Brand Guidelines

Welcome

Ever heard the expression that cats have nine lives? Together, we can give them one more. Give Them Ten is a cat movement based in Cincinnati, Ohio, funded by the Joanie Bernard Foundation.

We believe a better world for cats can be achieved with more spay and neuter efforts. It's the simplest, most humane method for addressing feline overpopulation. Controlling overpopulation leads to fewer homeless cats and kittens, and an end to shelter overcrowding. That means life, love and a home for every cat.

As we expand our efforts beyond the Cincinnati area, we are also expanding beyond spay and neuter to support cat fostering and adoption. With this expansion, we've created a new identity that reinforces the Give Them Ten name while also integrating our most recognizable brand asset: Scooter the Neutered Cat.

The goal of this guide is to ensure that the Give Them Ten logo is presented clearly and consistently across all communications. Please adhere to these guidelines closely and contact us if you have any questions.

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Scooter

Scooter made his debut in 2013 and has been rocking the "hip spectacles, no testicles" ever since. Appearing on HBO's *Real Time With Bill Maher* and Spike TV's *Funniest TV Commercials*, Scooter showed the world that we can make a positive difference and create a better world without showing cats in cages with sad music.

Scooter's popularity has made him the most recognized brand asset for Give Them Ten. That's why he now appears in our logo.

Our Logo

The Give Them Ten logo capitalizes on the equity that was built in the years since the first campaign was launched in 2013.

- Integrates Scooter the Neutered Cat

- Continues the use of orange as the primary brand color (though now punchier and more legible on white)

- Uses a traditional typeface but in a fun and friendly manner

Colors

The Give Them Ten color palette consists of two primary hues: orange and gray. Within the oranges, Primary Orange should be used whenever possible. Do not use screens or other variations of these specified oranges under any circumstances.

Charcoal is the preferred gray, though lighter shades of this color may be used as needed. Specific shades should be determined by the context and the display or printing capabilities.

Primary Orange

PMS 021 (do not print in CMYK)
RGB: 255 95 0
#FF5F00
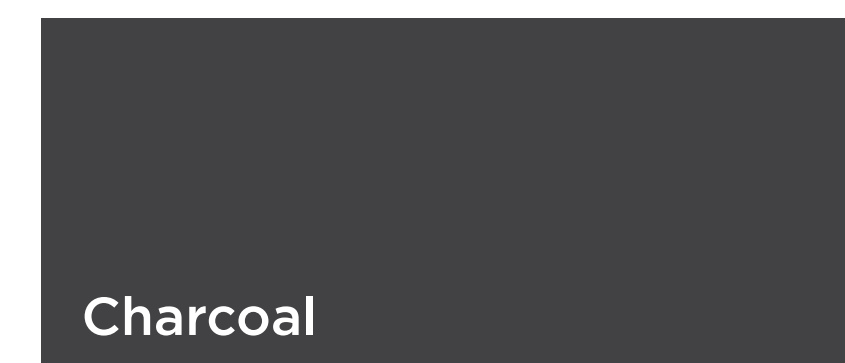
Charcoal

PMS Black 7 (CMYK: 0 0 15 82)
RGB: 66 65 67
#424143

Secondary Orange

PMS 137 (CMYK: 0 35 90 0)
RGB: 245 130 32
#F58220

Dark Orange

PMS 1525 (CMYK: 0 58 100 10)
RGB: 203 76 0
#CB4C00

Gradient

Gradual transition from Secondary Orange to Dark Orange
Linear gradient may go in either direction and at any angle

Variations

The primary Give Them Ten logo is orange and is best presented on a white background. While acceptable on very light backgrounds, pure white is preferred for optimal impact and legibility.

When presented on top of a darker color, the white secondary logo should be used. This logo has been designed to keep Scooter's sunglasses dark by allowing the background color to show through.

For optimal legibility, both the primary and the secondary logos should always be presented in their original colors at 100% opacity.

NOTE:

The secondary logo has been designed to maintain Scooter's dark sunglasses.

