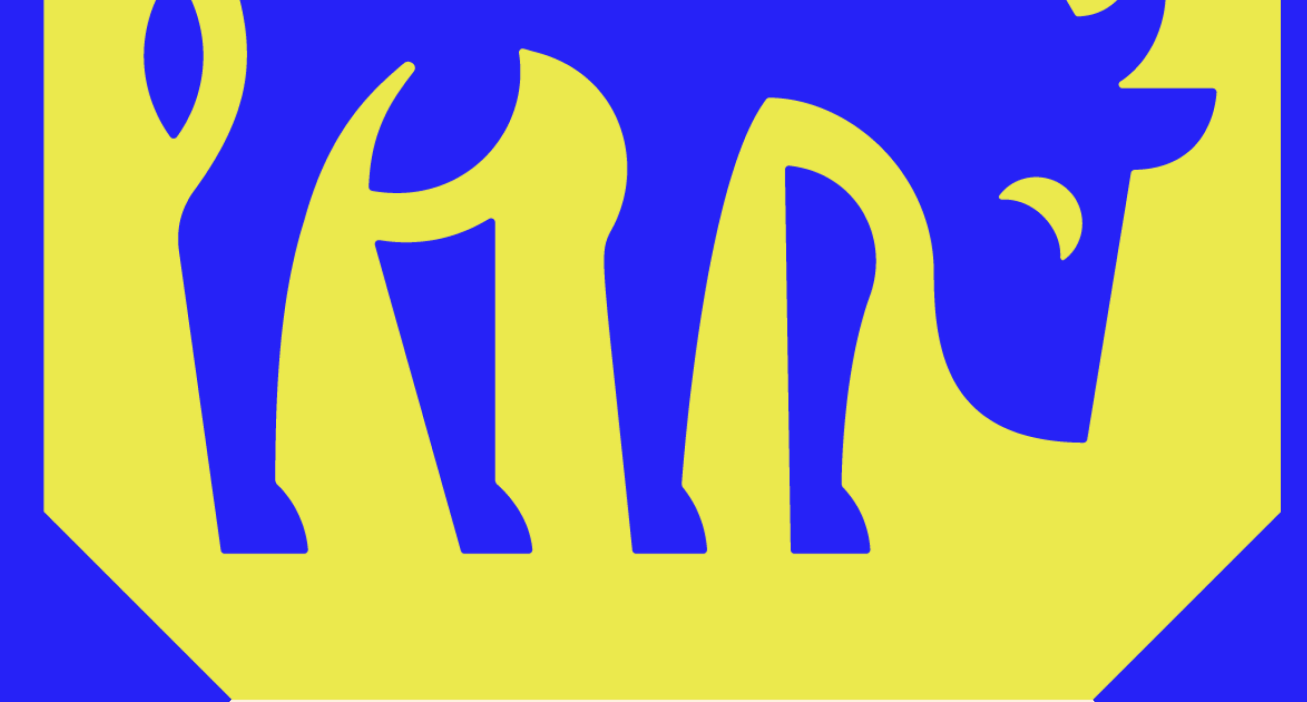


**RSPCA.**

# Rebranding your website

Three easy steps to get started



# Introduction

Updating your website can be a tricky task so we have created this short “cheat sheet” style guide to help you identify the simplest but most visually impactful changes.

This guide is designed to compliment most modern website builders such as Wix, WordPress, Squarespace etc and is focused on making updates using the platform theme settings / CMS without the need for any code changes.

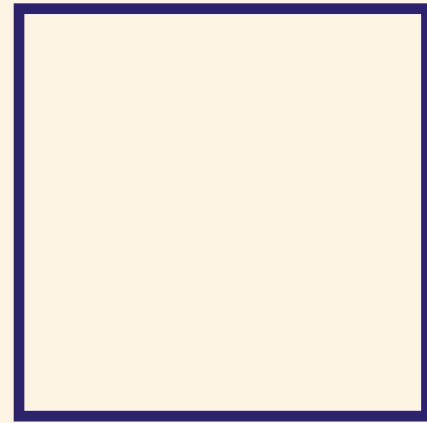
## Need more assistance?

We understand that websites can still be complicated and you may have follow-up questions so please email [branch.brand@rspca.org.uk](mailto:branch.brand@rspca.org.uk) for further support and guidance.

