AAVMC

American Association of Veterinary Medical Colleges

AAVMC BRAND STANDARDS

TRUSTED LEADER
VALUED PARTNER
ADVANCING HEALTH

Brand Standards

Communication materials within the AAVMC should all conform to a common set of graphical and typographical standards. This will ensure that stakeholders begin to recognize a distinctive "brand" associated with AAVMC publications and communication products and adopt a level of familiarity that will help nurture their relationship with the organization.

Graphic Design

Consistency in graphic design of digital and print communication materials is required in order to build brand identity for the AAVMC. This requires a common approach to graphic design of all products within the AAVMC's communication portfolio. Graphic design should be attractive enough to project a sense of professionalism and uniqueness about the organization yet simple and clear enough to focus receiver attention on message.

The present graphic design strategy is focused on using block elements in official AAVMC colors with typography used in both standard and reversed applications. Individual AAVMC programs such as Admissions and Recruitment, Institutional Research, and Governmental Relations often require communication materials for specific applications. All of these products represent the entire organization and should be produced in close cooperation with the Communications Department. All of these products will be reviewed by the Senior Communications Consultant, who will ensure that all products are produced in a manner that is consistent with AAVMC brand standards.

Brand Strategy

As approved by the Board of Directors and defined in the strategic plan, the AAVMC has three defining characteristics of excellence associated with its operations: generating quality data, convening and catalyzing groups of stakeholders to address compelling issues, and advocating for veterinary medicine. To the extent that it is possible, AAVMC communications will attempt to select and formulate content for communication products that fosters recognition of these points as it relates to brand development for the AAVMC.

Tagline

The official AAVMC tagline is "Trusted Leader. Valued Partner. Advancing Health." When run as a stand-alone statement as content in a narrative, periods will be used to separate the sentences. When run as part of a graphic brand element, no periods will be used. A version of the logo can be used in conjunction with the tagline (see logo section) but the preferred application will be to use the name of the organization with the logo.

Colors

CORE COLORS:

Dark Blue
Pantone 540
C=100, M=57, Y=12 , K=61

Orange
Pantone 159
C=0, M=66, Y=100 , K=7

Gray
Pantone 422
C=0, M=0, Y=0 , K=40

Blue
Pantone 5405
C=58, M=17, Y=0 , K=46

ADDITIONAL COLORS:

Green
Pantone 371
C=53, M=14, Y=89 , K=56

Brown
Pantone 4625
C=29, M=78, Y=91 , K=78

Golden
Pantone 131
C=3, M=36, Y=100 , K=6

Fonts

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Download the Google font (Roboto) here:
https://fonts.google.com/specimen/Roboto

Typography

To the extent that it is possible, the use of typographical fonts and styles should be consistent across the print and digital platforms of all institutional communication products, including web, email, print publications and official correspondence. The official text font of the AAVMC is Roboto. The official header and headline font for use in all AAVMC publications is Roboto. This official font should be used in every possible case. In occasional cases, another font(s) may be introduced to augment the primary official fonts. The standard font size for business letters and other documents is 12 pt. In the case of longer documents, 11 pt. may be used.

Logo

The logo of the AAVMC shall be exclusively used as the official mark of the AAVMC in all print and electronic documents. The logo will be featured in blue, black, or it may be reversed out in white against one of the organization's primary colors or black. The logo may be used as a freestanding graphic element, or it may be used in conjunction with the name of the organization appearing in the stylized typography compatible with the logo. No other logo can be used to represent the organization.

PRIMARY LOGO

PRIMARY LOGO - REVERSED

HORIZONTAL LOGO

LOGO WITH TAGLINE

PRIMARY BRAND GRAPHIC

SMALL BRAND GRAPHIC

Sub-Brand Graphics

The AAVMC has developed brand-specific logos for several component organizations. These are the only official logos that should be used in marketing and informational materials related to these organizations. If a host institution wishes to develop a specific marketing graphic for an annual meeting or symposium associated with one of these component organizations, that can be used in conjunction with the official sub-branded logo.

HORIZONTAL GRAPHICS

AAVMC American Association of Veterinary Medical Colleges — **AVWP** Academic Veterinary Wellbeing Professionals

AAVMC American Association of Veterinary Medical Colleges — **CIVME** Council for International Veterinary Medical Education

AAVMC American Association of Veterinary Medical Colleges — **PCVE** Primary Care Veterinary Educators

AAVMC American Association of Veterinary Medical Colleges — **VEC** Veterinary Educator Collaborative

AAVMC American Association of Veterinary Medical Colleges — **VetCAN** Veterinary Career Advisor Network

AAVMC American Association of Veterinary Medical Colleges — **VMCAS** Veterinary Medical College Application Service

AAVMC American Association of Veterinary Medical Colleges — **VSSS** Veterinary Summer Scholars Symposium

VERTICAL GRAPHICS

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Directed Communication Mastheads

CONSTANT CONTACT HEADERS

AAVMC
Advocate
News from Governmental Affairs

AAVMC
CIVME
Council on International Veterinary Medical Education

VET-MED
Educator
News from the AAVMC

AAVMC
FOCUS
Hot Topics, Issues and Opportunities

NEON MASTHEADS

Advocate — aavmc.org

Board Report — aavmc.org

CIVME News — aavmc.org

COVID-19 Response

DataPoints — aavmc.org

Discovery — aavmc.org

Members Only — aavmc.org

Update — aavmc.org

Vet-Med Educator — aavmc.org

Volunteer Opportunities — aavmc.org

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