

humane  
society  
of charlotte



## ART STYLE GUIDE

for creative donations  
& commissions

[humanecharlotte.org](http://humanecharlotte.org)

# FORWARD

Hi! Welcome to the first edition of Humane Society of Charlotte's (HSC) art style guide. Thank you for your interest in developing a rich, artistic presence at the new home for the HSC on Parker Drive off Remount Road, near the historic Camp Greene community. This document is to help guide the long-term cultivation of new and existing creative works that will adorn this new facility and enhance experiences for both visitors and staff.

We hope it helps you find a path to working with us to create new art and submit existing art that will adorn our new home and embody our core values and our mission.

Thank you,

Shelly Moore, CAWA  
President & CEO  
Humane Society of Charlotte

*This edition was issued on August 10, 2022*

# THE ROLE OF ART AT HSC

## **What role will art and creative expression play at the new Humane Society of Charlotte?**

Works of art generated through special HSC commissions and projects, as well as through accepted donations of existing artwork, will help express the HSC's mission by helping create an aesthetic and emotional atmosphere in the new facility. We want art to help make our mission evident and visceral to all who visit and work here in vibrant and exciting ways.

**HSC's Mission:** The Humane Society of Charlotte is a community resource committed to delivering effective, innovative services that strengthen the human-animal bond and improve the lives of companion animals and the people who care about them.

## **The creative work displayed inside and outside of our facility will also help convey and connect people to HSC's four brand pillars:**

- Lifelong Learning (education)
- Health & Wellness (spay/neuter and vaccines)
- Forever Families (retention)
- Loving Homes (adoption)

While not governed by the brand style guide, as stated above, we're looking to cultivate and commission artwork that complements the styles, colors and emotional qualities of our brand. See our full brand style guide [here](#).

## **Why was this art style guide created now?**

HSC's new home not only expands and augments the services the HSC provides to the community, but it also creates new, exciting spaces and opportunities for visitors and staff to interact with our home ... and feel at home themselves, especially with their four-legged best friends.

The former HSC facility was housed in a building not originally designed for animal rescue, adoption and medical care. It was a small facility that needed to be devoted completely to the immediate work of the HSC.

The vast majority of visitors to the former HSC were on site for one of three activities: pet adoption, pet medical care or pet surrender.

While individuals, families, groups and organizations did visit for tours, there was no additional space for meetings and inadequate space to meet/play with pets. Outside of the functions above, there was not much reason to return to the HSC on a regular basis.

The current site offers immense opportunities for visitors to interact with the HSC and return on a regular basis.

With features like a cat cafe, space for events, greater opportunities to interact with animals before adoption, outdoor walking trails and a dog park, the HSC is a more public space where animal lovers, especially dog owners, can meet up or make new friends.

The new facility is also located along what will eventually be the Silver Line, affording much greater exterior visibility for the facility.

It's the HSC's belief that art and art installations can play an important role in inviting guests into the facility, attracting attention to it, making guests feel comfortable, welcome and delighted while they're there.

Art can add fun, memorable moments and vibrance to an adoption day, provide colorful backgrounds for that first selfie with your new best friend or provide comfort for those who may be bringing a sick or injured pet to the clinic or bidding farewell to an old friend.

# THE PURPOSE OF OUR ART STYLE GUIDE

## How will this style guide be used?

Near the end of this document, you'll find the HSC's accepted brand standards that guide and govern marketing materials, signage and more. The colors, fonts and styles outlined by these standards were taken into strong consideration of the physical design of the new facility.

Just as the HSC used brand standards to guide how their new home was designed, this document was developed to help them cultivate works of art used to adorn the facility. It will guide decisions made regarding:

- Permanent art and installations commissioned by the HSC
- Temporary art installations commissioned by the HSC
- Unsolicited works of art kindly offered for limited installation or permanent donation

No guidelines contained below are meant to constrict creativity or constrain decisions made by HSC staff or the HSC art review committee. They are intended, however, to help provide a foundation to direct and focus decisions and underscore the important role that artwork and creative expression can play in the overall experience of everyone, including HSC employees, can have with the facility and the grounds outside.

# CULTIVATING ART AT HSC

We know that art is on a gradient, ranging from commercial art and graphic design on one end and fine art on the other. In the case of HSC, we are looking for work that lies somewhere in the middle.

