

Cat Adoption Team

Logos / Service Mark

Guidelines





Introduction:

The following Guidelines will assist you in utilizing the Cat Adoption Team logo(s) correctly. We appreciate your cooperation and attention to maintaining a consistent look and feel to our brand and identity.

The CAT logo consists of two elements:

Service Mark/Symbol – drawn sleeping cat inside the lower case word “cat”



Word mark/ Name – full name of the organization in lower case centered under the mark

cat adoption team

CAT’s service mark is a registered trade mark of the Cat Adoption Team, Sherwood, Oregon. CAT’s organizational name is not registered as it, and variations, are already in use by other organizations across the country.

Tag Line:

2006 – 2009: Where Furry Tails Come True (no longer in use)

2010 – on: Helping cats land on their feet.

Variation – Helping cats land on their feed since 1998.

Font:

The font used for the service mark and name (CAT’s full logo) is: Caslon Pro

The font used for CAT’s current tag line (slogan) is: Minion Pro

Mark / Logo Colors:

The image of the cat is the only colorized element of the CAT logo unless using the outline logo and the letters are colorized.

Pantone colors – yellow is Pantone Yellow; orange is Pantone 144

CMYK colors – yellow is Yellow 100%; orange is Yellow 45%, Magenta 90%



Usage:

When resizing CAT's logo, please do so proportionately to avoid a fat cat or skinny cat.

When using the full logo (the service mark and words), the words go directly under the mark. The only time they are askew is for CAT's web site masthead. Please do not use that logo.

Colorize CAT's logo and/or words as follows:

- Using full color logo – no colorization of words or logo other than approved color
- Using gray cat logo – may colorize the word “cat” and the organizational name all in one color
- Using black/white logo – may colorize the word “cat” and the organizational name all in one color
- Please refrain from spot coloring words or letters within CAT's logo or name
- Please refrain from using the CAT web site masthead as CAT's logo in any materials

CAT reserves the right to have you remove CAT's logo entirely when used in conjunction with, in, on, or about any materials that are vulgar, abusive, and/or contrary to CAT's life saving mission or if the logo is improperly displayed.

Visit CAT's web site (catadoptionteam.org/news-events/) to download jpgs or eps versions of CAT's logo.



Approved Variations:



Happy Holidays
cat adoption team



cat adoption team



cat adoption team





Other logos used by CAT:



This logo issued for CAT's monthly giving program



This logo is used for CAT's annual benefit run – CATnip Friday 5k & Mouse Miler