



The International Cat Association (TICA) Marketing User Guide

Effective Promotional Guidelines

1/1/2009

TICA's marketing program adheres to consistent branding and messaging. This ensures TICA's brand will grow in recognition, helping to position the organization as the largest and leading genetic registry of cats around the world.

Messaging

1. Corporate Messaging:
 - a. Wherever you are, you're in TICA's world
 - b. Fabulous Felines...Fun...Friendships.
2. Usage:
 - a. The following can be used as:
 - i. Standalone statements
 - ii. Taglines with logos
3. Positioning Benefits from Messages:
 - a. Fabulous Felines...Fun...Friendships:
 - i. Promote that the cat fancy and showing cats is fun!
 - ii. You'll build friendships in TICA.
 - b. Wherever you are, you're in TICA's world:
 - i. TICA has an international presence.
 - ii. The cat fancy is worldwide.

Logos

1. There are several different logos to use:



TICA logo standalone w/o tagline



TICA logo with The International Cat Association, Inc. under the logo



TICA logo with 30th Anniversary tagline [NOTE: USE DURING 2009 AND FOR 2009-2010 SHOW SEASON ONLY]

2. Usage of logos:
 - Web sites
 - Electronic format design
 - TICA forms and other materials
 - Publications
 - Advertisements – print and electronic
 - Giveaways and promotional items

- Signs and banners
- Brochures
- Flyers
- Awards and ribbons
- PowerPoint presentations
- Handouts

3. There are two file formats to choose from, and the usage for what type of file is noted below:
- JPG – Web site or in HTML files (such as e-newsletters, e-blasts, etc)
 - PNG - inserting in PowerPoint, Word etc

Each logo is available in:

Black

White

Dark blue (288)

Fonts

- The International Cat Association, Inc. tagline under the icon is Garamond Bold
- The taglines in italic above the icon is Apple Chancery

Corporate Colors

1. TICA's approved corporate colors are:

- Black
- White
- Dark Blue – PMS 288

PMS 288



- Grey – PMS 428 (for print) (for Word docs) (for online)

PMS 428



Other permissible colors:

- Silver – to be used for the 30th anniversary. PMS Metallic 877 (for print) Grey/silver PMS 428 (for Word docs etc) use a grey that is close to “silver” for online design
- Cream or light tan – PMS 467 (for print) (for Word docs) (for online)

PMS 467



2. Usage of colors:

- Logos can be used in black, white, dark blue or grey only. Silver for the 30th anniversary. No other colors are permissible.
- Headlines and other graphical elements on corporate marketing materials must be the corporate colors. No other colors are permissible.
- Clubs can use their club colors on web sites, show flyers, etc for headlines, and other graphical elements—however, NOT for the TICA logo.

FUTURE CONTENT

How to Promote a Cat Show (and use the following marketing tools)

Advertisements

Print

Online

Templates

Examples

Press Releases

Templates

Examples

Direct Mailers

Show Flyers

Banners

Signs

Web Design

Brochures

Spectator Guides

Giveaways/Promotional Items

Tradeshows

Graphics

Booths

Public Relations Tips

How to submit a press release and where

Blogs, blogs, blogs

Social Networking sites