

# PET VALU WALK FOR DOG GUIDES BRAND GUIDELINE

## Brand Logo Variations



## Colour Palette



## Typography

Primary Font

Aa

Neue Regrade Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

Secondary Font

Aa

Helvetica Neue Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

## Tag and Hashtags

Tag @lfcdogguides  
and @petvalu in your posts.  
Use the hashtags: #lfcdogguides  
#WalkForDogGuides #PetValu  
#BrighterFutures #CountlessPossibilities

## Impact Statement

Dog Guides empower individuals, creating  
brighter futures and unlocking countless  
possibilities for those in need.

## Key Phrases

**Empowering brighter futures and opening  
countless possibilities**

- Let's walk together to unlock a future  
without limits
- A powerful movement to provide life-changing  
Dog Guides

Each Dog Guide costs \$35,000 to raise, train,  
and match

- Join us in supporting the cause
- National Walk on Sunday, May 25, 2025

## Core Purpose

The Pet Valu Walk for Dog Guides is more  
than just a fundraiser — it's a movement to  
provide life-changing Dog Guides to  
Canadians with disabilities.

## Call to Action

Join the cause by registering for the  
Pet Valu Walk for Dog Guides at

[www.walkfordogguides.com](http://www.walkfordogguides.com)

- Participate in the National Walk on Sunday,  
May 25, 2025, or check for local events near you.

## Cost & Funding

Each Dog Guide costs \$35,000 to raise, train, and match.

Dog Guides are provided at no cost to recipients thanks to the generosity of supporters.

The Lions Foundation of Canada Dog Guides receives no operational funding from the government,  
making the event crucial to its success.

