ASSOCIATION OF VETERINARY TECHNICIAN EDUCATORS

Style Guide

Brand Elements

AVTE has consolidated best practices for the communications materials created for the organization and streamlined the components and rules for how each element is used when creating branded communications.

To the right are the core elements of the visual identity: logo, color palette and fonts. You will find detailed information about each element on the subsequent pages.

LOGO

ASSOCIATION OF
VETERINARY TECHNICIAN EDUCATORS

ASSOCIATION OF
VETERINARY TECHNICIAN EDUCATORS

COLORS

TYPOGRAPHY

Arial

abc *abc*
ABC *ABC*

abc *abc*
ABC *ABC*

Noto Serif

abc *abc*
ABC *ABC*

abc *abc*
ABC *ABC*

Logo Variations

The primary logo is blue and red. A logo mark is also available for use, the primary colors also blue and red.

Subsequent one color logos and logo marks are available as the need should arise depending on color and image use. A white knockout logo is also available for use.
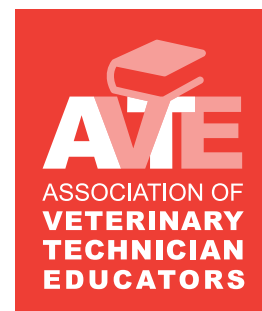
PRIMARY LOGO

PRIMARY LOGO MARK

ONE COLOR LOGOS

ONE COLOR LOGO MARKS

KNOCKOUT LOGO

KNOCKOUT LOGO MARKS

Minimum Size & Clear Space

Minimum Size: The minimum logo height is .9 inches for print or 82 px for digital.

Clear Space: A clear space equal to or greater than ".25x" is required on all sides surrounding the AVTE logo in printed and digital applications.
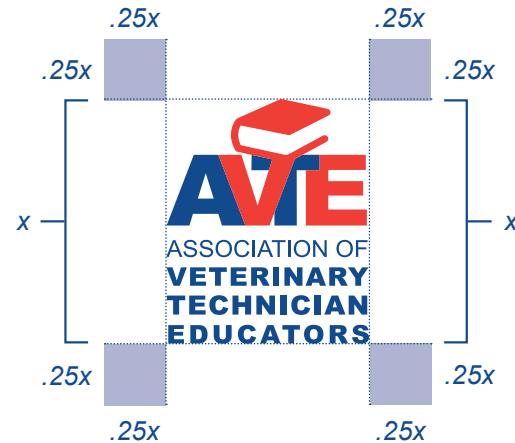
MINIMUM SIZE

.9 inches
for print

82 pixels
for digital

CLEAR SPACE

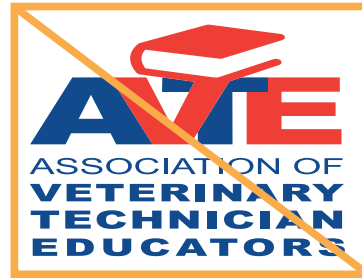.25x

.25x

.25x

.25x

x

x

.25x

.25x

.25x

.25x

Incorrect Logo Usage

Distortion: Do not stretch the logo horizontally or vertically or otherwise distort it.

Color: Do not use an unapproved color for the logo, do not outline the logo and do not add effects like a drop shadow to the logo.

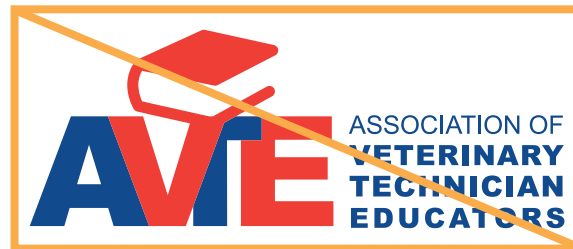**Alter:** Do not alter the logo by rearranging the elements or adding text.

DISTORTION

COLOR

ALTER

Colors

A color palette, deriving from the colors used in the AVTE logo.

Use CMYK colors when 4-color printing is available.

Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.

COLOR MAKEUPS

CMYK: 0,0,0,100

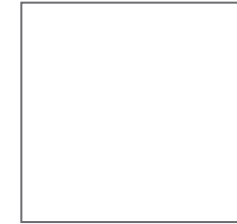**RGB**: 0,0,0

Hexadecimal: 000000

CMYK: 0,90,85,0

RGB: 239,65,54

Hexadecimal: ef4136

CMYK: 100,81,14,2

RGB: 20,75,142

Hexadecimal: 144b8e

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hexadecimal: ffffff

Typography

AVTE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

Primary Font: Arial is the sans serif font chosen for its variations and legibility. It is highly flexible in its application and should be used in most instances. It is used as the body copy font and also as the font in the logo and logo mark. Noto serif is the complementary serif font chosen as the secondary font and should be used minimally for instances like headlines and quotes.

PRIMARY FONT

Arial

abc *abc*
ABC *ABC*

abc *abc*
ABC *ABC*

SECONDARY FONT

Noto Serif

abc *abc*
ABC *ABC*

abc *abc*
ABC *ABC*