua

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

A brown fox jumps over the lazy dog
A brown fox jumps over the lazy dog

Book Antiqua is used in all headline text.

Montserrat

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

A brown fox jumps over the lazy dog
A brown fox jumps over the lazy dog

Montserrat is our corporate typeface; it should be used in all body text.

Sponsor Recognition Sample



**Southern Cross
University**



A snapshot of the Story Dog Teams who turned up to support Southern Cross UNI's stress less day and support Argos and Melinda as they are sponsored by the student body "LEXA". This was one fun day; it was great to see the joy that Story Dogs brings to older students not only the young ones. Looking forward to the next one.



Half Page Article Sample



Fun Reading 🐾 Reading for Life

THE STORY DOGS GIFT

To make reading fun for children, so they become confident lifelong readers. No child should be left behind in literacy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam id arcu sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Praesent id magna non risus placerat facilisis. Suspendisse a dolor nulla. Donec aliquam nisl sed suscipit posuere.



Reading for Life

Create a safe, fun, supportive, non-judgemental environment for primary school aged children needing assistance with literacy.

Praesent id magna non risus placerat facilisis. Suspendisse a dolor nulla. Donec aliquam nisl sed suscipit posuere.

Nulla aliquam nunc massa, a tempor erat consectetur ac. Pellentesque rutrum velit id imperdiet placerat. Vestibulum auctor vulputate magna, in scelerisque sem ultricies a. Praesent id magna non risus placerat facilisis. Suspendisse a dolor nulla. Donec aliquam nisl sed suscipit posuere.



On Brand Photography

All images depicting children are to be supplied by Story Dogs. This is to maintain our duty of care to all children in the Story Dogs program and abide by National Child Protection Guidelines.

Photography Guidelines



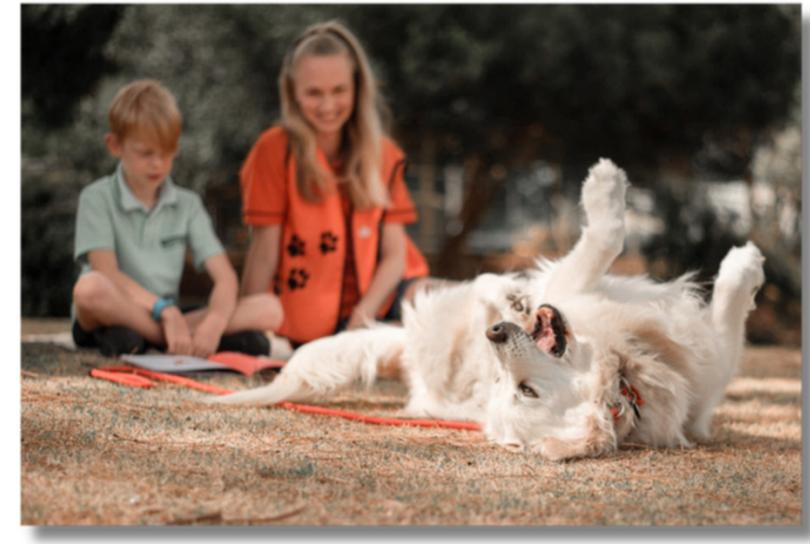
SUBJECT

NO images of children's faces to be used unless the image is authorised for use by Story Dogs



COMPOSITION

Dogs are in a natural unforced pose



TONE

Fun, joyful images



Social Branding Samples



LINKEDIN

[linkedin.com/storydogs](https://www.linkedin.com/company/storydogs)



FACEBOOK

<https://www.facebook.com/storydogs>



INSTAGRAM

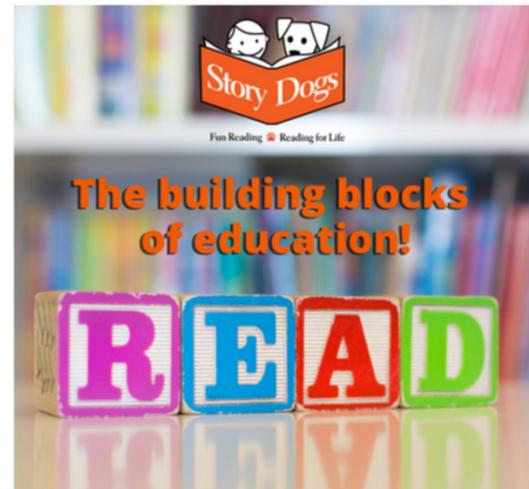
<https://www.instagram.com/storydogs.org.au/>



YOUTUBE

<https://www.youtube.com/playlist?list=PLATNabPvPzGYv86kuKPjkoTC75ubxU3XL>

Social Branding Samples



Resources

WHERE TO FIND ALL YOUR STORY DOGS ASSETS



STORY DOGS WEBSITE

Download from our website the following:

- Low res photos, all with child permissions
- High res photos, all with child permissions
- Story Dogs logos in jpg or png formats

<https://www.storydogs.org.au/downloads>

Contact Us

FOR QUESTIONS AND CLARIFICATIONS



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PHONE NUMBER

0411 536 355

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