



DR. ELSEY'S BRAND GUIDE

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we speak for cats

- By solving common behavioral problems to keep cats in homes and out of shelters.
- As the only veterinarian-owned brand with scientifically formulated solutions, not gimmicks.
- Because our priority is on pets and people, not profit - over \$10 million donated to causes.
- And cat people, because cat people are our people - we know them, we love them, we get them.

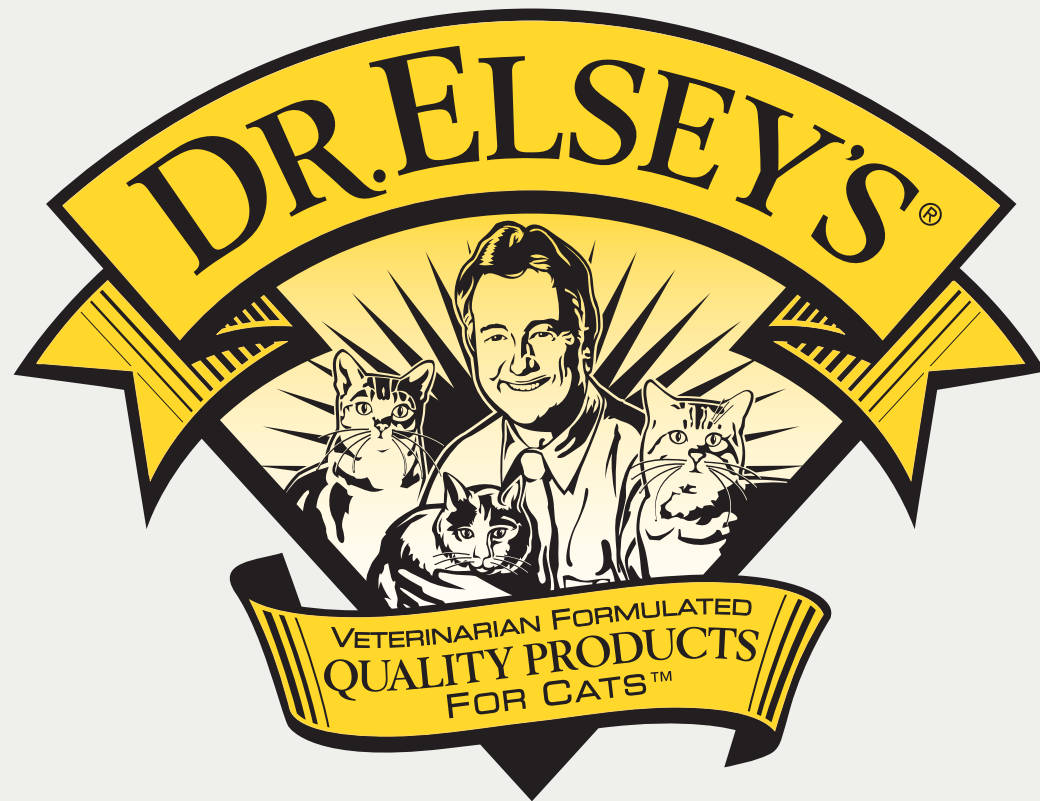
the obvious choice

- We prize authenticity, loyalty, and products that solve problems.
- We treat our customers like VIPs.
- We build and foster a community of customers.
- Our customers develop an emotional connection to our brand.



brand logo

The Dr. Elsey's logo is an integral part of the brand and most immediate representation of our company, products, and beliefs. The logo must always be used in the approved formats found in this brand guide. The full color version of the logo should be used as the primary execution unless it is necessary to use a single color, or grayscale version.



brand color

The following colors make up the brand logo colors. The Dr. Elsey's brand yellow and gradient should be used only in logo execution, and in combination with other brand colors related to litter and food products.

