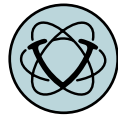




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## BRANDING GUIDELINES AND ATTACHMENTS

JUNE 2021



ACVR

Equine Diagnostic  
Imaging

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## BRAND GUIDELINES

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### **Maximizing the impact of the ACVR Equine Diagnostic Imaging Society brand**

Awareness and comprehension of the ACVR, Equine Diagnostic Imaging 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, Equine Diagnostic Imaging Society at a glance.

When writing about the organization in any document, consistent usage must be maintained. It must always be presented as ACVR Equine Diagnostic Imaging Society.

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### **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.

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### **Logo Typeface**

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

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### **Logo Dos and Don'ts**

- Do not redraw, reportion 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 424, PMS Cool Gray 1



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

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Preferred Logo in One Color, Black Only



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

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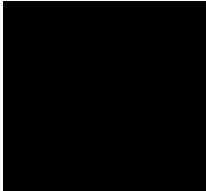
Colors and Formulas



PANTONE  
424  
  
R 35 G 31 B 32  
C0 M0 Y0 K60  
Hex 231f20



PANTONE  
Cool Gray 1  
  
R 217 G216 B214  
C14 M11 Y12 K0  
Hex d9d8d6



Black



ACVR

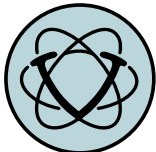
Equine Diagnostic  
Imaging

LETTERHEAD SAMPLE  
AVAILABLE TO USE  
WITH PDF ATTACHMENT

E-HEADER SAMPLE  
AVAILABLE TO USE  
WITH JPEG ATTACHMENT

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**An Important Message From:**



**ACVIR**

**Equine Diagnostic  
Imaging**