



2022 ACVIM FORUM M ▶ HYBRID

CONFERENCE STYLE GUIDE

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CONTENT

PRIMARY LOGO

The ACVIM Forum logo in full color. This is the preferred use of the logo and should be used as much as possible.



VERTICAL OPTION



HORIZONTAL OPTION

SECONDARY LOGO

Please use the secondary logo sparingly when it's necessary to be on a solid background similar to the yellow color of the 2022 ACVIM Forum palette.



VERTICAL OPTION



HORIZONTAL OPTION

LOGOS & USAGE | COLOR USAGE

RECOMMENDED USE FOR COLOR BACKGROUNDS



LOGOS & USAGE | TAGLINES

PRIMARY TAGLINE

The primary descriptor information should be used on all attendee conference materials. The preferred usage is on a white or light background or image.



RECONNECT
to Community, Science + Medicine



SECONDARY TAGLINE

The secondary tagline should be used on all exhibit and sponsorship conference materials. The preferred usage is on a white or light background or image.

Access,
Brand Exposure +
COLLABORATION

Access, Brand Exposure + COLLABORATION

LOGOS & USAGE | SIZING & SPACING

LOGO MINIMUM SIZE

Use discretion when scaling the logo to ensure legibility, clarity, and consistency.

- The horizontal logo should not be used smaller than .35 inches or 35 pixels tall.
- The vertical logo should not be used smaller than .725 inches or 70 pixels tall.



LOGO CLEAR SPACE

The minimum clear space is found by using the height of the interior of the "A" in the 2022 ACVIM Forum logo. Be sure to err on the side of more white space so the logo has room to breathe.



LOGOS & USAGE | COLOR VARIATIONS

CMYK OR PANTONE

This is the primary and preferred version of the logo for all printed processes (signage, print advertisements, promotional literature, etc.) that allow for full color.



GRAYSCALE

This version should be used on applications where a limited grayscale palette is available such as monochromatic advertising and B/W only forms.



RGB

This version should be used for all digital productions. This includes: PowerPoint templates, web banners, all website graphics, etc.



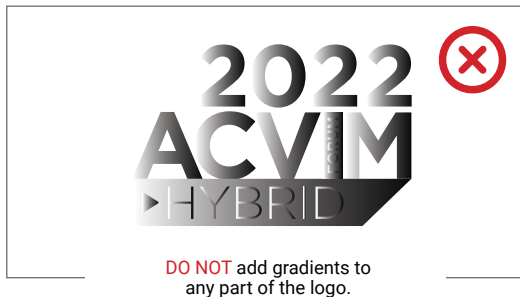
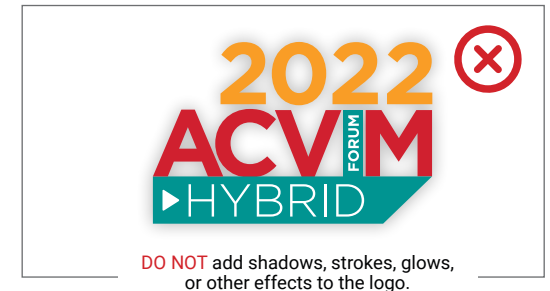
ONE-COLOR

This version is only used for reproductions that have a one color, solid palette. Examples of this could include etching or embossing. Use only the tertiary version of the logo for this format.



