



CELEBRATING
Excellence in Education

ACVIM FORUM 2025

CONFERENCE STYLE GUIDE

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PRIMARY LOGO

This is the preferred use of the logo when used in more complex designs in conjunction with the other abstract shapes.



SECONDARY LOGO

This is the preferred use of the logo when used in more simple designs. The color of the lines can vary within the color palette to compliment the design.



TERTIARY LOGO

This is the preferred use of the logo when used in more simple designs where space allows. The color of the lines can vary within the color palette to compliment the design.



LOGOS & USAGE | COLOR USAGE

RECOMMENDED USE FOR COLOR BACKGROUNDS



LOGOS & USAGE | TAGLINES

PRIMARY TAGLINE

The primary descriptor information should be used on all attendee conference materials. The preferred usage is on a white or light background or image.

CELEBRATING
Excellence in Education

CELEBRATING Excellence in Education

CELEBRATING
Excellence in Education

CELEBRATING Excellence in Education

SECONDARY TAGLINE

The secondary tagline should be used on all exhibit and sponsorship conference materials. The preferred usage is on a white or light background or image.

Access,
Brand Exposure +
COLLABORATION

Access, Brand Exposure + COLLABORATION

Access,
Brand Exposure +
COLLABORATION

Access, Brand Exposure + COLLABORATION

LOGOS & USAGE | SIZING & SPACING

LOGO MINIMUM SIZE

Use discretion when scaling the logo to ensure legibility, clarity, and consistency.

- The vertical logo options should not be used smaller than 0.5 inches or 50 pixels tall.
- The horizontal logo should not be used smaller than 0.3 inches or 30 pixels tall.

0.5" or 50 px



0.5" or 50 px



0.3" or 30 px



0.3" or 30 px



LOGO CLEAR SPACE

The minimum clear space is found by using the height of the interior of the "A" in the 2025 ACVIM Forum logo. Be sure to err on the side of more white space so the logo has room to breathe.



MINIMUM CLEAR SPACE



LOGOS & USAGE | COLOR VARIATIONS

CMYK OR PANTONE

This is the primary and preferred version of the logo for all printed processes (signage, print advertisements, promotional literature, etc.) that allow for full color.



ACVIM
FORUM
2025



ACVIM FORUM
2025

RGB

This version should be used for all digital productions. This includes: PowerPoint templates, web banners, all website graphics, etc.



ACVIM
FORUM
2025



ACVIM FORUM
2025

ONE-COLOR

This version is only used for reproductions that have a one color, solid palette. Examples of this could include etching or embossing.



ACVIM
FORUM
2025



ACVIM FORUM
2025



ACVIM
FORUM
2025



ACVIM FORUM
2025

LOGOS & USAGE | IMPROPER USAGE

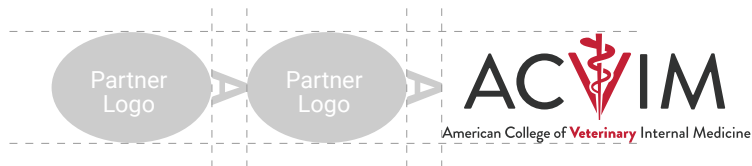
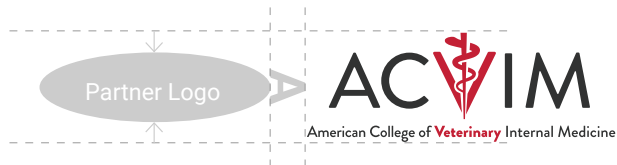
To ensure the consistency and professionalism of the conference identity, the 2025 ACVIM Forum logo must never be altered, improperly reproduced or used inappropriately. Below is a list of prohibited reproductions of the 2025 conference logo.



LOGOS & USAGE | CO-SPONSORSHIP

When the ACVIM logo is used with other partner or sponsor logos, the relationship between the logos should be carefully considered. The logos should occupy the same amount of space, being roughly the same size despite horizontal or vertical configurations. The partner's logo can be smaller but must never be larger than the ACVIM logo.

