



NAVC BRAND GUIDE

The NAVC is a nonprofit organization that creates unparalleled opportunities for the veterinary community that foster lifelong learning, encourage growth and promote wellbeing to advance animal care worldwide.

OUR VISION

A world in which the veterinary healthcare team thrives.

OUR VALUES

Inclusive — We welcome and respect individuality within the global animal healthcare community.

Driven — We serve veterinary professionals around the world with integrity and a commitment to excellence.

Curious — We consistently analyze how things can be done in a new or better way.

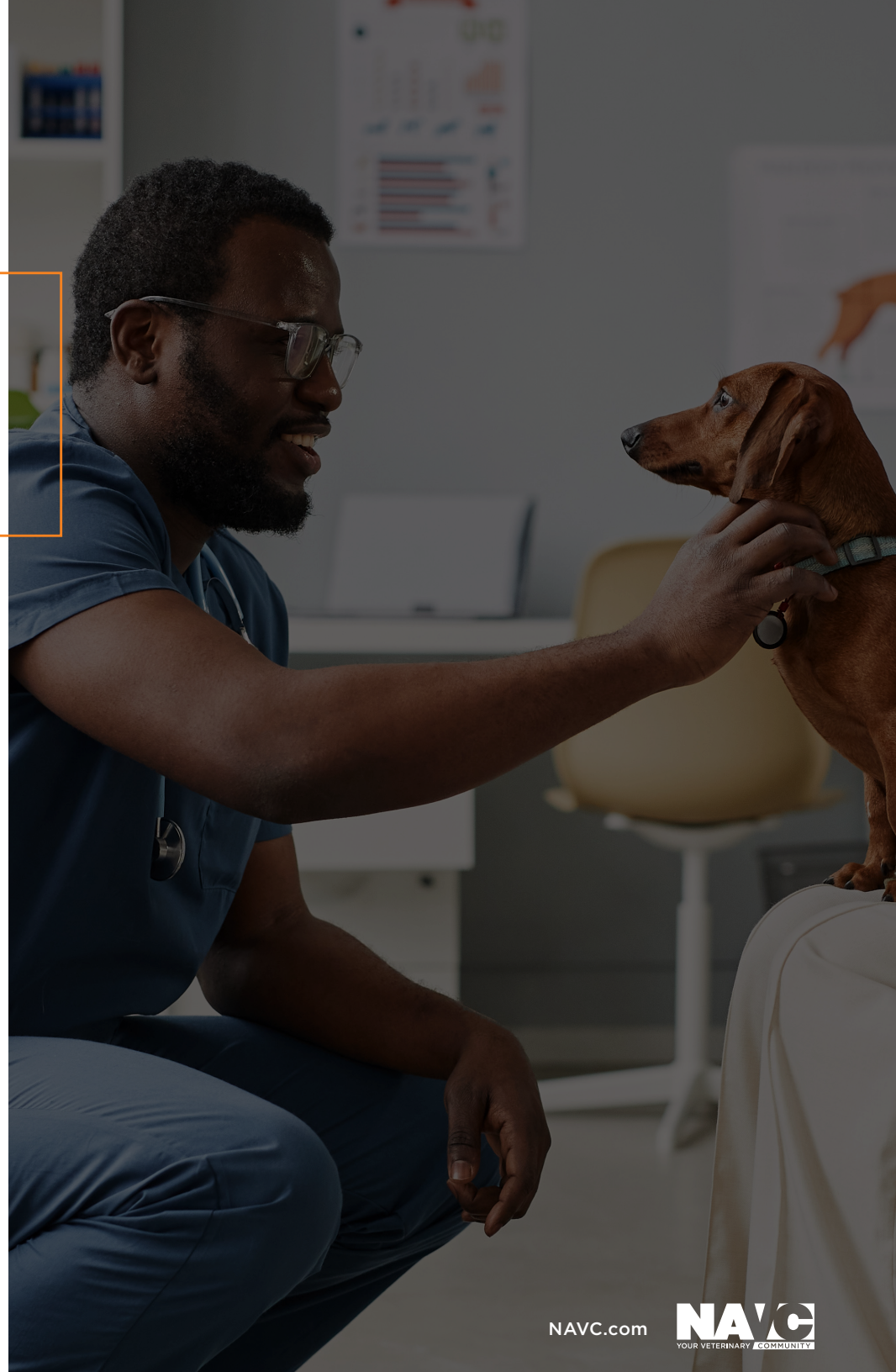
Spirited — We cultivate a fun, caring, and respectful environment for our employees and community.

Accountable — We hold each other responsible to follow through on commitments and work together as a high-performing team.

OUR VISION

It takes all kinds. Building a diverse, equitable and inclusive future for the veterinary community.

At the NAVC, our mission is to create unparalleled opportunities for the veterinary community that foster lifelong learning, encourage growth and promote wellbeing to advance animal care worldwide. We believe in creating opportunities that are inclusive of all people, regardless of background, ability, experience or perspective, and we are committed to cultivating a respectful and welcoming environment where all feel comfortable in sharing their unique viewpoints. Our ultimate goal is to give you the tools necessary to thrive in your career and in your life. Our pledge to you is that we will not support any form of bias or discrimination and will stand firm against any such acts or behaviors. We commit to leading, inspiring and supporting the veterinary community to take intentional actions to accelerate the path toward a more diverse, equitable and inclusive future.



NAVC PRIMARY LOGO

The North American Veterinary Community (NAVC) logo is the graphic representation of the company and displays the NAVC name in a distinctive and proprietary form. Please note, no component of the logo should be changed or amended under any circumstances. Any modification, either scaling in the size or use of the logo, should always be made to the logo as a whole.

The logo should always be used, if possible in the full color version with a white background or in solid white on a patterned or photo background. See following page for usage details.

