



Branding and Style Guide

LOGO

The **Fireweed Veterinary Hospital** brand consists of a graphic and a wordmark. These items can be used as a complete logo, and the icon and wordmark can also be used separately to support the Fireweed Veterinary Hospital brand.

The logo has both a vertical and horizontal alignment version.

Please note that the *Reverse Alternative* files are shown here on a black background, but will not come on one. They are intended to be used where the white logo is not appropriate. They can also be used on a white background.



Primary Logo



Horizontal Alternative



Reverse Alternative
(for black background)





Wordmark



Graphic

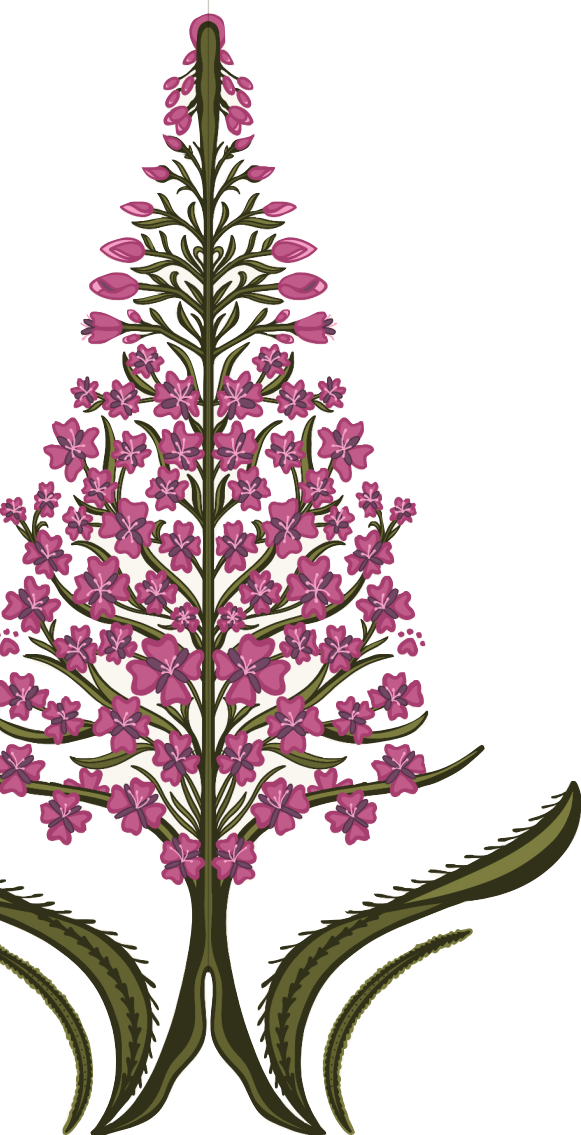


SIZE & SPACE

EXCLUSION ZONE

To protect the visual integrity of the **Fireweed Veterinary Hospital** logo, you must secure the proper exclusion zone. This clear space surrounding the logo guarantees it will always be noticeable and legible.

To ensure other visual objects do not encroach on the clear space surrounding the logo, always leave a distance equivalent to the large paw around it (see below). This is a scalable measurement, no matter how big (eg. billboards) or how small your logo is. No matter what size the logo is displayed at, it should always appear 1/4 inch from the edge of a printed page. As a general rule, use as much space as possible around logos and images and between paragraphs of text for easy reading and a professional look.



◀ Fireweed artwork by Kayanne, Sage Artistry

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MINIMUM SIZE

To ensure the Fireweed logo can always be seen and read properly, it should not be used smaller than 1 inch or 72px in width for the primary logo, or 1.5 inches or 108px in width for the horizontal version. This is because “Veterinary Hospital” is small and should always be legible.

RESOLUTION

Always display the Fireweed logo in high-resolution. In print, the logo should be no smaller than 300dpi (dots per inch), and digitally the logo should be displayed at no smaller than 72ppi (pixels per inch). If you are unsure how to determine this in the software you are using, use the largest version of the logo that you have.



1 inch
72 px



1.5 inches
108 px



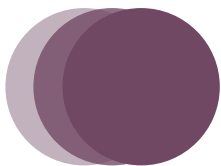
COLOURS & FONTS

COLOURS

There are four primary brand colours used in the Fireweed Veterinary Hospital logo and brand, and one secondary colour.

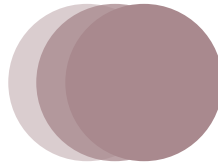
Please follow the proper CMYK and RGB conversions to ensure consistent colour reproduction.

PRIMARY COLOURS



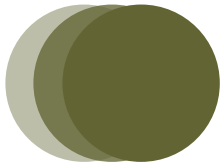
Deep Purple

HEX #6f4962
RGB (111, 73, 98)
CMYK (0%, 34%, 12%, 56%)



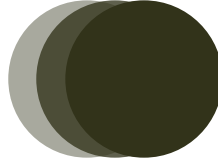
Light Purple

HEX #aa8a8f
RGB (170, 138, 143)
CMYK (0%, 19%, 16%, 33%)



Light Green

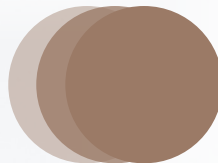
HEX #626438
RGB (98, 100, 56)
CMYK (2%, 0%, 44%, 61%)



Deep Green

HEX #33331c
RGB (51, 51, 28)
CMYK (0%, 0%, 45%, 80%)

SECONDARY COLOURS



Sand

HEX #9a7b68
RGB (154, 123, 104)
CMYK (0%, 20%, 32%, 40%)



FONTS

There is one typeface used in the Fireweed Veterinary Hospital brand, *Albra Display Light Italic*. You will be provided with a trial version of the entire Albra Display typeface suite, and should use it in your branding materials. This trial does not expire however Albra Display can be purchased here if necessary: <https://fonts.adobe.com/fonts/Albra>

Albra Display Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!()*

Albra Display Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!*()

Albra Display Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!*()

Albra Display Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!*()

Albra Display Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!*()

Albra Display Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!*()



FILE TYPE GUIDELINES

These are the file types that have been included in your logo pack. Each file type serves a different purpose.

EPS: For print, by a printshop.

EPS files are most commonly used by designers to transfer an image or artwork, generally a vector file into another application. Vector-based EPS files are scalable to any size. EPS files can be opened using Adobe Illustrator, Freehand, or Adobe Photoshop. A vector EPS file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives.

You likely will not be able to open an EPS file, but you can forward it on to a printer when requested, and they'll know what to do with it.

PDF: For print, by a printshop or inhouse.

A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it. PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software. Some PDF files can be used for commercial, digital, and/or desktop printing.

JPG: For the web, with a white background.

A JPG file is a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email. When compressed repeatedly the overall quality of a JPG image is reduced.

PNG: For the web, transparent background.

The PNG file format is most commonly used for use online and on websites due to their low resolution. PNG files are bitmap images that employ lossless data compression, and like GIF files, PNG files can be created with a transparent background.