



Q1 2025

Creative Guide





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Primary logo
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Use guide

[DOWNLOAD LOGOS](#)

03

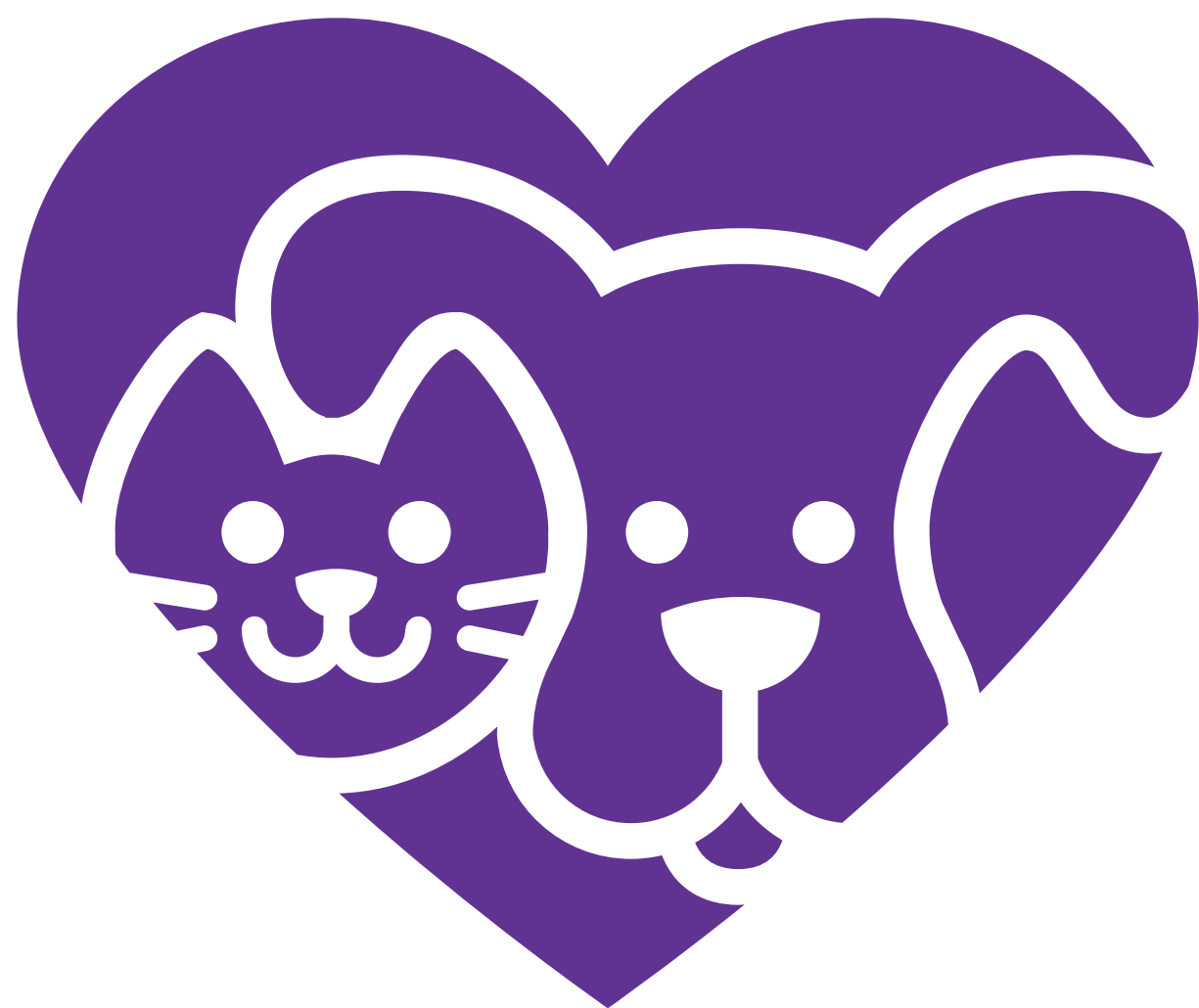
Logos



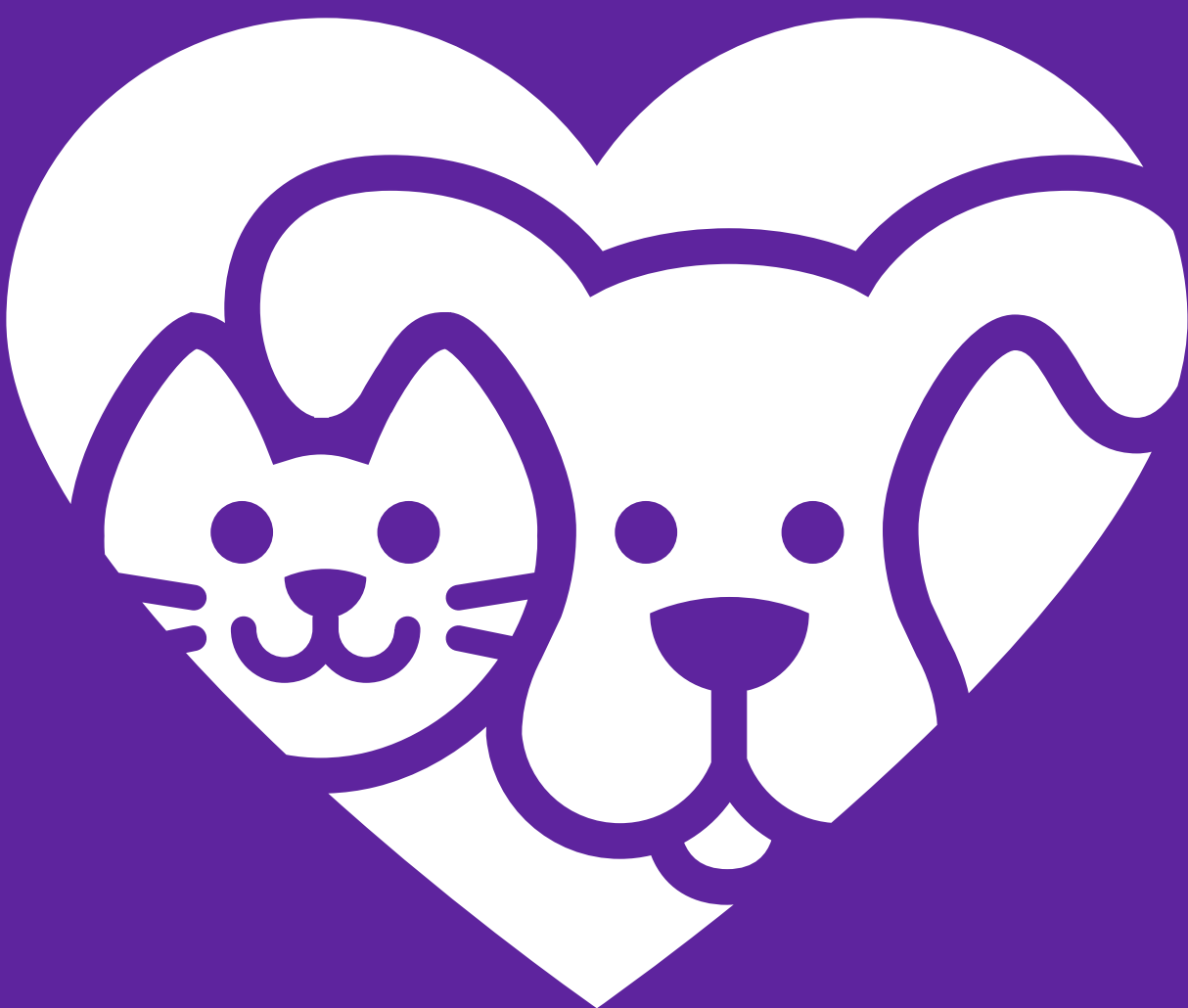
Primary logo



Logo mark



Limited use-case for icon-only. Must contact Petco Love marketing team for icon-only approvals.

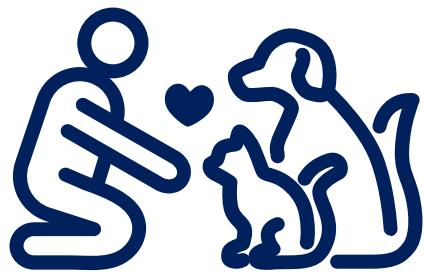


Pillar logos



Pillar logo marks

Adopt



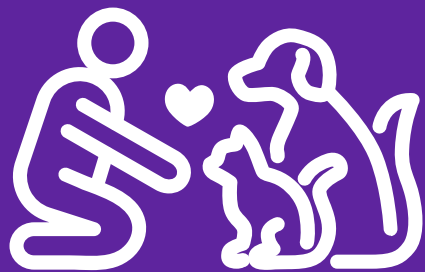
Care



Lost



Limited use-case for icon-only. Must contact Petco Love marketing team for icon-only approvals.



Logo use guide (for all logos)

Large Application



Use logos with taglines in any application over 72px height for digital or 1 in. height for print

Clear Space



On all Petco Love family logos should be “o” distance from any type, objects, or edges

Incorrect Use

X Do not tilt the logo



X Do not use color logo on distracting backdrops without enough contrast



X Do not use the type mark without the icon



X Do not resize or realign elements in the logos



X Do not recolor or alter any elements of the logo



Small Application



Use logos without taglines in any application under 72px height for digital or 1 inch height for print

Minimum Size



24px height



24px height

Partner logo lockups

Horizontal Partner Logo Lockup

Preferred use-case



Setup Instructions

- On white use color logos
- Petco Love logo always appears on the left
- Logos should carry the same visual weight
- + is Petco Circular Cap Black in Petco Navy @ 1/4 the height of the Petco Love Logo
- Space between the logos equals the width of two o's from "love" in the Love logo at scale
- Plus sign is vertically centered and equidistant from the inner edge of each logo
- Space around the logos follows the same guides from page 8

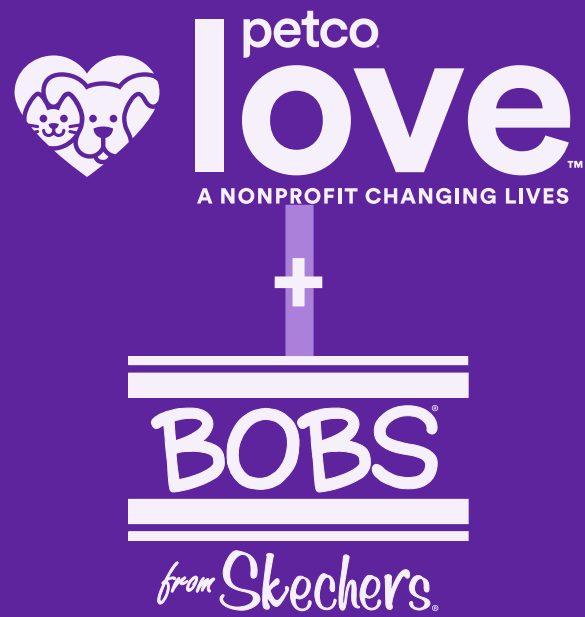


Vertical Partner Logo Lockup



Setup Instructions

- On any other color use single color logos
- Petco Love logo always appears on top
- Logos should carry the same visual weight
- + is Petco Circular Cap Black in the same single color as the logos as 1/4 the height of the Petco Love logo
- Space between logos is height of the "l" in the Petco Love logo at the scale you're using it
- Plus sign should align horizontally centered and be placed equidistant from the inner edge of each logo
- Space around the logo follows the same guides from page 8



Sponsorship logo lockups

Full color



Single color



Color palette
Typography
Photography
Graphic elements

11

Visual Language



Petco Love colors
Color use guide
Pillar brand accent colors
Web color range
Accessibility color guide

Visual Language

Color Palette

Petco Love brand colors help set the tone for our content and build brand recognition. Colors align largely with the Petco parent brand, however our primary purples and softer tints gives us the unique flexibility to transition from fun and celebratory to simple and approachable with ease.