GRADIENT

white - 76%

yellow - 24%

BLACK

Pantone - Black C 3

CMYK - 0 0 0 100

RGB - #231f20

YELLOW

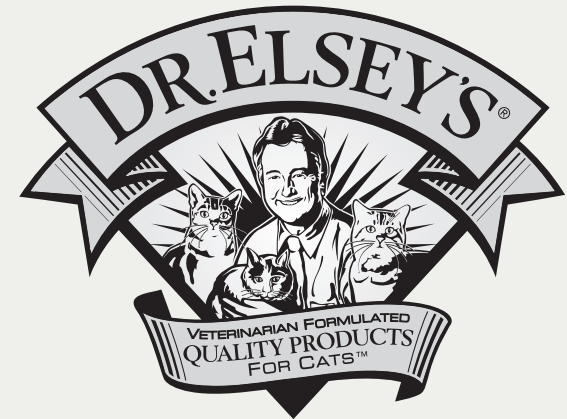
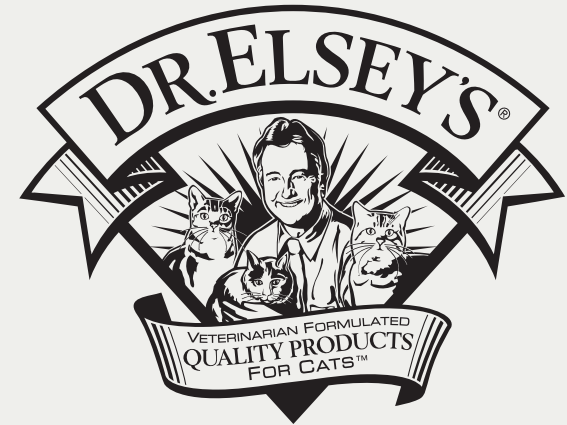
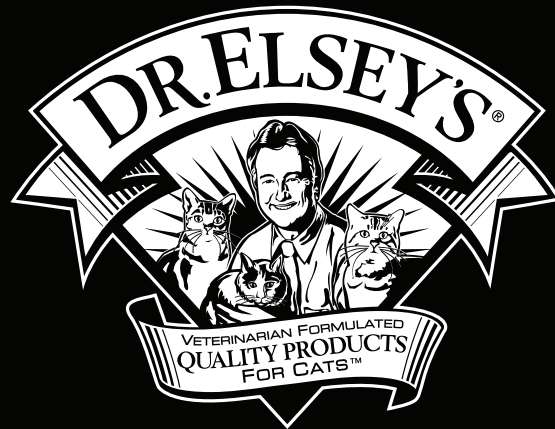
Pantone - 115 C

CMYK - 2 12 94 0

RGB - #fad91f

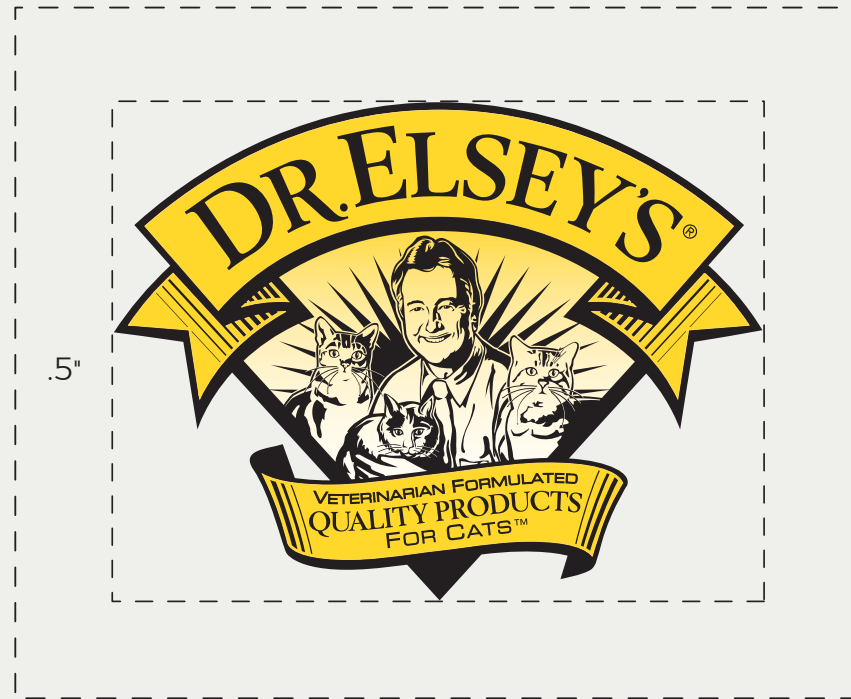
logo b+w

Black, white, and grayscale versions of the logo should only be used when a single color print execution is required, grayscale printing is required, or in unique cases where the primary logo will not work.



