



LOGO STANDARDS

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IF YOU HAVE ANY QUESTIONS RELATING TO THIS STYLE GUIDE
OR THE USE OF THE SOUTHWEST VETERINARY SYMPOSIUM LOGO,
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INTRODUCTION

Every application of the Southwest Veterinary Symposium logo (SWVS) should strengthen the organization's image and must be done with care and with the highest quality standards. Applied in a professional manner and used consistently, the SWVS logo is a valuable communication and business tool. A strong identity that is unified provides SWVS with a positive image in the eyes of employees, members, and the public. The logo in all of its forms are the exclusive property of SWVS. The logo may not be reproduced nor altered in any way.

LOGO STANDARDS



The Southwest Veterinary Symposium logo consists of a complex graphic element and two type treatments. Under no circumstances should these elements be divided or used separately.



PMS 274 C



PMS 342 C

The font used to create the text is Lapidary Regular. The graphic element is a modification of the universal veterinary symbol and a compass. When using spot colors, the SWVS logo consists of PMS 274 C and PMS 342 C. Please see the color blocks to the left.



100% Cyan
100% Magenta
0% Yellow
28% Black



100% Cyan
0% Magenta
71% Yellow
43% Black

If spot colors cannot be used, use the four-color process (CMYK) combinations shown to the left.

LOGO STANDARDS continued



14 Red
0 Green
89 Blue



0 Red
81 Green
55 Blue

For web or digital media usage the color logo should be shown in the RGB color combinations to the left.

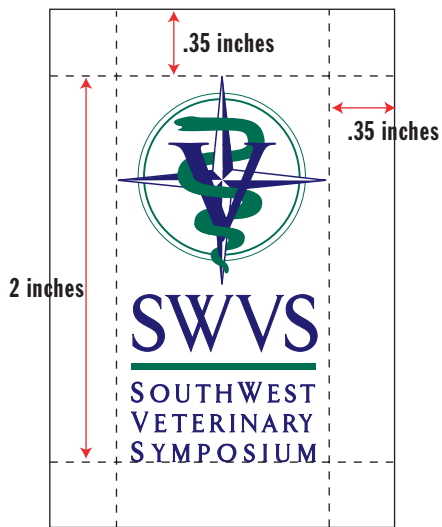


A monochromatic version of the logo should be used when four-color process printing is not available and the logo colors are not being used as spot colors. If the logo is being used in a 1-color print job that does not use black ink, the 1-color can be applied to the logo at 100%.

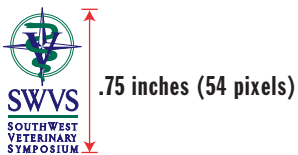


The monochromatic reversed logo should be used when the logo is placed onto a background that does not allow enough contrast to either or both of the logo colors.

LOGO STANDARDS continued



A protection zone is required around the logo. When the logo is sized at 2 inches tall, the protection zone should be no less than 0.35 inches. When the logo is resized, the protection zone should be resized proportionally.



The minimum size the logo may be shown at is 0.75 inches tall for printing. For screen use, it may be no smaller than 54 pixels tall.

INCORRECT LOGO USAGE



CORRECT



INCORRECT

DO NOT distort or scale the logo out of proportion.

INCORRECT LOGO USAGE continued



INCORRECT

DO NOT remove or alter any elements of the logo.



INCORRECT

DO NOT place the color logo onto a background that does not provide sufficient contrast to either or both of the logo colors. In this instance, the reverse monochromatic logo should be used.