

Dognation

Manual de identidad

Misión

Conectar personas con refugios para que ayudar a perros y gatos sea fácil, transparente y accesible. Queremos que cada aporte, por pequeño que sea, tenga un impacto real.

Visión

Construir una comunidad empática donde cada animal doméstico pueda tener una segunda oportunidad, gracias al compromiso de personas solidarias.

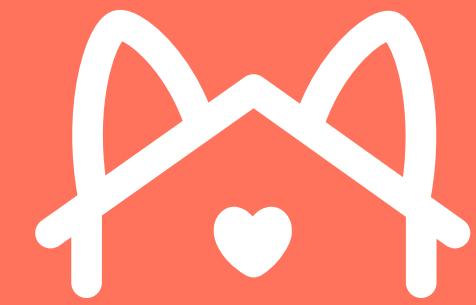
Objetivo

Facilitar el apoyo a animales en situación vulnerable, promoviendo la empatía, la colaboración y el seguimiento del impacto generado.

Logo Principal



Uso de color

 Dognation

 Dognation

 Dognation

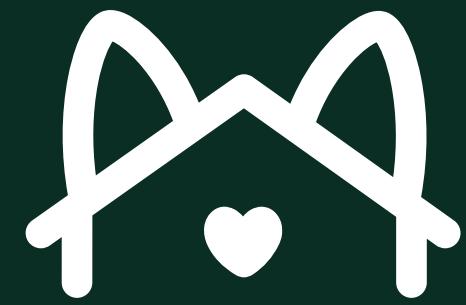
 Dognation

Uso de color

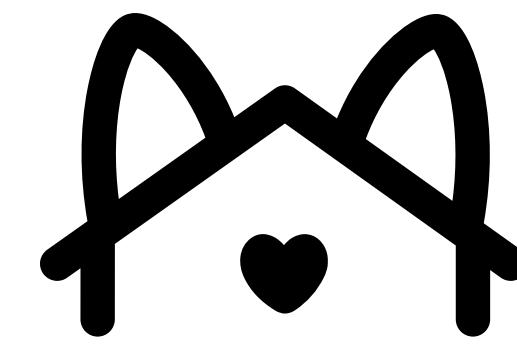