The full color versions of both logos are preferred. If a partner logo only exists in black, the ACVIM logo should still appear in full color if color reproduction is available.



LOGOS & USAGE | CO-BRANDING

The ACVIM Forum logo is to be used on agreements and contracts, the Event Program, Exhibit and Sponsorship Prospectus, and certain signage/branding.

ACVIM LOGO PALETTE



ACVIM FORUM
Annual Conference

Charcoal

C 0 M 0 Y 0 K 80
R 51 G 51 B 51
PMS Black 7 C #333333

Rose

C 0 M 83 Y 73 K 24
R 194 G 33 B 53
PMS 711 C #C22135

ACVIM LOGO TYPEFACE

Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Roboto Regular

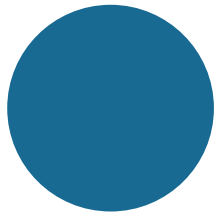
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9



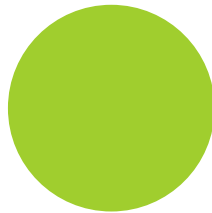
COLOR | CONFERENCE PALETTES

The colors within the Primary Palette should be used predominately with the Secondary Palette as additional colors throughout conference designs.

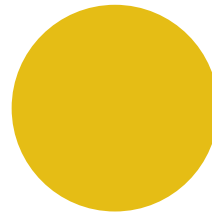
PRIMARY PALETTE



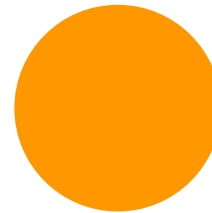
BLUE
HEX: 186A93
R24 G106 B147
C87 M49 Y24 K8



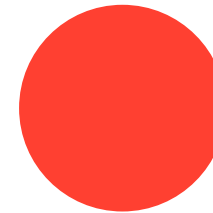
GREEN
HEX: A0CE2E
R160 G206 B46
C46 M0 Y92 K0



YELLOW
HEX: E5BD15
R229 G189 B21
C11 M23 Y93 K1

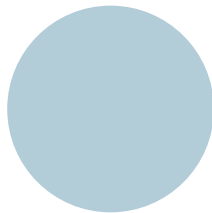


ORANGE
HEX: FF9700
R255 G151 B0
C0 M49 Y93 K0

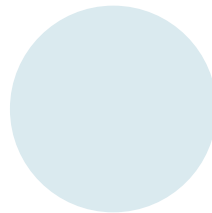


RED
HEX: FF4031
R255 G64 B49
C0 M84 Y76 K0

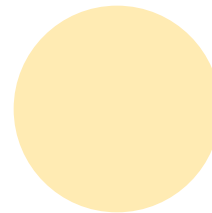
SECONDARY PALETTE



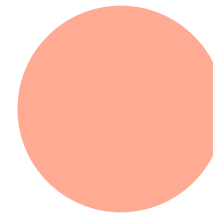
LIGHT BLUE 1
HEX: B2CCD8
R178 G204 B216
C35 M12 Y13 K0



LIGHT BLUE 2
HEX: DAEAEF
R218 G234 B239
C17 M3 Y6 K0



LIGHT YELLOW
HEX: FFE8B3
R255 G235 B179
C0 M9 Y37 K0



LIGHT RED
HEX: FFAB94
R255 G171 B148
C0 M43 Y38 K0



COLOR | TRACK COLORS

This color palette is used when identifying tracks in the Event Program and the online interactive schedule.



