AAVMC®

American Association of Veterinary Medical Colleges

AAVMC BRAND STANDARDS

TRUSTED LEADER
VALUED PARTNER
ADVANCING HEALTH

Brand Standards

AAVMC communications should follow consistent graphic and typographical standards to create a cohesive, recognizable brand across all print and digital materials. All communications should use AAVMC's established visual standards and present information in a professional, clear, and accessible manner, with materials representing AAVMC programs and initiatives developed in coordination with the Marketing and Communications team.

For questions or specific cases, contact marketing@aavmc.org.

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
Hex #002f54
R: 0, G: 48, B: 85

Orange
Pantone 159
C: 0, M: 66, Y: 100 , K: 7
Hex #e36f1e
R: 227, G: 111, B: 30

Gray
Pantone 422
C: 0, M: 0, Y :0 , K: 40
Hex #a7a9ac
R: 167, G: 169, B: 172

Blue
Pantone 5405
C: 58, M: 17, Y: 0 , K: 46
Hex #3a6d8e
R: 59, G: 110, B: 143

ADDITIONAL COLORS:

Green
Pantone 371
C: 53, M: 14, Y: 89 , K: 56
Hex #425f26
R: 67, G: 96, B: 38

Brown
Pantone 4625
C: 29, M: 78, Y: 91 , K: 78
Hex #411300
R: 66, G: 20, B: 0

Golden
Pantone 131
C: 3, M: 36, Y: 100 , K: 6
Hex #e4a11b
R: 228, G: 161, B: 27

Typography

AAVMC communications should use consistent typography across print and digital platforms. Roboto is the official text font and standard body text is 12 pt. In the case of slide presentations, larger fonts are required. View AAVMC's Presenter Guide (www.aavmc.org/events/presenter-guide-for-aavmc-events/) for more information.

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DOWNLOAD ROBOTO HERE

fonts.google.com/specimen/Roboto

Logo

The AAVMC logo is the organization's exclusive official mark and should be used consistently across all print and electronic communications. It may appear in approved color, black, or reversed white formats.

PRIMARY LOGO

AAVMC®
American Association of Veterinary Medical Colleges

PRIMARY LOGO - WHITE

AAVMC®
American Association of Veterinary Medical Colleges

HORIZONTAL LOGO

AAVMC® American Association of Veterinary Medical Colleges

PRIMARY LOGO - BLACK

AAVMC®
American Association of Veterinary Medical Colleges

LOGO WITH TAGLINE

AAVMC®
TRUSTED LEADER • VALUED PARTNER
ADVANCING HEALTH

Sub-Brand Graphics

AAVMC has developed brand-specific logos for several events, programs, and initiatives within the organization. These are the only official logos to be used in the related marketing and informational materials.

HORIZONTAL GRAPHICS

AAVMC | Connect

AAVMC | Leadership Academy

AAVMC | Learn

AAVMC | On Air

AAVMC | Spectrum of Care

AAVMC EVENTS | Catalyze

AAVMC EVENTS | Deans Leadership Conference

AAVMC EVENTS | PCVE Symposium

AAVMC EVENTS | VetEd AAVMC

VERTICAL GRAPHICS

AAVMC
Connect

AAVMC
Leadership
Academy

AAVMC
Learn

AAVMC
On Air

AAVMC
Spectrum
of Care

AAVMC EVENTS
Catalyze

AAVMC EVENTS
Deans
Leadership
Conference

AAVMC EVENTS
PCVE
Symposium

AAVMC EVENTS
VetEd
AAVMC



AAVMC®

American Association of
Veterinary Medical Colleges

American Association of Veterinary Medical Colleges
655 K Street NW, Suite 725, Washington, DC 20001
info@aavmc.org • aavmc.org

Published November 2026