



BRANDING GUIDELINES AND ATTACHMENTS

JUNE 2021

BRAND GUIDELINES

Maximizing the impact of the ACVR Large Animal Diagnostic Imaging Society brand

Awareness and comprehension of the ACVR, Large Animal 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, Large Animal 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, Large Animal Diagnostic Imaging 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, 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 7734, PMS 559



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



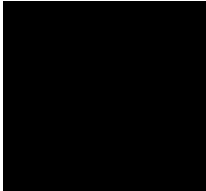
PANTONE
7734

R 15 G 96 B 35
C75 M5 Y100 K56
Hex 0f6023

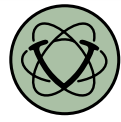


PANTONE
559

R 173 G201 B184
C33 M10 Y29 K0
Hex adc9b8



Black



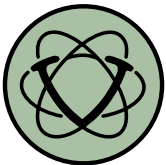
ACVR

Large Animal
Diagnostic Imaging Society

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:



ACVR |

**Large Animal
Diagnostic Imaging Society**