



NAVC MEDIA BRANDS

TODAY'S VETERINARY PRACTICE



PRINT AND DIGITAL TYPOGRAPHY

Gotham is the primary TVP font, and is meant to be used for headlines, subheads, captions, sidebars and tables.

Adobe Garamond Pro is used for body copy

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

Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Adobe Garamond Pro Semibold
Adobe Garamond Pro Semibold Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic



TVP Teal

Pantone: PMS 322C
Process: 100 / 35 / 50 / 13
RGB: 0 / 115 / 120
HEX: #007278



TVP Yellow

Pantone: PMS 1235C
Process: 0 / 32 / 95 / 0
RGB: 253 / 181 / 37
HEX: #fcb424



TVP Orange

Pantone: PMS 1505C
Process: 0 / 72 / 100 / 0
RGB: 243 / 108 / 33
HEX: #f26b21



TVP Blue

Pantone: PMS 631C
Process: 69 / 10 / 18 / 0
RGB: 57 / 175 / 199
HEX: #39afc7



TVP Gray

Pantone: PMS 425C
Process: 0 / 0 / 0 / 80
RGB: 88 / 89 / 91
HEX: #58585b

TODAY'S VETERINARY BUSINESS

Today's Veterinary Business

AN OFFICIAL JOURNAL OF THE NAVC

PRINT AND DIGITAL TYPOGRAPHY

Heron Sans is the primary TVB font, and is meant to be used for headlines, subheads, captions, sidebars and tables.

Adobe Garamond Pro is used for body copy

Chronicle Deck is used for a display serif copy.

Heron Sans Light

Heron Sans Light Italic

Heron Sans Regular

Heron Sans Regular Italic

Heron Sans Medium

Heron Sans Medium Italic

Heron Sans SemiBold

Heron Sans SemiBold Italic

Heron Sans Bold

Heron Sans Bold Italic

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

Adobe Garamond Pro Semibold

Adobe Garamond Pro Semibold Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

Chronicle Deck Roman

Chronicle Deck Italic

Chronicle Deck Semibold

Chronicle Deck Semibold Italic

Chronicle Deck Bold

Chronicle Deck Bold Italic

Chronicle Deck Black

Chronicle Deck Black Italic



TVB Gray

Pantone: PMS 425C
Process: 0 / 0 / 0 / 80
RGB: 88 / 89 / 91
HEX: #58585b



TVB Green

Pantone: PMS XXXC
Process: 94 / 14 / 70 / 0
RGB: XXX / XXX / XXX
HEX: #XXXXXX



TVB Dark Blue

Pantone: PMS XXXC
Process: 90 / 20 / 0 / 36
RGB: XXX / XXX / XXX
HEX: #XXXXXX



TVB Teal

Pantone: PMS XXXC
Process: 100 / 8 / 40 / 0
RGB: XXX / XXX / XXX
HEX: #XXXXXX



TVB Orange

Pantone: PMS XXXC
Process: 0 / 78 / 100 / 0
RGB: XXX / XXX / XXX
HEX: #XXXXXX



TVB Yellow

Pantone: PMS XXXC
Process: 0 / 25 / 100 / 0
RGB: XXX / XXX / XXX
HEX: #XXXXXX

TODAY'S VETERINARY NURSE

today's veterinary nurse

An Official Journal of the NAVC

NAVC MEDIA BRAND

PRINT AND DIGITAL TYPOGRAPHY

Gotham is the primary TVN font, and is meant to be used for headlines, subheads, captions, sidebars and tables.

Adobe Garamond Pro is used for body copy

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

Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Adobe Garamond Pro Semibold
Adobe Garamond Pro Semibold Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic



TVP Teal

Pantone: PMS XXXC
Process: 91 / 66 / 2 / 0
RGB: 31 / 87 / 170
HEX: #XXXXXX



TVP Yellow

Pantone: PMS XXXC
Process: 67 / 34 / 4 / 0
RGB: 86 / 145 / 198
HEX: #XXXXXX



TVP Orange

Pantone: PMS XXXC
Process: 90 / 40 / 70 / 10
RGB: 14 / 115 / 97
HEX: #XXXXXX



TVP Blue

Pantone: PMS XXXC
Process: 60 / 70 / 0 / 32
RGB: 90 / 70 / 127
HEX: #XXXXXX



TVP Red

Pantone: PMS XXXC
Process: 24 / 99 / 78 / 18
RGB: 164 / 32 / 54
HEX: #XXXXXX



TVP Gray

Pantone: PMS 425C
Process: 0 / 0 / 0 / 80
RGB: 88 / 89 / 91
HEX: #58585b

VETERINARY ADVANTAGE

ad**v**eterinary advantage

An Official Publication of the NAVC

PRINT AND DIGITAL TYPOGRAPHY

XXXX is the primary VAM font, and is meant to be used for headlines, subheads, captions, sidebars and tables.

XXXX is used for body copy

NAVC MEDIA BRAND



VAM Red

Pantone: PMS XXXC

Process: 10 / 100 / 100 / 12

RGB: XXX / XXX / XXX

HEX: #XXXXXX



TVP Gray

Pantone: PMS 425C

Process: 0 / 0 / 0 / 80

RGB: 88 / 89 / 91

HEX: #58585b



VAM Tan

Pantone: PMS XXXC

Process: 10 / 10 / 20 / 25

RGB: XXX / XXX / XXX

HEX: #XXXXXX



VAM Green

Pantone: PMS XXXC

Process: 75 / 0 / 40 / 42

RGB: XXX / XXX / XXX

HEX: #XXXXXX



VAM Dark Blue

Pantone: PMS XXXC

Process: 85 / 25 / 10 / 50

RGB: XXX / XXX / XXX

HEX: #XXXXXX

SHOPNAVC



Orange

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



Bright Blue

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

PRINT AND DIGITAL TYPOGRAPHY

Gotham is the primary SHOPNAVC font, and is meant to be used for headlines, subheads and body copy.

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 MEDIA BRAND