



VETERINARY EMERGENCY & CRITICAL CARE SOCIETY

# BRAND STYLE GUIDE



## MISSION

Supporting the veterinary health care team to improve the delivery and quality of emergency and critical care.



## VISION

Raising the level of patient care.



## CORE VALUES

Integrity, Service, Excellence, Collaboration, Support, Wisdom, Inclusiveness

## LOGO



## SEAL



## FONTS

**Arial Black** | Arial Regular

Century Gothic | **Century Gothic Bold**

**Franklin Gothic Demi Condensed** | Franklin Gothic Medium Condensed

## LOGO COLORS



HEX#: 231f20  
C:0 M:0 Y:0 K:100  
R:35 G:31 B:32



HEX#: d51f28  
C:10 M:100 Y:97 K:2  
R:213 G:31 B:40

## SECONDARY SUPPORT COLORS



HEX#: 43B3CA  
C:67 M:9 Y:18 K:0  
R:67 G:179 B:202



HEX#: A2D9E4  
C:34 M:1 Y:9 K:0  
R:163 G:217 B:228



HEX#: A91E29  
C:23 M:100 Y:93 K:16  
R:169 G:30 B:41

## TAGLINES

Raising The Level of Patient Care  
Your Emergency & Critical Care Community