Petco Love colors

Primary Colors

Petco Love Purple

PMS: 267 C

CMYK: 81 | 99 | 0 | 0

HEX: 5f249f

Petco Navy

PMS: 281 C

CMYK: 100 | 78 | 0 | 57

HEX: 00205b

Petco Love Purple Mid

PMS: 2085 C

CMYK: 11 | 20 | 0 | 0

HEX: dfccf3

Petco Love Purple Light

PMS: 9660 C (Pastel)

CMYK: 2 | 5 | 0 | 0

HEX: f5effb

White

PMS: n/a

CMYK: 0 | 0 | 0 | 0

HEX: ffffff

Gray

PMS: Black 3 C

CMYK: 70 | 64 | 63 | 63

HEX: 2e2e2e

Accent Colors

Lost Purple*

PMS: 210 C

CMYK: 38 | 54 | 0 | 0

HEX: ac80dc

Care Blue

PMS: 297 C

CMYK: 52 | 0 | 0 | 0

HEX: 6edcfa

Adopt Pink

PMS: 210 C

CMYK: 1 | 44 | 0 | 0

HEX: f8abd1

Orange

PMS: 137 C

CMYK: 1 | 36 | 100 | 0

HEX: f39a0c

Yellow

PMS: 108 C

CMYK: 1 | 14 | 99 | 0

HEX: ffd405

Teal

PMS: n/a

CMYK: 56 | 0 | 56 | 0

HEX: 75f5b1

Lost Purple Tint

HEX: cec1e7

*Digital only / PLL only

Care Blue 50% Tint

HEX: c9ebf9

Adopt Pink 50% Tint

HEX: fad6e8

Orange 50% Tint

HEX: facc87

Yellow 50% Tint

HEX: ffeb82

Teal 50% Tint

HEX: bafad9

Color use guide

Petco Love Purple
Do:

- have present in all branded assets
- use for type
- use for accents over white or mid/light purple
- use for background color floods
- use for containers
- use for headlines

X Do Not:

- use over Petco Navy

Petco Navy
Do:

- use for type
- use for accents over white, mid purple or light purple
- use for headlines

X Do Not:

- use as the dominant color in a layout
- use for color floods
- use for type over PL Purple

Petco Love Purple Mid
Do:

- use for background color floods
- use for containers
- use for accents over PL Purple
- use for type color over PL Purple

X Do Not:

- use for typography over white

Petco Love Purple Light
Do:

- use for background color floods
- use for containers
- use for accents over PL Purple
- use for type color over PL Purple

X Do Not:

- use for typography or accents over white

Lost Purple
Do:

- use for all PL Lost assets
- use as accent over white, PL Purple, or Petco Navy

X Do Not:

- use for anything other than Petco Love Lost

Care Blue
Do:

- use for all PL Care assets
- use as accent over white, PL Purple, or Petco Navy

X Do Not:

- use for typography
- use as color flood or containers except for on PL Care assets

Adopt Pink
Do:

- use for all PL Adopt assets
- use as accent over white, PL Purple, or Petco Navy

X Do Not:

- use for typography
- use as color flood or containers except for on PL Adopt assets

Orange
Do:

- use as accent over white, PL Purple, or Petco Navy

X Do Not:

- use for typography
- use as color flood or containers

Yellow
Do:

- use as accent over white, PL Purple, or Petco Navy

X Do Not:

- use for typography
- use as color flood or containers

Teal
Do:

- use as accent over white, PL Purple, or Petco Navy

X Do Not:

- use for typography
- use as color flood or containers

Gray
Do:

- use for body copy only

White
Do:

- use for copy over PL purple or Petco Navy

Emergency Red
Use for disaster/emergency or holiday creative only

Pillar brand accent colors



Petco Navy Petco Love Purple Petco Love Purple Mid Adopt Pink Adopt Pink Tint White Gray



Petco Navy Petco Love Purple Petco Love Purple Mid Care Blue Care Blue Tint White Gray



Petco Navy Petco Love Purple Petco Love Purple Mid Lost Purple Lost Purple Tint White Gray

Web color range

For Use on Web Only

- Our **Digital Product Color Range** has been crafted to ensure that the Petco Love brand colors translate seamlessly in the digital space while complying with accessibility standards This palette is available for use only on Petco Love-owned websites.
- The **Utility Color Range** should only be leveraged to communicate each color’s respective message across Petco Love-owned websites. *Please note:* These colors are exclusive to Petco Love web properties and should not be used in marketing or promotional materials.

[SEE FIGMA FOR ADDITIONAL DETAILS](#)

Digital Product Color Range

Primary Range

Base 500 Hex #461B75 <i>*Used only for hover state</i>	Base 400 Hex #5F249F	Base 300 Hex #8E62BE	Base 200 Hex #DFCCF3	Base 100 Hex #F5EFFB
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Secondary Range

Secondary Base 500 Hex #001741 <i>*Used only for hover state</i>	Secondary Base 400 Hex #00205B	Secondary Base 300 Hex #1F4A99	Secondary Base 200 Hex #C0D5FA	Secondary Base 100 Hex #F4F8FF
---	--	--	--	--

Neutral Range

Neutral 900 Hex #000000	Neutral 800 Hex #2E2E2E	Neutral 700 Hex #595959	Neutral 600 Hex #818181	Neutral 500 Hex #A3A3A3	Neutral 400 Hex #D4D4D4	Neutral 300 Hex #E6E6E6	Neutral 200 Hex #FAFAFA	Neutral 100 Hex #FFFFFF
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Utility Color Range

Error/Destructive

Error 200 Hex #983B1F	Error 100 Hex #E9A995
---------------------------------	---------------------------------

Success

Success 200 Hex #51824D	Success 100 Hex #92B293
-----------------------------------	-----------------------------------

Warning

Warning 200 Hex #B85623	Warning 100 Hex #F3AD89
-----------------------------------	-----------------------------------

Info

Info 200 Hex #19617B	Info 100 Hex #A0C5D2
--------------------------------	--------------------------------

Accessibility color guide

- We strive to meet accessibility standards to ensure text is legible within our digital products for most users. WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text (less than 24px) and 3:1 for large text (24px and larger or 19px and larger when bold).
- Color contrast rules apply when creating materials for all digital applications including but not limited to web, social media, and email in cases where text is placed over floods of color, graphics, or images.
- The examples provided here should serve as a guide, but are not inclusive of all possible scenarios. Use online tools [like this](#) as needed to confirm color contrast ratios are sufficient.

SEE FIGMA FOR ALL CONTRAST CHECKS



Visual Language

Typography

Typography directly influences how Petco Love's messaging is perceived and helps to reinforce the overall brand identity. Through typography we establish personality and consistency. It also plays a critical role in ensuring our messaging is clearly communicated. The visual hierarchy of our fonts helps to guide a reader through content and emphasize key points. Type styling helps us convey emotion, making sure to be reinforcing the intended feeling behind our words.



Type overview

Primary Font: Petco Circular Cap

- Primary font for headlines and body copy
- Medium and Regular weights are the standard/default font weights (exceptions for use of additional weights can be made for campaign specific creative)
- Bold weight used for special attention in body copy, emphasis for URLs, CTAs, etc.
- Should always appear on a page or layout more/with more visual weight than Amasis
- ***Note: this font is proprietary and needs special permission to be shared with outside vendors***

Accent Font: Amasis MT Pro

- For keyword emphasis, captions, eyebrow copy, pull quotes (secondary copy needs)
- Regular, Italic and Medium Italic weights are standard (see use guidelines on following page)
- Should always appear secondary to Petco Circular Cap

Petco Circular Cap Bold

Petco Circular Cap Medium

Petco Circular Cap Regular

Amasis MT Pro Light (digital-use)

Amasis MT Pro Regular

Amasis MT Pro Italic

Amasis MT Pro Medium Italic

Typography guidelines

Eye brow / overline option 1

Eye brow / overline option 2

Headline Format Option 1

Headline Format Option 2

Headline Format Option 3

Subhead font sample

Body copy font. Nam voluptat ius, as et voluptatios architam dolum que provide ndaeceri ut quis quis debit unt. Ferum quae est quid excearias utectemqui to ma doluptat qui dolo tet et que cone assi aut et, consent, sit rent eaque autatas maximent demporum ratet ad eum essimus et volorundae velis eum velit eum dolum is quiberiossit int, **quidem volupic atibusd antiusti resedit, odia doloreperum nobit ute dolupic te cum as comnimus.**

Secondary / section header

“Pull quote lorem ipsum”

- Quote Author, Qualifier

Font: Amasis Regular Italic
Sizing: 50% smaller pull quote

CALLOUT OR BURST HEADLINE

Footer | URLs | Social Handles

Font: Amasis Medium Italic or Petco Circular Cap Regular
Sizing: 35% the size of Headline
Casing: Sentence case

Font: Petco Circular Cap Medium / Line Spacing 120%
Casing: Title Case for Headline w/o Punctuation | Sentence case for headline with punctuation.

Main Message Font: Petco Circular Cap Medium / Line Spacing 120%
Focus Keyword Font: Amasis Regular / Line Spacing 120%
Casing: Title Case for Headline w/o Punctuation | Sentence case for headline with punctuation.

Main Message Font: Petco Circular Cap Medium / Line Spacing 120%
Focus Keyword Font: Amasis Medium Italic / Line Spacing 120%
Casing: Title Case for Headline w/o Punctuation | Sentence case for headline with punctuation.

Font: Petco Circular Cap Regular / Line Spacing 120%
Sizing: 50% smaller than headline
Casing: Sentence case

Font: Petco Circular Cap Regular / Line Spacing 4 or 8pts larger than font
Sizing: 10-12 pt for print-- up to 18pt for digital
Casing: Sentence case
Emphasis in body copy: Petco Circular Cap Bold at same size as body copy

Font: Petco Circular Cap Medium / Line Spacing 120%
Sizing: at least 50% smaller than headline, can be variable depending on use-case
Casing: Sentence case

Font: Amasis Regular / Line Spacing 120%
Sizing: at least 40% smaller than headline
Casing: Sentence case

Font: Petco Circular Cap Medium
Sizing: Always smaller than headline / subhead / secondary headers
Casing: ALL CAPS

Font: Petco Circular Cap Medium
Sizing: 10-12 pt for print, up to 18 pt for digital (should always be tertiary in the hierarchy)

pt
ATING FAMILIES

ting lies

is a pet, everything changes
is a connection that builds.
And every day after is brighter.

5.8M+ pets adopted



er Relief

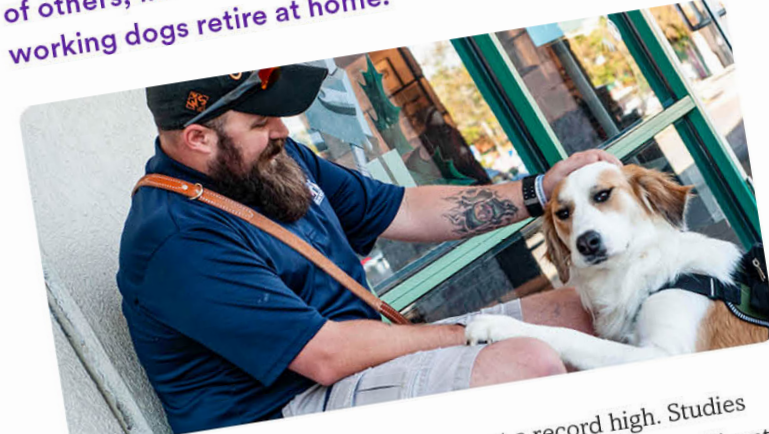
de funds and supplies when disaster strikes
ave pet lives and aid in recovery.

BOBS® from Skechers®, and Wings of Rescue joined forces
140+ shelter pets out of Florida to support partner animal
organizations in the area after Hurricane Idalia hit the state as a
3 hurricane.



Helping Heroes

We bolster efforts to train and support pets who
dedicate their lives to saving and improving the lives
of others, including helping military and contract
working dogs retire at home.



“Suicide rates for military Veterans are at a record high. Studies
have shown that Veterans with service dogs exhibited significant
improvements in well-being, including significantly lowering PTSD
symptomology, depression, and anxiety. Petco Love is honored to
support our nation's veterans by investing in training service dogs
who often serve as their lifelines.”

♥ Susanne Kogut, Petco Love President

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Brynn + Biggs Love Story Earned a \$100,000 Lifesaving Grant for Three Little Pitties Rescue

Our annual Petco Love Stories campaign, in partnership
with BOBS® from Skechers®, celebrates... celebrates... celebrates
the lifechanging impact of pet adoption and empowers
animal welfare organizations to continue saving more
pet lives by acknowledging their hard work with a
lifesaving grant award.