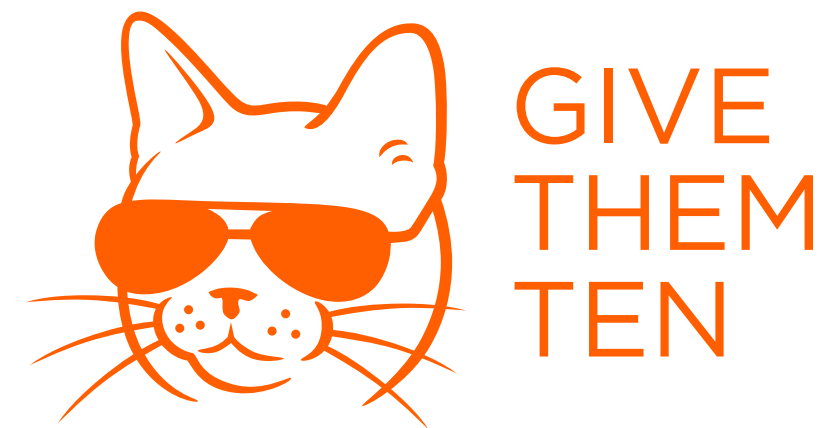DO NOT simply reverse the primary logo.

Spacing

To maintain the integrity of the Give Them Ten logo, safe space must be ensured on all sides. To calculate safe space, use the height of the lowercase "e" from "ten" as a basic unit of measurement. Nothing may be placed within two units on any side of the logo.

When spacing items to the left, half the length of the whiskers may enter the safe space to better balance the overall logo.
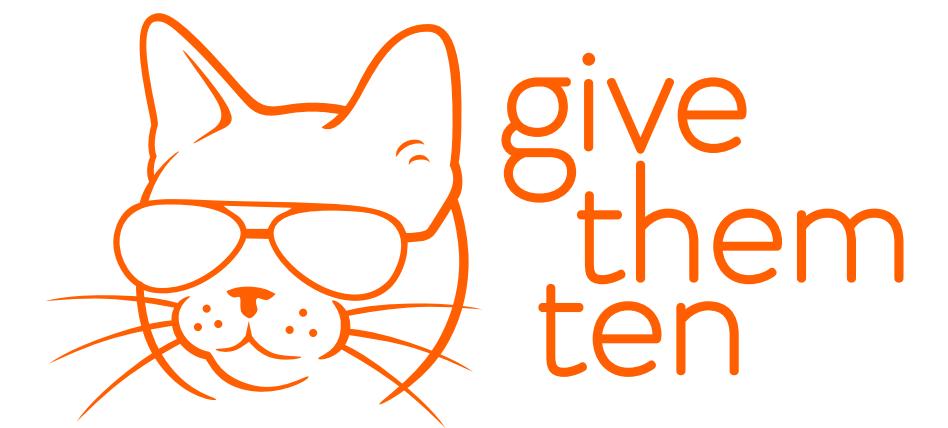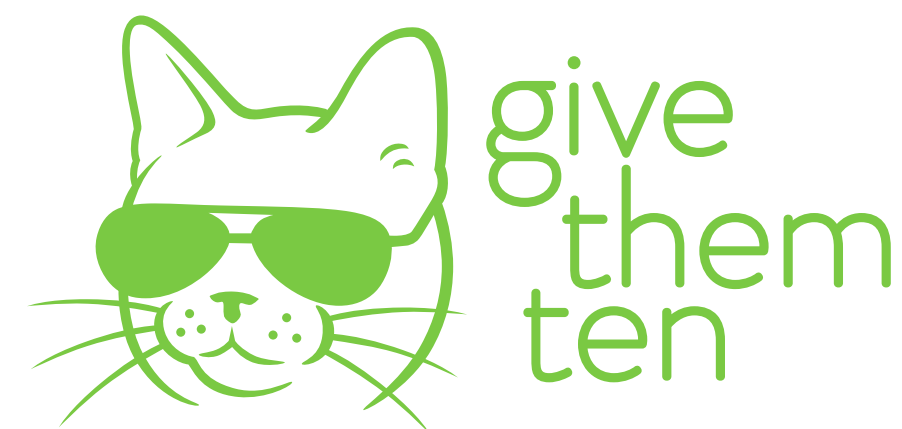
Rules