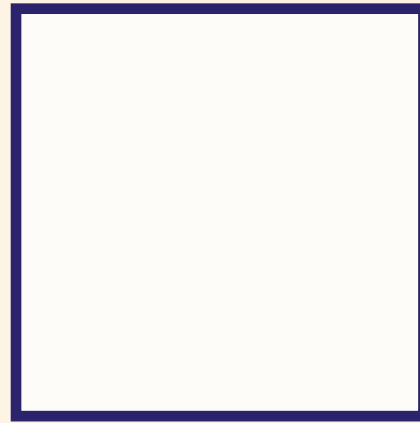


# Colour

You will have seen some new colours on the brand and may be wondering how best to use them. With this guide, we are going to focus on introducing a limited palette to begin with.



Rabbit White  
#FFF2E2



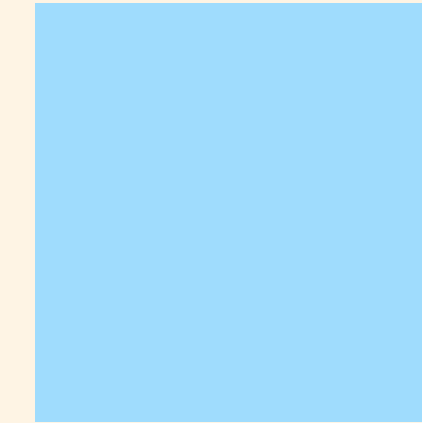
Sheep White  
#FFF5AF



RSPCA Blue  
#2622F7



Swallow Blue  
#260071



Butterfly Blue  
#9FDCFD

## Background

The first place to start is by introducing our Rabbit White as a background colour. This may be referenced as a light or white on your platform.

By introducing the Rabbit White background we are making the text easier for users to read and bringing some background warmth to the website.

### Second light colour

Some platforms call for a second light colour which can be added in the form of Sheep White.

## Accent colours

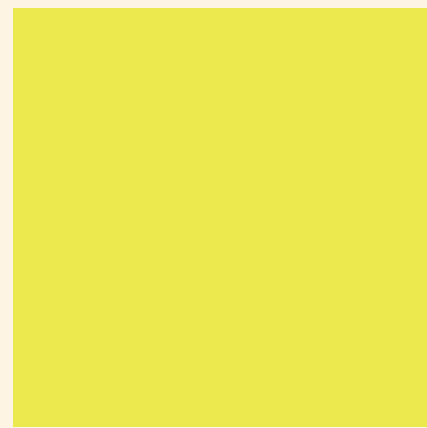
The main brand colour is the new RSPCA Blue, supported by the Swallow Blue. We lead with the RSPCA blue across our website including in our heading and navigation, while the Swallow blue is used for body copy.

## Button colour

On some systems, you may need to also provide a colour for the button. For this use Butterfly Blue. This colour compliments the other blue accents while standing out enough as a clear button.

## What about the other colours?

There are two additional colours in the brand however we would advise not adding these to the palette right away as they can be a little more difficult to use if you're not confident. Later in this guide, we use the photography and illustration files to introduce these colours back into the site in a way that we hope you feel more comfortable with.



Lizard Green  
#EBE94D



Fox Red  
#ED5334



# Typography

Once we have introduced our colour palette we should be seeing a nice blue tone and warm background. On some platforms the text styles may have already been updated but here are some styles to check.

With all our text we suggest updating the font to Roboto which is widely available as a standard Google font. On some platforms, this may be available as a font family but some ask for a font weight.

# Headings

As you will see on our all our headings are RSPCA Blue unless they are on a dark background that requires Rabbit White. This helps the heading stand out from the body copy and inject a little more colour on the page.

If you are required to choose the thickness then we suggest Roboto Bold or Black.

# Paragraph (Body copy)

We hope you have noticed on the main RSPCA site we have increased the font size to help improve accessibility. To do this we have increased the font size to 18px (on some platforms this may be referred to as REM, in this case, 1.2rem will achieve the same effect), we won't dive into the further advanced setting here in our testing of the platforms we recommend with the default settings.

If you need to select the thickness then please aim to use Roboto Regular. However, in some testing, we found that you may need to use Roboto Thin with bold applied to this.

If the palette has not already applied Swallow blue to the body copy then please go ahead. This gives the user the best contrast between the Swallow Blue and Rabbit White.

## Pet care

Pets can offer us so much, so they deserve our care and respect. On these pages, you'll find everything you need to know about how to care for your pet and keep them healthy, happy and safe all year round - whether it's a dog, a cat or a bearded dragon!

## Expert pet care advice

Whether you're an experienced cat owner or are thinking of [buying a puppy](#), we all need some advice from time to time. Take a look around the links below and you'll discover all you need to know to keep your pet healthy and happy. Or [sign up to our monthly e-newsletter](#) and get advice, news and more direct to your inbox!

