



Vetklinikum

Brand Guidelines

Welcome to the brand guidelines of **Vetklinikum**

Your favourite four-legged friend deserves the best treatment? We think so too! That's why we are opening one of the largest and most modern veterinary clinics in Europe in the south of Vienna from autumn 2022. At the Vetklinikum, the best care for your four-legged friend is our top priority. All of our leading vets are know European specialists in their fields. this is unique in the private sector. On top of we will work in a state-of-the-art building with modern medical equipment.

Modern medicine involves knowledge that is growing almost daily and permanent progress. This also applies to veterinary medicine, whose diagnostic and therapeutic methods are becoming increasingly complex. For this reason, our senior veterinarians have completed many years of training as specialists according to the guidelines of various European or American colleges. The diplomas they have earned as a result are among the most demanding in veterinary medicine worldwide. Today, advanced veterinary medicine is inconceivable without modern medical technology. That is why we have everything under one roof. We combine specialist expertise with state-of-the-art medical technology.

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Vetklinikum
Fachklinik für Kleintiere

About Us

Your favourite four-legged friend deserves the best treatment? We think so too! That's why we are opening one of the largest and most modern veterinary clinics in Europe in the south of Vienna from autumn 2022. At the Vetklinikum, the best care for your four-legged friend is our top priority. All of our leading vets are know European specialists in their fields. this is unique in the private sector. On top of we will work in a state-of-the-art building with modern medical equipment.

Chapter 01

Brand Mark & Clearspace

Our logo represents our brand values. It stands for high quality and our craft. The logo is crafted in such a way that places greater emphasis on the audience and makes our brand name far easier to read. The vetklinikum logo consists of the symbol and wordmark, which may never be used separately except in special cases. The logo may not be redrawn or modified in any way. It is a key element in all communication designed with the Vetklinikum visual identity – a unique, confident, and distinctive means of identifying the Vetklinikum brand. For this reason, the Vetklinikum logo may only be used in the defined colors and sizes as specified in the following pages.



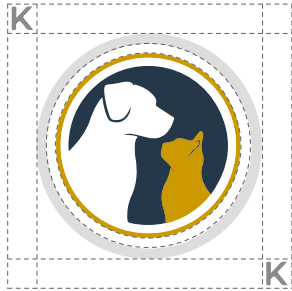
Logo Identity

The Vetklinikum logo has two parts. One is symbolic and another is a wordmark. The symbolic part achieves harmony between cat & dog. It also means this hospital care & treat both animals. The wordmark is carefully crafted so it does not alter the harmony of the symbol. It also means you come to the right place to treat your pet.



Vetklinikum
Fachklinik für Kleintiere

Logo Structure



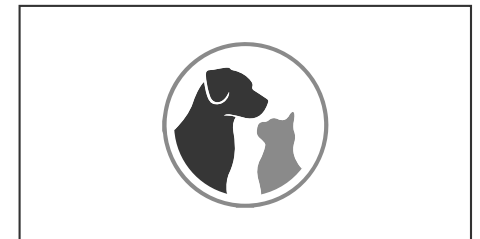
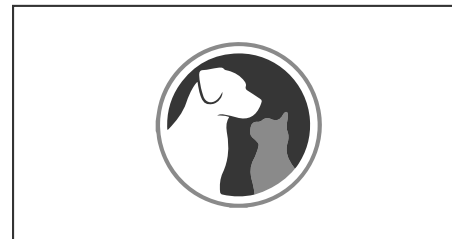
Horizontal & Vertical Logotype



Our logo is the very center of our personality, making an unquestionable connection between our brand and our items. It brings our brand character and personality to life

The space between the logo and wordmark is the size of the letter 'K' from the logo. It uses to generate a clear space.

Color Logotype



Logo Don't

To preserve the integrity of the brand identity, avoid misusing the logo in any of the ways shown here. Below are examples of violations in logo usage. Violations apply to all versions.



Don't stretch or distort original logo



Don't add drop shadow or other effects original logo



Don't use low contrasting gradient in logo background



Don't change the color of original logo



Don't change the typeface of the wordmark



Don't Outline logo or wordmark



Co Branding

At times, the Vetklinikum logo will need to appear with or alongside partner logos. These usage guidelines preserve our brand integrity when we have control of the logo's use and when it's handed off to a third party organization or partner.

Balance

To emphasize partnership, both logos should appear balanced and equal in size

Clearspace

Use Clearspace guidance on p. **04** for each logo to retain legibility and establish brand clarity.

Note

Clearspace guidance is the minimum recommended amount. More space may be added to maintain balance depending on the situation.