LOGOS & USAGE | IMPROPER USAGE

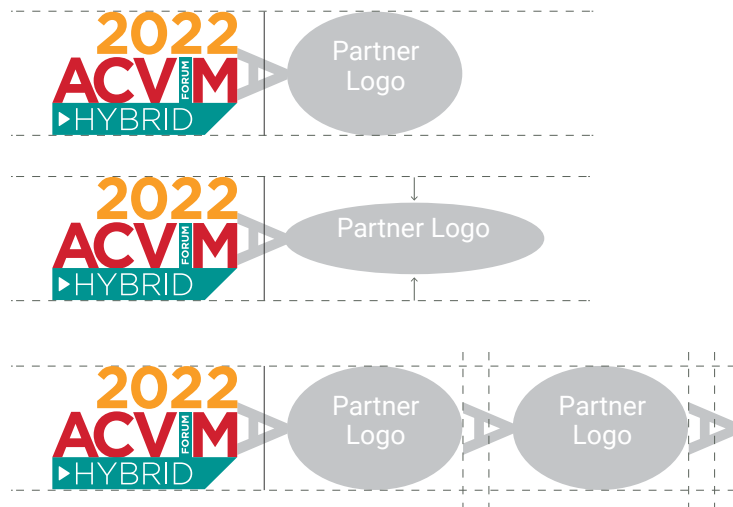
To ensure the consistency and professionalism of the conference identity, the 2022 ACVIM Forum logo must never be altered, improperly reproduced or used inappropriately. Below is a list of prohibited reproductions of the 2022 conference logo.



LOGOS & USAGE | CO-BRANDING

When the ACVIM Forum logo is used with other partner or sponsor logos, they are separated by a solid line. The relationship between the logos should be carefully considered. The logos should occupy the same amount of space, being roughly the same size despite horizontal or vertical configurations. The partner's logo can be smaller but must never be larger than the ACVIM Forum logo.

The full color versions of both logos are preferred. If a partner logo only exists in black, the ACVIM Forum logo should still appear in full color if color reproduction is available.



LOGOS & USAGE | ORGANIZATION LOGO

The ACVIM organization logo is to be used on agreements and contracts, the Event Program, Exhibit and Sponsorship Prospectus, and certain signage/branding.

ACVIM LOGO PALETTE



GREY

C 30 M 22 Y 17 K 57
R 117 G 120 B 123
PMS Cool Gray 9 #75787B

RED

C 0 M 100 Y 61 K 43
R 152 G 0 B 46
PMS 207 C #98002E

ACVIM LOGO TYPEFACE

Brandon Grotesque Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Brandon Grotesque Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

COLOR | CONFERENCE PALETTES

The colors within the **Primary Palette** should be used predominately with the Secondary Palette as additional colors throughout conference designs.

PRIMARY PALETTE

ACVIM FORUM RED
PMS 186 C
C 12 M 100 Y 91 K 3
R 207 G 16 B 45
#CF102D

ACVIM FORUM TEAL
PMS 7716 C
C 87 M 20 Y 47 K 2
R 0 G 148 B 145
#009491

ACVIM FORUM YELLOW
PMS 1375 C
C 0 M 45 Y 96 K 0
R 255 G 159 B 25
#FF9F19

TEXT

ACVIM FORUM GREY
PMS Black (60% Opacity)
C 0 M 0 Y 0 K 60
R 128 G 130 B 133
#808285

SECONDARY PALETTE

ACVIM FORUM ORANGE
PMS 172 C
C 0 M 86 Y 98 K 0
R 255 G 72 B 20
#FF4814

ACVIM FORUM LIGHT ORANGE
PMS 165 C
C 0 M 73 Y 94 K 0
R 255 G 104 B 29
#FF681D

ACVIM FORUM DEEP RED
PMS 1945 C
C 23 M 100 Y 70 K 14
R 172 G 11 B 61
#AC0B3D

ACVIM FORUM CLARET
PMS 7421
C 38 M 93 Y 62 K 45
R 105 G 28 B 51
#691C33

ACVIM FORUM LIGHT TEAL
PMS 318 C
C 44 M 0 Y 15 K 0
R 133 G 218 B 223
#85DADF

ACVIM FORUM PALE TEAL
PMS 7471 C (30% Opacity)
C 13 M 0 Y 6 K 0
R 219 G 240 B 238
#DBF0EE

ACVIM FORUM MEDIUM TEAL
PMS 3252 C
C 66 M 0 Y 29 K 0
R 19 G 208 B 202
#13D0CA

ACVIM FORUM DARK TEAL
PMS 3035 C
C 100 M 67 Y 48 K 38
R 0 G 62 B 82
#003E52

COLOR | TRACK COLORS

This color palette is used when identifying tracks in the Event Program and the online interactive schedule.