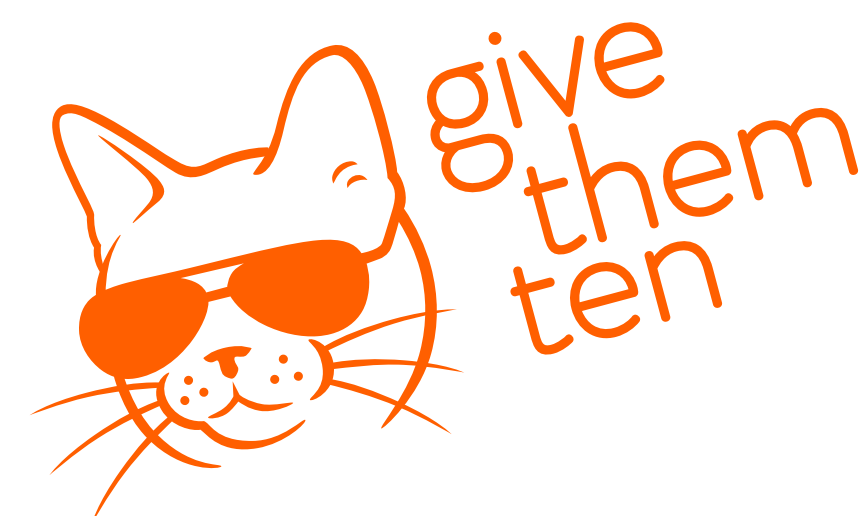**DO NOT ALTER** the typography of the logo in any way

DO NOT REVERSE the primary logo

DO NOT USE the secondary logo in color

DO NOT CHANGE the color of the logo

DO NOT ROTATE the logo

DO NOT SKEW or scale the logo disproportionately

DO NOT REMOVE any portion of the logo

Our Name

Our name is inspired by the well-known saying that cats have nine lives. We believe with more spay/neuter efforts we can give them ten.

Give Them Ten is described as a movement, and in most cases, the Give Them Ten name can stand alone. In situations where "movement" feels necessary to include in the name, it should be treated as the Give Them Ten Movement.

Examples:

Since 2013, Give Them Ten has been creating a better world for cats by promoting the benefits of spaying and neutering.

*Give Them Ten is a movement that began in 2013 with the goal to create a better world for cats.*

The Joanie Bernard Foundation created the Give Them Ten Movement in 2013 with the goal of creating a better world for cats.

Our Tagline

Our tagline is the expression of our brand promise. We use our tagline to reinforce our movement's overall mission.