 Dognation

 Dognation

 Dognation

 Dognation

Versiones



Dognation

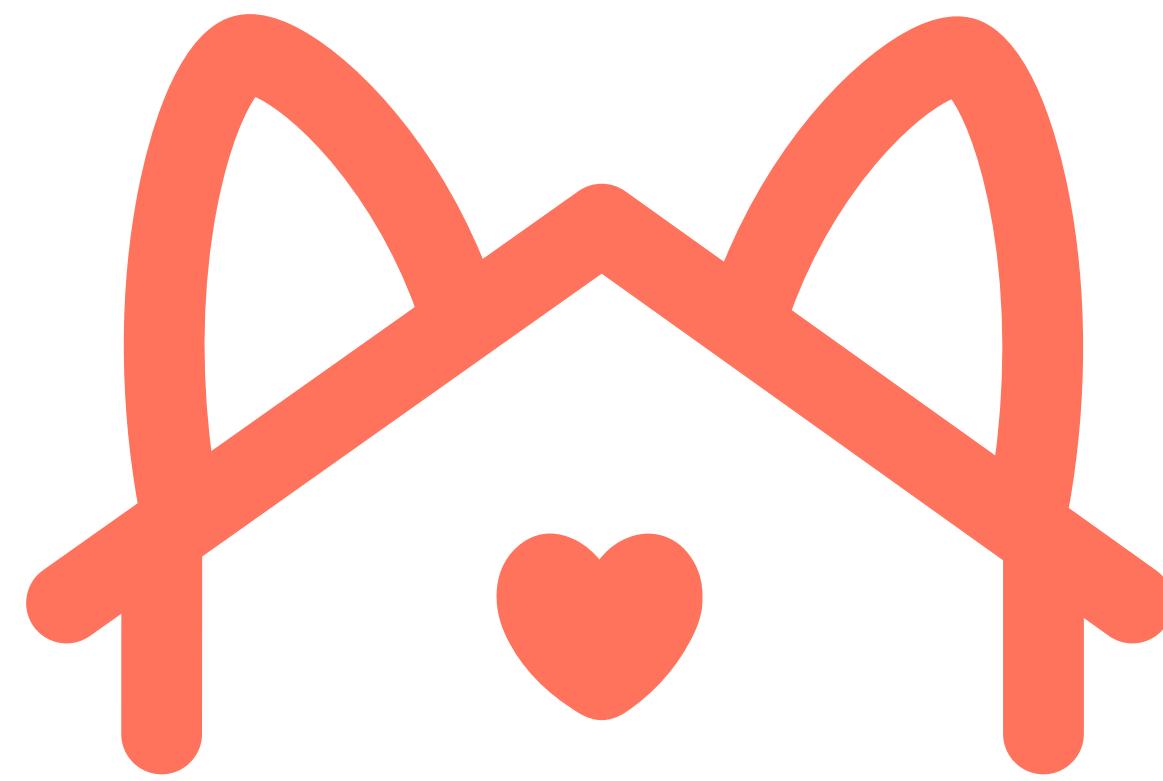
Negativo



Dognation

Escala de grises

Versiones



isotipo

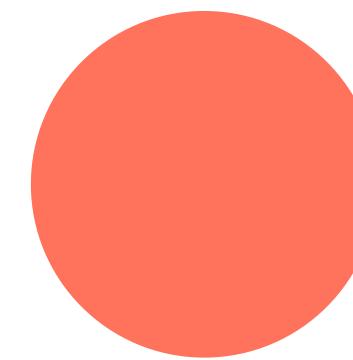


Dognation

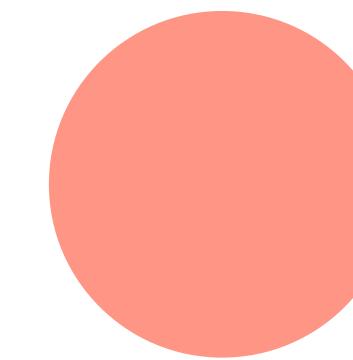
imagotipo
vertical

Paleta de colores

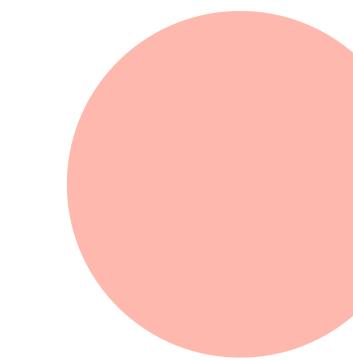
Brand color



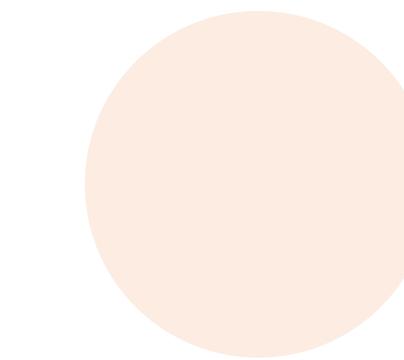
Primaria
#FF725C



Secundaria
#FF9585

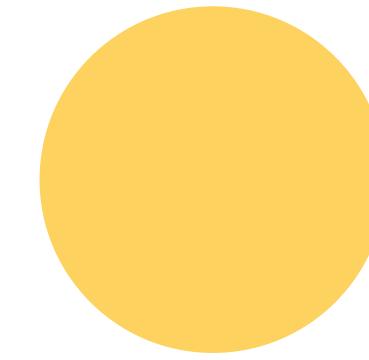


Terciaria
#FFB8AD

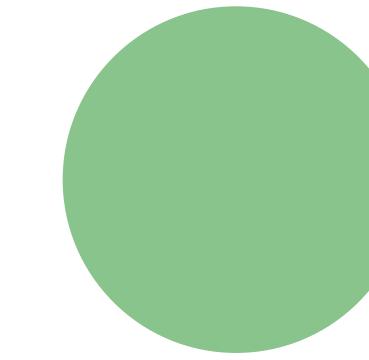


Alternativa
#FCECE1

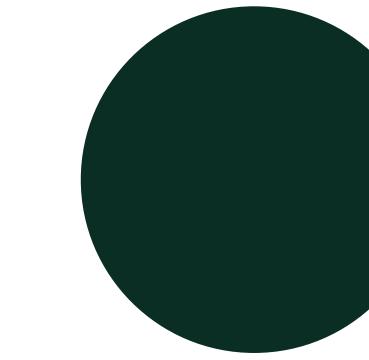
Accent Colors



Acento 1
#FDD25E

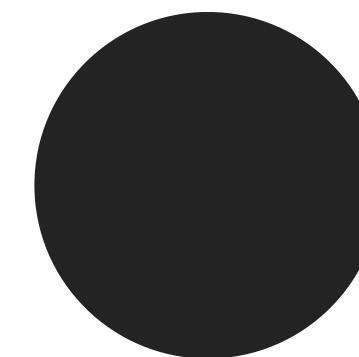


Acento 2
#8AC48D

