

Brand Guidelines

Visual Identity Standards

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Logos

01

LOGO INTRODUCTION

WSAVA's new logo was designed to distinguish the organization from other associations and animal welfare charities through the use of the bold pink color and authoritative typeface.

MASTER LOGO



Two-Tone Version

The WSAVA Logo should be used mostly in this format with the two primary brand colors and the name subtext.

MINIMUM LOGO SIZE AND CLEAR SPACE

Establishing a minimum size and clear space ensures that the impact and legibility of the logo is not compromised in application. The WSAVA logo should never be smaller than 215px in digital or 62mm in print.

Logo Size

The WSAVA logo should never be smaller than 215px in digital or 62mm in print.

215px / 66mm



Clear Space

The minimum clearspace around the logo is equal to one half the height.



ALTERNATIVE LOGOS

These alternate versions of the logos are available for use when a design's background makes the logo illegible in its primary color scheme.

All White

Use this version on top of lighter backgrounds.



White and Pink

Use this version on top of the dark backgrounds.



All Black

This version of the logo can be sent to printers who need a one-color logo, but should not be used in final designs.



No Tagline

A second version of each logo is available without the name spelled out. Use these versions when the tagline is too small to read.



LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document - there are no exceptions.



Do not distort or alter the proportions of the logo



Do not rotate the logo



Do not add a drop shadow or outlines to the logo



Do not change the colours of the logo

SECONDARY LOGOS

Various committees and subgroups in WSAVA used to have their own logos. This approach diluted the impact of the main WSAVA brand. Subgroups should only use these approved secondary logos.



Congress



Committees



Partners

Typography

02

PRIMARY FONT

The primary font is League Spartan. Typically used in the Bold weight.

League Spartan

Use this font for headings and subheads.

League Spartan Bold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i
j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 # @ % * ! ? /

League Spartan Regular

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k
l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 # @ % * ! ? /

League Spartan Extra Bold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 # @ % * ! ? /

SECONDARY FONT

The secondary font is Roboto, used primarily in the regular weight.

Roboto

Use Roboto regular for all body copy. Bold can be used for subheadings.

Roboto Regular

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i
j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 # @ % * ! ? /

Roboto Bold

**A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i
j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 # @ % * ! ? /**

Colors

03

PRIMARY COLOR PALETTE

Blue and Pink are the primary colors for WSAVA. The pink represents our passion for animal welfare and the veterinary community. The blues represent our tradition and scientific focus.

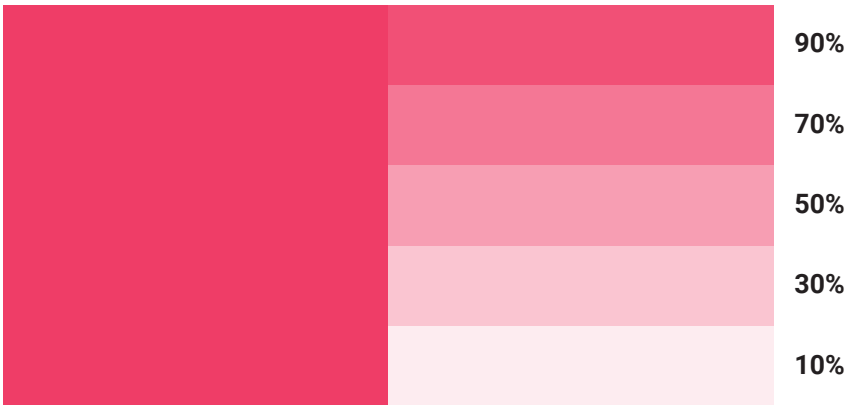
DARK BLUE

PANTONE: 662 C
CMYK : 100 94 20 11
RGB : 0, 26, 112
CODE : 001A70



PASSION PINK

PANTONE: 191 C
CMYK : 0 90 43 0
RGB : 239, 66, 111
CODE : EF426F



BRIGHT BLUE

PANTONE: 2195 C
CMYK : 83 50 0 0
RGB : 0, 119, 207
CODE : 0077CF



ADDITIONAL COLOURS

Use these complimentary colours to round out your designs.

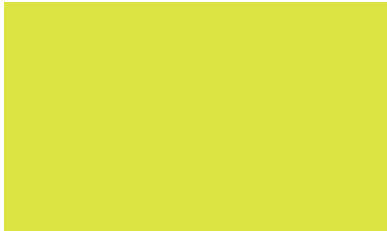
CHARTREUSE

PANTONE: 380 C

CMYK : 18 0 87 0

RGB : 219, 228, 66

CODE : DBE442



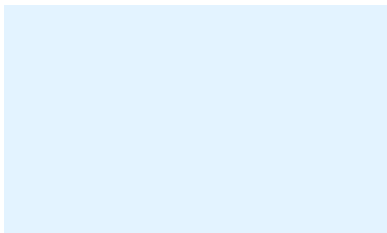
Works well for charts or info graphics. Do not use in large quantities.

LIGHT BLUE

CMYK : 9 0 0 0

RGB : R-227, G-243, B-255

CODE : #E3F3FF



Works well for backgrounds.

Graphics

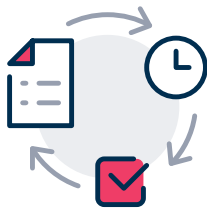
04

ICONS

Icons have been created each of our key focus areas. These icons should not be used as a logo, but instead a way for people to quickly identify the topic. Use them in graphics promoting the work of the relevant committee.



Animal Welfare



Congress Steering



Continuing Education



Dental



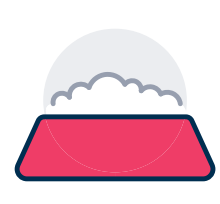
Financial Advisory



Hereditary Disease



Membership and
Nomination



Nutrition



Oncology



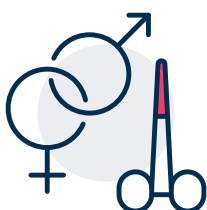
One Health



Pain



Professional Wellness



Reproduction Control



Scientific



Therapeutics



Vaccination

PHOTOGRAPHY

The authentic portrayal of the practice of veterinary medicine is paramount to maintaining the integrity of our brand's visual identity. Our photo library was carefully curated to reinforce our organization's role in advancing veterinary care.

Photos in the photo library have been approved for use in all communication. Other images should not be used without approval. Images should be submitted to the Chief Learning Officer for review before they can be included in a design or the photo library.

Select images that show veterinarians in authentic environments. Our members prefer photos where the medical team and the animal are both in focus. Strive to showcase diversity in our use of photos to reflect the global nature of the organization.



