



NAVC EVENT BRANDS

VMX BRAND



PRINT AND DIGITAL TYPOGRAPHY

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

Other font style are added each year to support the current theme.

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



VMX Grey for Text

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



VMX Teal

Pantone: PMS 324C
Process: 38 / 0 / 17 / 0
RGB: 153 / 217 / 217
HEX: #99d9d9



VMX Bright Blue

Pantone: PMS 299C
Process: 81 / 18 / 0 / 0
RGB: 0 / 160 / 223
HEX: #00a0df



VMX Green

Pantone: PMS 360C
Process: 61 / 0 / 96 / 0
RGB: 106 / 191 / 75
HEX: #6abf4b



VMX Orange

Pantone: PMS 151C
Process: 0 / 60 / 100 / 0
RGB: 245 / 130 / 32
HEX: #f58220



VMX Dark Blue

Pantone: PMS 2748C
Process: 100 / 95 / 2 / 10
RGB: 38 / 50 / 135
HEX: #263287

VMX 2025 THEME - “Festival of the HeARTS”

NAVCC EVENT BRAND



PRESENTED BY **NAVCC**
YOUR VETERINARY COMMUNITY

PRINT AND DIGITAL TYPOGRAPHY

Treppenwitz is the primary VMX font, and is meant to be used for the main theme title and can be used for headlines.

Gotham Black is the primary VMX font, and is meant to be used for headlines, subheads.

Gotham book is the primary VMX body copy font.

Treppenwitz

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

VETERINARY INNOVATION SUMMIT BRAND



VIS Blue

Pantone: PMS 2985C
Process: 75 / 0 / 0 / 0
RGB: 0 / 189 / 242
HEX: #00bdf2



VIS Yellow

Pantone: PMS 115C
Process: 4 / 10 / 100 / 0
RGB: 248 / 217 / 5
HEX: #f8d905



VIS Grey

Pantone: PMS Cool Grey 6C
Process: 0 / 0 / 0 / 40
RGB: 167 / 169 / 172
HEX: #a7a9ac

HiVE EVENT BRAND



HiVE Teal - Team Member

Pantone: PMSXXXX
Process: 57 / 0 / 26 / 0
RGB: 0 / 240 / 220
HEX: #00f0dc



HiVE Green - Future Topic

Pantone: PMS XXXX
Process: 36 / 0 / 100 / 0
RGB: 175 / 235 / 0
HEX: #afeb00



HiVE Blue - Business

Pantone: PMS XXXX
Process: 59 / 0 / 2 / 0
RGB: 23 / 215 / 255
HEX: #17d7ff



HiVE Pink - Treatment

Pantone: PMS XXXX
Process: 3 / 84 / 0 / 0
RGB: 25 / 62 / 181
HEX: #ff3eb5



HiVE Yellow - Industry Issues

Pantone: PMS XXXX
Process: 1 / 18 / 100 / 0
RGB: 255 / 206 / 0
HEX: #ffce00

HiVE TYPOGRAPHY



PRINT AND DIGITAL TYPOGRAPHY

Subscriber is the primary HiVE font, and is meant to be used for headlines, subheads. Rift Soft can also be used for emphasizing content. Examples: web ads, poster copy, collateral materials, brochures.

SUBSCRIBER REGULAR – HEADER 1

RIFT SOFT LIGHT - HEADER 3

RIFT SOFT LIGHT ITALIC

RIFT SOFT REGULAR

RIFT SOFT REGULAR ITALIC

RIFT SOFT MEDIUM

RIFT SOFT MEDIUM ITALIC

RIFT SOFT DEMI - HEADER 2

RIFT SOFT DEMI ITALIC

RIFT SOFT BOLD

RIFT SOFT BOLD ITALIC

Poppins Light is the font used for body copy.

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

Poppins Thin

Poppins Thin Italic

Poppins Extra Light

Poppins Extra Light Italic

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Regular Italic

Poppins Medium

Poppins Medium Italic

Poppins Semibold

Poppins Semibold Italic

Poppins Bold

Poppins Bold Italic

Poppins Extrabold

Poppins Extrabold Italic

Poppins Black

Poppins Black Italic