BUSINESS, LEADERSHIP & COMMUNICATIONS

C 16 M 11 Y 11 K 27
R 167 G 168 B 170
PMS Cool Gray 6 C
#A7A8AA



CARDIOLOGY

C 0 M 5 Y 64 K 0
R 251 G 219 B 101
PMS 120 C
#FBDB65



EDUCATION & RESEARCH

C 24 M 0 Y 7 K 10
R 176 G 197 B 204
PMS 7542 U
#B0C5CC



EQUINE

C 21 M 24 Y 7 K 0
R 199 G 188 B 208
PMS 104-2 U
#C7BCD0



FOOD ANIMAL INTERNAL MEDICINE

C 0 M 0 Y 26 K 13
R 218 G 210 B 164
PMS 3-2 U
#DAD2A4



LARGE ANIMAL INTERNAL MEDICINE

C 21 M 24 Y 7 K 0
R 199 G 188 B 208
PMS 104-2 U
#C7BCD0



MULTISPECIALTY

C 34 M 15 Y 0 K 10 R
167 G 198 B 237
PMS 2717 C
#A7C6ED



NEUROLOGY

C 15 M 0 Y 46 K 0
R 217 G 234 B 154
PMS 2281 C
#D9EA9A



NUTRITION

C 0 M 21 Y 40 K 9
R 231 G 183 B 138
PMS 720 C
#E7B78A



ONCOLOGY

C 0 M 20 Y 6 K 1
R 233 G 196 B 199
PMS 503 C
#E9C4C7



SMALL ANIMAL INTERNAL MEDICINE

C 12 M 0 Y 0 K 8
R 177 G 228 B 227
PMS 317 C
#B1E4E3



WELLBEING

C 38 M 0 Y 37 K 0
R 159 G 217 B 180
PMS 344 C
#9FD9B4

TYPOGRAPHY | TYPEFACES

The primary typeface is Roboto. The alternative typeface is Arial and should be utilized when the primary typeface is unavailable.

PRIMARY TYPEFACES

PRINT, DIGITAL SIGNAGE, WEBSITE & IN-HOUSE CREATIVE

HEADLINES & SUBHEADS

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body & Captions

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When space is limited, Roboto Condensed and Arial Narrow may be used, but should be done so sparingly and with accessibility in mind.

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE TYPEFACES

EMAIL MARKETING COMMUNICATIONS & MICROSOFT OFFICE

HEADLINES & SUBHEADS

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body & Captions

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY | HEADLINE & COPY STYLE

Below is a sample page layout showing how the primary typefaces are suggested to be used in application.

SAMPLE LAYOUT

The sample layout is a registration page for the ACVIM Forum 2025. It features a header with the text "CELEBRATING Excellence in Education" and the main title "ACVIM FORUM 2025" in large, bold, blue and red fonts. Below the title, it lists the location "Louisville, Kentucky" and dates "June 12-14" for the main forum and "June 11" for a "Specialty Symposium". A "+ Virtual Access" button is also present. The main body of the page has a light blue background with a large, bold, blue headline "REGISTRATION NOW OPEN". To the right of this headline is a paragraph of placeholder text. Below the headline is a circular image of the Louisville skyline. At the bottom, there is a green banner with the text "SAVE 15% ON REGISTRATION USING CODE*: VMA25" and a small asterisked note below it. The website "ACVIMForum.org" is listed at the bottom right. A large, stylized graphic of the number '1' is on the right side of the page.

CELEBRATING
Excellence in Education

ACVIM
FORUM
2025

Louisville, Kentucky
June 12-14
Specialty Symposium
June 11

+ Virtual Access

**REGISTRATION
NOW OPEN**

Dolorerios delis que qui iumquis uiduciis mo minvel ium quodit mollatio blatia plitas si arum et, ea consequia cum re ea dolorro corem exces id moluptati iur modit eatum numqui ut acerion sequasi mporehe nditibu sandae re volorpore quam ne venisci consecca boribus aut volupta pro que nonsequiae. Ventiam hil minvendis ex eos ex expere ea audis et la doluptassint lam.

SAVE 15% ON REGISTRATION USING CODE*: VMA25

*Code valid only for primary care veterinarian registration types

ACVIMForum.org

1 HEADLINE

Font: Roboto Bold or Roboto Regular
Style: CAPS or Sentence Case

2 SUBHEAD

Font: Roboto Bold or Roboto Regular
Style: CAPS or Sentence Case

3 BODY COPY

Font: Roboto Regular
Style: Sentence Case

4 URLS

Font: Roboto Regular

Style: The ACVIM acronym should use all CAPS, remaining web address should utilize Title Case.

