



CELEBRATING
Excellence in Education

ACVIM
FORUM 2023

40  **YEARS**

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.



SECONDARY LOGO

Please use the secondary logo sparingly when it's necessary to be on a solid background similar to the Dark Blue color of the 2023 ACVIM Forum palette.



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.

CELEBRATING
Excellence in Education

CELEBRATING
**Excellence
in Education**

CELEBRATING **Excellence in Education**

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 .30 inches or 30 pixels tall.
- The vertical logo should not be used smaller than .35 inches or 35 pixels tall.



LOGO CLEAR SPACE

The minimum clear space is found by using the height of the interior of the "A" in the 2023 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.



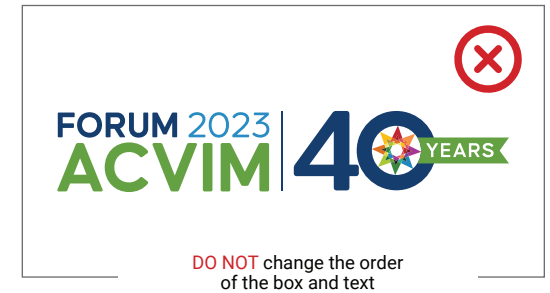
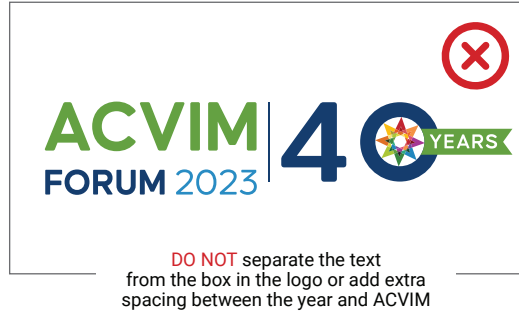
ONE-COLOR

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



LOGOS & USAGE | IMPROPER USAGE

To ensure the consistency and professionalism of the conference identity, the 2023 ACVIM Forum logo must never be altered, improperly reproduced or used inappropriately. Below is a list of prohibited reproductions of the 2023 conference logo.



LOGOS & USAGE | CO-BRANDING

When the ACVIM Forum logo is used with other partner or sponsor logos, 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 | CO-BRANDING

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. The Accent Color is used as a background color or to help call out sections of importance.

PRIMARY PALETTE



ACVIM FORUM GREEN
PMS 7741 C
C 66 M 16 Y 100 K 2
R 101 G 161 B 66
#65A142



ACVIM FORUM LIGHT GREEN
PMS 374 C
C 37 M 4 Y 100 K 0
R 174 G 202 B 54
#AEC936



ACVIM FORUM DARK BLUE
PMS 654 C
C 100 M 84 Y 31 K 17
R 27 G 61 B 109
#1B3D6D



ACVIM FORUM MEDIUM BLUE
PMS 7689 C
C 78 M 33 Y 7 K 0
R 40 G 141 B 194
#288DC2

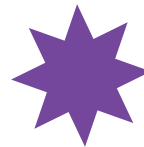
SECONDARY PALETTE



ACVIM FORUM FUCHSIA
PMS 248 C
C 36 M 93 Y 0 K 0
R 169 G 55 B 148
#A93794



ACVIM FORUM TEAL
PMS 7723 C
C 74 M 7 Y 62 K 0
R 55 G 173 B 133
#37AD85



ACVIM FORUM PURPLE
PMS 7678 C
C 65 M 86 Y 0 K 0
R 117 G 71 B 156
#75479C



ACVIM FORUM WARM RED
PMS 7418 C
C 12 M 81 Y 59 K 1
R 213 G 85 B 92
#D5555C



ACVIM FORUM YELLOW
PMS 7408 C
C 0 M 25 Y 100 K 0
R 255 G 194 B 14
#FFC20E



ACCENT COLOR

ACVIM FORUM LIGHT BLUE
PMS 7457 C (30% Opacity)
C 6 M 0 Y 2 K 0
R 237 G 247 B 248
#EDF7F8



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



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 **Roboto** 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

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Arial, Helvetica,
 sans-serif**
Style: Bold

Arial Narrow
Style: Bold

SUBHEADS

Roboto Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Arial, Helvetica,
 sans-serif**
Style: Bold

Arial Narrow
Style: Bold

Roboto Condensed Regular
 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 page layout showing how the primary typefaces are suggested to be used in application.

Sample Layout

EXHIBITOR OPPORTUNITIES

1 THE ACVIM FORUM SOLUTIONS CENTER
So much more than an expo...

3 The Solutions Center is a bustling hub of activity during the conference, where attendees network, learn and, of course, shop for the latest products and services. It's a community and an experience designed to foster interaction, spark new connections, ideas and drive conversation.

2 **TWO FULL DAYS OF NETWORKING, BUILDING BRAND AWARENESS & GENERATING LEADS AND AS AN ADDED BONUS ATTENDEES WILL HAVE ACCESS TO YOUR VIRTUAL BOOTH THROUGH OCTOBER 2023.**

3 We maximize your exhibit experience by ensuring strong connections between content, attendees and your products and services.

4 Visit ACVIMForum.org to learn more!

2023 ACVIM FORUM ACVIMForum.org | 7 |

- 1** **Headline**
Font: Roboto 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 Condensed Bold or Roboto Condensed Regular
Style: CAPS or Sentence Case
- 3** **Body Copy**
Font: Roboto Regular
Style: Sentence Case
- 4** **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

IN-PERSON TAG

The in-person tag should be used on all attendee materials.