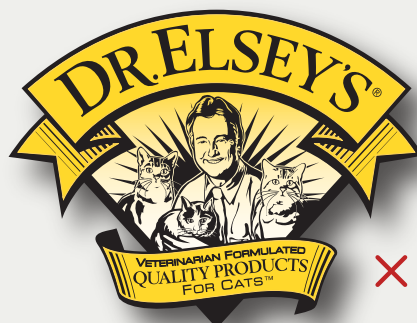
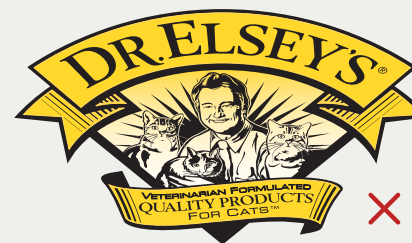
logo space

To help ensure legibility, a minimum clear space around the logo is required. A minimum clear space of .5" when designing for print and 35 pixels when design for the web is required.



logo limits

The logo should never be rotated, stretched, resized in part, rearranged, multiplied, colorized, or given any type of effects such as dropshadows, glows, 3D, or other.



brand fonts

The primary brand font is Source Sans Pro and can be used in conjunction as a body font with other brand fonts acting as headline copy. The font Montserrat should be used in most promotions, including the MMRF campaign. The font DIN is used in all packaging designs.

Source Sans Pro

Montserrat

DIN

image selection

When possible, original photography is recommended, but stock imagery can be used when original photography is not an option. Stock images should represent the brand and be light, airy, clean, and calming in nature.



word association

Dr. Elsey's is:	Dr. Elsey's is not:
scientific.....	trendy
solutions oriented.....	gimmicky
cat focused.....	profit centric
warm.....	stark
compassionate.....	narrow
friendly.....	aloof
inclusive.....	elite
household-focused.....	individualistic

pets, not profit

Dr. Elsey, along with his wife Kathy, founded the company in 1987 with a vision to help support pets and people in need. Dr. Elsey's has provided financial support and products to nonprofits, organizations, shelters and rescues across the country. When you buy Dr. Elsey's products, you are truly helping support pets and people in need.



"We've always put ourselves in the cats paws, always identifying what is best for the animal, not for publicity."

- Dr. Elsey

save3, give3

Let's Leave Cancer in the Dust

When Kathy Elsey was diagnosed with multiple myeloma, the second most common type of blood cancer, she and her husband knew they were in a unique position. Kathy and her husband, Dr. Bruce Elsey, are the co-founders of Dr. Elsey's, which meant they could utilize their corporate platform to bring awareness to a philanthropic cause: a commitment to cure cancer. By establishing the Dr. Elsey's Fund to Cure Cancer in support of the Multiple Myeloma Research Foundation (MMRF), the Elseys' generous support of over \$10 million since 2009 has accelerated the development of new treatments for patients, while propelling MMRF towards finding a cure.

The Elsey family, along with more than 500,000 supporters that they have inspired to match their contributions, have generated nearly \$17 million towards finding a cure for multiple myeloma during a pivotal time in research.



MMRF MULTIPLE MYELOMA
Research Foundation

DR. ELSEY'S
VETERINARIAN FORMULATED
QUALITY PRODUCTS
FOR CATS™

#CATSAGAINSTCANCER
SAVE \$
GIVE 3

DrElseys.com/Save3

shelter give back

Inappropriate elimination is the number one behavioral reason cats are abused and surrendered to shelters. Dr. Elsey's goal is to help keep cats in their homes and using the litter box. We provide shelter kits, to shelters and rescue groups, free of charge. These kits include samples of Cat Attract Litter Additive, Litter Box Solutions booklets, and coupons for litter. We hope these kits can be used to help cats remain at home and not enter the shelter. The shelter kits are also a valuable tool to ease the transition from the shelter to a new home.



PRECIOUS CAT Inc
1600 W. Dartmouth Ave.
Englewood, CO 80110 Toll
Free 877 311-2287
Fax 303 761-6575

info@preciouscat.com
theresa@preciouscat.com

drelseys.com

SHELTER STARTER KITS

Cat Attract™

LITTER ATTRACTANT

Feline Behavior Modification

Please Register Your Shelter

Shelter Name _____
 Your Name _____
 Address _____ State _____ ZIP Code _____
 City _____ Fax _____
 Phone _____
 Email address _____
 Website _____

EACH KIT CONTAINS ONE EACH:

