

FAQs Regarding Revitalization

1. What happens to the old Fear Free logo items we have?

Please continue to proudly use your existing Fear Free materials until they are due for replacement. There's no expiry on their value or need to transition, especially for permanent fixtures like building signage. This gradual transition respects both the environment and your investment in Fear Free Materials. For updates on our exciting new product offerings, including options with the updated branding, keep an eye on future announcements via email and our social media channels

2. Do we need to replace our clinic's signage immediately with the new logo?

Replacement is not necessary. We suggest transitioning to the new logo when it is convenient or when you would naturally update or replace your signage.

3. Can we still wear our old Fear Free patches, or do we need new ones?

Please continue to wear your current Fear Free patches with pride. For updates on our exciting new product offerings, including options with the updated branding, keep an eye on future announcements via email and our social media channels.

4. Will there be a cost to replace our current Fear Free patches with new ones?

There will be no increased cost to order current Fear Free patches, and we will offer a discount on Fear Free branded products that feature our old logo starting on 2/19. When new products become available, we will maintain our existing pricing for a limited time to help make the transition easier for you and your teams.

5. How will the change to your brand and logo affect our certification status?

Your certification status remains unchanged. The change to our brand and logo is an aesthetic update that reflects our evolving commitment to animal wellbeing and does not affect the validity of your current certification.

6. How can we obtain new branding materials?

Your enthusiasm for our new branding materials is appreciated and shared! We're carefully crafting these resources to meet your expectations. We expect to start deploying new materials starting mid-March, with ongoing releases thereafter.

7. Is there a deadline for transitioning to the new brand materials?

No, there is no set deadline. We understand that transition takes time and resources. We appreciate your efforts to update as your situation allows.

8. How should we communicate this change to our clients?

Please feel free to utilize the following language: "We're excited to share that Fear Free is updating its look! This change represents our ongoing commitment to ensuring the best care for your pets. You'll soon notice new logos and materials in our practice, all part of our dedication to reducing fear, anxiety, and stress in animals. We assure you that while our appearance is getting a refresh, the high-quality care and service we provide remain the same. Stay tuned for more updates!"

9. Will there be support for Certified Practices to transition to the new branding?

As we roll out our new branding, we're committed to providing robust support to our certified practices during the transition. You will receive email updates informing you about the availability of new materials, ensuring you're well-equipped with our latest branding resources. For any specific inquiries or guidance, our team is ready to assist at PracticeCertification@fearfreepets.com

Additionally, Certified Veterinary Practices should continue to display their current Certified Veterinary Practice plaque. Practices that became certified starting in 2024 will be among the first to receive a plaque featuring the new logo as part of our welcome kits, which we plan to start distributing later this quarter. All other Certified Veterinary Practices can look forward to receiving their new plaque at their next recertification date. This phased approach ensures a smooth transition for all involved, aligning with our commitment to support and enhance the Fear Free experience across our community.

10. Why is Fear Free changing their brand and logo?

Fear Free is evolving, and our new branding reflects our commitment to always providing the most up-to-date and science-based methods for reducing fear, anxiety, and stress in pets. Additionally, our new branding allows us to evolve into species beyond dogs and cats. This refresh helps us communicate our mission more clearly and aligns our image with our innovative approach.

11. Will this change affect the services and resources Fear Free offers?

Our change to our brand and logo enhances Fear Free's visual and our expression without changing the core of our high-standard services. You can expect the same level of quality, soon to be complemented by a new website and learning management system. These updates, rolling out throughout the year, are designed to amplify our mission and elevate your Fear Free experience.

12. How was the new logo and branding developed?

The new branding was developed through a collaborative process that included feedback from a wide range of stakeholders within the Fear Free community. It reflects both the heritage of our organization and our future direction."

13. Will I have to pay for new certification due to the change in brand and logo?

No, the change to our brand and logo will not require you to pay for a new certification. Your current certification remains valid.

14. How will the change in brand and logo affect my practice's marketing materials that use the Fear Free logo?

We will provide you with the new logo and guidelines for its use. You can update your marketing materials at your pace, and we'll support you in aligning with the new branding in a way that suits your practice's needs.

15. I don't like the new logo. Why change something that was already good?

We appreciate your attachment to our previous logo and understand that change can be challenging. Our new logo is designed to better communicate the evolution of Fear Free and our expanding role in improving animal wellbeing. Our current logo focuses on canines and felines, while our new logo allows us to expand on our mission to reduce fear, anxiety, and stress to more species. We value your feedback and hope you'll come to appreciate the new design as a symbol of our shared commitment to pets' wellbeing.

16. When will Fear Free be launching additional species certifications?

Fear Free is dedicated to the continual improvement of animal welfare and the expansion of our certification programs to encompass a broader range of species. Our commitment to evolving and adapting our resources ensures that we meet the diverse needs of all animals and the professionals who care for them. We are excited about the future and are actively working on developing additional species certification programs and courses. These expansions are planned to roll out in the coming years, reflecting our mission to enhance the wellbeing of all animals. We encourage our community to stay connected for the latest updates and announcements regarding new certification opportunities.

17. Why are some web pages and resources still reflecting the old logo?

As Fear Free embarks on our brand revitalization, we are implementing changes in phases to ensure a smooth transition across all our platforms and materials.

The presence of the old logo on some of our web pages and resources reflects this phased approach. Our team is diligently updating our digital and physical presence to align with our new branding.

This process is meticulous and takes time, as we aim to maintain the integrity and accessibility of our resources throughout the transition. We anticipate completing the update to our new brand and our website later this year.

Your understanding and support during this period are invaluable to us. We are excited about the new look and what it represents for our future, and we're eager to share the complete transition with you soon.