BUSINESS, LEADERSHIP & COMMUNICATIONS

C 16 M 11 Y 11 K 27
R 167 G 168 B 170
PMS Cool Gray 6 C
#A7A8AA



CARDIOLOGY

C 0 M 5 Y 64 K 0
R 251 G 219 B 101
PMS 120 C
#FBDB65



EDUCATION & RESEARCH

C 24 M 0 Y 7 K 10
R 176 G 197 B 204
PMS 7542 U
#B0C5CC



EQUINE

C 21 M 24 Y 7 K 0
R 199 G 188 B 208
PMS 104-2 U
#C7BCD0



FOOD ANIMAL INTERNAL MEDICINE

C 0 M 0 Y 26 K 13
R 218 G 210 B 164
PMS 3-2 U
#DAD2A4



LARGE ANIMAL INTERNAL MEDICINE

C 21 M 24 Y 7 K 0
R 199 G 188 B 208
PMS 104-2 U
#C7BCD0



MULTISPECIALTY

C 34 M 15 Y 0 K 10 R
167 G 198 B 237
PMS 2717 C
#A7C6ED



NEUROLOGY

C 15 M 0 Y 46 K 0
R 217 G 234 B 154
PMS 2281 C
#D9EA9A



NUTRITION

C 0 M 21 Y 40 K 9
R 231 G 183 B 138
PMS 720 C
#E7B78A



ONCOLOGY

C 0 M 20 Y 6 K 1
R 233 G 196 B 199
PMS 503 C
#E9C4C7



SMALL ANIMAL INTERNAL MEDICINE

C 12 M 0 Y 0 K 8
R 177 G 228 B 227
PMS 317 C
#B1E4E3



WELLBEING

C 38 M 0 Y 37 K 0
R 159 G 217 B 180
PMS 344 C
#9FD9B4

TYPOGRAPHY | TYPEFACES

The primary typefaces will be **Gotham Bold**, **Roboto Bold**, **Roboto Regular** and **Roboto Condensed**. Please use the alternative chart below when the primary typeface is not available. Headlines and subheads vary in size and body text should typically not go below 11 pt.

PRIMARY TYPEFACES

PRINT, DIGITAL SIGNAGE, WEBSITE & IN-HOUSE CREATIVE

DIGITAL ALTERNATIVE TYPEFACES

EMAIL MARKETING COMMUNICATIONS
(Informz)

MICROSOFT (Outlook, Excel,
PowerPoint, Word)

HEADLINES

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial, Helvetica,
sans-serif
Style: Bold

Arial Narrow
Style: Bold

SUBHEADS

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial, Helvetica,
sans-serif
Style: Bold

Arial Narrow
Style: Bold

Roboto Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial, Helvetica,
sans-serif
Style: Regular

Arial Narrow
Style: Regular

BODY & CAPTIONS

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial, Helvetica,
sans-serif
Style: Regular

Arial Narrow
Style: Regular

TYPOGRAPHY | HEADLINE & COPY STYLE

Below is a sample print advertisement layout showing how the primary typefaces are suggested to be used in application.

Sample Layout



- ① **Callout**
Font: Gotham Bold
Style: If headline/title is short enough use all CAPS, if it's too long for legibility in CAPS, use Sentence Case.
- ② **Subhead**
Font: Roboto Bold or Roboto Condensed
Style: CAPS or Sentence Case
- ③ **Body Copy**
Font: Roboto Regular
Style: Sentence Case
- ④ **Social Tags**
Style: Use channel guidelines for written versions
- ⑤ **URLs**
Font: Roboto Regular
Style: The ACVIM acronym should use all CAPS, remaining web address should utilize Title Case.

