

LEADERSHIP
in Science + Medicine

2021 ACVIM FORUM
virtual

CONFERENCE STYLE GUIDE

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PRIMARY LOGO

The ACVIM Forum logo in a vertical stacked format. This is the preferred use of the logo and should be used as much as possible. The “ACVIM” can be adjusted in size to fit into the design.



SECONDARY LOGO

The ACVIM Forum logo in a horizontal format. This should be used when the use of the primary logos are either not possible, or it is not aesthetically pleasing based on its relative position to surrounding visual elements.



TERTIARY LOGO

This version of the logo should be used when the design elements are broken out of the logo lockup and therefore the main focus of the layout, or in materials where extensive design elements are not needed. Color blocks must be extended to full layout if stretched at all.



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. Other combinations of the conference color palette can be applied.



LEADERSHIP in Science + Medicine



SECONDARY TAGLINE

The secondary tagline should be used on all exhibit and sponsorship conference materials. Other combinations of the conference color palette can be applied.

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 .25 inches or 30 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 2021 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

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.



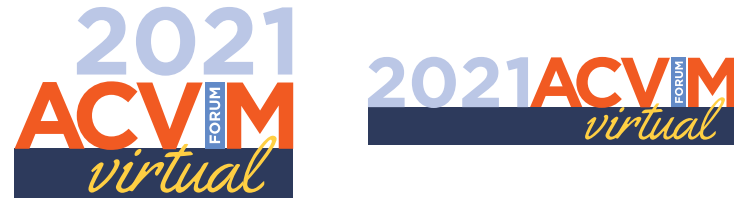
GRAYSCALE

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.



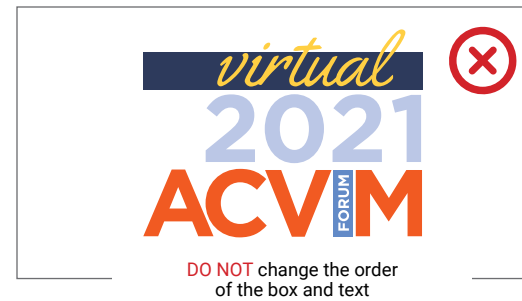
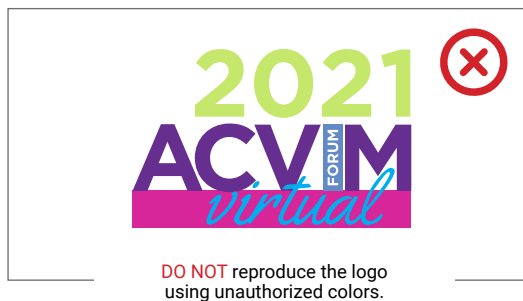
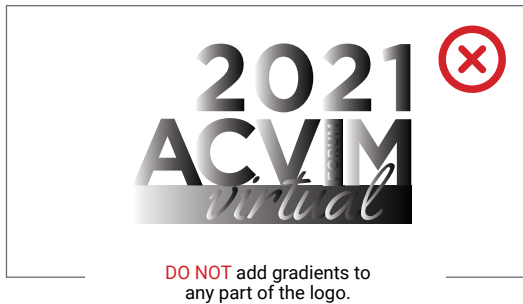
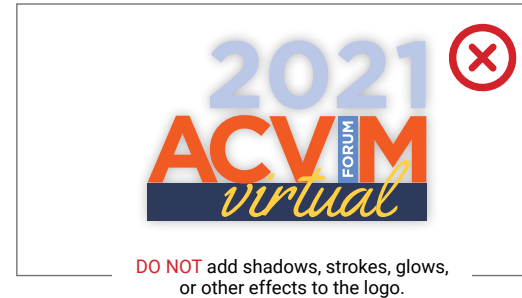
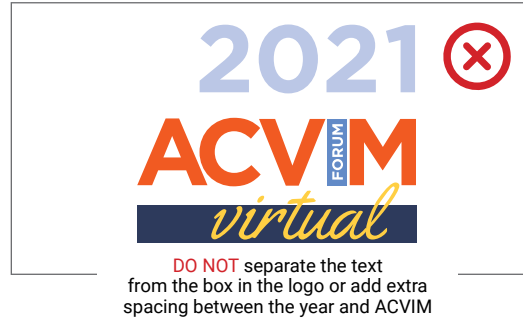
ONE COLOR

