Easy to Give™ ISFM Approved
Brand Guidelines

March 2023
Vision
A cat friendly world where each cat, owned and unowned, is treated with respect, compassion and understanding.

Mission
To enable more people to act in a cat friendly way to improve cat welfare

Values
**Enabling**
We help cats by enabling people, and one another, to understand cats’ individual needs and perspective better so that they can act in the best interests of each cat and its

**Respectful**
We respect cats and each other.

**Knowledgeable**
We develop, collate and share experience, insights, skills and best practice in cat welfare.

**Creative**
We create innovative, pragmatic and sustainable approaches to improving cat welfare. We balance what is tried and tested with an appetite for new ideas and challenge.

**Collaborative**
We work with each other, our partners and our communities to enhance cat welfare.
Primary Colour Palette

The following pink and grey Pantone colours are International Cat Care’s primary colour palette, otherwise known as the ‘hero’ palette. These are the umbrella brand colours and should be applied to all overarching materials.
Supporting Colour Palette

Secondary Branding
The following Pantone colours may be used in relation to content for specific audiences.

<table>
<thead>
<tr>
<th>Corporates Owners Multi-stakeholder</th>
<th>Unowned</th>
<th>Commercial Caregivers</th>
<th>Veterinarians</th>
<th>Breeders</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANTONE®</strong> 219 C</td>
<td><strong>PANTONE®</strong> 2026 C</td>
<td><strong>PANTONE®</strong> 2300 C</td>
<td><strong>PANTONE®</strong> 2231 C</td>
<td><strong>PANTONE®</strong> 7693 C</td>
</tr>
<tr>
<td>R 218 G 25 B 132 K 0</td>
<td>R 244 G 99 B 58 K 0</td>
<td>R 169 G 194 B 63 K 0</td>
<td>R 0 G 124 B 145 K 0</td>
<td>R 0 G 73 B 118 K 15</td>
</tr>
<tr>
<td>C 5 M 96 Y 0 K 0</td>
<td>HEX #F4633A</td>
<td>HEX #A9C23F</td>
<td>HEX #007C91</td>
<td>HEX #004976</td>
</tr>
<tr>
<td><strong>HEX</strong> #DA1984</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Nurses & Technicians
60% opacity

© 2023 International Cat Care (Enterprises) Limited. All Rights Reserved.
About the Easy to Give™ ISFM Approved Licensing Scheme

Background
Medicating cats can be extremely difficult, and a source of great stress for both owners and cats. iCatCare’s Easy to Give Awards were designed to acknowledge, reward, encourage and improve therapeutic compliance and feline welfare by recognising POM-V products that make administering medicines to cats genuinely easier. The Easy to Give Awards were initially only available for POM-V products (or equivalent veterinary medicines authority regulation outside the UK). Over time, this requirement has been relaxed, recognising that as data on product safety and efficacy has been generated, some POM-V products are recategorised as GSL (General Sale List) in some countries.

International Cat Care has recently made the decision to move away from a discretionary award to an ‘Easy to Give™ ISFM Approved’ certification programme. This will continue to encourage the development of veterinary products with improved compliance and provide vets and owners with confidence in administering the product, whilst making the process of how this certification is awarded transparent.

iCatCare will consider veterinary products for Easy to Give™ Approved certification if they are:
- Innovative, safe and particularly easy for owners to administer to cats
- Minimise the number of times an owner has to administer medicine to the cat

What is assessed?
Easy to Give™ Approved certification is made after formal and structured evaluation of the product by iCatCare. The certification is based on both the product and its presentation (not simply on the active ingredient) and the certification is granted within the following framework. We require:

- Evidence of efficacy and safety from the licensing authority* at the level of POM-V (or equivalent for products licensed and evaluated outside of the UK)
- Additional relevant verifiable data on safety*, efficacy* or administration must be clearly displayed on the packaging including highly visible, clear warnings where appropriate
- Evidence of the ease of administration of the product
- Clear and responsible owner advice and information on the product and its administration including the route, means and dosing schedule
- Results of palatability trials for all oral medications where possible

The product is then assessed externally by a selected panel of ISFM veterinarians members and structured feedback from them will be sought.
The Easy to Give™ ISFM Approved Product Mark

The Easy to Give™ ISFM Approved product mark is provided to Licensees as the visual identity of the licensing scheme and is it important that it is always used correctly and consistently.

Licensees will be provided with an electronic folder containing digital and print ready file versions of the primary and secondary product marks.

The Easy to Give™ ISFM Approved product mark is copyright of International Cat Care Limited. The Cat Heart icon is a trademark registered in the UK number UK00003519212.
**Exclusion Zone**

To maximise presence, the product mark requires clear space around it. This exclusion zone stops other elements interfering with or distracting from the branding. As a rule, the minimum space around should be half the height of the product mark. The **Easy to Give™ ISFM Approved** web address should always be positioned outside of the exclusion zone when referenced.

**Reproduction size**

The product mark wording should always remain legible and the cat icon must remain clearly recognisable.

The minimum sizes for application are as follows:

- **Print**: 34mm x 10mm
- **Online**: 195px x 60px

![Product Mark - Exclusion Zone & Reproduction Size](image)
Acceptable Versions of the Product Mark

The primary **Easy to Give™ ISFM Approved** product mark should be used wherever possible. When the primary version is not suited, for example on a solid background that doesn’t provide sufficient contrast, the one-colour secondary version should be applied.

**Primary version**

**Secondary version**
- Magenta and white box version

**Secondary version**
- Black and white box version

When neither the primary nor secondary one-colour versions are suitable, one of these silhouette versions may be used instead.
Incorrect Use of the Product Mark

The integrity of the product mark is essential to ensure a strong branding presence. Therefore, the master artwork must not be scaled out of proportion, rotated, skewed or misaligned.

The background may have to be altered so that the product mark maintains visual impact. For example, the product mark should not be positioned over a busy, complicated background or that of a similar colour.
**Associated Wording**

**iCatCare** is the abbreviated form of International Cat Care. The abbreviation **ICC** should never be used in association with International Cat Care. **ISFM** is the abbreviated form of the International Society of Feline Medicine, the veterinary division of International Cat Care. **ICCE** is the abbreviated form of our trading subsidiary, International Cat Care (Enterprises) Limited, which manages the **Easy to Give™ ISFM Approved** licensing scheme.

**The wording iCatCare may be referred to in the following circumstances:**

✔️ When referring to the website: www.icatcare.org

✔️ When referring to International Cat Care in an abbreviated format, but only after it has been identified (e.g. International Cat Care)

**The wording iCatCare, ISFM or ICCE should not be used:**

✘ To replace any wording on the Easy to Give™ ISFM Approved product mark

✘ Alongside the Easy to Give™ ISFM Approved product mark, except in reference to the website
Contacts

For any questions regarding these brand guidelines, or application of the guidance in this book, please contact:

**International Cat Care (Enterprises) Limited**
Place Farm
Chilmark Road
Tisbury
Wiltshire
SP3 6LW
United Kingdom

[www.icatcare.org](http://www.icatcare.org)

info@icatcare.org