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3 Logos & Usage

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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 Dark Blue color of the 2023 ACVIM Forum palette.
LOGOS & USAGE | COLOR USAGE

RECOMMENDED USE FOR COLOR BACKGROUNDS

ACVIM FORUM 2023 | 40 YEARS

ACVIM FORUM 2023 | 40 YEARS

ACVIM FORUM 2023 | 40 YEARS

ACVIM FORUM 2023 | 40 YEARS

ACVIM FORUM 2023 | 40 YEARS

ACVIM FORUM 2023 | 40 YEARS
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

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.

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.
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.

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

**SEE YOU AT**
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.
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 Logo](#)

American College of Veterinary Internal Medicine

**GREY**

C 30  M 22  Y 17  K 57
R 117  G 120  B 123
PMS Cool Gray #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. The Accent Color is used as a background color or to help call out sections of importance.

### PRIMARYPalette

<table>
<thead>
<tr>
<th>Color Name</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACVIM FORUM GREEN</td>
<td>7741</td>
<td>66</td>
<td>16</td>
<td>100</td>
<td>2</td>
<td>101</td>
<td>161</td>
<td>66</td>
<td>#65A142</td>
</tr>
<tr>
<td>ACVIM FORUM LIGHT GREEN</td>
<td>374</td>
<td>37</td>
<td>74</td>
<td>62</td>
<td>0</td>
<td>174</td>
<td>202</td>
<td>54</td>
<td>#AE03A6</td>
</tr>
<tr>
<td>ACVIM FORUM DARK BLUE</td>
<td>654</td>
<td>100</td>
<td>84</td>
<td>31</td>
<td>17</td>
<td>27</td>
<td>61</td>
<td>109</td>
<td>#A8D6F9</td>
</tr>
<tr>
<td>ACVIM FORUM MEDIUM BLUE</td>
<td>7689</td>
<td>128</td>
<td>130</td>
<td>133</td>
<td>0</td>
<td>255</td>
<td>255</td>
<td>255</td>
<td>#A8D6F9</td>
</tr>
</tbody>
</table>

### SECONDARY Palette

<table>
<thead>
<tr>
<th>Color Name</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACVIM FORUM FUCHSIA</td>
<td>248</td>
<td>36</td>
<td>93</td>
<td>0</td>
<td>0</td>
<td>169</td>
<td>55</td>
<td>148</td>
<td>#A93794</td>
</tr>
<tr>
<td>ACVIM FORUM TEAL</td>
<td>7723</td>
<td>74</td>
<td>74</td>
<td>62</td>
<td>0</td>
<td>95</td>
<td>173</td>
<td>133</td>
<td>#37A085</td>
</tr>
<tr>
<td>ACVIM FORUM PURPLE</td>
<td>7678</td>
<td>65</td>
<td>86</td>
<td>0</td>
<td>0</td>
<td>117</td>
<td>71</td>
<td>156</td>
<td>#5C3C2A</td>
</tr>
<tr>
<td>ACVIM FORUM WARM RED</td>
<td>7418</td>
<td>12</td>
<td>59</td>
<td>59</td>
<td>1</td>
<td>213</td>
<td>85</td>
<td>92</td>
<td>#D555C5</td>
</tr>
<tr>
<td>ACVIM FORUM YELLOW</td>
<td>7408</td>
<td>25</td>
<td>59</td>
<td>100</td>
<td>0</td>
<td>255</td>
<td>194</td>
<td>14</td>
<td>#FFC20E</td>
</tr>
</tbody>
</table>

### ACCENT COLOR

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

### TEXT

- **ACVIM FORUM GREY**  
  Black (60% Opacity)  
  C 0 M 0 Y 0 K 60  
  R 128 G 130 B 133  
  #808080
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
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.

<table>
<thead>
<tr>
<th>PRIMARY TYPEFACES</th>
<th>DIGITAL ALTERNATIVE TYPEFACES</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT, DIGITAL SIGNAGE, WEBSITE &amp; IN-HOUSE CREATIVE</td>
<td>EMAIL MARKETING COMMUNICATIONS (Informz)</td>
</tr>
<tr>
<td><strong>HEADLINES</strong></td>
<td></td>
</tr>
<tr>
<td>Roboto Bold</td>
<td>Arial, Helvetica, sans-serif</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Style: Bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td><strong>SUBHEADS</strong></td>
<td></td>
</tr>
<tr>
<td>Roboto Condensed Bold</td>
<td>Arial, Helvetica, sans-serif</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Style: Bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Roboto Condensed Regular</td>
<td>Arial, Helvetica, sans-serif</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Style: Regular</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td><strong>BODY &amp; CAPTIONS</strong></td>
<td></td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>Arial, Helvetica, sans-serif</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Style: Regular</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890</td>
<td></td>
</tr>
</tbody>
</table>
Below is a sample page layout showing how the primary typefaces are suggested to be used in application.

**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.

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

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

**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**

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Note: For non-specialty group materials, remove “Specialty Symposium June 14”
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 85% opacity](image1)

- **Full color image at 80% opacity**

  ![Full color image at 80% opacity](image2)

- **Full color image at 100% opacity**

  ![Full color image at 100% opacity](image3)
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 its 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.
VISUALS | COLLATERAL

CALL FOR SESSIONS
Philadelphia, Pennsylvania
June 15-17, 2023
Specialty Symposium June 14

RESERVE YOUR BOOTH

CELEBRATING 40 YEARS
Philadelphia, Pennsylvania | June 15-17, 2023 | Specialty Symposium June 14

ACVIM FORUM 2023
Philadelphia, Pennsylvania | June 15-17, 2023 | Specialty Symposium June 14
* Sessions marked with the **One Health** symbol highlight the link between human health and veterinary medicine.
## CONTENT | TONE OF VOICE

<table>
<thead>
<tr>
<th>WHAT IT MEANS</th>
<th>WHAT IT DOESN'T MEAN</th>
</tr>
</thead>
<tbody>
<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><strong>OPEN</strong></td>
<td>We are clear, uncomplicated and easy to understand. We are approachable and positive.</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><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><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>
</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 #veterinariansofinstagram #dvm
#veterinarymedicine #vetmed #vetmedicine #vet #veterinario
#veterinaria #pethealth #veterinary #hurst #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

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 second reference: convention 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
- PCC, Room 4A
- Room 4A, Convention Center

**CONFERENCE WEBSITE & HYPERLINKS**

When listing websites and hyperlinks in written pieces:

- 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.


**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 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

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

**Krystin Langer**  
Content Marketing Specialist  |  Krystin@ACVIM.org

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