



VMMX

2018

VETERINARY MEETING & EXPO

PRESENTED BY  NAVCO[®]

Brand Style Guide



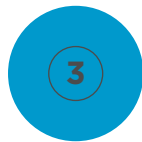
VMX 2018 Logo Color Palette



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



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



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



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



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

VMX 2018 Tagline

Your Education. Your Experience. Your Conference.

VMX 2018 Message

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

Your Education. Your Experience. Your Conference.

Inspired by your passion, your commitment and your energy, VMX, formerly the NAVC Conference, presents top-tier continuing education from world-renowned presenters, unparalleled professional development and networking, diverse exhibits and exhilarating events in one centralized campus.

Start your VMX journey today.

REGISTER NOW

Official VMX 2018 Logos



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VMX 2018 Logo With Year



VMX Logo No Year



VMX 2018 Logos Grayscale



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VMX 2018 Logos Black




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VMX 2018 Logos Reversed (white)



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VMX 2018 Logo Placement and Scale

LOGO CLEAR SPACE

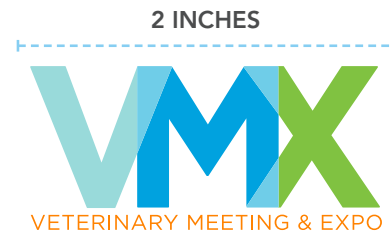
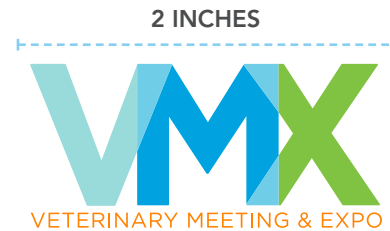
Maintaining a clear surrounding area ensures that the logo isn't crowded by other textual information. The minimum acceptable 'clear zone' (x) is shown in the example below.

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