“I am very honored that Petco Love
believes in Three Little Pitties rescue
and that we get to be your partner.
Our community has a massive need for
animals to be saved. This investment is
going to be that 911 investment so we
can be right there ready to get the pets to
safety, fully vetted and into loving homes.”

♥ Brynn on her adoption
♥ Alayna Goodson, Executive Director
of Three Little Pitties



6



Navy Veteran's 20-year-old Companion, Rowdy, Received Our 2 millionth Free Pet Vaccine

“I feel grateful that Petco Love goes out into the
communities. Now, Rowdy is Vaccinated and Loved!”

♥ Larry, Rowdy's pet parent



Dr. Whitney Miller, Petco Love Board Member and Petco Chief Veterinarian,
administering the 2 millionth vaccine to Rowdy



With Blue Buffalo We've Invested \$20 Million in Fighting Pet C

We support research and treat
and their families have a chan
healthier lives together.



Laura + Neva, pet cancer s
“I'd like to thank
Time is so



Reuniting Pets with Their People

We bring lost pets home to their families using photo-matching
technology. With 3,000 animal welfare partners and integrations
with technology partners like Neighbors by Ring and Nextdoor,
Petco Love Lost is the largest lost and found pet database
in the nation.



46,000+ lost pets reunited

Christie + Josie



Sandra + Hunter and Ranger



Eric + Olive



Caitlin + Frodo

Since 1999, we've been guided by a single
mission: to create a better world for pets
and the people who love and need them.

This year, we celebrate 25 years of living out that mission.
It's 25 years of creating families through adoption and
it's 25 years of creating pet health. It's 25 years of
reunites brought closer together. Your love,
as we are by the stories of lives saved, families reunited,
and the mission make this possible.

Because of your love, we doubled down on our relentless
pursuit to ensure family pets are protected against
preventable deadly disease by extending our commitment
to provide another million free vaccines to pets who might
not otherwise have them. We remain focused on facilitating
access to affordable care, allowing pet parents to make
decisions based on their pets' needs rather than financial
constraints.

As you read through this report, I hope you are as inspired
as we are by the stories of lives saved, families reunited,
and the mission make this possible.



Millions of Pet Lives Saved

We've never once wavered from our vision: To harness the power
of love to make communities and pet families closer, stronger and
healthier. Together, we can help save even more pet lives.



More to Love

Petco Love is there when pets and their people need them
most. From providing lifesaving emergency support when
the well-being of pets is threatened by natural disasters, to
creating veterinary education opportunities for animal welfare
organization staff—we're working to ensure all pets receive
the care and compassion they need to thrive.



Nearly \$400M invested in saving pet lives

Photography overview
Samples
Pillar brand photo tone
Photo treatments
Photo incorrect use
Photo containers

Visual Language

Photography

Photography is a cornerstone of the Petco Love brand and is often the hero in creative assets. It helps visually illustrate the connection between pets and people. This helps all pet-lovers feel more connected to our mission while highlighting Petco Love as the doers of change.



Photography overview

Mood/Tone

- Light, bright, happy
- Shows connection between pets and people
- Evokes a sense of joy: smiling faces, relaxed animals

Art Direction

- Vibrant but not overly saturated
- Soft and natural lighting (no vignettes or high contrast editing)
- When possible shoot wide on simple backgrounds or with a shallow depth of field so imagery can be extended or overlaid with text on marketing materials
- Eye contact from the pet is a plus
- Pets should wear leashes and have on collars. Owned pets should have ID tags--adoptable pets can be without ID tags.
- No cages
- Show diversity in pets and people
- When possible include Petco Love branding or colors (pet or people accessories, signage, shirts, etc.)



Samples: Brand photos



Samples: Event photos



Samples: Premium /product photos



Pillar brand photo tone



Optimistic · Empowered · Calm

- Imagery should:
- Evokes the feeling of being reunited with a loved one
 - Inspires hope
 - Projects a sense of warmth, security, and connection
 - Creates a sense of stability during an uncertain time
 - Shows a community coming together to help with the search vs. a lost pet poster on a pole



Relief · Tenderness · Present

- Imagery should:
- Is soft, calming, serene
 - Evokes tenderness and care for the animal recovering at home
 - Shows intimate moments between pet and pet parent
 - Show pets receiving lifesaving care



Joyful · Loved · Playful

- Imagery should:
- Evokes joy, excitement, and love
 - Inspires a sense of 'coming home' to a loving new family
 - Highlight the love between pet parents and their new family members
 - Provides a sense of connection – whether that's through outdoor adventures or cuddles on the couch

Photo treatments



Clipped Imagery

Using clipped imagery will occasionally be necessary in placements like the store POS screen, store signage or marketing materials promoting adoption events where we need multiple species in a single asset, etc. In these instances please try to ensure

- The pets appear grounded in the frame, ideally with natural shadows, not floating unnaturally in the frame
- Make sure the pets don't feel digitally altered or AI generated
- Lighting should be as flat as possible or shadows should match from the image to the materials the image appears on



Studio Photography

Lifestyle imagery is always preferable but studio photography can be used for specific campaigns/event. Ensure that:

- The pet is grounded in the image, preferably with natural shadows
- Background color of the image is part of the Petco Love pallet or can be adjusted to match our color palette
- Lighting in the image is natural lighting (i.e. no colored lighting, extreme shares or contrast, etc.)



Extended Imagery

- Imagery with a solid color bleed in any direction can be extended using Photoshop/Generative AU to create additional space for messaging and copy overlays.

Photography incorrect use



X DO NOT choose obvious stock imagery, especially imagery where the pet looks digitally altered or AI generate.



X DO NOT use moody imagery with vignettes, stylized image filters or anything that appears overly edited.



X DO NOT use imagery where the pet looks anxious, sad or is in a scene that may evoke those feelings in a viewer.



X DO NOT use imagery with poor lighting or that's lit unnaturally.



X DO NOT use imagery where the pets are doing unnatural or cartoonish actions.



X DO NOT use imagery where the pet are doing or wearing something that could be considered hazardous to their wellbeing or interpreted as such.

Photo containers

Overview

There are a variety of ways to treat imagery within the Petco Love design system. This is to allow for flexibility and ensure in any circumstance we will be able to include imagery since it serves a central roll in our brand identity.

Option 1: Rounded rectangle

- Image contained within a layout (no edges bleeding)
- 30 px rounding (scale proportionately at smaller sizes)

Option 2: Rectangle

- In grid layout with image bleed off any edge
- Edges of grid should always align perfectly in corners

Option 3: Full bleed with text overlay

- Image with negative space around subject that can be used or extended to overlay text directly on top
- Text must have enough contrast to be legible

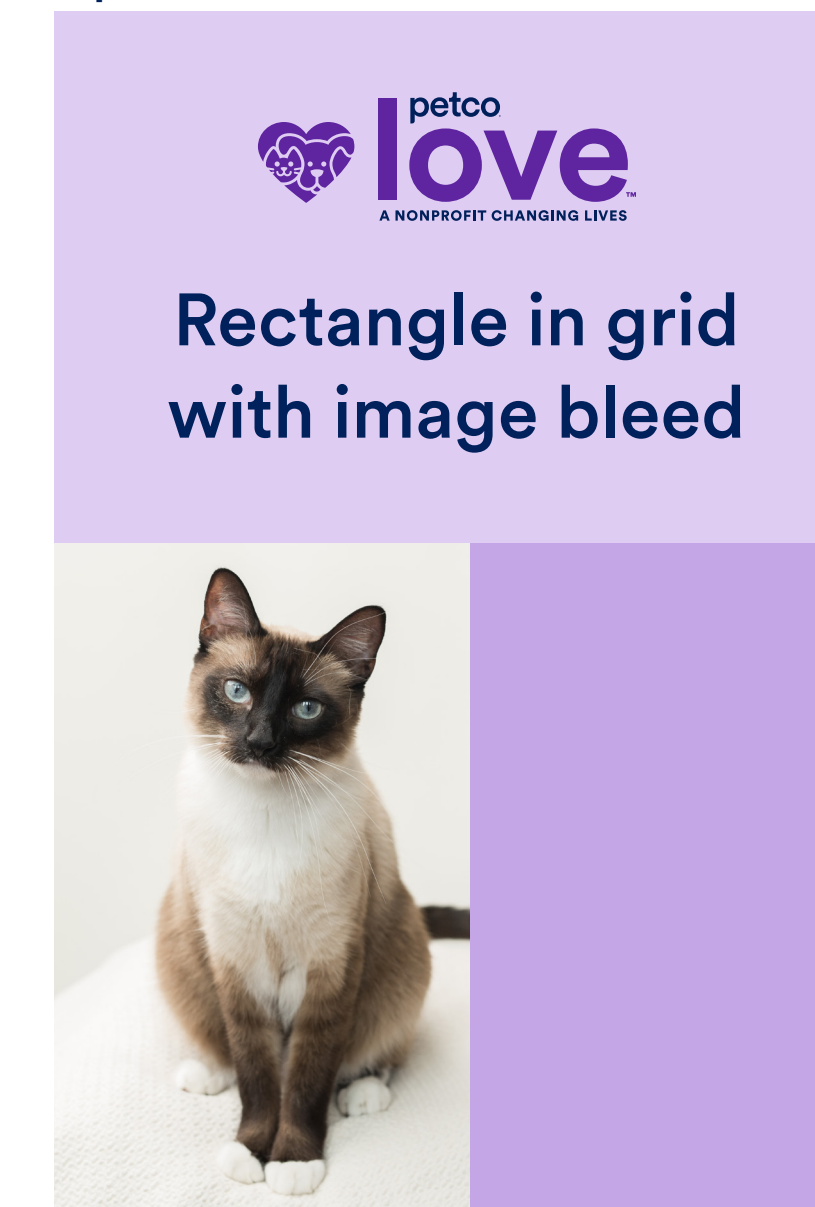
*Option 4: Arched edge

- Arched edge image container
- Center of arch should always align to center of design
- 10px offset color boundary on arch
- *Primarily for Petco Love Lost

Option 1



Option 2



Option 3



*Option 4



Icons
Text & graphic containers
Accents & extras

Visual Language

Graphic Elements

Consistent and uniform applications of graphic elements help to build brand recognition and express brand personality. These elements give us the ability to present a unified visual identity across channels and touch points. They also help tell consistent visual narratives and can simplify complex information.



Icons

Overview:

Iconography can be layered into design to help break up content, illustrate data, emphasize campaign themes, or add brand colors to a layout. It should always be secondary in the hierarchy and should only be used at small scale in relation to the creative.