- Cat Attract™ Additive Sample Packet
- Litter Box Solutions Booklet
- Discount Coupon for Respiratory Relief Litters
- Discount Coupon for 8-lb Senior or Long Hair Litter
- Discount Coupon 20 or 40-lb Cat Attract™ Litter
- Discount Coupon for 40-lb all-natural non-scented, non-perfumed, non-deodorized ULTRA Scoopable Litter – to mix Additive into

The undersigned acknowledges that the Dr. Elsey's Precious Cat Shelter Kits are to be used for intervention for shelter cats experiencing litter box issues. The purpose of the coupons in the Shelter Kits is to aid in adoption, and not intended to be redeemed by the shelter or to be auctioned off as a fund raiser. If Precious Cat finds that the kits are misused they will discontinue sending to that shelter. Shelter Kit orders can be placed once every 30 days.

Date

Authorized Shelter Representative

KIT DISTRIBUTION: Kits are to be given to new cat owners or owners who want to surrender their cat(s) because they are not using their litter box.

MAIL SIGNED AND COMPLETED FORM TO:
 PRECIOUS CAT Inc - Attn: Theresa Sheffer, Customer Service Manager
 1600 W. Dartmouth Ave. • Englewood, CO 80110
 or FAX CREDIT CARD ORDERS TO: 303 761-6575

Cat Attract™ Help Line Toll Free 877-311-CATS (2287)



vet owned

At Dr. Elsey's, we believe litter can be loved™ - by cats and their owners. Dr. Bruce Elsey has been a feline only veterinarian for over 35 years and his practice cares for over 8,000 cats. Dr. Elsey's goal is to provide products that help cats and their owners live happier and healthier lives. Dr. Elsey's product line is all-natural, low in dust, and contains no perfumes or deodorants.



Bruce D. Elsey - Member

- American Association of Feline Practitioners
- American Veterinary Medical Association
- Denver Veterinary Medical Association

purrfessor cat

Education is one of the most important elements of cat ownership. Who better to teach us than an astute, well dressed feline friend of our very own called Purrfessor Cat?

Dr. Elsey's is proud to have Purrfessor Cat play a lead role as a friendly brand character and resource to help enrich the lives of our customers while making them smile and laugh!



the evolution of solutions



1978

Dr. Elsey opens the All Cat Clinic, the first-ever “feline only” practice in the Denver Metro area.

1985

In search of a better in-home elimination solution, Dr. Elsey drives to a local mine to acquire some clay fines and start testing product options.

1985

Dr. Elsey and his wife Kathy found Precious Cat Inc. Dr. Elsey packs the clumping clay in gallon milk containers in a garage next to his clinic and sells his litter to clients at the clinic. Soon after, Dr. Elsey officially starts selling Classic, the first all-natural, superior clumping cat litter on the market.

1997

Dr. Elsey buys a 45,000 sq. ft. warehouse and manufacturing facility and installs automated packaging equipment.

1999

Dr. Elsey starts testing Cat Attract™(a feline behavior modification and training cat litter) at his All Cat Clinic and at the Animal Rescue and Adoption Society in Denver, CO. Testing is also done at The Cat Care Society of Colorado and many other independent feline clinics in the US.

2011

Dr. Elsey expands facility to be equipped with automation and for receiving litter by rail.

2017

Dr. Elsey launches new packaging design and his first-ever food line, clean**protein**™, a high protein kibble that naturally optimizes your cat’s appetite and body mass through simple, high quality ingredients.

dr. elsey's litter

Nonuse of the litter box is the number one problem faced by cat owners. Dr. Elsey's goal is to help cats lead happier, healthier lives - which includes solving specific issues and behaviors through research and a unique set of specialized products.



dr. elsey's cleanprotein™

Dr. Elsey's cleanprotein™ is a high protein kibble that naturally optimizes your cat's appetite and body mass through simple, high quality ingredients. Inspired by the protein levels found in natural prey, Dr. Elsey's cleanprotein™ helps cats maintain an ideal weight and body mass. It helps promote a healthy, active lifestyle for all cats.

cleanprotein™



Chicken
79 BV(%)

vs.

Competitive Foods



Pea
55 BV(%)



asset library

Please visit the following links to download any assets you may need:

Dr. Elseys's Logos:

<https://www.drelseys.com/assets/logos>

Dr. Elsey's Media:

<https://www.drelseys.com/assets/media>

company contact

Have questions? Feel free to contact us!

Dr. Elsey's

1600 W. Dartmouth Ave. Englewood, CO 80110

Phone: 877-311-2287