While we value the freedom of artistic expression and the unique qualities and perspectives individuals bring to their work, we are also looking for art that helps us create the mood and atmosphere desired in our new home, as well as work that complements our brand guidelines and architectural choices.

## What Are We Looking For?

### Qualities

Our intention is that the creative works and installations we cultivate inside and out of the facility are in line with the qualities we seek in our community engagement and communications efforts:

- Welcoming
- Friendly
- Community-minded
- Inclusive
- Knowledgeable
- Service-oriented for pets and their people

In tandem, we're looking for artistic work that leans toward realism and feels

- Warm & Inviting
- Vibrant
- Cheerful
- Expressive
- Inclusive & Diverse
- Soothing
- Comforting
- Whimsical & Playful
- Nonjudgmental
- Uplifting

While the HSC respects all opinions and forms for expression, we will not accept art that conveys specific opinions on religion, politics, race or sexual orientation. We seek non-divisive work that exists to convey the qualities above in a universal fashion.

### Style

Stylistically, we're looking for a blend of modern and minimalist with bright color palettes and a good use of negative space. Examples of work we like or currently have are placed throughout this guide. For a document featuring other work from around the country we like, [click here](#).

### **Themes**

This one is easy. From a thematic standpoint, we are most interested in art that depicts happy, healthy playful pets – dogs and cats – (and, possibly, their people).

### **Preferred Art Forms**

While there may be opportunities for three-dimensional art, sculpture, interactive art and weather-proof exterior installations, we expect that the majority of the art we accept through our submissions process will largely be composed of two-dimensional work ranging from pencil sketches and painted work to fiber art and photography.

(Note that photography may be an exception to the note about vibrant color palettes as black and white photography may suit a particular use or placement in our facility.)

### **Integrating Art Throughout**

As you will see in our section on commissions and open calls we may issue, we intend to use art as much more than a means to decorate our walls and spaces. We're looking to weave creativity into many aspects of the HSC experience.

We want our guests to enjoy the work, but – on occasion – to also interact with it, including original art created by artists and the public and as part of community celebrations and public relations efforts.

This may range from temporary chalk art created on premises during events, animal fashion shows or creating welcoming backdrops for selfies where our furry friends and their humans can take their first picture together or their 10,000th.

### **Commitment to Supporting Regional Art**

Our work is rooted in the Charlotte region. Our commitment to the communities of the Charlotte region extends to art, as well.

While we may commission, select, display art from outside the Charlotte Mecklenburg area when it suits a project or need, we think and source local first to support our rich local arts community.

Our arts presence gives the HSC the opportunity to connect with and build relationships with artists, donors and others who might not know about our mission. We've long said our new facility will be a community asset and the incorporation of community art helps us to further that mission.





# SUBMITTING/DONATING EXISTING ART

We are constantly amazed by the generosity of our supporters. We are frequently offered donations of visual art, sculpture, furniture and more. We love that people want to give of what they have, especially if it's a work of art they created themselves or have treasured for years. We know they want the work to have a good home.

We want that, too. But, we also want to make sure we're the right home for it.

Works of art exist along a wide spectrum, ranging from commercial art and graphic design on one end and fine art on the other.

In the case of HSC, we are looking for work that lies somewhere in the middle.

While we value the freedom of artistic expression and the unique qualities and perspectives individuals bring to their work, we are also looking for art that helps us create the mood and atmosphere desired in our new home, as well as work that complements our brand guidelines and architectural choices.

## **How Will Art Be Added to Our Facility?**

A little here. And, a little there. All with a purpose and a place.

We have some works that have transitioned from our former facility. Others will come through submissions (outlined in this section) and from commissioned projects (in the next section).

With our new home, we're being more intentional and methodical. We want to identify specific places within the facility to adorn with art before moving on to other areas, as opposed to taking in work first and finding a proper location for it secondly. Some of those places will have prescribed themes, styles or color palettes.

In 2022, we have three specific areas of focus:

- Our Cat Cafe (a mix of long-term and seasonal art)
- The entrance to the pathway to our new dog park (a commissioned work of art)
- Public events

As we complete these areas, we'll identify other interior and exterior destinations for new and existing works of art.

## **How do you submit work for consideration?**

If you have an existing work of art you'd like us to consider adding to our collection, we have a new process in place to evaluate it against our need and this style guide.