Outline Iconography

- Built at 180x180 / line weight 6px with rounded stroke
- Stroke scales with size
- If multiple icons are used in a single asset scale proportionally to one another so they appear the same size and weight
- Each icon contains heart/paw shape (exceptions can be made for specific iconography)

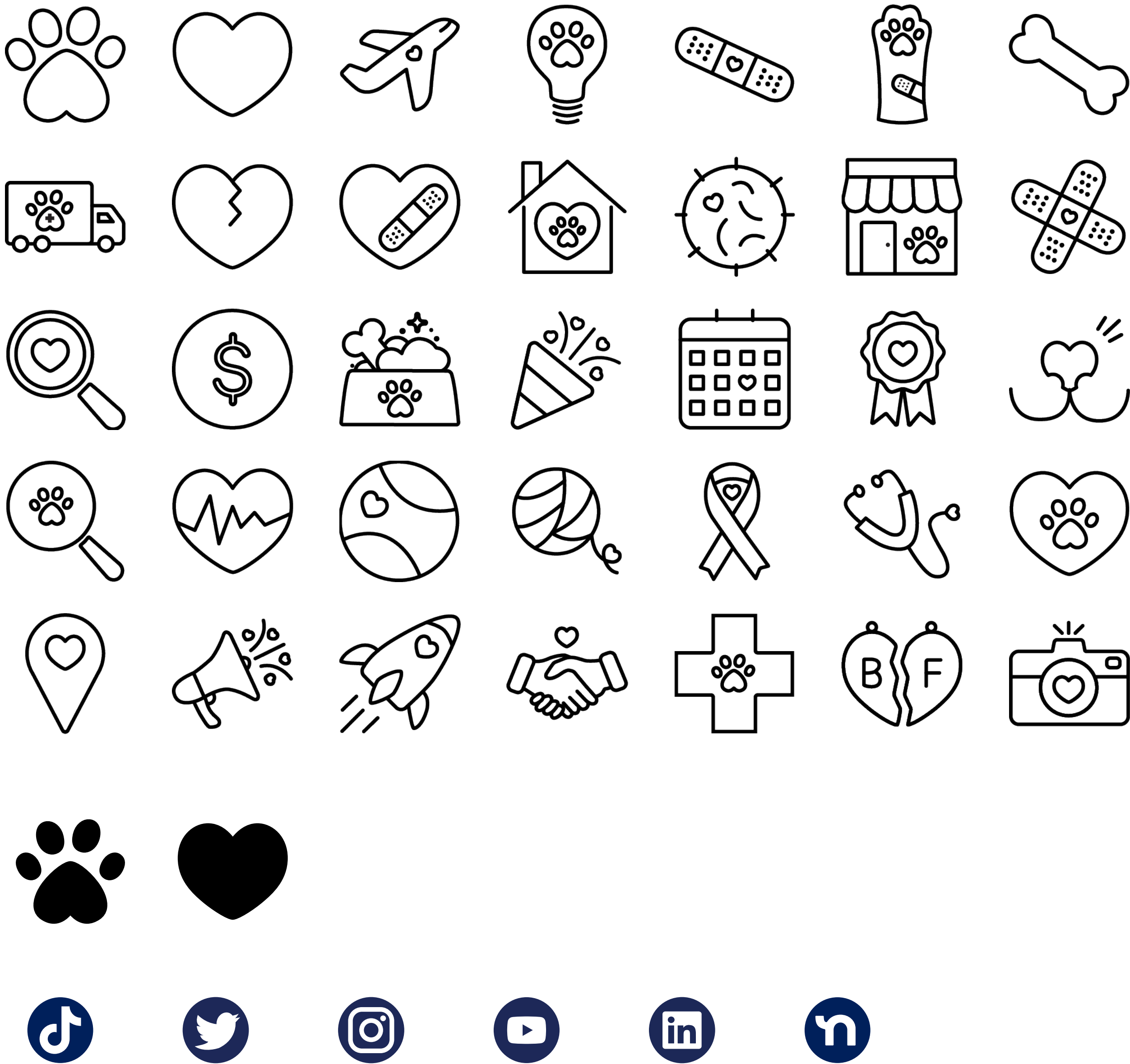
Solid Iconography

- Heart and paw print may be used solid
- Solid fill in PL brand color

Social Icons

- Circle with solid fill in Petco Navy or PL Purple

[SEE FIGMA FOR ALL ICONS](#)



Text & graphic containers

Overview

A variety of text containers and bursts exist within the brand for various purposes. Reference this page when you need a text container, button or QR code.

Copy Bursts

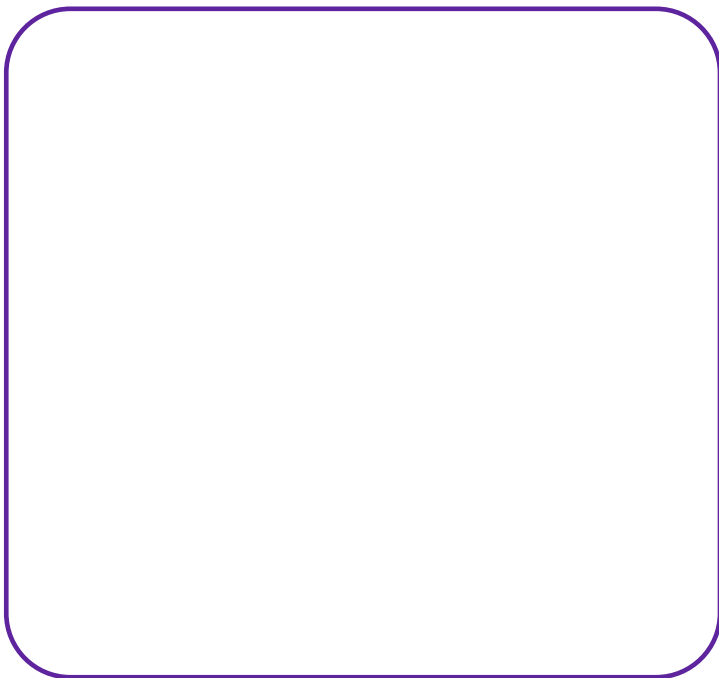
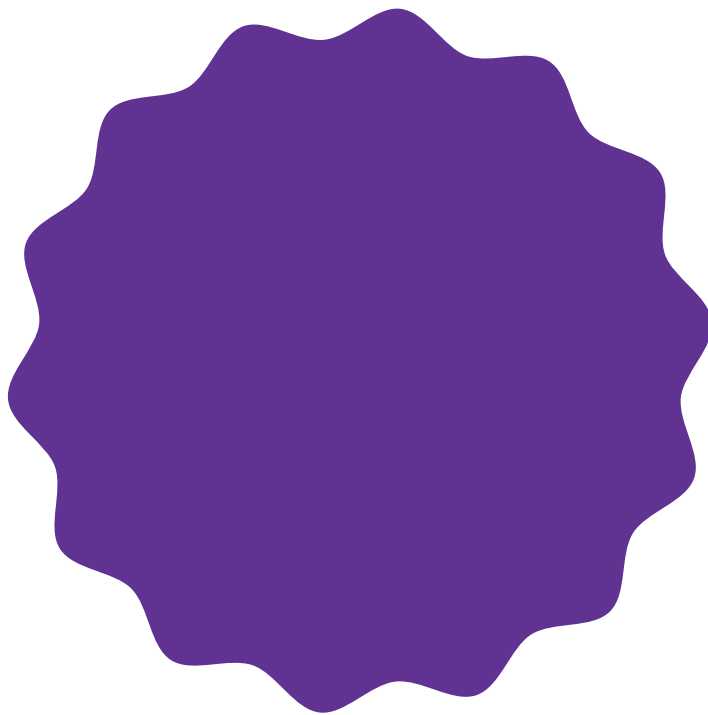
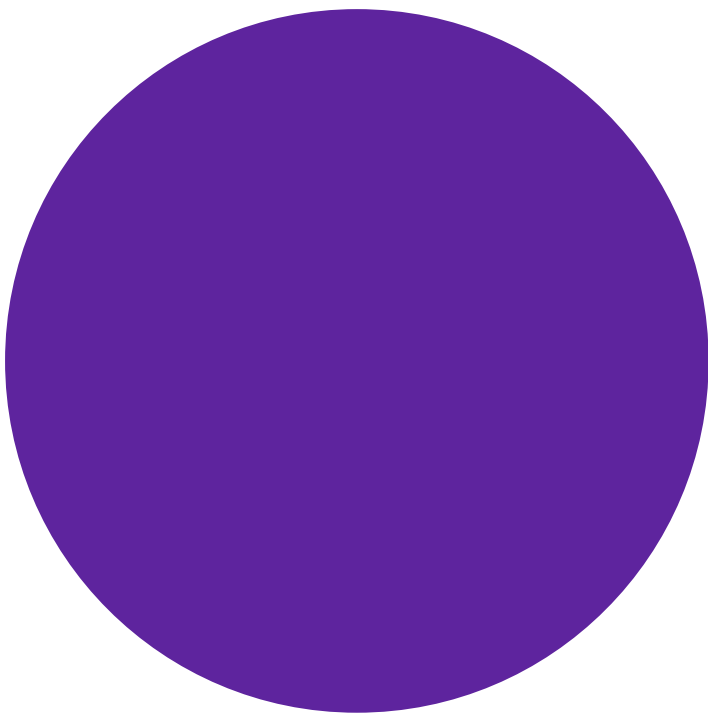
Used to contain small text callouts in a layout (ex: Donation dollar amounts, pull quotes, special features, etc.)

- Circle
- Decorative Burst
- Rounded rectangle (24pt rounded corners)

Can be used as solid color or with 1.75 stroke weight and white or light interior

QR Code

- Created in bit.ly, please contact Petco Love marketing for custom QR codes
- Minimum size .5 in



Petco Love QR Code



Petco Love Lost QR Code

Accents & extras

CTA Buttons

- 360px rounded corners
- Primary and secondary buttons available in light and dark modes
- Petco Circular Cap Medium, Title Case
- Contains 1-2 words with a 3-5 word max
- Three size options:
 - **Large:** 56px height, 16pt font
 - **Medium:** 48px height, 16pt font
 - **Small:** 24px height, 16pt font

Styled Links

- Styled links should be used for less prominent CTAs
- Underline color is determined by the context of the material (purple is for Petco Love and Petco Love Lost, pink is for Petco Love Adopt, and light blue is for Petco Love Care)

Chips

- Interactive chips are slightly different than CTA buttons in that they are used in contexts where the user has multiple options. When clicked, the UI changes as a result.
- Display chips simply to communicate details to the` user, but do not include any functionality.

SEE FIGMA FOR ALL BUTTON AND LINK STATES

Buttons

Light Mode - Primary Buttons



Light Mode - Secondary Buttons



Styled Links

Light Mode



Chips

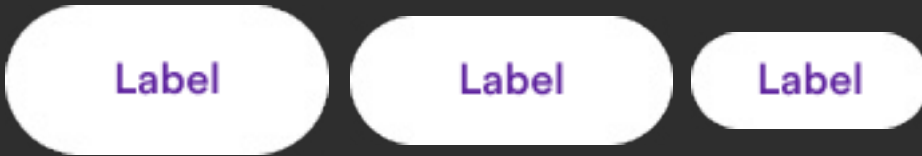
Interactive Chip



Display Chips



Dark Mode - Primary Buttons



Dark Mode - Secondary Buttons



Dark Mode



Product marketing
Email
Social media
Web

35

Channel Specific



Product marketing / UI containers

Overview

To ensure we are consistently promoting the features petcolovelost.org we have developed a stylized system for all UI product marketing materials. Mobile mockups are consumer facing and computer/desktop mockups are AWO facing.