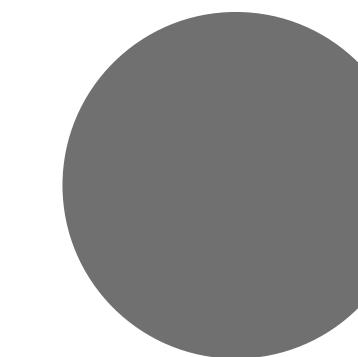


Acento 3
#0A2E23

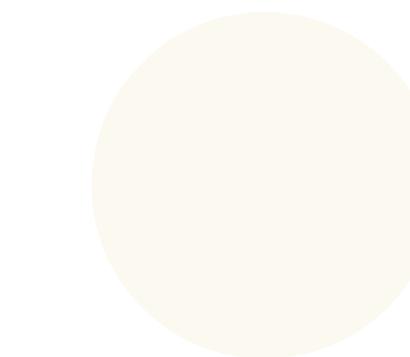
Utility Colors



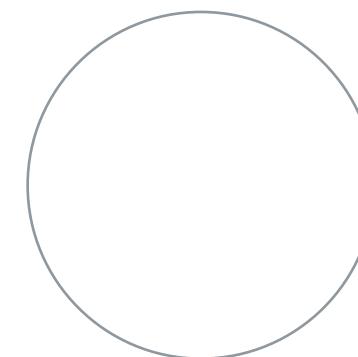
Texto
Primario
#232323



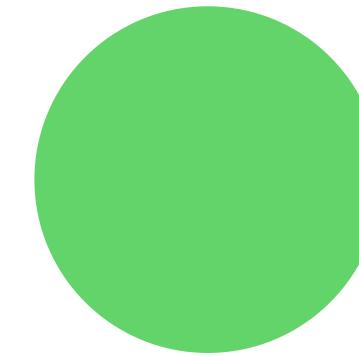
Texto
Secundario
#707070



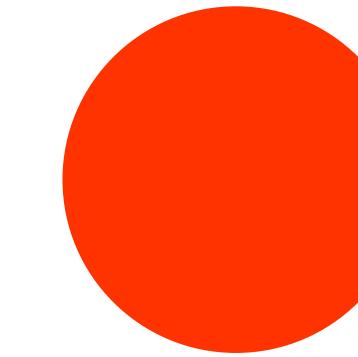
Fondo
Primario
#FCFAF0



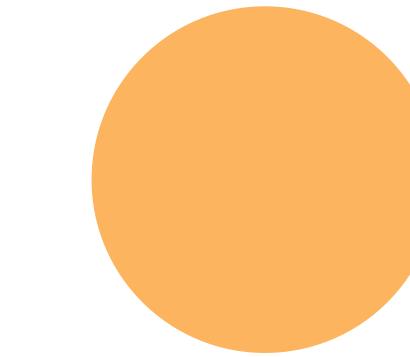
Fondo
Secundario
#FFFFFF



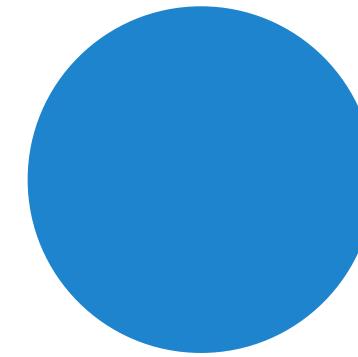
Éxito
#63D469



Error
#FF3300



Advertencia
#FDB45E



Información
#1E84CE

Tipografía

Aa

ABCDEFGHIJKLMNÑ
OPQRSTUVWXYZ
abcdefghijklmnñopq
rstuvwxyz
0123456789

Quicksand regular

Párrafos

Quicksand bold

Títulos

ABCDEFGHIJKLMNÑ
OPQRSTUVWXYZ
abcdefghijklmnñopq
rstuvwxyz
0123456789