As we've said, your incredible generosity is wonderful. But we want to be orderly and protective of our facility and your work.

## **How to Submit Unsolicited Artwork for Consideration**

All work offered to us will be evaluated by our art review committee, which will consist of HSC staff and volunteers.

To submit unsolicited work to be reviewed by the committee, please consult this style guide first and then use this online form. This is the only way that we will accept submissions of existing work for consideration.

Through the online submission form, we'll ask that you answer a few simple questions and submit well-lit photographs. Some of the information we'll need is:

- The dimensions of the work
- Approximate weight of the work
- The age of the work
- The condition of the work
- The reason you want to donate it to HSC
- Whether you are offering this work for a limited time or permanent transfer of ownership
- Whether the art may be used in an HSC fundraising auction

*The form above will allow you to upload photos of the work you are submitting. This is a required field for consideration/submission.*

For flat works of art, we ask the submission of two well-lit photographs (one that shows it in space for an idea of size/scope and a close-up to show greater details of the piece.)

For three-dimensional works of art, we ask for four well-lit photographs (at least one of which that shows the work in space for an idea of size/scope and perspectives on the work from three different angles).

**Certificate of Appraisal/Value/Authenticity**

If the work(s) you intend to donate have been appraised by a credited art expert and have a certificate of value in your possession, please scan and submit that for consideration, as well. If you have a certificate of authenticity that should be considered, please include that scan, as well.

**Use in Fundraising Efforts**

When you complete the submission form, you will notice that we ask if you would give us permission to auction your work in an HSC fundraiser after it is displayed. We also ask if you are interested in transferring ownership of your work to us for auction only. After reviewing your work, our committee will reach out with its decision on your submitted work. If the committee is interested in accepting your work for auction, but not for display, you will be given the opportunity to change your mind in this regard.

**Please Do Not Submit Unsolicited Speculative Work and Ideas**

At this time, we are not accepting submissions for speculative work. Plans, sketches, ideas/proposals will be returned to the owner. We intend to post opportunities for new, commissioned work throughout the year with clearly stated terms. Those will offer times to bring new ideas for speculative work, in line with the commission, to our attention. We want to be protective of your rights as an artist to your ideas and work.

**NFTs**

The HSC is not accepting NFTs (non-fungible tokens) at this time. While this may change in the future, currently we are interested in complete, physical works of art.

# ART REVIEW PROCESS

Starting every year in January, the HSC's art review committee reviews unsolicited submissions quarterly. They will evaluate your work against the current needs of the facility and the qualities outlined in this style guide.

HSC art review months are:

- January
- April
- July
- October

If you have submitted a work or works of art for consideration, you will receive an email within 14 days of the review meeting with the committee's decision.

If the decision is made not to accept your work at that time, we hope you will please submit again.

The committee may respond by asking further questions or indicating whether or not they would like to schedule time with you to receive your submitted work(s) of art. If an appraisal is needed, we will discuss it with you at that time.

## **Loaning Artwork**

If you are loaning the art to us, we'll meet and sign a memorandum of understanding that will outline the terms of the limited donation and any special circumstances that may need to be taken into consideration. We don't want this to be too formal, but it's your work. We want you to be comfortable.

## **Taking Possession of Accepted Artwork**

If the decision is to accept your work, we'll look to schedule time to meet in person with the art and complete the official transfer of the art.

[NOTE: We may not need this: We'll sign a brief transfer of ownership and give you an official note for the IRS about the value of your donation.]

# COMMISSIONED WORKS OF ART

Throughout the year, we are hoping to issue open calls for existing or new, commissioned art ranging from temporary installations (your art will be returned to you), interactive use for HSC events or permanent installation.

Some calls will be for paid work. Others may be calls for voluntary work or events where you can participate in creating new work individually on-site or collaborate with others on a collective work of art.

## Issuing Calls for Art

When it comes to commissions, we'll make sure you clearly understand how your work will be used and who will own it. Terms of submission, possible payment, and ownership of the work generated through a commission or open call for art will be clearly stated in the specific terms and conditions associated with the opportunity. Opportunities may vary by need. Specific details of what we're looking for and how we'll evaluate submissions for open calls will be provided through our website.

If selected for new commissioned work, we will sign a brief memorandum of understanding outlining expectations for both of us before you begin your project.

