



---

## BRANDING GUIDELINES AND ATTACHMENTS

JUNE 2021



## BRAND GUIDELINES

---

### **Maximizing the impact of the ACVR Nuclear Medicine Society brand**

Awareness and comprehension of the ACVR, Nuclear Medicine 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, Nuclear Medicine Society at a glance.

When writing about the organization in any document, consistent usage must be maintained. It must always be presented as ACVR, Nuclear Medicine 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 110, PMS 7403



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



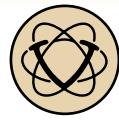
PANTONE  
110  
  
R 189 G 142 B 27  
C10 M34 Y100 K20  
Hex bd8e1b



PANTONE  
7403  
  
R 240 G210 B131  
C6 M15 Y57 K0  
Hex f0d283



Black



ACVR

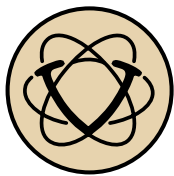
Nuclear  
Medicine Society

LETTERHEAD SAMPLE  
AVAILABLE TO USE  
WITH PDF ATTACHMENT

E-HEADER SAMPLE  
AVAILABLE TO USE  
WITH JPEG ATTACHMENT

---

**An Important Message From:**



ACVR

Nuclear  
Medicine Society