TYPOGRAPHY | CONFERENCE DATE & LOCATION TAGS

Fonts: Roboto Regular & Roboto Black
Style: Sentence Case

IN-PERSON TAG

The in-person tag should be used on all in-person attendee materials.

Note: For non-specialty group materials, remove “Specialty Symposium **June 18**”

For any exhibit/sponsor and registered attendee materials, add “Exhibit Hall **June 19-20**”.

Specialty Symposium date should not be included with the other dates in a range, but instead listed separately.

VERTICAL TAG

Louisville, Kentucky
June 19-21
Specialty Symposium
June 18

+ Virtual Access

BANNER TAG

Louisville, Kentucky **June 19-21** | Specialty Symposium **June 18** | **+ Virtual Access**

HORIZONTAL TAG

Louisville, Kentucky **June 19-21**
Specialty Symposium **June 18**

+ Virtual Access

VIRTUAL TAG

The virtual tag should be used on all virtual attendee materials.

VERTICAL TAG

On Demand
June-October 2025

Limited Livestream
June 19-21

Live Virtual Day
June 26

BANNER TAG

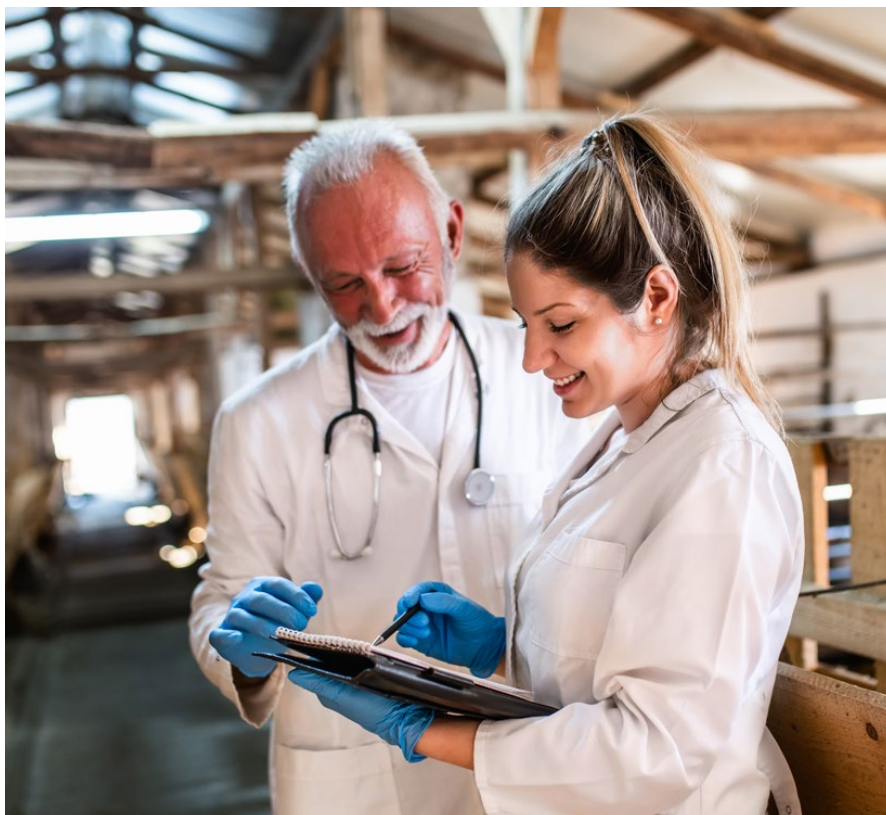
On Demand **June-October 2025** | Limited Livestream **June 19-21** | Live Virtual Day **June 26**

HORIZONTAL TAG

On Demand **June-October 2025**
Limited Livestream **June 19-21**
Live Virtual Day **June 26**

VISUALS | IMAGE TREATMENT

Images should be full color at 100% opacity. If a monochromatic image is needed, image transparency should be set to luminosity with a lowered opacity on top of a full color shape. The original image may need to be converted to grayscale in order to have sharp contrast.



