

a **brand guide**



PAWS

for a moment

designed by **anna mondschein**

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*promotion
&
merchandise*



BRAND OVERVIEW



brand description



Paws for a Moment is a South Florida–based nonprofit founded by Lexie Hidalgo, dedicated to providing safe shelter, care, and second chances for animals in need. Powered by a compassionate volunteer network, the organization ensures pets are fed, walked, and nurtured daily while creating a calm, loving environment. Known for its annual fundraising walks and community-driven adoption events, Paws for a Moment connects animals with forever homes while raising vital support for their care. Rooted in Lexie’s environmentally conscious, free-spirited ethos, the brand blends purpose with a grounded sense of empathy, sustainability, and meaningful connection.

brand core

Paws For A Moment is a community-driven, animal advocacy nonprofit that nurtures vulnerable animals, fosters hope through fundraising, and provides opportunities for adoption!

Functional Benefit

Paws For A Moment is an animal advocacy nonprofit dedicated to promoting pet adoption, supporting shelters through fundraising, partnering with local businesses, and creating community-driven impact to help every animal find a happy, healthy home.

Emotional Benefit

Paws For A Moment empowers individuals to be the change by nurturing vulnerable animals, fostering hope through adoption, and taking pride in supporting their local community.

NEW LOGO



new logo



Connected

the circular form symbolizes community, support, and the lasting bond between animals, volunteers, donors, and adopters.

Nurturing

the cycle of care and activism is continuous!

Playful

the dachshund illustration creates an uplifting, approachable feel that reflects the joy behind Paws For A Moment's adoption and fundraising efforts.

LOGO VERSIONS



*vertical & preferred**



horizontal







LOGO USAGE

prohibited logo usage



*Do not **distort!***



*Do not **rotate!***



*Do not change the
“PAWS” color!*

logo safe space



color palettes

14

CMYK 30 100 54 18
RGB 155 28 76
#9b1c4c

CMYK 17 2 0 0
RGB 207 231 248
#cfe7f8

CMYK 21 9 84 0
RGB 210 206 79
#d2ce4f

CMYK 2 1 22 0
RGB 250 245 208
#faf5d0

CMYK 0 84 100 0
RGB 240 81 35
#f05123

CMYK 0 34 18 0
RGB 249 183 182
#f9b7b6

primary fonts

Gil Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!

Gil Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!

Gil Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!

Gil Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!

Gil Sans UltraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!

secondary fonts

Cochin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!

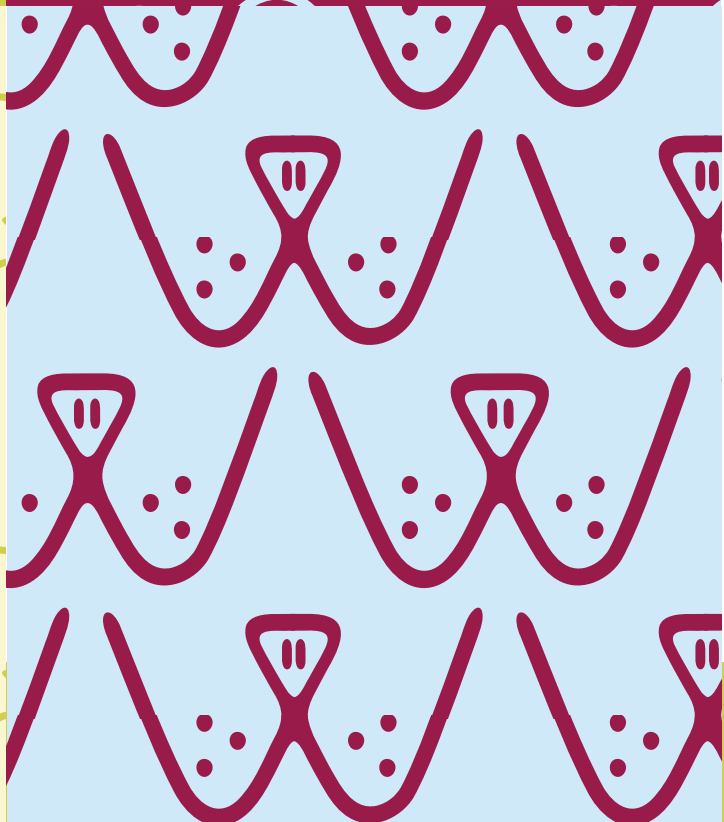
Cochin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,,:?!