TYPOGRAPHY | CONFERENCE DATE & LOCATION TAGS

Font: **Roboto Condensed Bold** & Roboto Condensed Regular
Style: Sentence Case

► HYBRID TAG

The hybrid tag should be used on attendee conference materials when space is limited or when communicating a general overview of the conference dates.

In Person

June 23-25 in Austin, Texas

Virtual Access

June-October

In Person June 23-25 in Austin, Texas | **Virtual Access** June-October

► IN-PERSON TAG

The in-person tag should be used on all in-person specific materials or in combination with the virtual tag.

Austin, Texas

June 23-25

Specialty Symposium **June 22**

+ Virtual Access

Austin, Texas **June 23-25** | Specialty Symposium **June 22** | + Virtual Access

► VIRTUAL TAG

The virtual tag should be used on all virtual specific materials or in combination with the in-person tag. After the in-person event has concluded, the virtual tag can be used as the main date/location tag.

On Demand **June-October**

Limited Livestream **June 23-25**

Interactive Event **September 21-22**

On Demand **June-October** | Limited Livestream **June 23-25** | Interactive Event **September 21-22**

TYPOGRAPHY | CONFERENCE DATE & LOCATION TAGS

Font: Roboto Condensed Bold & Roboto Condensed Regular
Style: Sentence Case

► INDUSTRY PARTNER TAG

The industry partner tag should be used on all exhibit and sponsorship materials, and any registered attendee materials.

Austin, Texas
June 23-25
Specialty Symposium **June 22**
Solutions Center **June 23-24**
+ Virtual Access

Austin, Texas **June 23-25** | Specialty Symposium **June 22** | Solutions Center **June 23-24** | + Virtual Access

► EXAMPLES

HYBRID TAG

2022 ACVIM FORUM ►HYBRID

In Person June 23-25 in Austin, Texas | Virtual Access June-October

VIRTUAL TAG

2022 ACVIM FORUM ►HYBRID

On Demand **June-October**
Limited Livestream **June 23-25**
Interactive Event **September 21-22**

IN-PERSON TAG

2022 ACVIM FORUM ►HYBRID

Austin, Texas **June 23-25** | Specialty Symposium **June 22** | + Virtual Access

INDUSTRY PARTNER TAG

2022 ACVIM FORUM ►HYBRID

Austin, Texas
June 23-25
Specialty Symposium **June 22**
Solutions Center **June 23-24**
+ Virtual Access

VISUALS | IMAGE TREATMENT

The image called ACVIM_2022_OverlayGradient.ai should be overlaid on all full color stock artwork and the layer should be set at 30% opacity over the image to produce a full color lighter image with darker corners, as seen in the examples below.

✓ Full color image with branded overlay



ACVIM_2022_OverlayGradient.ai



✗ Full color stock art image without overlay

VISUALS | GRAPHIC ELEMENTS

Every primary element below can be rearranged and resized as needed within designs (see page 19 for examples). Be sure to layer and multiply the elements to create a balanced and eye-catching layout. The secondary elements are used to provide texture and separation between crucial information.