✓ Full color image at 100% opacity



✓ Grayscale image set to luminosity with 80% opacity on top of light red.



✓ Grayscale image set to luminosity with 80% opacity on top of light blue.



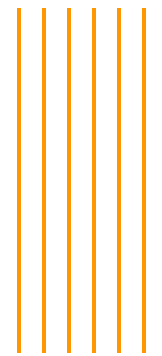
VISUALS | GRAPHIC ELEMENTS

Every primary element below can be arranged, rotated, and multiplied to generate diverse combinations as needed within designs (see page 18 for examples).

Secondary elements are used to divide or highlight important information.

All shapes should be used with brand colors and in a way that does not overpower the content or become too busy.

PRIMARY ELEMENTS



SECONDARY ELEMENTS





CELEBRATING
Excellence in Education



ACVIM FORUM 2025

REMINDER:

CALL FOR SESSIONS

Closes September 4

Louisville, Kentucky **June 19-21**
Specialty Symposium **June 18**
Live Virtual Day **June 26**
+ Virtual Access

CELEBRATING
Excellence in Education

ACVIM FORUM 2025



Louisville, Kentucky
June 12-14
Specialty Symposium
June 11

+ Virtual Access

**REGISTRATION
NOW OPEN**

Dolorerios delis que qui iumquis uduclis mo minvel lum quodit mollatio blatia plitas si arum et, ea consequa cum re ea dolorro corem exces id moluptati iur modit eatum numqui ut acerion sequasi mporehe nditibu sandae re volorpore quam ne venisci conseqa boribus aut volupta pro que nonsequiae. Ventiam hil minvendis ex eos ex expere ea audis et la doluptassint lam.

SAVE 15% ON REGISTRATION USING CODE*: VMA25

*Code valid only for primary care veterinarian registration types



ACVIMForum.org

Access, Brand Exposure + COLLABORATION

ACVIM FORUM 2025

Louisville, Kentucky
June 19-21
Exhibit Hall
June 19-20

RESERVE YOUR BOOTH





VISUALS | EVENT ICONS



ACVIM Resident Research Award Eligible



Capturing for On Demand



By Invite Only



Livestream



Cardiology Research Abstract Award Eligible



One Health*



Research Abstract



Pre-Registration Required



Poster



Additional Fees May Be Required



ERC Approved Lecture for ACVIM Residency



Specialty Symposium

* Sessions marked with the **One Health** symbol highlight the link between human health and veterinary medicine.

CONTENT | TONE OF VOICE

Our tone of voice

What it means

What it doesn't mean

HUMAN

We are personable. Address the audience with an inclusive tone in first person (i.e. you, we, us). It is a member-first perspective. We are welcoming and friendly. We are collegiate and down-to-earth.

We aren't too familiar, soft, cute or alternatively stiff. We aren't a corporation talking to a customer, but a colleague talking with another colleague.

OPEN

We are clear, uncomplicated and easy to understand. We are approachable and positive.

We aren't patronizing, lacking substance, or double meanings. We avoid unnecessary jargon and rhetoric.

CONFIDENT

We are accomplished, relevant and cutting-edge. We celebrate our successes and are proud of who we are (meaning our brand and our member community).

We aren't arrogant, pompous, vain, or over promising.

PROFESSIONAL

We are responsive, dependable and timely. We are knowledgeable and collaborative. We understand that quality underlies what we do and what we deliver to our members.

We aren't stuffy, corporate or formal, boring or lacking a sense of humor.

INCLUSIVE

We are welcoming and invite others to give input in an open and supportive environment. We strive to create a sense of community for diverse backgrounds.

We aren't discriminatory in language or imagery. We are not insensitive, one-sided or biased.

GUIDELINES

For all conference social media, use the standard ACVIM channels.



TheACVIM



@The_ACVIM



@ACVIM



/TheACVIM



/company/
ACVIM

HASHTAGS

It is best practice to use:

- 3-5 hashtags on Instagram,
- 1-2 hashtags on Facebook and Twitter and
- 2-3 hashtags on LinkedIn.

