ACVR | CT/MRI Society

BRANDING GUIDELINES AND ATTACHMENTS

JUNE 2021

ACVR | CT/MRI Society

BRAND GUIDELINES

Maximizing the impact of the ACVR CT/MRI Society brand

Awareness and comprehension of the ACVR, CT/MRI Society brand can be achieved through consistent, proper usage of logos, colors and typefaces. The following guidelines will help us create communications that make a clear and strong impression. The logo is the graphic representation of the brand. Everyone using the logo, regardless of application, must ensure that it is positioned in a way that lets it fulfill the role as a powerful and memorable image that identifies ACVR, CT/MRI Society at a glance.

When writing about the organization in any document, consistent usage must be maintained. It must always be presented as ACVR, ACVR, CT/MRI Society.

Logo Colors

The official logo colors are listed on next page. No other colors may be substituted. If color printing is not an option, the logo may be printed in black, as specified on next page.

Logo Typeface

Open Sans Light is preferred typeface for the ACVR initials.
Larsseit Regular is the preferred typeface for the name of the Society.

Logo Dos and Don'ts

Do not redraw, reproportion or modify the logo files
Do not change the color or typeface of the logo
Do not use the logo against a screen or patterned background
DO allow for space around the logo
DO make sure the logo is readable

Preferred Logo in Three Colors, Black, PMS 311, PMS 2975

AVAILABLE AS JPEG AND PNG FOR MOST PRINT AND DIGITAL USE.
AVAILABLE AS VECTOR ART IF NEEDED.

Preferred Logo in One Color, Black Only

AVAILABLE AS JPEG AND PNG FOR MOST PRINT AND DIGITAL USE.
AVAILABLE AS VECTOR ART IF NEEDED.

Colors and Formulas

PANTONE
311

R 0 G 174 B239
C100 M0 Y0 K0
Hex 00aeef

PANTONE
2975

R 136 G211 B238
C42 M1 Y3 K0
Hex 88d3ee

Black

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E-HEADER SAMPLE
AVAILABLE TO USE
WITH JPEG ATTACHMENT

An Important Message From:

ACVR | CT/MRI Society