Stylized Devices

- Offset outline stroke (5 px) in PL Purple

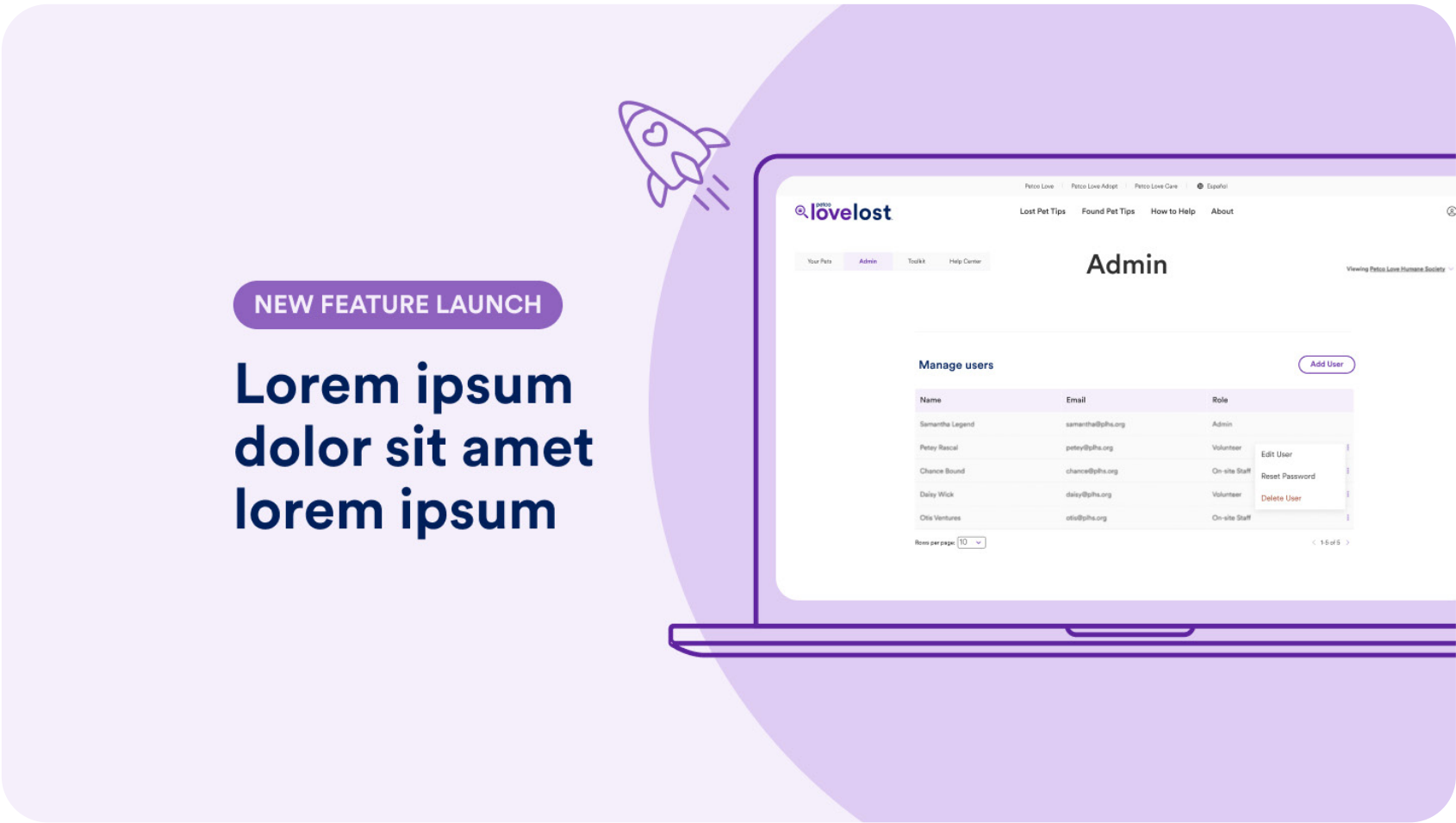
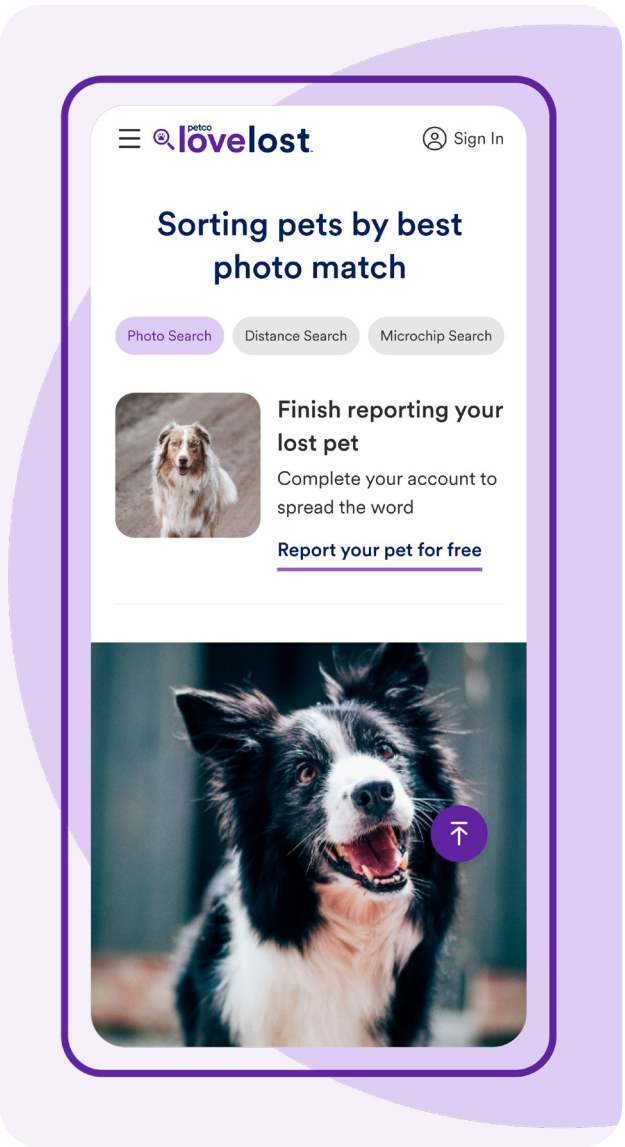
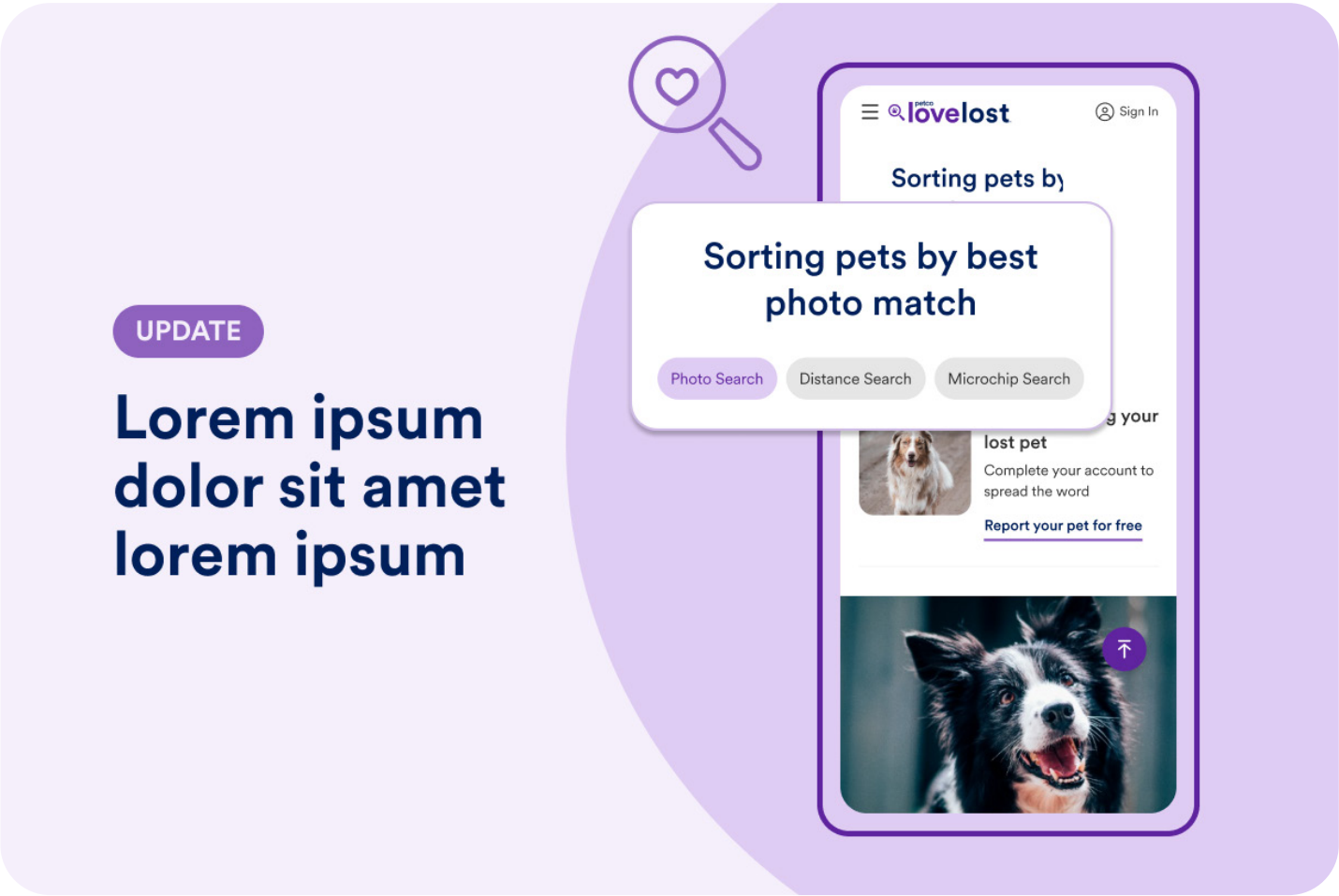
Layout Elements (right to left)

- UI within a stylized device container
 - 5pt weight, 24 pt rounded corners, 30px offset
- Optional “zoom” effect for UI
- Light/mid-tone purples for background
- Grounding circular shape behind UI
- Category icon overlay
- Type hierarchy:
 - Category eyebrow container
 - Content headline/title

Iconography

- Custom iconography to represent different categories of product marketing
- Minimum size .5 in

SEE FIGMA TEMPLATE



Email

Overview

Consumer, AWO and Internal emails share consistent stylization but have unique use of color to differentiate them.

Consumer emails are grounded in a light purple with a white container, AWO emails are grounded in white with a light gray container and Internal emails are grounded in white with a light purple container.

Layout Overview

- Each element has 30 px of padding between them both vertically and padding at the left and right sides, except a headline and body copy which has 15 px of padding
- Headlines should always be Petco Love Purple or Petco Navy
- Body copy should be Gray

Formatting

- Please follow all formatting in the below Figma specs for emails

[SEE FIGMA TEMPLATE](#)

Consumer



petco

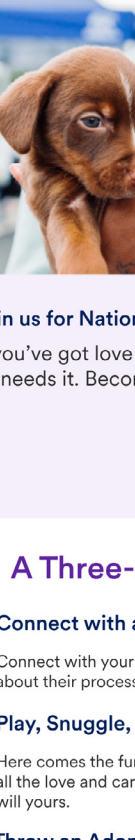
love

A NONPROFIT CHANGING LIVES

Donate

Adopt

A short-term foster can make a life-long impact.



Join us for National Foster A Pet Month to save pet lives!

If you've got love to give, there's a shelter pet near you who needs it. Become a foster today and make a lifesaving impact!

Learn More

A Three-Step Guide to Fostering

Connect with a Shelter or Rescue

Connect with your local animal welfare organization to learn more about their process and find a foster dog or foster cat.

Play, Snuggle, Eat, Repeat

Here comes the fun part. Hang out with your foster pet. Give them all the love and care you have. Their life will be richer for it, and so will yours.

Throw an Adoption Party!

Celebrate your shared time and send your foster pet to their forever family with love and gratitude.







Your foster story could save even more lives.

Whether you're an experienced foster or new to fostering, we want to hear from you!

f

@

🎵



Learn more about the Petco Love family

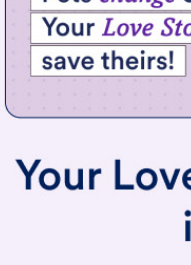
AWO



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[Petco Love Lost](#)
[Grants](#)
[Partner Portal](#)

your love stories



Pets *change* our lives.
Your *Love Story* can
save theirs!

Your Love Stories Toolkit is here!

As a Petco Love partner, we are providing you with a toolkit to encourage your adopters to share their Love Story for a chance to earn your organization a grant of up to \$100,000, thanks to support from our friends at BOBS® from Skechers®!

This year's Love Stories toolkit includes graphics, videos and suggested copy to encourage adopters to share how the unique love of their adopted pet changes their life for the better.

Download your toolkit today so that you're ready to share the opportunity with your adopters when submissions open on August 26th!

[Download My Toolkit](#)

Exclusive benefits for your adopters!



Set Every Adopter Up For Success

Thank you for all the great work you do to save pet lives. We are thankful for your commitment to the pets in your care.

As a Petco Love partner, we're excited to help make every pet adoption a forever one and set new pet parents up for success with the Adoption Support Benefiter Flyer (ASB). The ASB, which can be printed or shared digitally and redeemed online or in stores, provides a discount on purchases for new adopters (thanks to our sponsor Petco) and shares information on Vital Care Premier, a membership program designed to make sure pets get ongoing vet care, whether at a Petco pet care center or any other vet location.

The ASB also encourages adopters to sign up for Petco Love Lost in case their pet ever goes missing. Let's help adopters understand how best to care for pets and live their best life together.

[Get the ASB](#)

! IMPORTANT: Please discard and remove the 2023 ASB from circulation as it can no longer be redeemed.



Give Funds Faster

If you are a Petco Love grant recipient, have a pending grant request, or intend to apply for a grant in the future the fastest way to receive grant payments is via electronic fund transfer (EFT).