The following hashtags are recommended for use with ACVIM Forum related social posts, but additional hashtags can be used if the specific situation calls for it.

#ACVIM #ACVIMForum #veterinarian #veterinarianspecialist #dvm #veterinarymedicine #vetmed #vetmedicine #vet #veterinario #veterinaria #pethealth #veterinary #veterinariansofinstagram #instavet #veterinaryhospital #equinevet #veterinarycare #vetlife #vettech #veterinarytechnician #veterinarynurse #medvetlife #vetmedworld

CONTENT | EDITORIAL GUIDELINES

CONFERENCE NAME USAGE

ACVIM Forum should always be spelled with “ACVIM” in all CAPS and “Forum” in Title Case.

- ✔ ACVIM Forum ✘ Acvim Forum, Acvim FORUM, FORUM, Forum, ACVIM
-

When the year is used to refer to the ACVIM Forum, it should be placed before the full name of the conference or after.

- ✔ 2025 ACVIM Forum, ACVIM Forum 2025 ✘ ACVIM 2025 Forum, ACVIM 2025, 2025 Forum
-

All references to the ACVIM Forum should be written out in full.

On First Reference: The 2025 ACVIM Forum (exceptions include pages within the conference website and promotional materials in which the context is immediately clear or space is limited).

On Second Reference: In longer texts – in which variety makes copy more readable – and in direct quotes, “conference” (rather than ACVIM Forum written out in full) is acceptable.

- ✔ The/the ACVIM Forum, The/the 2025 ACVIM Forum, The/the ACVIM Forum 2025, The/the conference ✘ ACVIM, ACVIM Conference, ACVIM Annual Meeting, Acvim Annual Forum, ACVIM’s Conference, The Forum
-

When used as an adjective, “the” can be dropped (i.e. ACVIM Forum Speaker) but not when using an official title “the ACVIM Forum Keynote Address”

CONFERENCE TAGLINES

The ACVIM Forum primary tagline is “CELEBRATING Excellence in Education”. Please use when appropriate on attendee materials.

- ✔ CELEBRATING Excellence in Education ✘ Celebrating Excellence in Education
-

The ACVIM Forum secondary tagline is “Access, Brand Exposure + COLLABORATION”. Please use when appropriate on exhibitor and sponsor materials.

- ✔ Access, Brand Exposure + COLLABORATION ✘ Access, Brand Exposure and Collaboration, Access, Brand Exposure & Collaboration

CONVENTION CENTER & HQ HOTEL NAME

When using the convention center name in written pieces

- | | |
|---|---|
| ✓ On first reference: Kentucky International Convention Center (KICC) | ✗ On first reference: Convention Center |
| ✓ On second reference: convention center, KICC | ✗ On second reference: The center |

When using the HQ hotel name in written pieces:

- | | |
|--|----------------------------------|
| ✓ On first reference: Omni Louisville Hotel (Omni) | ✗ On first reference: Omni |
| ✓ On second reference: Omni | ✗ On second reference: The hotel |

Additional Hotel Reference:

- | | |
|---|----------------------------------|
| ✓ On first reference: Louisville Marriott Downtown (Marriott) | ✗ On first reference: Marriott |
| ✓ On second reference: Marriott | ✗ On second reference: The hotel |

ROOM LOCATIONS

When referencing room locations in the convention center, use KICC abbreviation followed by the room.

- | | |
|-----------------------|------------------------------|
| ✓ KICC Ballroom B | ✗ Room 4A, Convention Center |
| ✓ KICC M116 | ✗ M116, KICC |
| ✓ KICC Exhibit Hall B | ✗ Exhibit Hall B KICC |

When referencing room locations in the HQ Hotel, use Omni followed by the room. When referencing the additional hotel, use Marriott followed by the room.

