

ANZCVS Coat of Arms Refresh Design Brief

Project Description	Refresh of our coat of arms (CoA) to represent a more contemporary organisation.
Project Objective/s	Coat of arms can be reproduced clearly in print and digital mediums with College name more distinct and readable, below crest.
Deliverable One	Updated coat of arms illustration, retaining all elements of the current CoA
Deliverable Two	Full (corporate) colour coat of arms,
Deliverable Three	Monochrome coat of arms variant

Business Overview

ANZCVS is the leading veterinary body certifying excellence in veterinary science through awarding Membership and Fellowship post-graduate qualifications. Admission into the College is via completion of successful examinations or via application as an Associate Member if post graduate qualifications were attained overseas. We have just over 2800 members in Australia, New Zealand and internationally. The College is governed by an elected Council and appoints a Board of Examiners to oversee and deliver examinations. There are 26 Chapters who represent the wide-ranging disciplines that veterinary science covers. Beyond examinations, ANZCVS runs a major annual scientific conference that attracts up to 1000 veterinary professionals for a three-day multi-stream education event.

Target Audience and Market

Our primary target audience is Members of the College, followed by secondary audience of non-member veterinarians and industry. Our tertiary audience is the general public.

The veterinary profession is diverse with the majority of veterinarians employed in private practice, however there is a significant number of veterinarians who work for government, tertiary institutions and industry (pet food, devices). Although there are a number of disciplines veterinarians can enter into, the majority will work in general practice working with companion animals (i.e. dogs, cats, birds etc.) or large animal general practice (i.e. horses, cows).

Current Coat of Arms / Variants



The Problem

The existing coat of arms has been poorly re-drawn with little detail. The writing on the scroll cannot be read when reproduced or resized across various materials / assets.

The Australian College of Veterinary Scientists Coat Of Arms - Background

Heraldic Blazon: The colour of the background of the shield is blue (azure) on which is placed a cross (saltire) which is red (gules); it is in fact the traditional veterinary colour garnet.

The charges (representational objects) are, at the top (chief), five silver stars (mullets) in the form of the Southern Cross to identify the locality; at the bottom (base) there is a silver book and a gold pen signifying the recording of data; on the left (sinister) there is a silver Pasteur flask; on the right (dexter) of the shield there is a silver and black (sable) lighted calibrated candle, the earliest means for comparing intervals of time.

The crest, that part above the shield, consists of a silver and red torse (wreath), the rope-like symbol and Chiron, the chief centaur, is silver in the ready (salient) position holding a gold laurel wreath (chaplet) in his right hand.

The supporter on the **left** is an ancient **Egyptian dog**, that species being regarded as the earliest companion of man. On the **right** is an **aurochs**, a big deep chested animal with large horns projecting forwards, an early ancestor of modern-day **cattle** which roamed Europe.

Project Specific Information

- To draw a new illustration of the ANZCVS coat of arms that keeps the existing elements while incorporating crisp, modern lines and details to represent a more contemporary coat of arms.
- Replace 'Australian and New Zealand College of Veterinary Scientists' with '**Established 1971**' adding '**Australian and New Zealand College of Veterinary Scientists**' at the bottom of the coat of arms in a sans serif font (please find attached ANZCVS Style Guide one-pager for fonts and corporate colours etc.) in a large, readable size.
- The College name and establishment year must be clear and readable at the minimum usable **height of 25mm**

Font examples: Futura PT:

Australian and New Zealand College of Veterinary Scientists
AUSTRALIAN AND NEW ZEALAND COLLEGE OF VETERINARY SCIENTISTS

Caviar Dreams:

Australian and New Zealand College of Veterinary Scientists
AUSTRALIAN AND NEW ZEALAND COLLEGE OF VETERINARY SCIENTISTS

- We need a **transparent, vector full (corporate) colour** coat of arms as well as **monochrome** variant.
- We require each CoA variant in **.ai** and **.eps** format, as well as a **high-resolution (at least 300ppi)** **.jpg** and **.pdf**

Coat of Arms Examples / Inspiration



Competitor Information

There are no direct competitors to the College in Australia or New Zealand. Veterinarians may choose to obtain their post-graduate qualifications through the European or American veterinary College equivalent. Veterinarians may also choose to obtain post-qualifications via a Masters attainable at selected universities.

Tone / Image to Portray

Membership of ANZCVS is a unique and highly respected qualification that recognizes a veterinarian's knowledge and experience in a designated field of veterinary science. Membership is an indication to the profession and the general public of an advanced practitioner, representing knowledge, competence and experience in a specific area of veterinary practice. Membership is not a specialist qualification. Membership requires examination with members signified by post-nominals MANZCVS.

The award of Fellowship of the College is conferred upon a veterinarian who is eligible to sit and successfully passes an examination in a given Fellowship subject. The award of Fellowship of the College implies that the awardee: "has sufficient knowledge and experience in a particular area of veterinary science to entitle him/her to be acknowledged as a specialist or consultant in that area".

Project Timeframe

22 April	Project Launch
29 April to 6 May	First draft and revision notes to designers
8 May	Second draft and subsequent revision notes
15 May	Project completion

ANZCVS Corporate Colours

ANZCVS Maroon

R 126
G 25
B 57

C 34
M 98
Y 63
K 34

Web #7e1939

ANZCVS Brown

R 113
G 96
B 79

C 49
M 54
Y 66
K 27

Web #71604f

ANZCVS Grey

R 126
G 131
B 135

C 53
M 42
Y 40
K 6

Web #7e8387

ANZCVS Teal

R 82
G 115
B 127

C 72
M 45
Y 41
K 11

Web #52737f

ANZCVS Light Blue

R 130
G 176
B 194

C 50
M 18
Y 18
K 0

Web #82b0c2

ANZCVS Dark Blue

R 49
G 78
B 124

C 90
M 74
Y 27
K 11

Web #314e7c

ANZCVS Corporate Fonts

Body text / information

Liberation Sans

Liberation Sans Bold

Section Headings / Standout Text

Futura PT Book

Futura PT Bold

Page Headings / Publication
Titles

Caviar Dreams

Caviar Dreams Bold