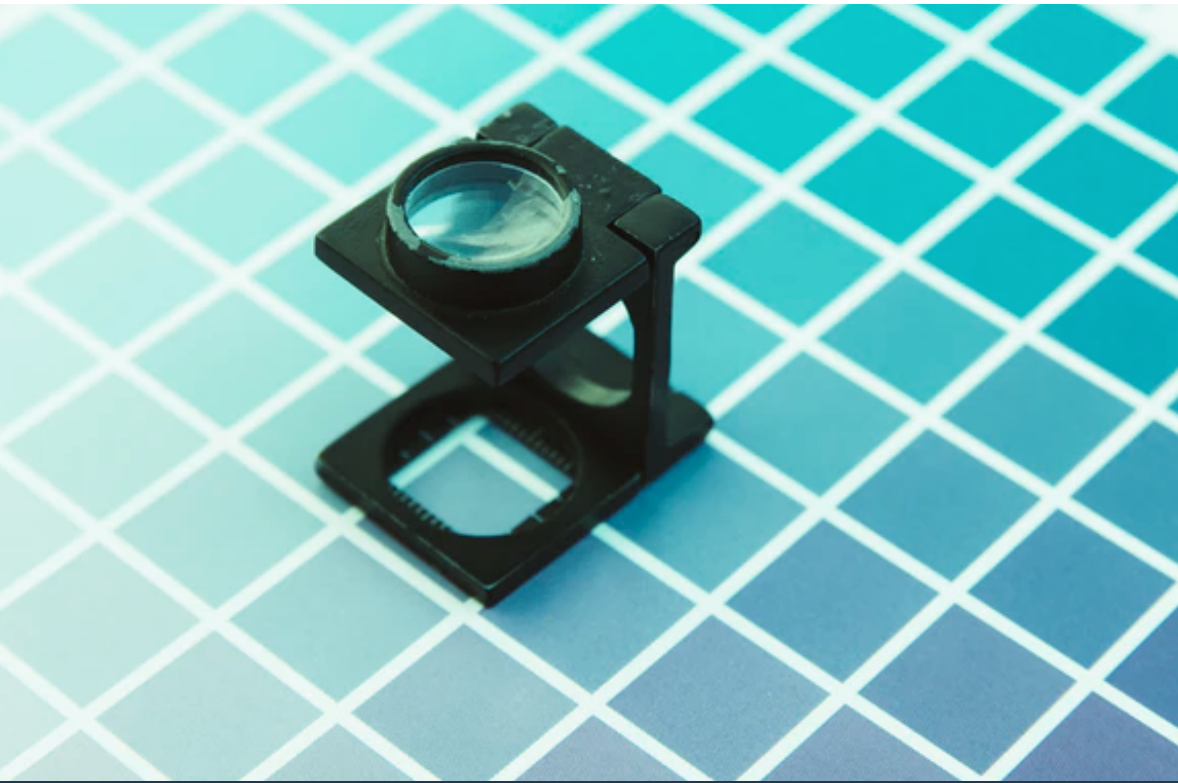
Horizontal



Vertical



Chapter 02



We are a multicolored brand with blue and gold being our key colors. Our color palette is made up of five colors. They make us stand out and play a critical part in what makes us look and feel different.

Brand Color System

Jade green is our accent color that can use as a highlighter. Others can be used as supporting colors in any graphic element. Grey is used for types. Shades of any mentioned color can be used as needed.

Color palette

We have two primary colors, one accent color, and two support colors in our colour palette. These colors are to be used evenly across programs. This means our brand will stay fresh, and there will be no color silos, that is, no program will be associated with a particular color and no program will own a color. To show our source of inspiration, we have given each color a name we can lovingly refer to.

Primary: Dark Blue

CMYK 87/70/49/44
Pantone 7546 C
RGB 36:56:73
Hex #243849

Accent: Jade Green

CMYK 82/11/72/0
Pantone 7724 C
RGB 0:162:115
Hex #00A273

Support: Fiery Orange

CMYK 23/78/100/13
Pantone 1675 C
RGB 175:79:22
Hex #af4f16

Support: Brunette Brown

CMYK 50/73/81/71
Pantone 4625 C
RGB 60:30:12
Hex #3c1e0c

Primary: Gold

CMYK 21/39/100/1
Pantone 7555C
RGB 204:153:0
Hex #CC9900

Color Proportion

Those are an example of how our primary color and secondary color will dominate element throughout design



90%

80%

60%

Uses Of Grey

Those grey colors will mainly be used in typography. It will be used as a style to maintain the visual hierarchy.

Color Use

Examples of approved Color usage



Color Misuse

Please refrain from using the colors in these ways.



