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BRANDING GUIDELINES AND ATTACHMENTS

JUNE 2021



## **BRAND GUIDELINES**

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### **Maximizing the impact of the ACVR Ultrasound Society brand**

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

When writing about the organization in any document, consistent usage must be maintained. It must always be presented as ACVR, Ultrasound 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 7427, PMS 7605



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



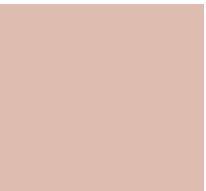
AVAILABLE AS JPEG AND PNG FOR MOST PRINT AND DIGITAL USE.  
AVAILABLE AS VECTOR ART IF NEEDED.

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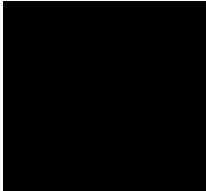
Colors and Formulas



PANTONE  
7427  
R 122 G 7 B 8  
C15 M100 Y100 K50  
Hex 7a0708



PANTONE  
7605  
R 227 G185 B179  
C9 M29 Y23 K0  
Hex e3b9b3



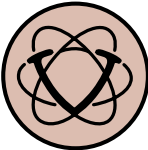
Black

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**

**Ultrasound Society**