

NETWORK PARTNERSHIPS

In network partner contexts

Best Friends Network Partners are critical to the work of our shared passion to save the lives of homeless pets.

These unique partnerships include a royalty-free license to use the Best Friends Network Partner logo in the following manner, so as to protect our respective intellectual properties and avoid public confusion.

If the horizontal configuration cannot be used for technical or functional reasons, use the vertical configuration with horizontal ruler line.

NETWORK PARTNERSHIPS LOGO

Horizontal logo



Vertical logo



Criteria for use

The Best Friends Network Partner logo should always be secondary to the network partner's actual logo, unless other arrangements have been made. Therefore:

- Use of the Best Friends Network Partner logo is for active Best Friends Network Partners only. Please remove any Best Friends Network Partner logo from all media as soon as possible if your entity is no longer an active Best Friends Network Partner.
- In digital environments, the Best Friends Network Partner logo may be used in a supporting position (e.g., at the bottom of a webpage, aligned and equally sized with any other supporters).
- If used in a digital communication, please make the Best Friends Network Partner logo an active link that directs the user to: <https://network.bestfriends.org/who-we-are/our-purpose>
- All partner-led websites and social media pages should be branded as being their own.
- Please locate the Best Friends Network Partner logo in a section that includes references to your entity's other affiliations or organizations that support you.
- You may also identify yourself as a Best Friends Network Partner in written pieces or content without using the Best Friends Network Partner logo.
- On printed materials/templates that are created and provided by Best Friends, we invite you to add your logo (e.g., promoting your participation in Strut Your Mutt®). On all other printed materials, the Best Friends Network Partner logo may be used upon receiving written permission from the Best Friends Network Partner team at bfnetwork@bestfriends.org. Any request must include a draft of the document, how many copies are being made, and when, where and how it will be distributed.



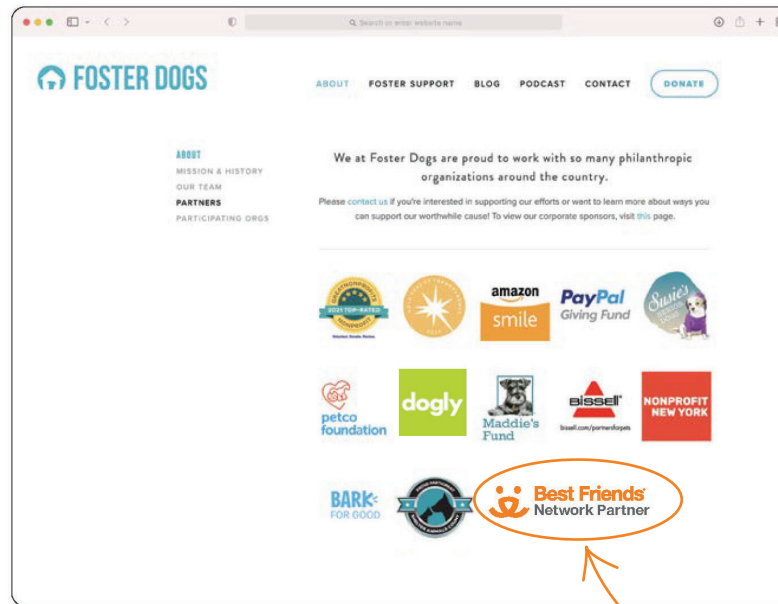
- Best Friends Animal Society may revoke the right to use the Best Friends Network Partner logo at any time.

NETWORK PARTNERSHIPS: USAGE

The following are acceptable uses of the logo for single color and toned applications.



EXAMPLES OF LOGO USE – BEST FRIENDS NETWORK PARTNERSHIP



LOGO: DONT'S

Use vectors (for example, .AI or Illustrator file) or .EPS versions whenever possible. These elements have been carefully designed.

Do not attempt to redraw or recreate the symbol or logo. The following logo orientations are not permitted.



Do not substitute a different color for the signature colors.



Do not change the proportion of the logo.



Do not use the logo on a color or background that may compromise its legibility.



Do not replace the typeface in the logo.



Do not alter the size relationships of the elements in the logo.