Sign-up for Paymode-X, Petco Love's chosen electronic payment system, so

Internal



Petco Love Team Updates



What's New / Note from Susanne?

As a Petco Love partner, we are providing you with a toolkit to encourage your adopters to share their Love Story for a chance to earn your organization a grant of up to \$100,000, thanks to support from our friends at BOBS® from Skechers®!

This year's Love Stories toolkit includes graphics, videos and suggested copy to encourage adopters to share how the unique love of their adopted pet changes their life for the better.

Events / Activities / Celebrations 🎉

September

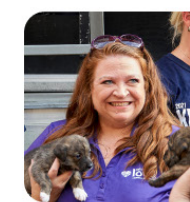
- 9/2: Closed for Labor Day
- 📅 September Birthdays:
 - 9/24 Katherine Menefee
 - 9/30 Rebecca Smith

October

- 10/16: Petco Love Board Meeting
- 10/23: Petco Love Team Meeting
- 10/31: Halloween Party
- 📅 October Birthdays:

November

- 11/XX: Closed for Thanksgiving
- 📅 November Birthdays:



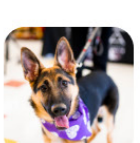
Partner Feature Get to know Wendy!

One fun fact about Wendy goes here. Lorem ipsum delord du desium.

KPI Update

Revenue Current: Goal:	Care Current: Goal:
Investments Current: Goal:	Lost Current: Goal:
Adopt Current: Goal:	Brand Current: Goal:

PR Highlights



Press Releases

Connect with your local animal welfare organization to learn more about their process and find a foster dog or foster cat.

Parnter Initiatives

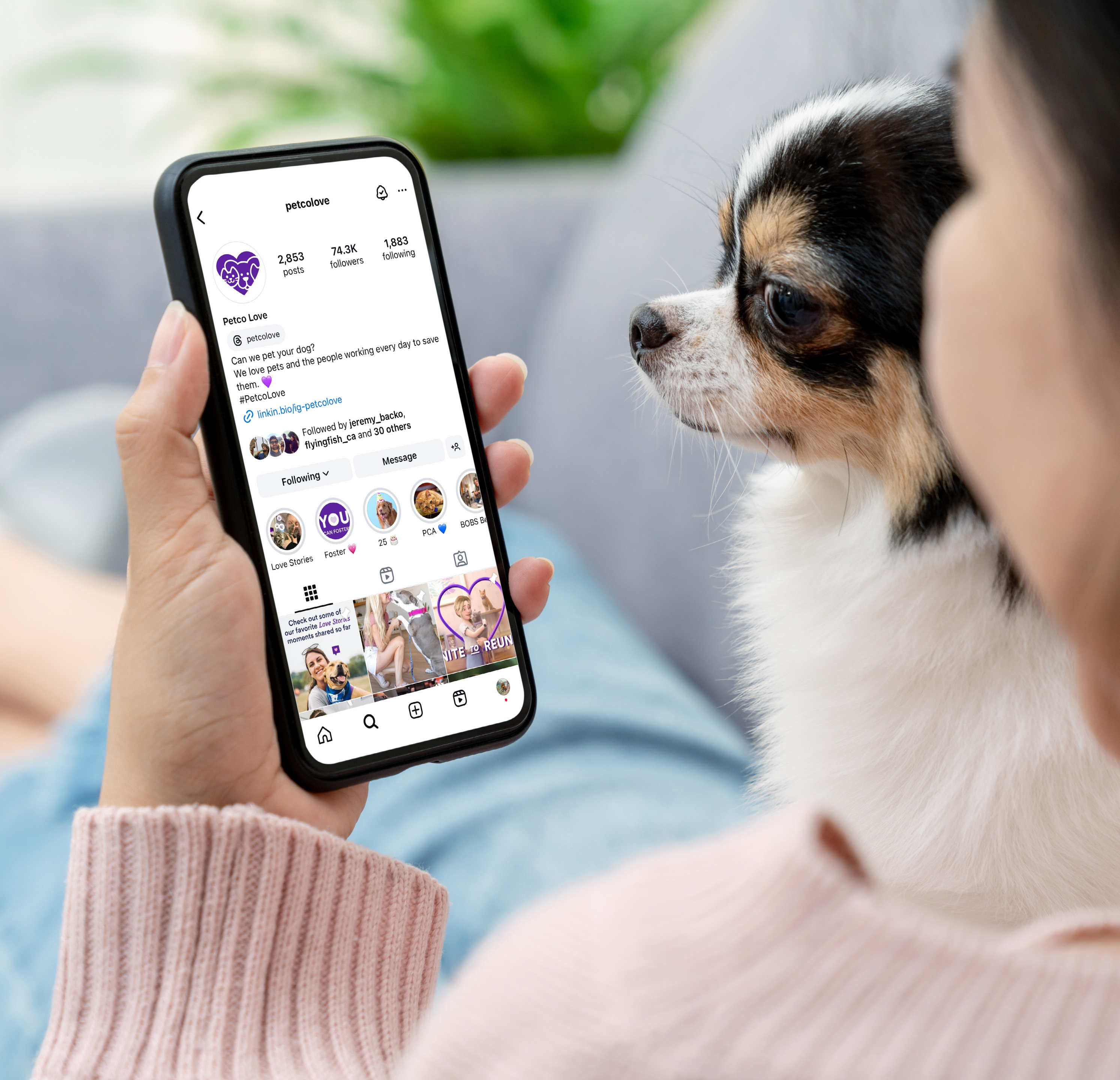
Here comes the fun part. Hang out with your foster pet. Give them all the love and care you have. Their life will be richer for it, and so will yours.

Social media

Content and Narrative for Social

Content and narratives created for social vary slightly from other brand content. Social content should feel more conversational and approachable, can incorporate emojis and should feel appealing to the everyday pet parent.

Content for social should ultimately lean confidently into current trends while introducing a new audience of pet lovers to who we are, what we do, and how they can join us in saving pet lives.



Social media

Creating in Platform

Use Cases

- Creating memes, on-trend content, or content that must be quick and snappy (typically video)
- Content that falls into our “everyday pet parent” content pillar

Best Practices

- Content should feel clean, refrain from over-utilizing Giphy stickers and additional clutter
- Stick to a maximum of two color tints per content piece, anything additional will feel too busy
- Ensure any on-screen text doesn’t get cut off by in-platform borders or post captions
- Outside of creating trending content, ensure any on-screen text timing is at least .5 seconds or greater for readability
- Avoid trending audios that are NSFW (songs that feature mentions of alcohol, drugs, or expletives)

Fonts & Colors to Use

- Instagram Fonts: Classic--Use Modern if needed for space
- Primary TikTok Fonts: Classic, Bold, Heavy, Oblique
- While Instagram allows for color-picking, TikTok does not, use colors from or near our branded color pallet
- Font color choices should ensure accessibility from frame to frame, i.e. lighter tints on darker backgrounds, darker tints on brighter backgrounds, utilize in-app text bubbles to help with readability



Creating in Canva

Use Cases

- Creating content that falls into our “brand impact” or “core stories and campaigns” content pillars
- Making memes that require templates found within Canva (typically static or graphic content)
- Designing partnership content, i.e. BOBS activations, PCA content with Blue Buffalo, or content to provide Petco for amplifying

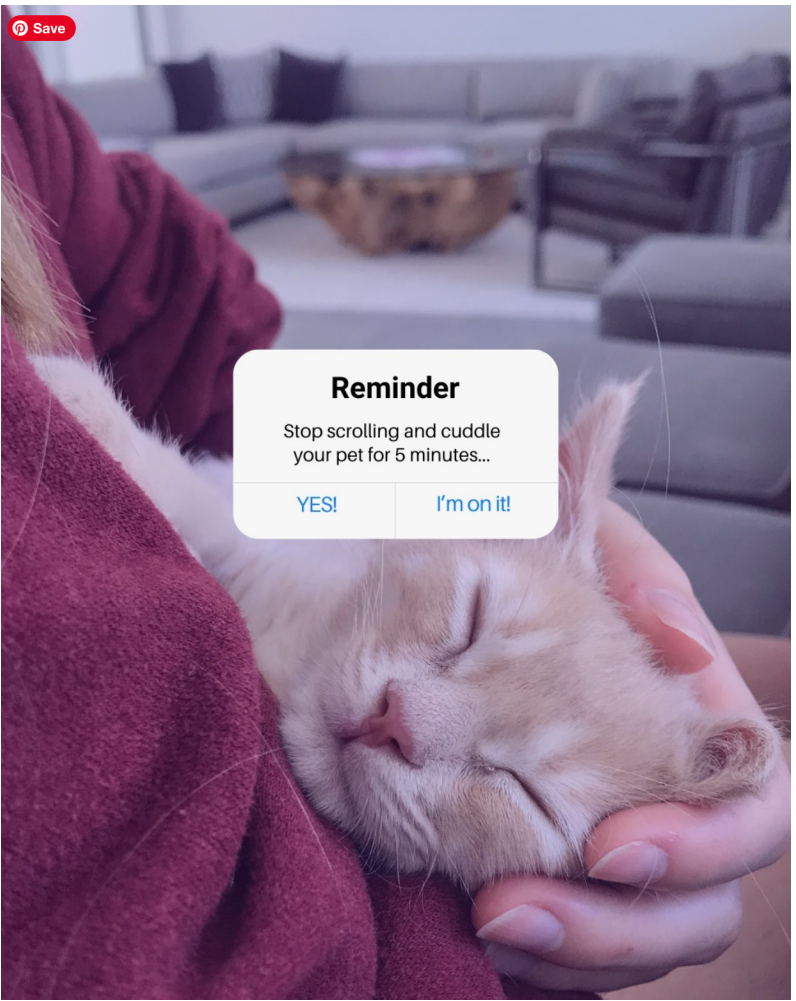
Best Practices

- Core campaign content should always start with the Creative Team, and content the Social Team creates within Canva should be supplemental only
- The Creative Team has set up the brand kit within Canva, utilize this brand guide as an additional tool when designing any content within Canva
- Partnership content should always go through a final approval from Creative Team
- Any content created in Canva to supplement core campaign content should always follow campaign-specific look and feel, i.e. Love Stories branding, etc.; leverage Creative Team for any questions on achieving this