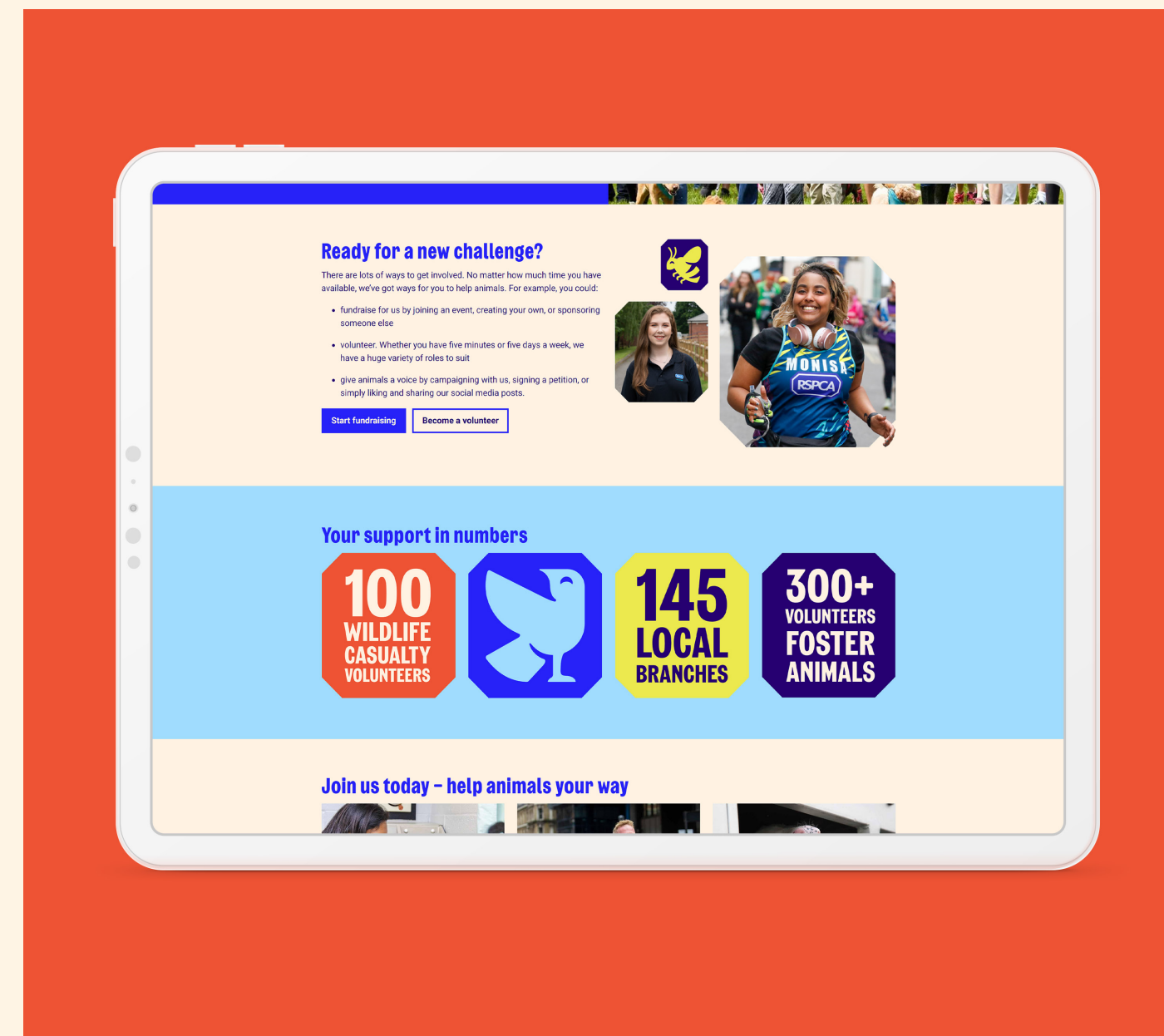
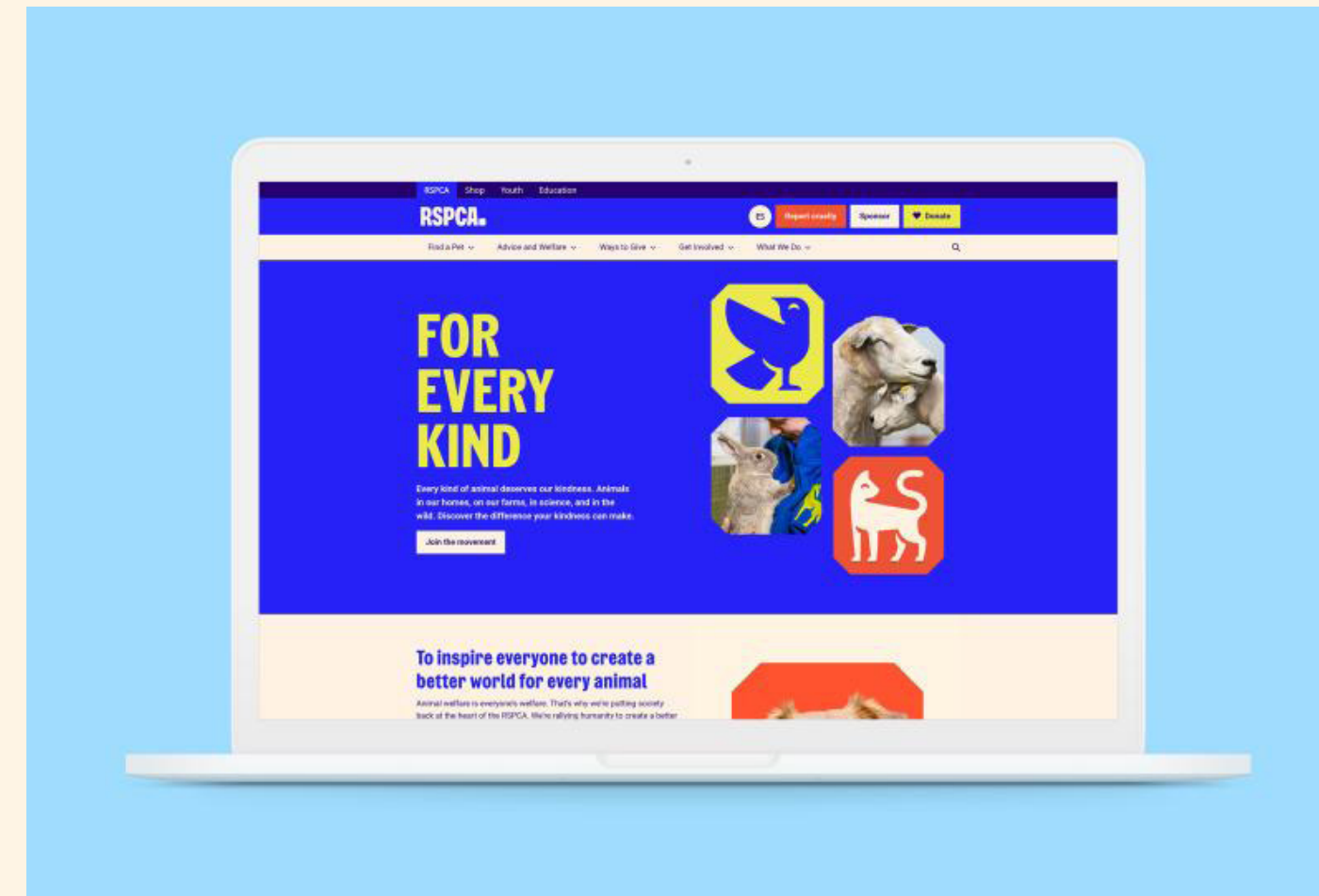
# Images and Illustrations

## REBRANDING YOUR WEBSITE

We hope you have had the time to look over the new 'Our Brand' guidelines site. Nonetheless in the menu, you can find a '[Brand assets](#)' page which will give you more options to customise the site.

This is important as we recommend using one of each type; the illustrations with the Fox Red and Lizard Green background, along with the photography to bring more colours to the site.

Here are some examples of how we have implemented these on the main RSPCA site to inspire you, and of course there are more examples in the guidelines on the brand site.



RSPCA, Gifts in Wills Team,  
Parkside, Chart Way, Horsham,  
West Sussex, RH12 1GY

### Five easy steps to making a Will

- 1 Add up the estimated value of your estate (that's everything you've saved and own). Make a list of people and organisations you'd like to leave money, property or possessions to.
- 2 Appoint one or more executors (up to four) to carry out the terms of your Will. This can be a relative, friend or legal adviser.
- 3 Visit a legal adviser to draw up or update your Will. If you don't have one, you can find one through the [Law Society](#) or [STEP](#). If you're including a gift to us, here's some suggested Will