IAVM LOGO USAGE
THE DO & DO NOT'S

LOGO BACKGROUND

If you are placing the full logo on a background color other than white, place a white box behind the red square in the logo so that the letters are white.

DO

DO NOT

FONT USAGE

The font used in the IAVM logo is Stag Sans. Keep the font as-is whenever you use the logo. Do not change or alter the font, the size, or the weight.

DO

DO NOT

LOGO PLACEMENT

Make sure there is an adequate amount of space surrounding the logo. Do not run other elements into the logo or overcrowd the area. Also, do not stretch or distort the logo in any way.

DO

Thank you for using our guide.

DO NOT

Thank you for using our guide.

LOGO COLORS

Only use the colors in the logos we have provided. You may use the logo in all black, or all white, if you are creating a limited color design, but otherwise do not alter the color of the logo text. If you are placing an all white logo on a dark background, in this case it is okay for the letters inside the box to be the same color as the background.

DO

DO NOT

ASSOCIATION TITLE

Always use the full logo with the full association name unless you are specifically given permission to do otherwise. It is very important that it is known who IAVM is to those who may not be familiar with the brand.

DO

DO NOT