Fonts and Colors to Use

- Always follow the Brand Kit within the platform

Contact social@petcolove.org for access to Canva templates



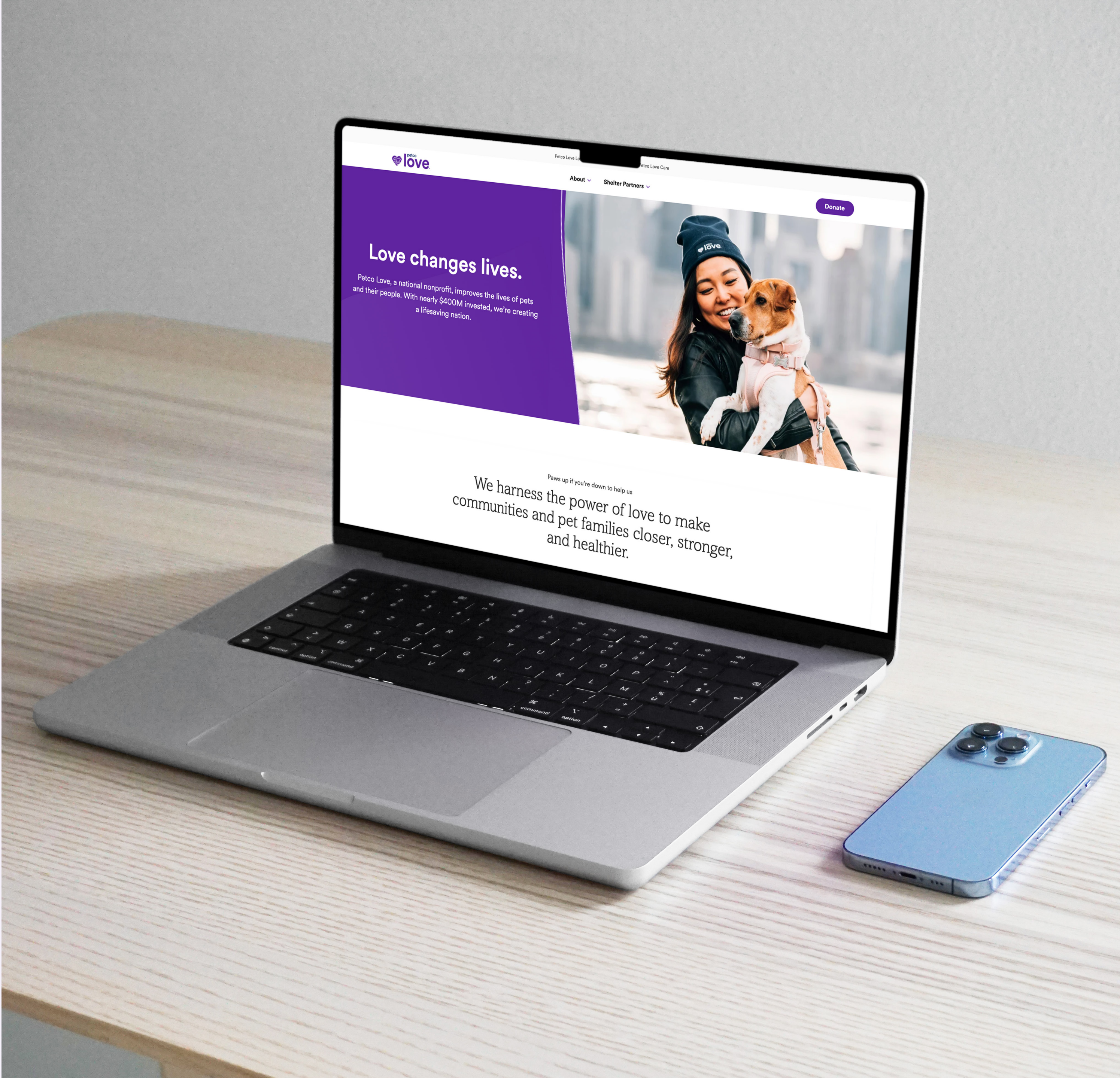
Web

Overview

Much of the overall brand creative systems ladders into the web design, however there are some nuances to creative for the web based on use-case, user experience and accessibility.

Please see the Design System Foundations for complete web design overview.

[SEE FIGMA](#)



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Sample Creative



**love**lost

Reunites
Lost & Found
Pets

petcolovelost.org | @petcolovelost



**love**care

Champions
Pet Health

petcolove.org/care | @petcolove



**love**adopt

Creates
Families

petcolove.org/adopt | @petcolove





1 in 3 pets will go missing. Finding them can be easy.



Beast was reunited with his family with Petco Love Lost

Petco Love Lost is the free and easy way to reunite lost and found pets.

- ✓ With over 200,000 pets, it's the largest national database of lost and found pets.
- ✓ Photo matching technology makes it easy to find possible matches. You can also search with microchip ID.
- ✓ Innovative partnerships and integrations with Neighbors by Ring, Nextdoor, and Facebook improve the potential for reunions.



Join thousands of animal welfare organizations, veterinary professionals, and pet lovers help pets find their way home quickly!

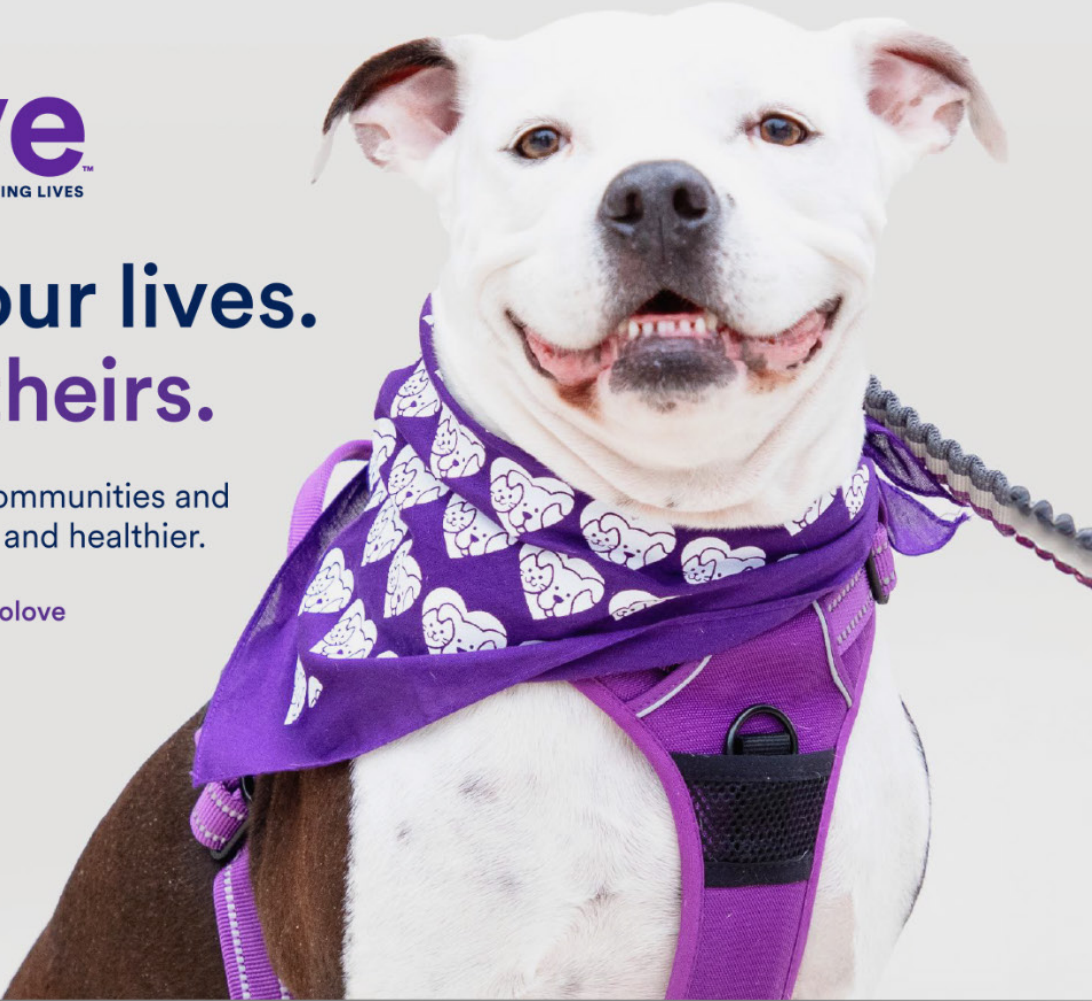
petcolovelost.org | @petcolovelost



Pets change our lives. Let's save theirs.

The power of love to makes communities and pet families closer, stronger, and healthier.

petcolove.org | @petcolove





Having a pet go missing is difficult. Finding them can be easy.



The free and easy way to reunite lost and found pets with a single click.



Find pets using a single photo, thanks to Petco Love Lost's photo-matching technology.



With 200,000+ pets, Petco Love Lost is the largest national lost and found pet database.



Nadav + Josh: Reunited thanks to Petco Love Lost

When 10-year old dog, Josh went missing, pet parent, Nadav, quickly reported him as Lost on PetcoLoveLost.org.

By morning, a community member found Josh and responded to the Petco Love Lost post. Thanks to Petco Love Lost, the pair were reunited in 24 hours!



Always on — for when they wander off. Register to protect your pet
petcolovelost.org | @petcolovelost | #UnitetoReunite

Integrates with Neighbors by Ring, Nextdoor, and Facebook to maximize reunions.



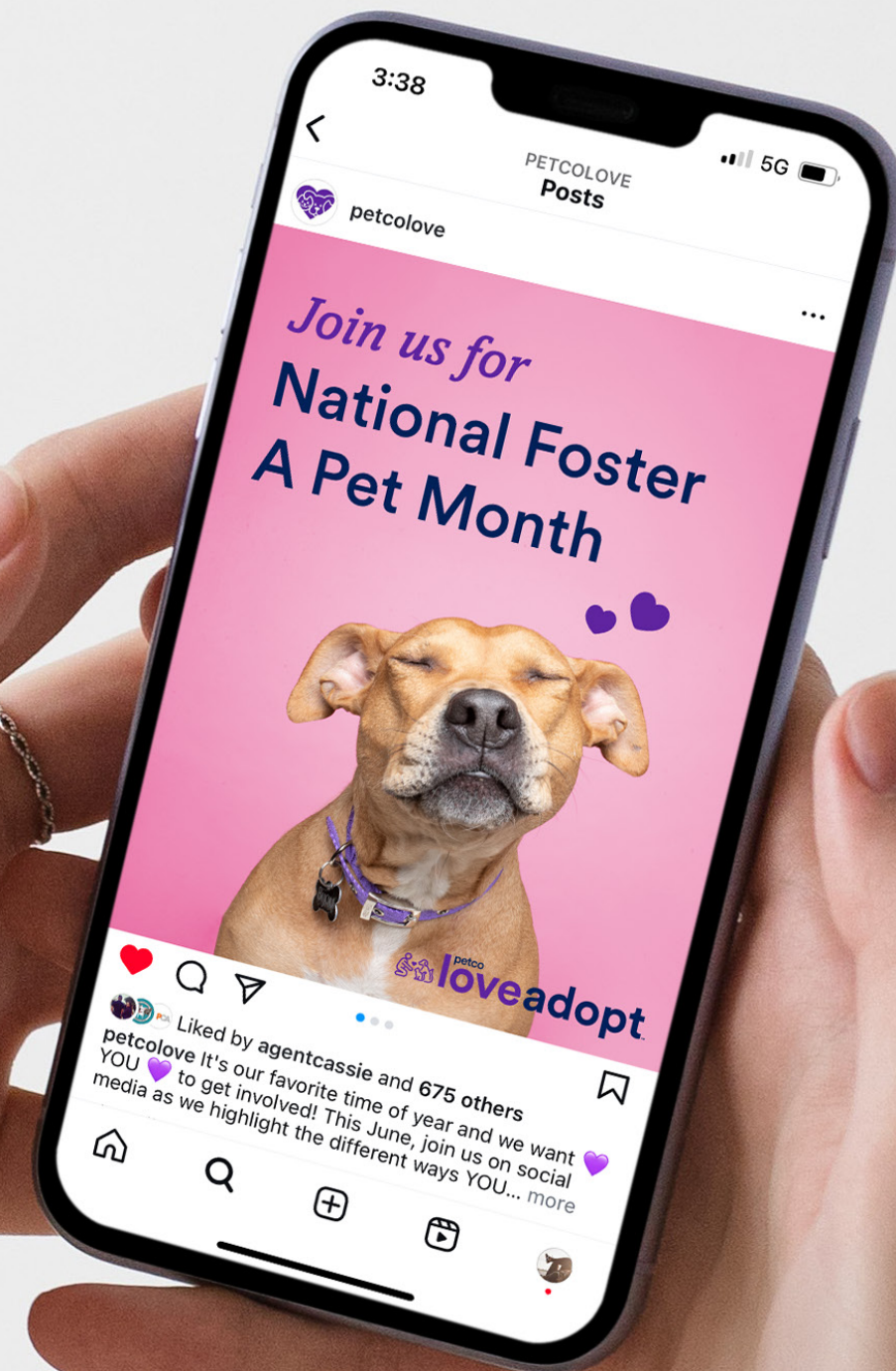
"I can't thank Petco Love Lost enough for helping get my baby back."

Nadav, Josh's Pet Parent



Que una mascota desaparezca es difícil. Encontrarlos puede ser fácil.

La forma perd...



You can foster



loveadopt #MyFirstFoster Story

Safety tips for your pet's best summer

- 1 Check your home for loose window screens, fence gaps or places where your pet could escape.
- 2 Add summer bling to your pet's collar with an ID tag and confirm their microchip info is updated.
- 3 Keep your pet secure when traveling i.e. seat belts and pet carriers.
- 4 Ensure summertime guests are mindful when opening and closing doors.
- 5 Register your pet on PetcoLoveLost.org before making a splash this season.

lovelost

Has your pet gone missing?

