VMX 2018 Logo Color Palette

1. Mint Blue
   - Pantone: 324c
   - Process: 37,0,16,0
   - RGB: 157,216,216
   - HTML: #9cd8d8

2. Turquoise Blue
   - Pantone: 297c
   - Process: 52,3,4,0
   - RGB: 109,198,231
   - HTML: #6dc6e7

3. Cerulean Blue
   - Pantone: 2925c
   - Process: 80,18,0,0
   - RGB: 0,161,223
   - HTML: #00a1df

4. Lime Green
   - Pantone: 368c
   - Process: 55,0,100,0
   - RGB: 129,195,65
   - HTML: #80c241

5. Dark Orange
   - Pantone: 151c
   - Process: 0,60,100,0
   - RGB: 255,131,0
   - HTML: #ff8300

VETERINARY MEETING & EXPO
VMX 2018 Tagline

Your Education. Your Experience. Your Conference.

VMX 2018 Message

VMX: Veterinary Meeting & Expo  
February 3-7, 2018 • Orlando, Florida

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VMX 2018 Logo With Year

VETERINARY MEETING & EXPO

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VMX 2018 Logo No Year

VETERINARY MEETING & EXPO
VMX 2018 Logo Placement and Scale

LOGO CLEAR SPACE

Maintaining a clear surrounding area ensures that the logo isn’t crowded by other textual information. The minimum acceptable ‘clear zone’ (x) is shown in the example below.

Please keep other text outside of the defined area.

LOGO MINIMUM SIZE

Although the logo can be reproduced in a variety of sizes, do not reduce the logo more than 2-inch in wide. Doing so will compromise its legibility and reproduction quality.
VMX 2018 Logo: How to use on a patterned or photo background