Not all commissions will be open to the public.

## Types of Commissions

In 2022, we are focusing on our main lobby, cat cafe and outdoor trailhead for new and existing works of art.

That said, our facility allows us to play host to many more public events, ceremonies and meetings than before. That creates opportunities for a wide range of commissions:

- Temporary installations
- Permanent installations
- Volunteer-created work
- Corporately sponsored work
- Backdrops and selfie spots/stations
- Take-home art created onsite
- Interactive art

Each commission will have different goals, uses, timelines and budgets. And, all of it will be clearly spelled out when we issue a commission call.

# HOW TO LEARN ABOUT HSC COMMISSIONS & CALLS FOR ART

We will post information about open calls, creative events or special art commissions [on our Web site](#) and on [Instagram](#) and [Facebook](#). You can also sign up to be notified of HSC art opportunities by [signing up here](#).

If you want to assist us in sharing the work about an open commission ... THANK YOU! Please contact [\[e-mail address of appropriate person\]](#) to get a sharing kit with approved copy, images and suggestions.

## **Sponsoring Art or Employee Engagement Activity**

If you are interested in being our new best friend and sponsoring a new work of art or an art event, please reach out to [\[NAME CONTACT HERE\]](#). We'd love to talk through existing plans and ideas we have or working with you to cultivate something new, from a permanent work of art to a company volunteer day or employee engagement event that results in a new installation.

# OUR BRAND STANDARDS

As we mentioned earlier, we have existing brand standards that govern the graphic look of our marketing materials and communications vehicles, as well as our brand voice and style of communication.

While these guidelines do not govern the use of art in our facility as they do our marketing, we will take them into consideration for artwork we accept and commission. Please review these standards in the following pages.

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of charlotte



[humanecharlotte.org](http://humanecharlotte.org)

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# BRAND GUIDELINES

& Digital Communications Playbook



# OBJECTIVE

Welcome to the Humane Society of Charlotte (HSC) brand guidelines. This document serves as a resource for understanding and applying the HSC brand, identity and creative expression. It outlines brand strategy and provides standards for the use of logos, color palette, typography and other key visual elements.

## BRAND PILLARS

Four pillars support and clarify HSC's positioning. These are:

- **Lifelong Learning** (education)
- **Health & Wellness** (spay/neuter and vaccines)
- **Forever Families** (retention)
- **Loving Homes** (adoption)

Each external-facing communication effort should touch on one of the four areas and the area should be highlighted in both the SUBJECT line and the HEADLINE to reinforce knowledge of and engagement with the four pillars by the audience.

## STYLE & USAGE STANDARDS

FEBRUARY 2017

- The official name of the organization is the Humane Society of Charlotte. The word "the" before Humane Society of Charlotte should *not* be capitalized.
- The official name of the spay/neuter clinic on Byrum Drive is the Gary T. deLisser Spay/Neuter Clinic. It may be shortened to deLisser Clinic for internal use only. Please note the capitalization and spacing of the last name. Also note that Gary was a woman; she was the aunt of the donor who gave the money for the facility and she was passionate about animals.
- Wherever it is used, please write spay/neuter rather than spay-neuter or spay & neuter.

- Per North Carolina law, every printed solicitation must include the following content, in a minimum of 9-point type in Arial typeface *and* bolded, underlined or in a box:

**Financial information about this organization and a copy of its license are available by request from the State Solicitation Licensing Branch at 1.888.830.4989. The license is not an endorsement by the state.**

- The official **mission statement** of the organization should read:

**The Humane Society of Charlotte is a community resource committed to delivering effective, innovative services that strengthen the human-animal bond and improve the lives of companion animals and the people who care about them.**

- The official **vision statement** of the organization should read:

**Our vision is for Charlotte to be a united community where animal welfare is valued and demonstrated through educated and collaborative efforts leading to positive outcomes for people and animals.**

- All documents and printed materials originating from the HSC should be typed in 12-point Arial font in black. Any variance in this guideline should be discussed with the HSC Director of Marketing and Public Relations.
- All emails should be typed in a minimum of 10-point Arial font in black and transmitted on a white background.
- All email signatures should be designated by the HSC Marketing and Communications Manager.
- All email signatures should follow the same format shown below. From time to time, staff may add an additional message/creative promoting a special event or fundraiser. All staff will be made aware of such changes by the HSC Director of Marketing and Public Relations.