STATIONARY





May 6th, 2026

Dear Dr. Claudio,

I hope this letter finds you well. My name is Ellie Smith, Founder of Paws For A Moment, and I am reaching out on behalf of our organization dedicated to advocating for sheltered animals and promoting compassionate adoption efforts.

At Paws For A Moment, we believe every animal deserves safety, care, and the chance to find a loving home. Through community outreach, fundraising initiatives, and awareness campaigns, our mission is to support shelters and create meaningful moments of connection between animals and future adopters.

We are incredibly grateful for the support of individuals and organizations who share our passion for animal welfare. Your commitment to making a difference helps us continue providing resources, care, and visibility for animals in need.

As we continue to grow our impact, we are always excited to build partnerships with those who value compassion, advocacy, and community involvement. Together, we can help create brighter futures for sheltered pets and encourage more lifelong adoptions.

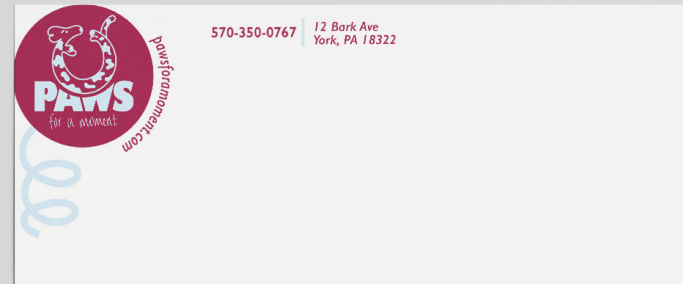
Thank you for taking the time to learn more about Paws For A Moment and our mission. We truly appreciate your support and dedication to helping animals find the love and care they deserve.

Warm regards,

Ellie Smith
Founder
Paws For A Moment
pawsforamoment.com
esmith@pfam.com
570-350-0767

Ellie

570-350-0767 | 12 Bark Ave, York, PA | 8322



business cards



business cards



letterhead



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Ellie Smith
Founder
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570-350-0767

570-350-0767 | 127 Bark Ave, York, PA | 8322



letterhead



envelope



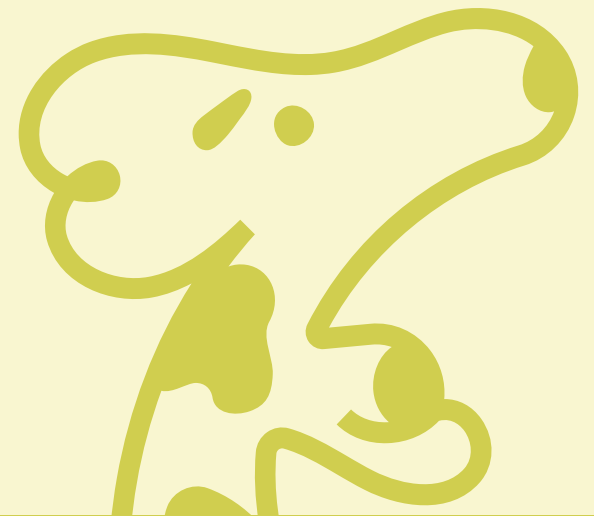
570-350-0767

12 Bark Ave
York, PA 18322

envelope



PROMOTION & MERCHANDISE



t-shirts



t-shirts



t-shirts



dog bowls



dog food



pins



banners



banners