- | | |
|--------------------------------|--------------------------------|
| ✓ Omni Commonwealth 1/2 | ✗ Omni, Commonwealth |
| ✓ Omni Olmstead 3 | ✗ Clifton, Omni |
| ✓ Marriott Kentucky Ballroom E | ✗ Kentucky Ballroom E Marriott |
| ✓ Marriott Bluegrass 2 | |

SUBJECT TO CHANGE

CONFERENCE WEBSITE & HYPERLINKS

When listing websites and hyperlinks in written pieces, use the shortest available version. Omit <http://> and omit www.

✔ ACVIMForum.org

✘ <https://www.acvim.org/acvim-forum/2025-acvim-forum>

The text “ACVIM” when used in ACVIM.org should always be in CAPS and the text in “ACVIM Forum” when used in ACVIMForum.org should list “ACVIM” in all CAPS and the word “Forum” in Title Case.

SPONSOR RECOGNITION

Sponsor recognition should use the term, “Sponsored by” in Italics. The word “Sponsored” should be spelled out using Title Case and the word “by” should be spelled out in lowercase.

✔ *Sponsored by*

✘ SPONSORED BY, Sponsored by, Sponsored by:, Sponsored By

When multiple sponsors are listed within the same promotional piece, they are to be listed alphabetically. This rule also applies when being listed within their sponsorship level.

✔ Elanco, Merck Animal Health, NVA Compassion-First

✘ NVA Compassion-First, Elanco Health, Merck Animal Health

When the ACVIM is included as part of a co-sponsorship, it should always be listed after the other sponsors.

✔ Elanco, Merck Animal Health, ACVIM

✘ ACVIM, Merck Animal Health

DATES

Set off year with commas when giving full date (month, day and year, i.e. The ACVIM Forum starts on June 19, 2025 but no comma before year when date includes only month and year.

✔ June 19, 2025 or June 19-21, 2025 or June 2025

✘ June 19 2025 or June 19, 20, 21, 2025 or June, 2025

DAYS

Spell out and no spacing between.

✔ Monday-Thursday

✘ Mon - Thur

MONTHS

Capitalize the names of the months in all uses. When a month is used with a specific date, abbreviate only certain months

✔ Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., and Dec.

✘ Mar., Apr., Jun., and Jul.

Spell out when using alone, or with a year alone.

✔ January / January 2025

✘ Jan. / Jan. 2025

PHONE NUMBERS

Separate numbers by a period. For extensions use x.

✔ 303.504.9223 x27

✘ (303) 504-9223 or 303-504-9223 or 303.504.9223 ext. 27

CONTENT | EDITORIAL GUIDELINES

EMAILS

Capitalize name and CAPS ACVIM

- ✔ Bob@ACVIM.org ✘ bob@acvim.org / Bob@acvim.org / bob@ACVIM.org /Bob@Acvim.org
-

TIMES

When listing out times, please follow the format in the examples shown below.

- ✔ 9:00-10:30 am, 9:00 am-3:00 pm ✘ 9:00 - 10:30 am, 9:00-10:30am, 9am-3pm, 9:00 AM-3:00 PM, 9:00 AM
-

Note: May exclude system software settings that can't be changed.

TIME ZONES

Capitalize the full name of the time in force within a particular zone:

- ✔ Eastern Time, Central Time, etc. ✘ eastern time, Central time
-

Lowercase all but the region in short forms.

- ✔ the Eastern time zone, Eastern time, Mountain time, etc. ✘ The Eastern Time Zone, eastern time, Mountain Time, etc.
-

The abbreviations ET, CT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: 9:00 am PT (Do not set off the abbreviations with commas).

- ✔ 7:00 pm ET, 9:30 am MT ✘ 7:00 pm est, 9:30 am, MT

FOR MORE INFORMATION

FOR MORE INFORMATION OR IF YOU HAVE ANY QUESTIONS ON APPROPRIATE WAYS TO MARKET AND DESIGN FOR THE ACVIM FORUM, PLEASE CONTACT:

April Sramek

Senior Manager, Marketing & Communications | April@ACVIM.org

Allison Allelo

Creative Design Manager | Allison@ACVIM.org

Krystin Langer

Content Marketing Specialist | Krystin@ACVIM.org