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



LOGOS & USAGE | IMPROPER USAGE

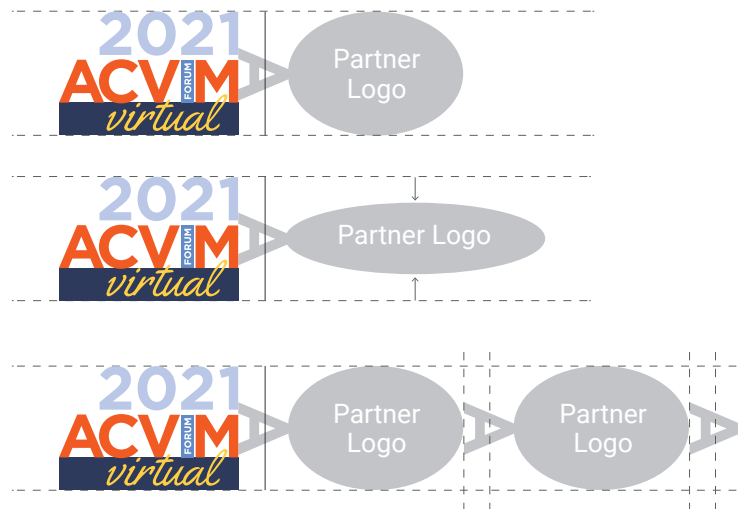
To ensure the consistency and professionalism of the conference identity, the 2021 ACVIM Forum logo must never be altered, improperly reproduced or used inappropriately. Below is a list of prohibited reproductions of the 2021 conference logo.



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 logo.

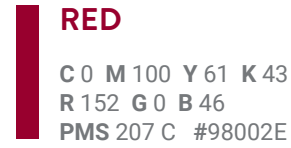
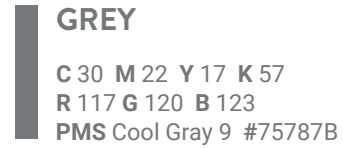
The full color versions of both logos are preferred. If a partner logo only exists in black, the ACVIM Forum logo should still appear in full color if color reproduction is available.



LOGOS & USAGE | CORPORATE LOGO

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

ACVIM LOGO PALETTE



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

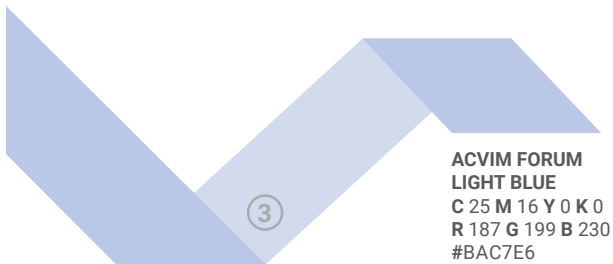
Brandon Grotesque Regular

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

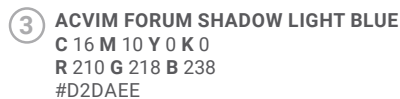
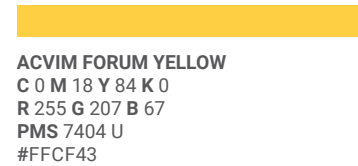
COLOR | CONFERENCE PALETTES

The colors within the **Primary Palette** should be used predominantly and account for about 80% of the color in conference design. The **Secondary Palette** is used when the primary palette has been exhausted and shouldn't account for more than 20% of the color in conference design and should be used for accent purposes and not without primary colors.

