



Guidelines for using the Dumb Friends League name & logo

All materials that use the name and logos of the Dumb Friends League must be approved in writing by the Dumb Friends League prior to publishing. After your event has been approved, you will receive the official “Benefiting Dumb Friends League” logo.

If you have any questions, please contact Kristin Speros at (303) 751-5772, Ext.7226, or ksperos@ddfl.org.

1. It’s “Dumb Friends League”

- Always use the full name of the organization on first reference in written pieces.
- Do not refer to the organization with the acronym DFL or DDFL in documents viewed by the public.
- Subsequent mentions of our name may be shortened to “the League” for repeated use in the same written piece.
- Do not refer to the organization as the Denver Dumb Friends League. For public purposes, the word Denver was removed from our name more than 10 years ago in order to reflect our wider sphere of influence.
- When referring to our Web address in print, use ddfl.org, not www.ddfl.org.

2. Don’t change the color of the logo

- The preferred way to display the logos are in their designated Pantone colors 3292 and 2623 or CMYK/RGB equivalents.
- Pantone 3292 is the only acceptable brand color for one color applications.
- Black is acceptable when our brand colors are not possible.
- White reversed out of the background color may also be used.
- This usage guideline also applies to the Buddy Center logo.

3. Don’t change the logo image

- Do not separate the word “Benefiting” from the logo.
- Do not use the graphic symbol of the child/cat/dog alone.
- Do not alter the logo elements.
- Do not skew, distort, stretch or compress the logo in any way.
- Do not reproduce the logo in any other colors than those specified in rule #2.
- Do not place the logo in another graphic element or box.
- These guidelines also apply to the Buddy Center logo.

4. Animal images must be approved

- In order to convey the positive results from pets wearing tags and collars, all images must show tags and collars where visible on cats and dogs. This includes images used on the Web, in print, as well as art and signage.
- All cats must always be portrayed in an indoor setting.

5. Get it approved first!

- The Dumb Friends League must approve all uses of its name and logos before any piece of collateral material—including ads, signage, brochures, invitations, save-the-date cards, table tents, nametags, jerseys, T-shirts and websites—is printed or published.
- Email your pieces for approval and we will reply within two business days. Follow the rules above and approval should be smooth and quick.
- Send your promotion items to Kristin Speros, ksperos@ddfl.org or fax to (303) 696-0063.