Chapter 03

Brand Typography

Our primary typeface is called Baloo Tammudu 2, it is a commercially free font. Use this typeface for headlines, subheads, and Pull Quotes for both online and print executions. Roboto is our secondary typeface, will be used for body copy and other paragraphs. Headlines and body copy should generally be left-aligned but a centering copy is also an option. For common uses, we have an alternate font. See page **p16** for more information on when to use it.



Brand Typefaces

Primary Font

Baloo Tammudu 2 is our primary font. It is a completely free font for commercial use. It will be used any main and big text such as headlines, quotes, hero text, etc. Sometimes It can also use on a small text like subheading.

Baloo Tammudu 2
AaBbCcDdEe1234
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
£!@#\$%^&*()_±=[]{},\./:"|<>?

Font Weights

Regular	AaBbCcDdEe1234
Medium	AaBbCcDdEe1234
SemiBold	AaBbCcDdEe1234
Bold	AaBbCcDdEe1234
ExtraBold	AaBbCcDdEe1234

Secondary Font

Roboto is our secondary font. It is a free font for commercial use. It will be used for body text and medium, small text.

Roboto
AaBbCcDdEe1234
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
123456789
£!@#\$%^&*()_±=[]{},\./:"|<>?

Font Weights

Thin	0123	Thin Italic	0123
Light	0123	Light Italic	0123
Regular	0123	Italic	0123
Medium	0123	Medium Italic	0123
Bold	0123	Bold Italic	0123
Black	0123	Black Italic	0123

Rules + Hierarchy

Fonts should be used according to the rules outlined here.

Headlines

Typeface: Baloo
Tammudu 2 Extra
Bold
Leading: Type size x
0.925(e.g. 40pt type =
37pt leading)
Kerning: Optical
Tracking:0
Case: Title Case
Case Color: Dark Blue

Sub-Headline 01

Typeface: Roboto
Medium
Leading: Type size x
1.2(e.g. 18pt type =
22pt leading)
Kerning: Optical
Tracking:0
Case: Title
Case Color: Accent
Color

Sub-Headline 02

Typeface: Baloo
Tammudu 2
Semibold
Leading: Type size x
1.2(e.g. 18pt type =
22pt leading)
Kerning: Optical
Tracking:0
Case: Title
Case Color: Gold

Body Text 01

Typeface: Roboto
Regular
Leading: Type size x
1.5(e.g. 12pt type =
18pt leading)
Kerning: Optical
Tracking:0
Case: Title
Case Color: Grey

Body Text 02

Typeface: Roboto
Light
Leading: Type size x
1.5(e.g. 12pt type =
18pt leading)
Kerning: Optical
Tracking:0
Case: Title
Case Color: Gold or
Accent Color

Pull Quote

Typeface: Baloo
Tammudu 2 Bold
Leading: Type size x
1.27(e.g. 18pt type =
23pt leading)
Kerning: Optical
Tracking:0
Case: Title
Case Color: Gold or
Accent Color

Treat patients with care

A sentence case sub-heading with
leading information

Caring for the growing needs of
our community.

Lorem ipsum dolor sit amet, consectetur adipiscing
lo elit, sed diam nonummy nibh euismod tincidunt ut arimi
laoreet dolore magna aliquam erat volutpat. Ut wisi jimi
enim ad minim veniam, quis nostrud exerci tationaionry
ullamcorper suscipit lobortis nisl ut aliquip ex ea machi
commodo consequat dui autem.

Lorem ipsum dolor sit amet, consectetur adipiscing lo
elit, sed diam nonummy nibh euismod tincidunt ut arimi
laoreet dolore magna aliquam erat volutpat.

//////////

"I think to be a good veterinarian,
you have to like people."

~ Kevin Fitzgerald

System Fonts

For cases where the main brand typefaces cannot be accessed (such as a third-party screen presentation), use these universally accessible typefaces in substitution

Arial

AaBbCcDdEe1234

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

£!@#\$%^&*()_±=[]{\};`\",./:”|<>?

Arial Font supports most languages and it is constantly developed

àáâãäåæçèéêëîïñðñóôõöøŒðšùúû
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÓÔÕÖØŒ

Font Weights

Regular

AaBbCcDdEe1234

Medium

AaBbCcDdEe1234

SemiBold

AaBbCcDdEe1234

Bold

AaBbCcDdEe1234

ExtraBold

AaBbCcDdEe1234

Regular

AaBbCcDdEe1234

Regular

AaBbCcDdEe1234

Regular

AaBbCcDdEe1234

Regular

AaBbCcDdEe1234

Chapter 04

Brand Application

Here is some example we love. It is part of our visual process. Even if we create other graphic elements such as slideshow, infographic etc it will overall fit with those example



Stationery Design



Brand In Use



**Thank You
For Reading.**