**Your Name  
Your Title  
Humane Society of Charlotte  
Street Address, Charlotte, NC 28203  
(P) Your direct line or 704.377.0534 / 704.332.8010  
humanecharlotte.org**

***If you have any questions about these standards, please consult the HSC Marketing and Communications Manager.***

# LOGO LOCKUP

This is the HSC logo lockup. The two parts of the HSC logo lockup are the type block and the HSC House. The primary logo lockup below is to be used whenever possible. A stacked version has also been created when the primary logo lockup cannot be used. Black and white versions can be used for non-color applications. These four lockups represent the only versions to be used across all print, digital and social media platforms.



# LOGO LOCKUP MINIMUM SIZE

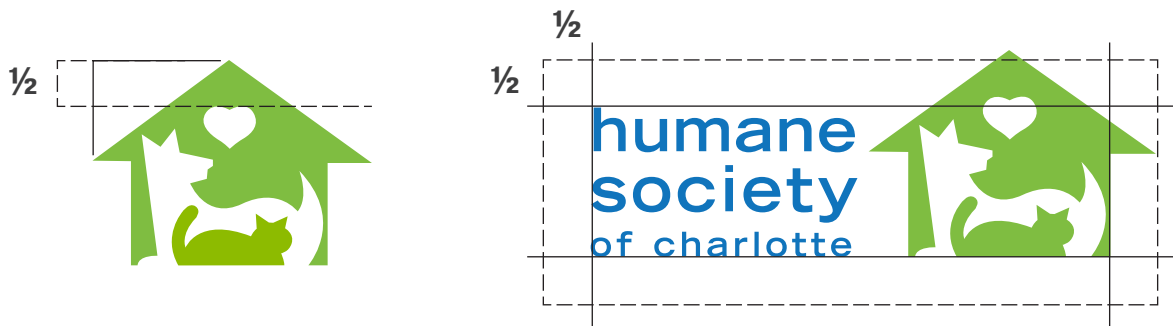
To ensure visibility and legibility, the logo lockup should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as screen printing may require presenting the logos at larger sizes than indicated here.



## MINIMUM SPACING

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.



# ADDITIONAL APPROVED LOGOS

Aside from the primary and stacked logo versions, below are the additional approved marks. The primary logo should be used first and foremost. The additional logos should be used during the specified instances only. Black and white versions can be used for non-color applications.

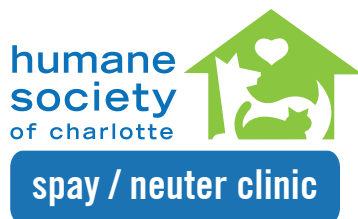
## WITH WEBSITE:

Mark should be used when the website needs to be displayed in conjunction with the primary logo.



## SPAY/NEUTER LOGOS:

Specific Spay/Neuter logos should be used when referring to the Spay/Neuter Clinic or its related programs.



## ADOPTION CENTER LOGOS:

Adoption center logos should be used when differentiating adoption center locations.



## PROGRAM LOGOS:

Program logos should be used on collateral relating to programs/events for those specific programs.



All approved HSC logos may also be used in one color format; black, or reversed out in white.



# TYPEFACES

The typefaces below are to be used for HSC correspondence whenever possible. However, these fonts have different purposes. The Trade Gothic Extended and Bold Extended faces are to be used for headlines and taglines only. The Trade Gothic Regular and Bold 2 faces are to be used for body copy. Finally, the Arial regular and bold faces are to only be used as substitutes when the other two options aren't available.

## HEADLINES AND TAGLINES

Trade Gothic LH Extended

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Trade Gothic LH Extended**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## BODY COPY

Trade Gothic Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Trade Gothic LH Extended**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## SUBSTITUTE FONTS

Arial Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Arial Regular**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

# PRIMARY BRAND COLORS

The primary identity colors have been selected for functionality and to convey positivity. The colors below are the only versions to be used for the logo lockup.

CMYK & PMS colors (for print)



C = 50	C = 85
M = 0	M = 50
Y = 100	Y = 0
K = 0	K = 0

PMS = 376 C	PMS = 376 C
PMS = 382 U	PMS = 307 U

RGB colors (for digital)



R = 153	R = 31
G = 202	G = 105
B = 60	B = 166

# SECONDARY BRAND COLORS

The secondary brand colors have been selected to offer variation within design collateral and visual communication. The logo lockup should never appear in a secondary color.



