



LEADER DOGS
FOR THE BLIND®

BRAND
STANDARDS
GUIDELINES
2023



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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 LDB corporate logo should always be used with the register mark (®), unless it does not reproduce well within the medium, such as embroidery, or exceptionally small usages.



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 ten standard 1-color usages, or in the approved color-contrast-compliant combinations. Specific colors are not tied to a particular program's icon.



Guide Dog



Orientation & Mobility



Breeding Stock
Hosts



Ambassadors



Puppy Raisers



Volunteers and
Team Members



Teen Summer
Camp



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

Pantone 7484



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

92/40/79/37



RO G58 B112

R247 G179 B52

R250 G141 B41

R194 G107 B17

R222 G221 B111

R122 G156 B73

R76 G148 B98

RO G86 B64



Web Accessibility Compliant Color Combinations

Normal Text / Graphics & User Interface

high-contrast color combinations on black or white



Large Text / Graphics & User Interface

high-contrast color combinations on background colors



Graphics & User Interface ONLY

high-contrast colors on black or white



Acceptable Contrast Color Combinations

lower contrast brand color combos





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

SERIF FONT Headlines / Body Copy

Book Antiqua Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Antiqua Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Antiqua Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Antiqua Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Guidelines

Social Icons

Social Icons should always be in this order:
Facebook, Twitter, Instagram, YouTube, LinkedIn



FTL Social Media Lock-ups:

FOLLOW THE LEADER



FOLLOW THE LEADER



Website

Always list the website as LeaderDog.org

- do not use www in front of web addresses
- the [L, D] should always be capitalized

Phone Number

Always uses periods as opposed to dashes for phone numbers.

Example: 248.651.9011

Design

- Most pieces should be designed with at least a 1/4" [.25] of white space around them. Unless it's specified that the piece is being sent out to print (for instance something like the general brochure or pocket booklet). Leader Dog cannot print in-house to the edge or with bleed. Stick with no bleeds for most things so everything matches.



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 L, D and B should always be capitalized.
- After first mention, Leader Dogs for the Blind may be shortened to Leader Dog or abbreviated as LDB (not LD).

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 DeafBlind

- When referring to a person who is DeafBlind, the person comes first and the “D” and “B” in DeafBlind should always be capitalized.
Ex. Jane, who is DeafBlind, received her training in June.
- When referring to the DeafBlind community, the “D” and “B” in DeafBlind should always be capitalized.
Ex. Jane is a part of the DeafBlind community.
- In place of DeafBlind, 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.
- On any piece of communication, the words “Leader Dog puppy raiser,” “Leader Dog puppy counselor,” or “Leader Dog breeding stock host” must be used at first mention. After that, “Leader Dog” may be shortened to “LDB” as in “LDB puppy raiser,” “LDB puppy counselor,” or “LDB breeding stock host.”



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 program is referred to as a career changed dog. Always use "changed" when it comes before the word "dog."
Ex. My dog Usher is a career changed dog from Leader Dogs for the Blind.
- Use "career change" when it does not come before the word "dog."
Ex. My dog Usher received a career change from Leader Dogs for the Blind.

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.

LEADER DOGS IN TRAINING

- 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.

CLIENT PROGRAMS

- Leader Dog programs and services are the umbrella phrases for all client programs offered.
- Program titles are capitalized only if they are specific to Leader Dogs for the Blind.
Ex. Susan attended Teen Summer Camp, Orientation and Mobility, and Guide Dog programs at Leader Dog.
- 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 can be taught in schools

Ex. guide dog training is offered worldwide

- 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, but it should never be referred to as the CDC.
- A suite is one dog-housing unit in a village, not to be referred to as a cage or kennel.
- A village is a large area housing several suites. It often also has a bathing station and a dog relief area.
- The puppy area is in the canine development center and should not be referred to as 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.