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CONTENT
LOGOS & USAGE | LOGO SUITE

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.

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.
LOGOS & USAGE | COLOR USAGE

RECOMMENDED USE FOR COLOR BACKGROUND

- 2022 ACVIM FORUM HYBRID
- 2022 ACVIM FORUM HYBRID
- 2022 ACVIM FORUM HYBRID
- 2022 ACVIM FORUM HYBRID
- 2022 ACVIM FORUM HYBRID
- 2022 ACVIM FORUM HYBRID
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.

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.
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.

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

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

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.
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.

- **DO NOT** change aspect ratio, stretch or squeeze the logo.
- **DO NOT** reproduce the logo using unauthorized colors.
- **DO NOT** add gradients to any part of the logo.
- **DO NOT** separate the text from the box in the logo or add extra spacing between the year and ACVIM.
- **DO NOT** outline the logo.
- **DO NOT** separate and use parts of the logo individually.
- **DO NOT** add unapproved text to the logo.
- **DO NOT** change the order of the box and text.
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.
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

ACVIM
American College of Veterinary Internal Medicine

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 117  G 120  B 123
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
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 148 G 16 B 45
  - #009491

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

**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
  - #85DA8D

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

- **ACVIM FORUM MEDIUM TEAL**
  - PMS 3252 C
  - C 100 M 67 Y 48 K 38
  - R 62 G 62 B 82
  - #003E52

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

**TEXT**

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

- **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
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.

### HEADLINES

<table>
<thead>
<tr>
<th>PRIMARY TYPEFACES</th>
<th>DIGITAL ALTERNATIVE TYPEFACES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gotham Bold</strong></td>
<td><strong>Arial, Helvetica, sans-serif</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefgijklmnopqrstuvwxyz&lt;br&gt;1234567890</td>
<td><strong>Style: Bold</strong></td>
</tr>
<tr>
<td><strong>Roboto Bold</strong></td>
<td><strong>Arial Narrow</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefgijklmnopqrstuvwxyz&lt;br&gt;1234567890</td>
<td><strong>Style: Bold</strong></td>
</tr>
<tr>
<td><strong>Roboto Condensed</strong></td>
<td><strong>Arial Narrow</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefgijklmnopqrstuvwxyz&lt;br&gt;1234567890</td>
<td><strong>Style: Regular</strong></td>
</tr>
</tbody>
</table>

### SUBHEADS

<table>
<thead>
<tr>
<th>PRIMARY TYPEFACES</th>
<th>DIGITAL ALTERNATIVE TYPEFACES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roboto Bold</strong></td>
<td><strong>Arial, Helvetica, sans-serif</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefgijklmnopqrstuvwxyz&lt;br&gt;1234567890</td>
<td><strong>Style: Bold</strong></td>
</tr>
<tr>
<td><strong>Roboto Condensed</strong></td>
<td><strong>Arial Narrow</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefgijklmnopqrstuvwxyz&lt;br&gt;1234567890</td>
<td><strong>Style: Regular</strong></td>
</tr>
</tbody>
</table>

### BODY & CAPTIONS

<table>
<thead>
<tr>
<th>PRIMARY TYPEFACES</th>
<th>DIGITAL ALTERNATIVE TYPEFACES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roboto Regular</strong></td>
<td><strong>Arial, Helvetica, sans-serif</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefgijklmnopqrstuvwxyz&lt;br&gt;1234567890</td>
<td><strong>Style: Regular</strong></td>
</tr>
<tr>
<td><strong>Arial Narrow</strong></td>
<td><strong>Arial Narrow</strong></td>
</tr>
<tr>
<td><strong>Style: Regular</strong></td>
<td><strong>Style: Regular</strong></td>
</tr>
</tbody>
</table>
Below is a sample print advertisement layout showing how the primary typefaces are suggested to be used in application.

**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.

**Subhead**
- **Font:** Roboto Bold or Roboto Condensed
- **Style:** CAPS or Sentence Case

**Body Copy**
- **Font:** Roboto Regular
- **Style:** Sentence Case

**Social Tags**
- **Style:** Use channel guidelines for written versions

**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**
**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**

[2022ACVIM FORUM](#)HYBRID

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

**VIRTUAL TAG**

[2022ACVIM FORUM](#)HYBRID

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

**IN-PERSON TAG**

[2022ACVIM FORUM](#)HYBRID

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

**INDUSTRY PARTNER TAG**

[2022ACVIM FORUM](#)HYBRID

Austin, Texas  
**June 23-25**  
Specialty Symposium **June 22**  
Solutions Center **June 23-24**  
+ Virtual Access
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.
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
* Sessions marked with the One Health symbol highlight the link between human health and veterinary medicine.
<table>
<thead>
<tr>
<th>CONTENT</th>
<th>TONE OF VOICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHAT IT MEANS</strong></td>
<td><strong>WHAT IT DOESN’T MEAN</strong></td>
</tr>
<tr>
<td><strong>HUMAN</strong></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td><strong>OPEN</strong></td>
<td>We are clear, uncomplicated and easy to understand. We are approachable and positive.</td>
</tr>
<tr>
<td></td>
<td>We aren’t patronizing, lacking substance, or double meanings. We avoid unnecessary jargon and rhetoric.</td>
</tr>
<tr>
<td><strong>CONFIDENT</strong></td>
<td>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).</td>
</tr>
<tr>
<td></td>
<td>We aren’t arrogant, pompous, vain, or over-promising.</td>
</tr>
<tr>
<td><strong>PROFESSIONAL</strong></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>We aren’t stuffy, corporate or formal, boring or lacking a sense of humor.</td>
</tr>
<tr>
<td><strong>INCLUSIVE</strong></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>We aren’t discriminatory in language or imagery. We are not insensitive, one-sided or biased.</td>
</tr>
</tbody>
</table>
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 #veterinarianspecialist #dvm #veterinarymedicine #vetmed #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).

- The/the ACVIM Forum
- The/the 2022 ACVIM Forum
- The/the conference

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 ACVIM Forum, The 2022 ACVIM Forum, The conference

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 second reference: The/the convention center
- ✗ On first reference: 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:**

- Use the shortest available version ✓ ACVIMForum.org/exhibit ✗ http://www.acvim.org/ACVIM-Forum/Exhibit
- The text “ACVIM” when used in ACVIM.org should always be in CAPS and the text in “ACVIM Forum” when used in 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.

- ✓ Sponsored by
- ✗ 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.


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

- ✔ January
- ✗ Jan.
- ✔ January 2022
- ✗ 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
TEXT

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

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**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