C = 0  
M = 59  
Y = 92  
K = 0

R = 245  
G = 132  
B = 47



C = 100  
M = 0  
Y = 41  
K = 0

R = 0  
G = 170  
B = 171



C = 25  
M = 100  
Y = 86  
K = 0

R = 192  
G = 39  
B = 58



C = 68  
M = 87  
Y = 10  
K = 10

R = 103  
G = 62  
B = 131



# DIGITAL PLAYBOOK

This playbook is intended for HSC internal constituencies as a guide to email communications, including newsletters and other digital templated marketing pieces. These new guidelines will support cohesive identity development within all digital platforms.

## NEW TEMPLATES

A suite of email templates, with example images, have been created using the Constant Contact platform. These templates are fresh, modern, and follow current best-practices regarding email marketing, while still working within current HSC guidelines.

Images and text work together to convey compelling stories. Research shows that people are reading less in today's information-saturated world. These new templates intend to utilize images to improve communication and retention. Images should be pulled from real life and chosen carefully to fit the purpose. Please avoid using stock photos whenever possible. Images should consistently portray pets with people.

### HSC/YAP Events Template



#### YAP in Our Community Lorem Ipsum Dolor Sit Amet Consectetur Elit



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[Read More](#)

Humane Society of Charlotte  
2700 Tonnery Ave, Charlotte, NC 28203  
704.377.0534

## YAP News Template



### H1 Headline One

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### H2 Headline Two

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[Read More](#)

Humane Society of Charlotte  
2700 Toomey Ave, Charlotte, NC 28203  
704.377.0534

## Alternative HSC/YAP Template



### YAP Matters Lorem Ipsum Dolor Sit Amet Consectetur Elit

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### H2 Headline Two



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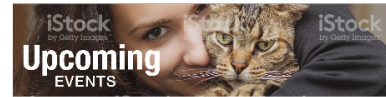
Humane Society of Charlotte  
2700 Toomey Ave, Charlotte, NC 28203  
704.377.0534

## Shelter Happenings Template



### H1 Headline One

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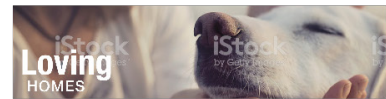
[Read More](#)

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### H2 Headline Two

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### H2 Headline Two

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### H2 Headline Two

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[Read More](#)

Humane Society of Charlotte  
2700 Toomey Ave, Charlotte, NC 28203  
704.377.0534

# BRAND PILLARS

Each newsletter should touch on one of the four pillar and the pillar should be highlighted in both the SUBJECT line and the HEADLINE to reinforce knowledge of and engagement by the audience.

- **Lifelong Learning** (education)
- **Health & Wellness** (spay/neuter and vaccines)
- **Forever Families** (retention)
- **Loving Homes** (adoption)

# TONE

Email communications should maintain a tone consistent with the organization — informal, friendly, community-minded, inclusive, knowledgeable, and service-oriented for pets and people.

# CONTENT & EDITORIAL

When producing and editing communications content, please consider if the content adheres to the following standards:

- Relevant
- Interesting
- Current
- Community-focused
- Informative
- Original
- Authentic
- Consistent with HSC mission, vision and values
- Supportive of HSC mission, vision and values

***All content should be approved by the HSC Marketing and Communications Manager to maintain consistency and voice.***

# CAMPAIGN

Moving closer to the launch of a campaign, we recommend subtle reinforcement of the “We Are Family” message through visuals and content. Prior to the official campaign launch, content should feature the great work and success of HSC and its impact on the community. Programs, neighborhood engagement, community meetings, volunteers, adoptions, new pet families involved in training and education, partnerships, events, and sponsor engagement should be regular features.

# THANK YOU

Thank you for taking the time to read this art style guide.

We took care to create it to show how important we think art is to our community and to the future of our home. It takes time, skill, patience and passion to create art. We respect that and we respect you.

It's our hope that the time we took to think through how to integrate art into our daily lives and the experiences of our visitors (whether they walk on two legs or four) honors that.

With gratitude,

Shelly Moore  
President & CEO  
Humane Society of Charlotte



[humanecharlotte.org](http://humanecharlotte.org)