Here are four steps you can take right now to find them.



lovelost

Join us for National Foster A Pet Month



loveadopt

If just 2% more pet-owning households — like yours — fostered a pet, we could end preventable euthanasia in America's shelters*

loveadopt
*American Pet Products Association



Keep your pet summer-safe

Register them on PetcoLoveLost.org

lovelost

May is Pet Cancer Awareness Month



loveadopt

Ways to prevent your pet from going missing

- Update ID tags with current contact info
- Reft or replace harnesses, collars and leashes
- Register them on Petco Love Lost
- Block potential escape routes from your home or yard
- Ensure their microchip is up to date

lovelost

Take what you need

How do I pick a foster organization that's right for me?

HUMANE SOCIETY & SPCA	MUNICIPAL SHELTER	FOSTER-BASED RESCUE	HUMANE SOCIETY & SPCA	MUNICIPAL SHELTER	FOSTER-BASED RESCUE
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loveadopt



petco

lovelost

1 in 3 pets will go missing.
We can help bring them home.

Learn More





petco

lovelost

1 in 3 pets will go missing.
Finding them can be easy.

Learn More



1 in 3 pets go missing
in their lifetime.

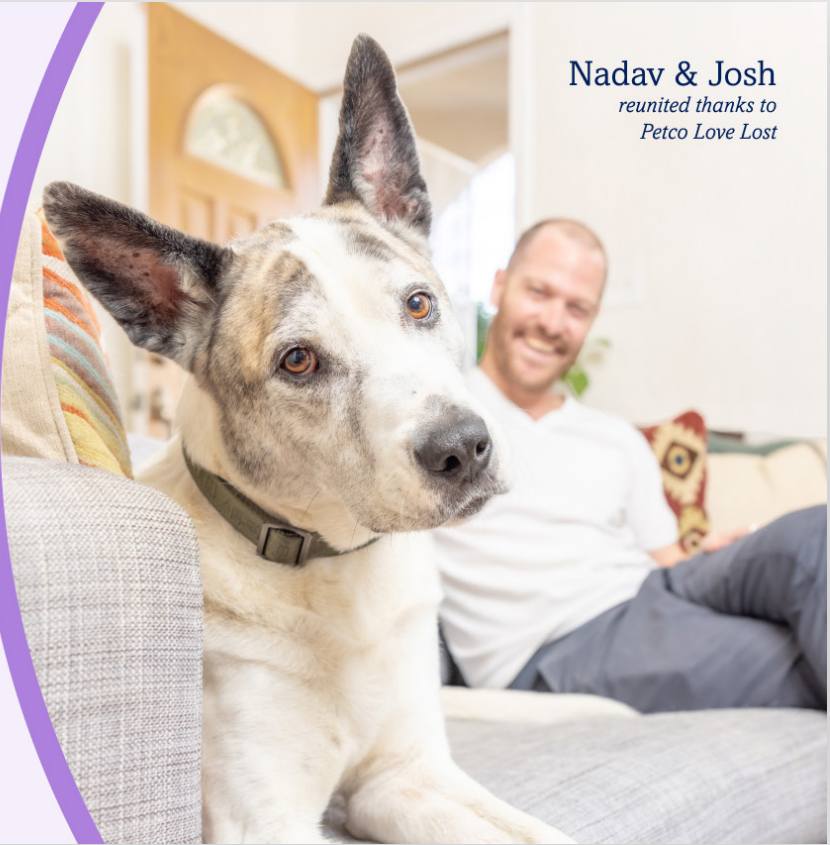
Take action to protect your pet before they go missing. Create a free profile for your pet on **PetcoLoveLost.org**.



petco

lovelost

REUNITING PETS



Nadav & Josh

reunited thanks to
Petco Love Lost

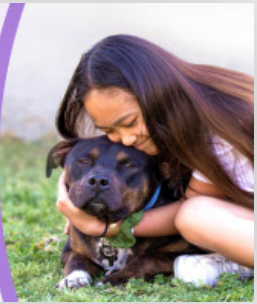


petco

lovelost

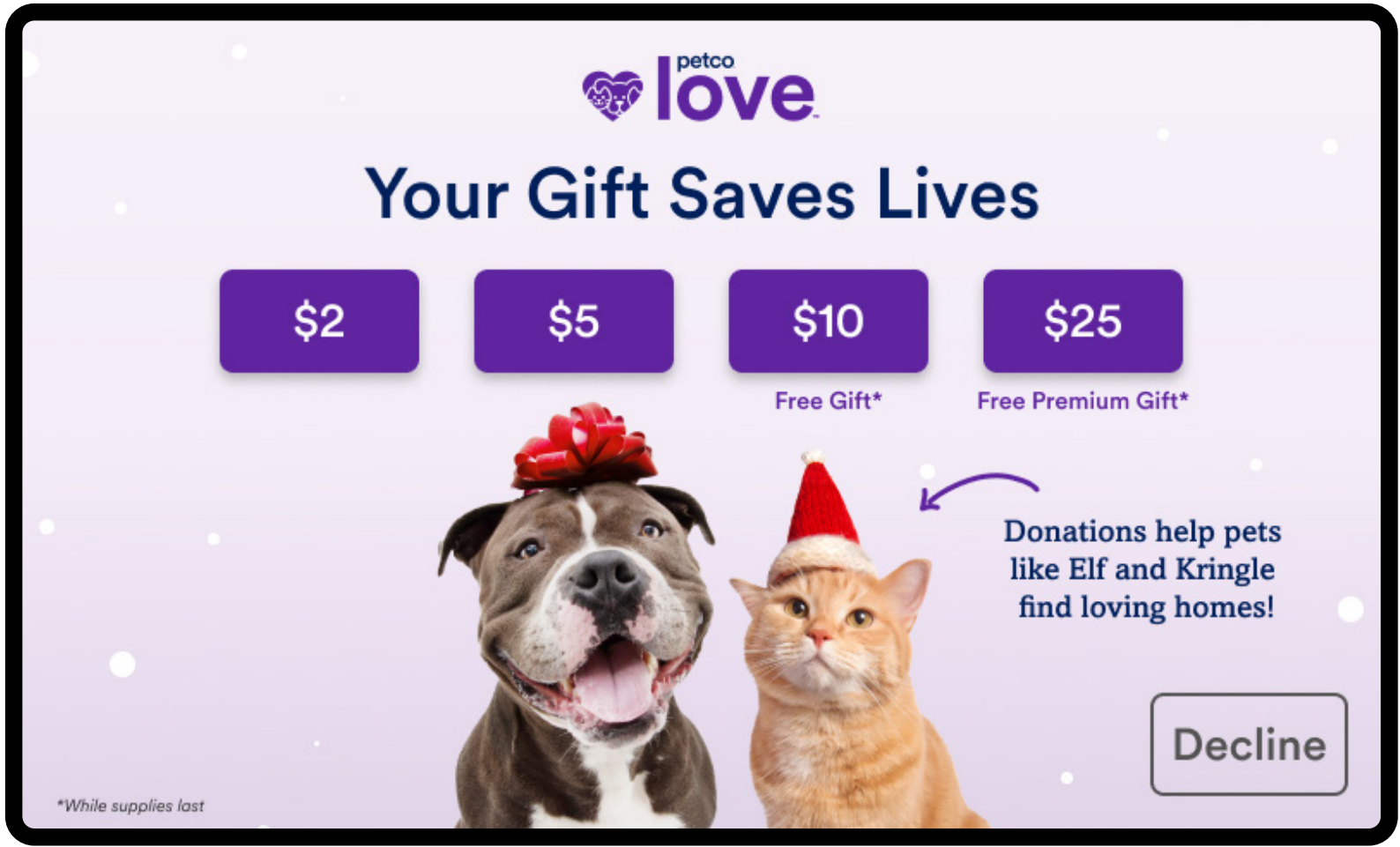
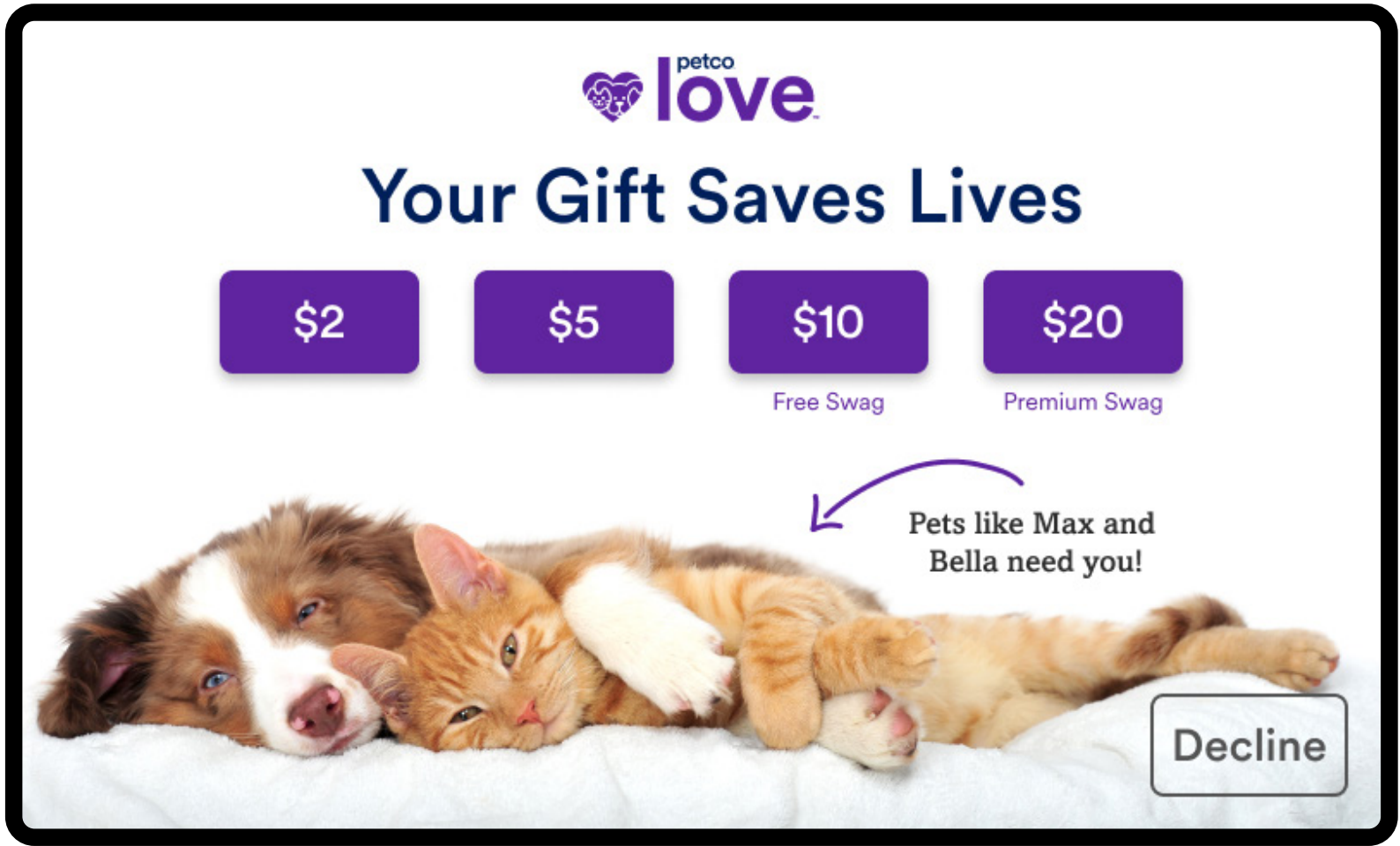
1 in 3 pets will go missing.
Finding them can be easy.

Learn More



A photograph of a silver laptop and a blue smartphone resting on a light-colored wooden desk. The laptop screen displays the Petco Love Lost website. The website has a purple header with the 'petco love' logo. Below the header, there's a large purple section with the text 'Love changes lives.' and a sub-headline 'Petco Love, a national nonprofit, improves the lives of pets and their people. With nearly \$400M invested, we're creating a lifesaving nation.' To the right of this text is a photo of a woman in a black jacket and beanie hugging a brown dog. Below this, there's a white section with the text 'We harness the power of love to make communities and pet families closer, stronger, and healthier.' and a small sub-headline 'Paws up if you're down to help us'. The smartphone next to the laptop also displays the website, showing the same purple header and the 'Love changes lives.' section.

Premium / In-store signage / POS





Thank You!

Please contact Petco Love marketing with any questions.