Philadelphia, Pennsylvania
June 15-17, 2023
Specialty Symposium **June 14**

Philadelphia, Pennsylvania **June 15-17, 2023** | Specialty Symposium **June 14**

INDUSTRY PARTNER TAG

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

Philadelphia, Pennsylvania
June 15-17, 2023
Specialty Symposium **June 14**
Solutions Center **June 15-16**

Philadelphia, Pennsylvania **June 15-17, 2023** | Specialty Symposium **June 14** | Solutions Center **June 15-16**

Note: For non-specialty group materials, remove "Specialty Symposium **June 14**"

VISUALS | IMAGE TREATMENT

Images should be set at 75-90% opacity in order to produce a full color lighter image, as seen in the examples below.

✔ Full color image at 85% opacity



✔ Full color image at 80% opacity



✘ Full color image at 100% opacity

VISUALS | GRAPHIC ELEMENTS

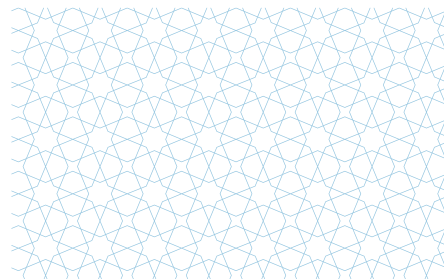
Every element below can be rearranged and resized as needed within designs (see page 18 for examples). Line work is used to provide separation between crucial information. The pattern can be used over photos, color blocks or on it's own to add depth and texture to designs. These elements should be used in a way that does not overpower the content or become too busy.

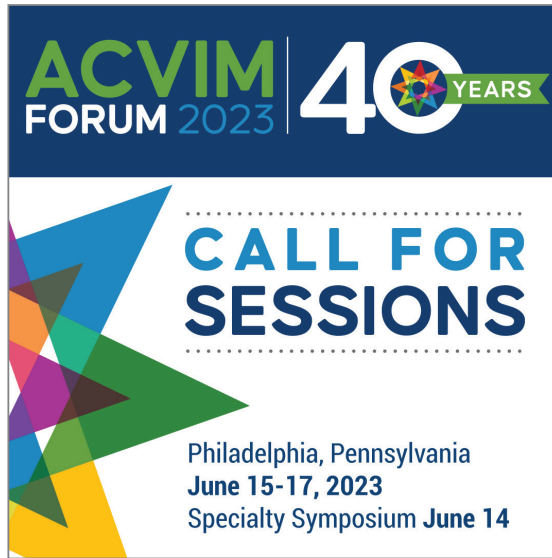


Line Work



Pattern





ACVIM | **40** YEARS
FORUM 2023

CALL FOR SESSIONS

Philadelphia, Pennsylvania
June 15-17, 2023
Specialty Symposium **June 14**



ACVIM | **40** YEARS
FORUM 2023

Philadelphia, Pennsylvania **June 15-17, 2023**
Specialty Symposium **June 14** | Solutions Center **June 15-16**

RESERVE YOUR BOOTH



CELEBRATING **40** YEARS

Philadelphia, Pennsylvania | **June 15-17, 2023** | Specialty Symposium **June 14**



ACVIM **FORUM 2023** | **40** YEARS

Philadelphia, Pennsylvania | **June 15-17, 2023** | Specialty Symposium **June 14**

VISUALS | EVENT ICONS



ACVIM Resident Research Award Eligible



By Invitation Only



Cardiology Research Abstract Award Eligible



Research Abstract



ePoster



ERC Approved Lecture for ACVIM Residency



Capturing for On Demand?



Livestream



One Health*



State-of-the-Art (SOTA) Presentation



Veterinary Technician



Pre-Registration Required



Additional Fees May Be Required



Specialty Symposium



Audio Recording



RACE-Approved

* 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.

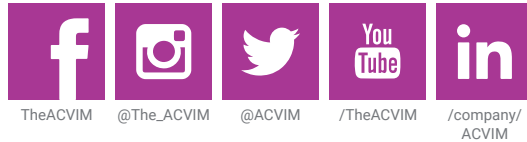
INCLUSIVE

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 or after.

- ✔ 2023 ACVIM Forum, ACVIM Forum 2023 ✘ ACVIM 2023 Forum, ACVIM 2023, 2023 Forum
-

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

On First Reference: The 2023 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 2023 ACVIM Forum, The/the ACVIM Forum 2023, 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 “CELEBRATING Excellence in Education”. Please use when appropriate on attendee materials. When used in longer texts “...for 40 years” may be added to the end.

- ✔ CELEBRATING Excellence in Education ✘ Celebrating Excellence in Education
- ✔ CELEBRATING Excellence in Education for 40 years
-

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: Pennsylvania Convention Center
- ✗ On first reference: Convention Center
- ✓ On second 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.

- ✓ Pennsylvania Convention Center, Room 4A
- ✗ Room 4A, Convention Center
- ✓ PCC, 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
- ✗ <https://www.acvim.org/acvim-forum/2023-acvim-forum>

- 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 15, 2023) but no comma before year when date includes only month and year.

✔ June 15, 2023 or June 15-17, 2023 or June 2023 ✘ June 15 2022 or June 15, 16, 17, 2023 or June, 2023

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 2023 ✘ Jan.
Jan. 2023

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:



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Senior Specialist, Graphic Design & Marketing | Allison@ACVIM.org



Krystin Langer

Content Marketing Specialist | Krystin@ACVIM.org



↓ Download 2023 Assets

To download a full suite of logos, graphic elements and color palettes for the 2023 ACVIM Forum visit:

ACVIM.org/Acvim-Forum/press-room