PRIMARY PALETTE



SECONDARY PALETTE



COLOR | SESSION & SPECIALTY COLORS

This color palette is used when identifying sessions 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



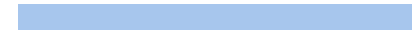
C 21 M 24 Y 7 K 0
R 199 G 188 B 208
PMS 104-2 U
#C7BCD0

FOOD ANIMAL



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

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

TYPOGRAPHY | TYPEFACES

The primary typefaces will be **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

HEADLINES

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SUBHEADS

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BODY & CAPTIONS

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATIVE TYPEFACES	EMAIL MARKETING COMMUNICATIONS (Informz)	MICROSOFT (Outlook, Excel, PowerPoint, Word)
HEADLINES	Arial, Helvetica, sans-serif Bold	Arial Narrow Bold
SUBHEADS	Arial, Helvetica, sans-serif Regular	Arial Narrow Regular
BODY & CAPTIONS	Arial, Helvetica, sans-serif Regular	Arial Narrow Regular

TYPOGRAPHY | HEADLINE & COPY STYLE

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

Sample Layout

2021
ACVIM
FORUM
virtual

SAVE THE DATE

LEADERSHIP
in Science + Medicine

ONLINE REGISTRATION IS NOW OPEN!

The ACVIM Forum is the veterinary profession's premier internal medicine continuing education event. Attracting the best and the brightest in the veterinary industry, leading practitioners and educators from all over the world ensure leading-edge veterinary internal medicine, strong education programming and unparalleled networking opportunities. For more information, visit www.ACVMForum.org or call 800.245.9081.

ACVIM
American College of Veterinary Internal Medicine

Live virtually June 9-12
On demand for 3 months

ACVIM.org | ACVIMForum.org

Facebook Instagram Twitter YouTube

① **Headline**

Font: Roboto Bold

Color: ACVIM Forum Dark Blue or White

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

Color: ACVIM Forum Orange

Style: Sentence case

③ **Body Copy**

Font: Roboto Condensed

Color: White or ACVIM Forum Dark Blue

Style: Title Case

④ **Social Tags**

Font: Roboto Regular

Color: ACVIM Forum Orange

Style: Title Case (if labels are visible)

⑤ **URLs**

Font: Roboto Regular

Color: ACVIM Forum Orange

Style: The ACVIM Acronym should use all CAPS, remaining web address should utilize Title Case.

TYPOGRAPHY | CONFERENCE DATE & LOCATION

PRIMARY DATE & LOCATION TAG

The primary descriptor information should be used on all attendee conference materials.

① **Live virtually June 9-12** | On demand for 3 months ②

- ① **Live virtually June 9-12**
- ② **On demand for 3 months**

- ① **Roboto Condensed Bold**
- ② **Roboto Regular**

EXAMPLES



VISUALS | IMAGE TREATMENT

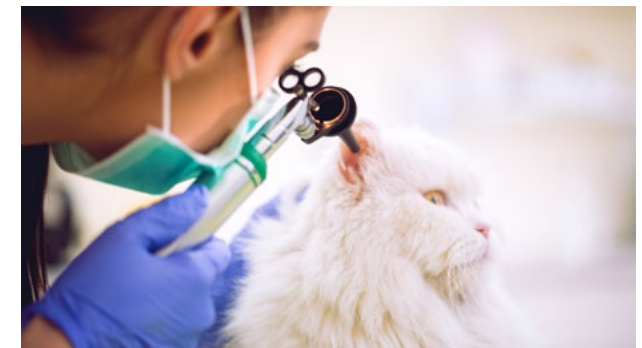
The image called ACVIM_2021_OverlayTexture.ai should be overlaid on all full color stock artwork and the layer should be set to multiply with the opacity set to 77% to produce a full color image with darker areas as seen in the examples below.