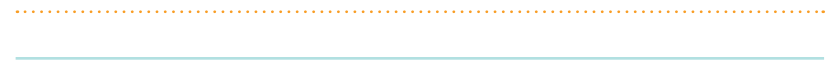
PRIMARY ELEMENTS



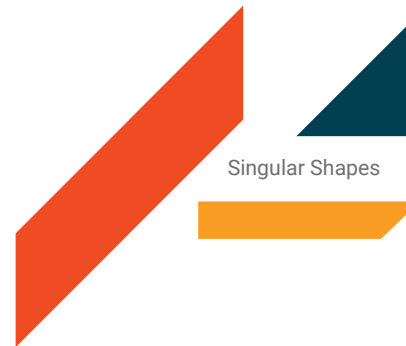
Monochromatic layering

SECONDARY ELEMENTS

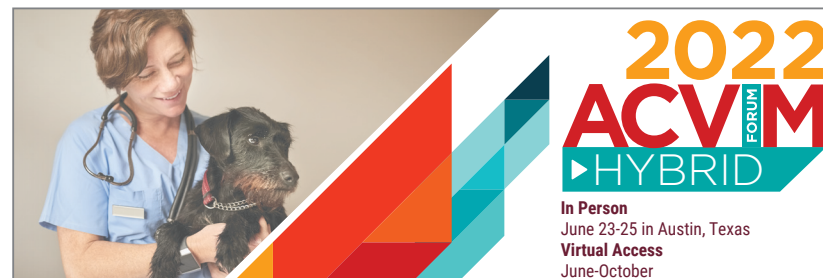
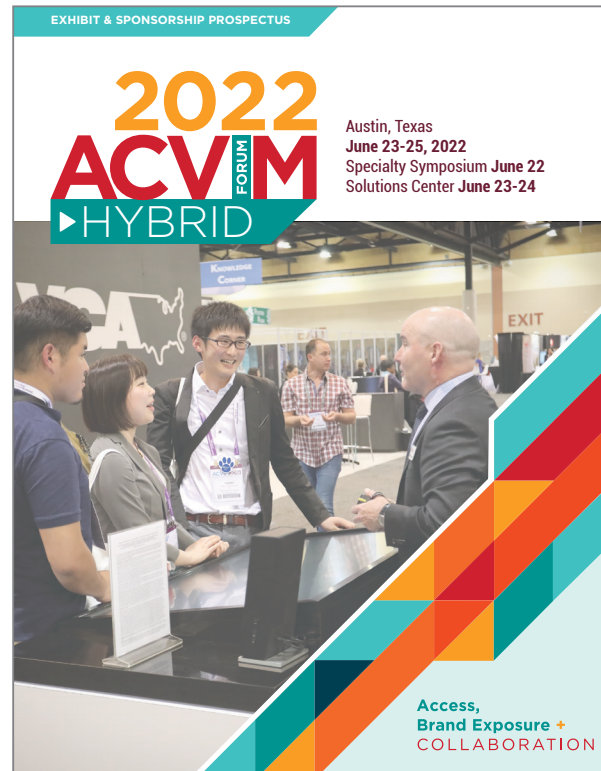
Line Work



Singular Shapes



VISUALS | COLLATERAL



VISUALS | PROGRAM ICONS



ACVIM Resident Research
Award Eligible



By Invite Only



Early Career Clinical Oncology
Research Abstract Award Eligible



Research Abstract
Oral Presentation



ePoster Q&A Sessions



ERC Approved Lecture
for ACVIM Residency



Audio Recording



One Health*



State-of-the-Art (SOTA)
Presentation



Veterinary Technician



Pre-registration Required



Additional Fees May Be
Required



Specialty Symposium



Video Recording

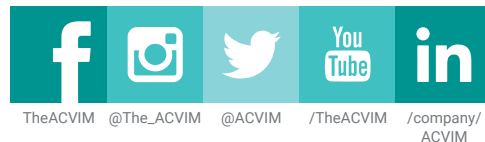
* Sessions marked with the **One Health** symbol highlight the link between human health and veterinary medicine.

