



**Companion
Animals NZ**

2022

ANIMAL IMAGERY GUIDELINES

**Companion Animals New Zealand
imagery guidelines for companion animals**

December 2021

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This document is designed to guide the design work for Companion Animals New Zealand. It is used internally but we encourage all organisations to be responsible in the depiction of companion animals in publications.

Companion Animals New Zealand promotes A Good Life for companion animals. As such, we do not support imagery which normalises unwanted behaviours (human or animal) or unwanted physical characteristics. In addition, we advocate for the relationship between pets, planet and people so we avoid images depicting predation and pests.

These guidelines are for Companion Animals New Zealand internal standards and our advertising protocols. We acknowledge that other media may use images that are unacceptable to us in some contexts.

We have endeavoured to ensure images in this documents are free from copyright, however you share them at your own risk.

We also acknowledge that some breeds are susceptible to other health issues, so this list is not designed to be exhaustive and should be reviewed annually.

1. PHENOTYPICAL ISSUE THAT RESULTS IN POOR ANIMAL WELFARE

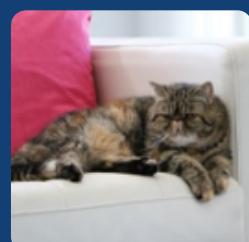
Brachycephalic

We do not use images of short muzzled or with a flattened face often resulting in obstructed breathing and dental deformities.

Canine: Pug, Bulldog (various), Boxer, Pekingese



Feline: British Shorthair, Persian, Himalayan



Rabbit: Lop eared (various), Netherland Dwarf



Osteochondrodysplasia

The growth and development of bone, cartilage, and/or connective tissue is impaired

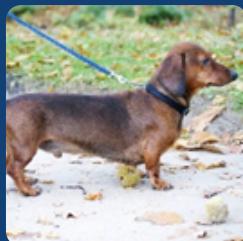
Feline: Scottish Fold



Chondrodystrophic

We do not use images of animals with short legs with long body often resulting in Intervertebral Disc Disease and other joint disorders

Canine: Dachshund, Basset Hound, Corgi, English Bulldog



Feline: Munchkin, Skookum



2. ANIMAL BEHAVIOUR

Risking either injury or ingestion of foreign body - Chewing sticks, chewing bones



Inappropriate interactions (especially children) risking injury



Anthropomorphism
Animals in inappropriate clothing



Hunting

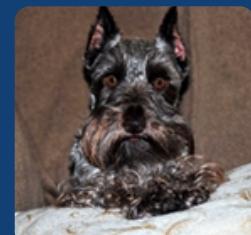
The depiction of dead animals anytime. The use of predatory behaviour only when related to an article about predation



3. BANNED PROCEDURES

Physical deformity created for aesthetic purposes

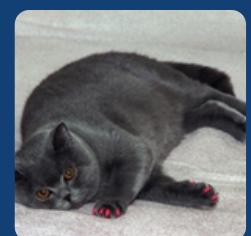
Ear cropping, tail docking, declawing



4. EQUIPMENT

Equipment that causes physical pain, discomfort and/or undue anxiety.

Shock collar, prong collar, Choke chain, Citronella collars & sprays, claw caps



5. UNDESIRABLE PHYSICAL CHARACTERISTICS

We do not use images depicting these characteristics as normal or desirable.

Entire animals i.e.
visual testicles or
obesity



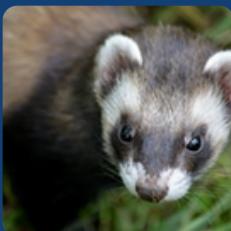
These images may be acceptable if it is for the purpose of an related article or advertising, such as and article about desexing or advertising for animal nutrition).

6. UNWANTED ORGANISMS

Species that are unavailable in NZ - Hamsters, snakes



Species that are wild or pests in NZ - Ferret, possum, Rainbow skinks and newts.



These are guidelines only and subject to change without notice. They are available to be adopted by external organisations.