FULL COLOR LOGO



ONE-COLOR LOGO



Dark Blue

Pantone: PMS 2748 C
Process: 100 / 95 / 2 / 10
RGB: R 14 / G 34 / B 84
HEX: #003366



Bright Blue

Pantone: PMS 299C
Process: 86 / 8 / 0 / 0
RGB: 0 / 170 / 231
HEX: #00a9e7



Orange

Pantone: PMS 151C
Process: 0 / 60 / 100 / 0
RGB: 245 / 130 / 32
HEX: #f5821f



Grey for Text

Pantone: PMS 446C
Process: 0 / 0 / 0 / 80
RGB: 88 / 89 / 91
HEX: #58595b



Light Gray

Pantone: PMS 421C
Process: 0 / 0 / 0 / 35
RGB: 177 / 179 / 182
HEX: #b1b3b6

NAVCC LOGO USAGE

LOGO MINIMUM SIZE

Although the logo can be reproduced in a variety of sizes, do not reduce the logo more than .875 in width. Doing so will compromise its legibility and reproduction quality.

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.



NOTE:

THESE BASIC LOGO USAGE GUIDELINES APPLY TO ALL OF THE NAVCC BRANDS

LOGO FONT

Gotham Medium is the font used in the NAVCC logo.

Gotham Medium

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

HOW TO USE ON A PATTERNED OR PHOTO BACKGROUND

On a patterned or photo background, the logo should only be used in knocked out solid white.



NAVC TYPOGRAPHY

PRINT AND DIGITAL TYPOGRAPHY

Gotham is the primary company font, and is meant to be used for headlines, subheads and body copy in most applications. Examples: web ads, poster copy, collateral materials, brochures.

The preferred weight and style for headlines is Gotham Bold.

Gotham Ultra

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

Gotham Ultra Italic

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

Gotham Black

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

Gotham Black Italic

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

Gotham 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

Gotham Bold Italic

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

Gotham Medium

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

Gotham Medium Italic

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

Gotham Book Italic

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

Gotham Book

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

Gotham Light

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

Gotham Thin

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

NAV C TYPOGRAPHY

PRINT AND DIGITAL AD TYPOGRAPHY

Franchise is the secondary complimentary font, that can be used in headlines or subheads.

For colored solid or patterned backgrounds, white type is the best choice.

FRANCHISE 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

WEB TYPOGRAPHY

Raleway bold will be used for any Title or Navigation Headings and Raleway Regular will be used for copy on the website.

Raleway 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

Raleway 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

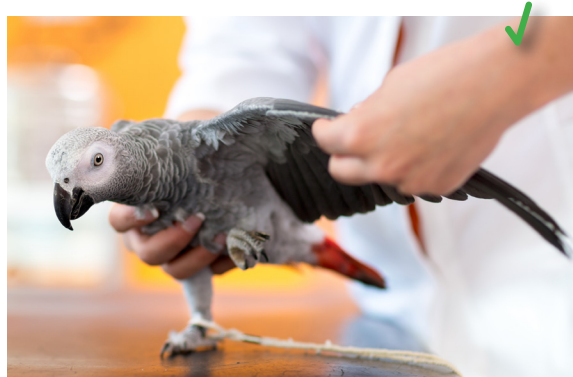
0 1 2 3 4 5 6 7 8 9

NAVC PHOTOGRAPHY

NAVC photography should show veterinary professionals, pet owners and livestock owners interacting with animals in real environments—the home, the veterinary practice, the farm, etc. When possible, photos should be cropped in close to the subject for drama.

Animals and pets should be photographed in their natural or real environments or as lifestyle imagery, in a home or on a farm.

Avoid: Busy and crowded backgrounds, snapshots, people with their backs toward the camera, fearfull looking animals and staged photography.



NAVC CARES



NAVC CARES HEADLINES

NAVC INITIATIVES



NAVC CARES Dark Blue

Pantone: PMS 2748 C
Process: 100 / 95 / 2 / 10
RGB: R 14 / G 34 / B 84
HEX: #003366



NAVC CARES Bright Blue

Pantone: PMS 299C
Process: 86 / 8 / 0 / 0
RGB: 0 / 170 / 231
HEX: #00a9e7



NAVC CARES Orange

Pantone: PMS 151C
Process: 0 / 60 / 100 / 0
RGB: 245 / 130 / 32
HEX: #f5821f



NAVC CARES Green

Pantone: PMS XXXX
Process: 54 / 0 / 100 / 0
RGB: 88 / 89 / 91
HEX: #82c341



NAVC CARES Dark Green

Pantone: PMS XXXX
Process: 100 / 0 / 100 / 50
RGB: 0 / 101 / 46
HEX: #00652e

NAVCC CARES TYPOGRAPHY



PRINT AND DIGITAL TYPOGRAPHY

Gotham is the primary NAVCC CARES font, and is meant to be used for headlines, subheads and body copy. Examples: web ads, poster copy, collateral materials, brochures.

For colored solid or patterned backgrounds, white type is the best choice.

Gotham Light
 Gotham Light Italic
 Gotham Book
Gotham Book Italic
 Gotham Medium
Gotham Medium Italic
 Gotham Bold
Gotham Bold Italic
 Gotham Black
Gotham Black Italic

NAVC GIVES



NAVC INITIATIVES



NAVC CARES Dark Blue

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NAVC CARES Bright Blue

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NAVC CARES Orange

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RGB: 245 / 130 / 32
HEX: #f5821f

NAVC GIVES HEADLINES

NAVCC GIVES TYPOGRAPHY

Have you, or has someone you know,
made a profound difference in
the veterinary profession?



Nominate someone today!
Learn more at NAVCC.com/Gives



PRINT AND DIGITAL TYPOGRAPHY

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Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic