STYLE GUIDE

VHMA

Advancing Managers. *Transforming* Practices.

VETERINARY HOSPITAL MANAGERS ASSOCIATION

VHMA
Advancing Managers. *Transforming* Practices.
VETERINARY HOSPITAL MANAGERS ASSOCIATION

FULL COLOR

VHMA
Advancing Managers. *Transforming* Practices.
VETERINARY HOSPITAL MANAGERS ASSOCIATION

BLACK

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BLACK REVERSE

VHMA

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FULL COLOR

VHMA

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BLACK

VHMA

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BLACK REVERSE

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BLUE
PANTONE 7684 C
RGB 56 94 157
HEX/HTML 385E9D
CMYK 90 64 0 0

ORANGE
PANTONE 1585 C
RGB 255 106 19
HEX/HTML FF6A13
CMYK 0 61 97 0

BLACK

BRANDING COLORS

MAIN BRANDING COLORS

BLUE
PANTONE 7684 C
RGB 56 94 157
HEX/HTML 385E9D
CMYK 90 64 0 0

ORANGE
PANTONE 1585 C
RGB 255 106 19
HEX/HTML FF6A13
CMYK 0 61 97 0

BLACK

ACCENT COLORS

RED
PANTONE 7597 C
RGB 209 65 36
HEX/HTML D14124
CMYK 0 85 100 4

LIGHT PURPLE
PANTONE 258 C
RGB 140 71 153
HEX/HTML 8C4799
CMYK 51 79 0 0

DARK PURPLE
PANTONE 2623 C
RGB 95 33 103
HEX/HTML 5F2167
CMYK 75 100 8 26

LIGHT BLUE
PANTONE 7682 C
RGB 103 135 183
HEX/HTML 6787B7
CMYK 63 37 2 0

NAVY
PANTONE 534 C
RGB 27 54 93
HEX/HTML 1B365D
CMYK 95 74 7 44

YELLOW
PANTONE 123 C
RGB 255 199 44
HEX/HTML FFC72C
CMYK 0 19 89 0

FULL COLOR PALETTE

VHMA

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Logo Font

Gill Sans Extrabold
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo Tagline Font
(Arial font may be substituted if Avenir is not available)

Avenir Medium
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo Tagline Font 2
(Arial Oblique font may be substituted if Avenir is not available)

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VHMA FONTS & BACKGROUND

VHMA FONTS

Myriad Pro Family is the main font to be used on most VHMA materials.

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

Century Gothic Family to be used as needed to offer other design alternatives.

Century Gothic

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

VHMA BACKGROUND

CVPM BRANDING

PANTONE 7684 C
RGB 56 94 157
HEX/HTML 385E9D
CMYK 90 64 0 0

PANTONE 1585 C
RGB 255 106 19
HEX/HTML FF6A13
CMYK 0 61 97 0

Black

BLACK

BLACK REVERSE

BRANDING GUIDELINES

Style adjectives for all branches of VHMA branding

- Clean
- Crisp
- Lively
- Organic
- Dynamic
- Simple

Corporate Branding

Corporate branded materials should include the main branding colors. A more formal design is to be used for the financials, press releases, white papers and benchmark reports. The VHMA brand background can be used on corporate branded materials. Branded materials should include tagline "Advancing Managers Transforming Practices."

a. Financials

b. Press releases

c. White papers, benchmark reports

d. Legal

e. Other: examples - Emerging Leaders, Thrive (Owner tool), DISCOVER VHMA, Job Fair, etc.

The "Other" can be more creative. The addition of accent colors, backgrounds from this style guide can be used.

VHMA Educational Branding

VHMA educational branded materials should include main branding colors and the use of accent colors. It is important that advertising materials have a look that is dependent upon the product being promoted. Should be consistent with style objectives.

The educational products may develop their own brand within the brand.

CVPM Branding

The CVPM branding should be consistent with VHMA corporate branding but with the use of the CVPM logo. Include VHMA brand background and main branding colors to signify the CVPM brand within the VHMA brand.