CONTENT | TONE OF VOICE

	WHAT IT MEANS	WHAT IT DOESN'T MEAN
HUMAN	We are personable. Address the audience with an inclusive tone in first person (i.e. you, we, us). It is a member-first perspective. We are welcoming and friendly. We are collegiate and down-to-earth.	We aren't too familiar, soft, cute or alternatively stiff. We aren't a corporation talking to a customer, but a colleague talking with another colleague.
OPEN	We are clear, uncomplicated and easy to understand. We are approachable and positive.	We aren't patronizing, lacking substance, or double meanings. We avoid unnecessary jargon and rhetoric.
CONFIDENT	We are accomplished, relevant and cutting-edge. We celebrate our successes and are proud of who we are (meaning our brand and our member community).	We aren't arrogant, pompous, vain, or over-promising.
PROFESSIONAL	We are responsive, dependable and timely. We are knowledgeable and collaborative. We understand that quality underlies what we do and what we deliver to our members.	We aren't stuffy, corporate or formal, boring or lacking a sense of humor.
INCLUSIVE	We are welcoming and invite others to give input in an open and supportive environment. We strive to create a sense of community for diverse backgrounds.	We aren't discriminatory in language or imagery. We are not insensitive, one-sided or biased.

GUIDELINES

For all conference social media, use the standard ACVIM channels.



Hashtags: It is best practice to use 3-5 hashtags on Instagram, 1-2 hashtags on Facebook and Twitter and 2-3 hashtags on LinkedIn. The following hashtags are recommended for use with ACVIM Forum related social posts, but additional hashtags can be used if the specific situation calls for it.

#ACVIM #ACVIMForum #veterinarian #veterinaryspecialist #dvm
#veterinarymedicine #vetmed #vetmedicine #vet #veterinario
#veterinaria #pethealth #veterinary #veterinariansofinstagram #instavet
#veterinaryhospital #equinevet #veterinarycare #vetlife #vettech
#veterinarytechnician #veterinarynurse #medvetlife #vetmedworld

CONFERENCE NAME USAGE

ACVIM Forum should always be spelled with “ACVIM” in all CAPS and “Forum” in Title Case.

- ✓ ACVIM Forum ✗ Acvim Forum, Acvim FORUM, FORUM

When the year is used to refer to the ACVIM Forum, it should be placed before the full name of the conference.

- ✓ 2022 ACVIM Forum ✗ ACVIM Forum 2022, ACVIM 2022 Forum, ACVIM 2022, 2022 Forum

All references to the ACVIM Forum should be written out in full.

On First Reference: The 2022 ACVIM Forum (exceptions include pages within the conference website and promotional materials in which the context is immediately clear or space is limited).

On Second Reference: In longer texts – in which variety makes copy more readable – and in direct quotes, “conference” (rather than ACVIM Forum written out in full) is acceptable.

- ✓ The/the ACVIM Forum, The/the 2022 ACVIM Forum, The/the conference ✗ ACVIM, ACVIM Conference, ACVIM Annual Meeting, Acvim Annual Forum, ACVIM’s Conference, The Forum

When used as an adjective, “the” can be dropped (i.e. ACVIM Forum Speaker) but not when using an official title “the ACVIM Forum Keynote Address”

CONFERENCE TAGLINES

The ACVIM Forum primary tagline is “RECONNECT to Community, Science + Medicine” Please use when appropriate on attendee materials.

- ✓ RECONNECT to Community, Science + Medicine ✗ Reconnect to Community, Science & Medicine

The ACVIM Forum secondary tagline is “Access, Brand Exposure + COLLABORATION” Please use when appropriate on exhibitor and sponsor materials.

- ✓ Access, Brand Exposure + COLLABORATION ✗ Access, Brand Exposure and Collaboration, Access, Brand Exposure & Collaboration

CONVENTION CENTER NAME

When using the convention center name in written pieces :

- | | |
|--|---|
| ✓ On first reference: The/the Austin Convention Center | ✗ On first reference: Convention Center |
| ✓ On second reference: The/the convention center | ✗ On second reference: The center |
-

ROOM LOCATIONS

When referencing room locations, include name of venue, followed by room name, followed by building and/or level.