✔ Full color image with branded overlay



ACVIM_2021_OverlayTexture.ai

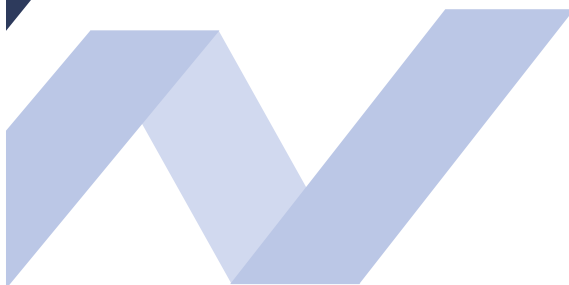


✘ Full color stock art image without overlay

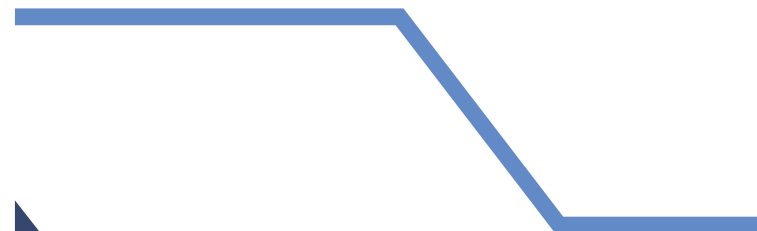
VISUALS | GRAPHIC ELEMENTS

Every primary element below can be rearranged and resized as needed within designs (see page 18 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



SECONDARY ELEMENTS



2021 ACVIM FORUM virtual

LEADERSHIP
in Science + Medicine

ONLINE REGISTRATION IS NOW OPEN!

The ACVIM Forum is the veterinary profession's premier internal medicine continuing education event. Attracting the best and the brightest in the veterinary industry, leading practitioners and educators from all over the world ensure leading-edge veterinary internal medicine, strong education programming and unparalleled networking opportunities. For more information, visit www.ACVMForum.org or call 800.245.9081.

ACVIM
American College of Veterinary Internal Medicine

Live virtually June 9-12
On demand for 3 months

SEE YOU NEXT YEAR!

2021 ACVIM FORUM virtual

Live virtually June 9-12
On demand for 3 months

LEADERSHIP
in Science + Medicine

ACVIM
American College of Veterinary Internal Medicine

LEADERSHIP
in Science + Medicine

2021 ACVIM FORUM virtual

Live virtually June 9-12
On demand for 3 months

ACVIM
American College of Veterinary Internal Medicine

REGISTRATION OPENING THIS SPRING

RESERVE YOUR BOOTH

2021 ACVIM FORUM virtual


Live virtually June 9-12
On demand for 3 months

LEADERSHIP
in Science + Medicine

2021 ACVIM FORUM virtual

Live virtually June 9-12
On demand for 3 months

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
-  One Health*
-  State-of-the-Art (SOTA) Presentation
-  Veterinary Technician
-  Wellbeing**

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

** Sessions marked with the **Wellbeing** symbol highlight human wellness within a professional setting.



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 collegian 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 leading-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.



GUIDELINES

For all conference social media, use the standard ACVIM channels. Use the following icons below on all ACVIM Forum official posts.



TheACVIM



@The_ACVIM



@ACVIM



/TheACVIM



/company/ACVIM

Hashtags: It is best practice to use less than 30 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 #ACVIMForum2021 #ACVIM2021 #Forum2021
#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.

- ✔ 2021 ACVIM Forum ✘ ACVIM Forum 2021, ACVIM 2021 Forum, ACVIM 2021, 2021 Forum
-

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

On First Reference: The 2021 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 2021 ACVIM Forum, The/the 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 “LEADERSHIP in Science + Medicine” Please use when appropriate on attendee materials.

- ✔ LEADERSHIP in Science + Medicine ✘ Leadership, Science and Medicine, Leadership in 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

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 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

CONTENT | EDITORIAL GUIDELINES

DATES

Set off year with commas when giving full date (month, day and year, i.e. The ACVIM Forum starts on June 9 , 2021) but no comma before year when date includes only month and year.

- ✔ June 9, 2021 *or* June 9-12, 2021 *or* June 2021

✘ June 9 2021 *or* June 9,10,11,12 2021 *or* June, 2021

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 2021

✘ Jan.
Jan. 2021

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

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

Michelle Hardy

Content Marketing Specialist | Michelle@ACVIM.org

Allison Allelo

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

↓ DOWNLOAD 2021 ASSETS

To download a full suite of logos, graphic elements, and color palettes for the 2021 ACVIM Forum visit:

ACVIM.org/ACVIMForum/PressRoom