



Ohlone Humane Society Intellectual Property Policy

This document is intended to provide guidance on the visual aspects and permitted use of Ohlone Humane Society (OHS) branding and style. Correct and consistent use of these guidelines will reinforce our unique identity in the community and ensure that the OHS brand is visually distinctive and recognizable.

The “OHS logo” (or our "logo") are the words, logos, graphics, designs, and other indicators that identify Ohlone Humane Society, Inc. as the source of a product or service. Ohlone Humane Society is the owner of the OHS logo. The OHS logo is in use in commerce, and to the best of the organization’s knowledge and belief, no other person has the right to use the OHS logo in commerce, either in the identical form or in such near resemblance as to be likely, when applied to the goods or services of such other person, to cause confusion or mistake, or to deceive; and that the specimen shows the OHS logo as used on or in connection with the goods or services. (Code of Federal Regulations Title 37. Patents, Trademarks, and Copyrights § 37.2.33)

The OHS logo comes in both horizontal (landscape), vertical (stacked) and circular formats, in one color (black or white). Either format may be used as appropriate to your project. When printing in one color, black is preferred and strongly encouraged if possible, with white as the preferred alternative. For example, when placing the black logo on a dark or full color background that compromises readability of the logo, use the alternate white logo.

Horizontal Logo:



Vertical Logo:



Circular Logo:



Clear Space

To protect the visual integrity of the OHS logo and enhance its impact, we encourage use of the “clear space” guidelines. To determine the appropriate amount of clear space, utilize the “o” in “Ohlone” as a measuring tool. The size of that “O” equals the minimum amount of clear space that should surround the logo. All type, graphics, and other elements should be placed outside this area when feasible.

Color Palette

One-color, black or white, is designated as the current official OHS logo color. To maintain the integrity of the OHS logo, the color palette must always be used correctly. Black is the preferred logo color, but white or grayscale (as in a watermark or other partial transparency) may also be used as alternate colors.

This color palette should be used as a guideline in creating OHS-related communications including marketing materials, websites, email communications, presentations, apparel, and more. Use of Ohlone Humane Society colors can help reinforce the brand, but may not be appropriate depending on the item and purpose. For example, it may be exciting to use a different accent color for text in documents rather than using just Ohlone Humane Society colors.



Ohlone Humane Society Color Palette

Navy #000c6b	Black #000000	Dark Grey #333333
Teal #2897ab	White #ffffff	Light Grey #808080
		Green #75c043

Apparel and Fabric

The Ohlone Humane Society logo should be printed on fabric items in the standard Ohlone Humane Society black. If this is not possible due to low contrast between the fabric and logo color, the logo may be printed in white.

When embroidering or printing the Ohlone Humane Society logo on items such as shirts, outerwear, caps, pet vests and bandannas, patches, table covers, or other fabric items, use the standard horizontal, vertical or circular logo where possible. However, when printing or embroidering the logo on dark fabric, you may use the white version of the Ohlone Humane Society logo.

Restrictions on Logo Use and Applications

To protect the Ohlone Humane Society logo and brand, avoid making changes to the shape, layout, and colors of the logo unless outlined in this guide. See below for examples of restrictions on logo use.

- Do not skew, condense or stretch the logo.
- Do not rearrange the layout of the logo.
- Do not place the logo on a background that compromises readability. The logo may be placed on top of a photo only if the name is still legible. Do not place the logo on a multicolor background, unless the name and logo will still be legible.
- Avoid substituting colors in the logo other than the approved color palette (see later in this document). The official Ohlone Humane Society colors should always be used when possible.

Using the official OHS logos, such as on promotional products, including but not limited to business cards, banners, posters, bumper stickers, paper or cloth shopping bags, printed flyers dealing with animal welfare, calendars, checkbook covers, paper goods, hang tags; books, newsletters and magazines featuring factual information about wildlife, stickers, brochures about animal protection and animal welfare, booklets about animal protection and animal welfare may be among the variety of potential promotional products, and require prior written approval from Ohlone Humane Society, contact at president@ohlonehumanesociety.org. Please don't use the OHS name or logo in ways that are misleading, defamatory, unlawful, used as part of violations of OHS policies, or otherwise objectionable to OHS. If you're a member of the media, contact us at president@ohlonehumanesociety.org.

Please always spell and capitalize "Ohlone Humane Society" or use the initials "OHS" once fully spelled out in an article or on a product Example: "Ohlone Humane Society (OHS)." If you are using the OHS logo or the initials OHS on a promotional or display product, the words "Ohlone Humane Society" or "OHLONE HUMANE SOCIETY" must also be on the product or display in some location to clarify the use of the initials or logo.

Permitted & Non-Permitted Uses of the OHS Logo by this Agreement

Users are not permitted without permission to use the OHS logo or similar graphics, in whole or in part, in a way that suggests a relationship with us, that you are employed by OHS, speak on behalf of OHS, or are endorsed by OHS without consent of the OHS President.

OHS requires consent for anyone to use the “Ohlone Humane Society” or “OHS” or OHS logo trademark as part of a business, shop, storefront, fundraiser, or company name and it is recommended that you use a disclaimer, eg., “Ohlone Humane Society is a trademark of Ohlone Humane Society, Inc. This content is not created or endorsed also required if a relationship is suggested by the user’s attempt to imply ownership of the registration, ownership, or use of the OHS domain name containing the ‘Ohlone Humane Society’ trademark.”

If you’re creating content about Ohlone Humane Society, like books, videos, or podcasts, please describe your relationship to OHS and we ask you to send a copy to us at president@ohlonehumanesociety.org. You can use the name "Ohlone Humane Society" in the title of your content, as long as it is clear that our name or logos aren't suggesting we created, published, or endorse the content.

If you purchase keywords, advertise on search engines or purchase digital ads for your product with a permitted use of the OHS Logo, you agree to act in accordance with the advertising platform’s Terms, including [Google Ads](#), [Microsoft Advertising](#), and other search network policies when advertising to drive traffic to <https://ohlonehumanesociety.org/> on search engines. Your ads should not make it appear like you are officially sponsored by or affiliated with Ohlone Humane Society. Ohlone Humane Society also reserves the right to take action against abusers of our Intellectual Property Policy.