Use the logo with the tagline when it appears in an environment that is not focused solely on feline welfare. For example, the tagline is not necessary if the logo appears with other sponsors of a feline spay/neuter event. However, if the logo appears in, say, a zoo brochure, then the tagline can provide added context as to the focus of Give Them Ten.
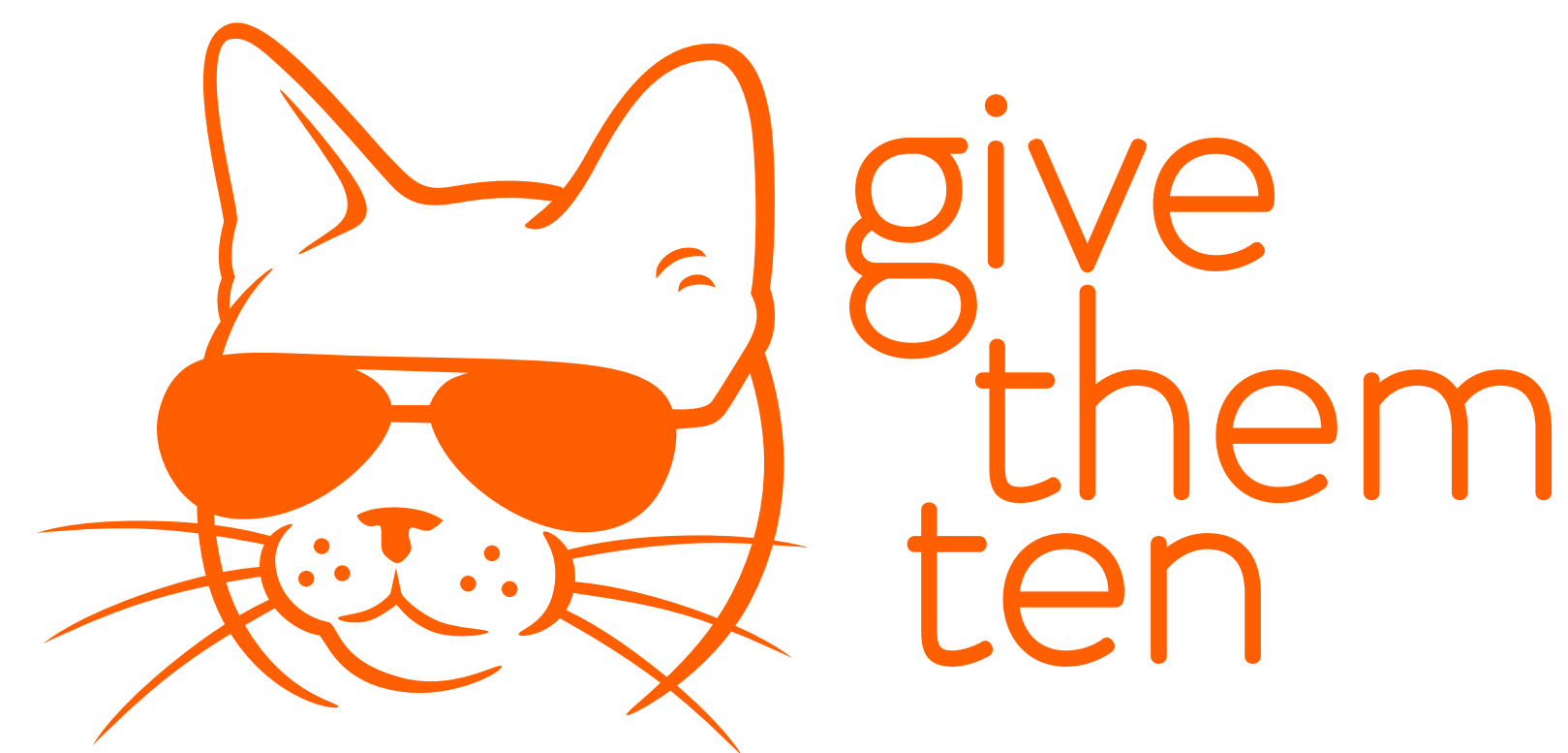
give them ten

Creating cat-caring communities.™

Spacing

To maintain the integrity of the Give Them Ten logo with tagline, safe space must be ensured on all sides. To calculate safe space, use the height of the lowercase "e" from "ten" as a basic unit of measurement. Nothing may be placed within two and a half units on any side of the logo.

When spacing items to the left or right, use the beginning and ending of the tagline, minus the period and the TM.

give
them
ten

Creating cat-caring communities.™

Downloads

Primary Logo with Tagline

Primary Logo without Tagline

Secondary (White) Logo with Tagline

Secondary (White) Logo without Tagline

Black Logo with Tagline

Black Logo without Tagline

DOWNLOAD

These logo files may be downloaded at:
http://givethemten.org/wp-content/GTT_Logos.zip

This guide can be found at:
http://givethemten.org/wp-content/brand-guidelines.pdf

Contact

Questions on our guidelines or logo usage? Please email us at PR@GiveThemTen.org and we will be happy to help.