- | | |
|--|---------------------------------------|
| ✓ Austin Convention Center, Room 4A, Level 3 | ✗ Convention Center, Level 3, Room 4A |
|--|---------------------------------------|
-

CONFERENCE WEBSITE & HYPERLINKS

When listing websites and hyperlinks in written pieces:

- Omit <http://> and omit www.

- | | | |
|------------------------------------|--|---|
| Use the shortest available version | ✓ ACVIMForum.org/exhibit | ✗ http://www.acvim.org/ACVIM-Forum/Exhibit |
|------------------------------------|--|---|

- The text “ACVIM” when used in [ACVIM.org](http://acvim.org) should always be in CAPS and the text in “ACVIM Forum” when used in [ACVIMForum.org](http://acvimforum.org) should list “ACVIM” in all CAPS and the word “Forum” in Title Case.

SPONSOR RECOGNITION

Sponsor recognition should use the term, “Sponsored by” in *Italics*. The word “Sponsored” should be spelled out using Title Case and the word “by” should be spelled out in lowercase.

- | | |
|-----------------------|---|
| ✓ <i>Sponsored by</i> | ✗ SPONSORED BY, Sponsored by, Sponsored by:, Sponsored By |
|-----------------------|---|
-

When multiple sponsors are listed within the same promotional piece, they are to be listed alphabetically. This rule also applies when being listed within their sponsorship level.

- | | |
|---|--|
| ✓ Elanco, Merck Animal Health, NVA Compassion-First | ✗ NVA Compassion-First, Elanco Health, Merck Animal Health |
|---|--|

DATES

Set off year with commas when giving full date (month, day and year, i.e. The ACVIM Forum starts on June 23, 2022) but no comma before year when date includes only month and year.

✓ June 23, 2022 or June 23-25, 2022 or June 2022

✗ June 23 2022 or June 23, 24, 25, 2022 or June, 2022

DAYS

Spell out and no spacing between.

✓ Monday-Thursday

✗ Mon - Thur

MONTHS

Capitalize the names of the months in all uses. When a month is used with a specific date, abbreviate only certain months

✓ Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., and Dec.

✗ Mar., Apr., Jun., and Jul.

Spell out when using alone, or with a year alone.

✓ January
January 2022

✗ Jan.
Jan. 2022

PHONE NUMBERS

Separate numbers by a period. For extensions use x.

✓ 303.504.9223 x27

✗ (303) 504-9223 or 303-504-9223 or 303.504.9223 ext. 27

EMAILS

Capitalize name and ACVIM

✓ Bob@ACVIM.org

✗ bob@acvim.org
Bob@acvim.org
bob@ACVIM.org
Bob@Acvim.org

TIMES

When listing out times, please follow the format in the examples shown below.

✓ 9:00-10:30 am, 9:00 am-3:00 pm

✗ 9:00 - 10:30 am, 9am-3pm, 9:00-10:00 AM

TIME ZONES

Capitalize the full name of the time in force within a particular zone:

✓ Eastern Time, Central Time, etc.

✗ eastern time, Central time

Lowercase all but the region in short forms.

✓ the Eastern time zone, Eastern time, Mountain time, etc.

✗ The Eastern Time Zone, eastern time, Mountain Time, etc.

The abbreviations ET, CT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: 9:00 am PT (Do not set off the abbreviations with commas).

✓ 7:00 pm ET, 9:30 am MT

✗ 7:00 pm est, 9:30 am, MT

FOR MORE INFORMATION

For more information or if you have any questions on appropriate ways to market and design for the ACVIM Forum, please contact:

April Sramek

Senior Manager, Marketing & Communications | April@ACVIM.org

Michelle Hardy

Content Marketing Specialist | Michelle@ACVIM.org

Allison Allelo

Graphic Design & Social Media Specialist | Allison@ACVIM.org

DOWNLOAD 2022 ASSETS

To download a full suite of logos, graphic elements, and color palettes for the 2022 ACVIM Forum visit:

ACVIM.org/Acvim-Forum/press-room