



# **VetSkill Branding Guidelines**

## **2015 Identity**

## Setting our standards

This is a guide to using the VetSkill brand.

The aim should be for clear, clean documents that are easy on the eye:

- Be generous with white space and don't cramp text.
- Good use of headings and subheadings will allow people to pace their reading.
- Be sparing with bold text to emphasis points and avoid using capitals or underlining.
- Be consistent in your styling (e.g. use of bullet points, page footers etc).

## Our name

For all marketing and literature use:

VetSkill

For legal purposes such as a copyright statement use:

Vet Skill Ltd

Never write: Vetskill / vetskill / vet skill / Vet skill or anything else...

## Typography [font type: Arial]

0	1	2	3	4	5	6	7	8	9										
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
u	v	w	x	y	z														
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
U	V	W	X	Y	Z														
!	"	#	\$	%	&	'	(	)	*	+	,	-	.	/	:	;	<	=	>
?	@	[	\	]	^	_	`	{		}	~	€	•,	f	„	…	†	‡	^
‰	Š	<	Œ•	Ž	‘	’	“	”	•	–	—	~	™	š	>	œ•	ž	ÿ	i
¢	£	¤	¥	¦	§	¨	©	ª	«	¬	®	¯	°	±	²	³	´	µ	¶
•	¸	¹	º	»	¼	½	¾	¿	À	Á	Â	Ã	Ä	Å	Æ	Ç	È	É	Ê
Ë	Ì	Í	Î	Ï	Ð	Ñ	Ò	Ó	Ô	Õ	Ö	×	Ø	Ù	Ú	Û	Ü	Ý	Þ
ß	à	á	â	ã	ä	å	æ	ç	è	é	ê	ë	ì	í	î	ï	ð	ñ	ò
ó	ô	õ	ö	÷	ø	ù	ú	û	ü	ý	þ	ÿ							

## Typography [size and space]

**Cover title:**

**Cover sub-title**

### Heading 1:

Heading 2:

Body text:

Footer text

### Body text

Line spacing: Multiple at: 1.15

Paragraph Spacing 10pt

Spacing can be flexible, wherever space is at a premium, but please put readability first.

### Table

Line spacing: 1.5 / 6pt spacing before and after

**36pt bold**

**26pt bold**

**16pt bold**


**14pt bold**

11pt

9pt

## Document layout

(A)

(B) 

(C)

# Cover title

## Cover sub-title

Heading 1

Heading 2

(D) "God bless ye," he seemed to half sob and half shout. "God bless ye, men. Steward! go draw the great measure of grog. But what's this long face about, Mr. Starbuck; wilt thou not chase the white whale? art not game for Moby Dick?" (E)

"I am game for his crooked jaw, and for the jaws of Death too, Captain Ahab, if it fairly comes in the way of the business we follow; but I came here to hunt whales, not my commander's vengeance. How many barrels will thy vengeance yield thee even if thou gettest it, Captain Ahab? it will not fetch thee much in our Nantucket market."

"Nantucket market! Hoot! But come closer, Starbuck; thou requirest a little lower layer. If money's to be the measurer, man, and the accountants have computed their great counting-house the globe, by girdling it with guineas, one to every three parts of an inch; then, let me tell thee, that my vengeance will fetch a great premium HERE!"

"He smites his chest," whispered Stubb, "what's that for? methinks it rings most vast, but hollow."

"Vengeance on a dumb brute!" cried Starbuck, "that simply smote thee from blindest instinct! Madness! To be enraged with a dumb thing, Captain Ahab, seems blasphemous."

"Hark ye yet again&mdash;the little lower layer. All visible objects, man, are but as pasteboard masks. But in each event&mdash;in the living act, the undoubted deed&mdash;there, some unknown but still reasoning thing puts forth the mouldings of its features from behind the unreasoning mask. If man will strike, strike through the mask! How can the prisoner reach outside except by thrusting through the wall? To me, the white whale is that wall, shoved near to me. Sometimes I think there's naught beyond. But 'tis enough. He tasks me; he heaps me; I see in him outrageous strength, with an inscrutable malice sinewing it. That inscrutable thing is chiefly what I hate; and be the white whale agent, or be the white whale principal, I will wreak that hate upon him. Talk not to me of blasphemy, man; I'd strike the sun if it insulted me. For could the sun do that, then could I do the other; since there is ever a sort of fair play herein, jealousy presiding over all creations. But not my master, man, is even that fair play. Who's over me? Truth hath no confines. Take off thine eye! more intolerable than fiends' glarings is a doltish stare! So, so, thou redderest and palest; my heat has melted thee to anger-glow. But look ye, Starbuck, what is said in heat, that thing unsays itself. There are men from whom warm words are small indignity. I meant not to incense thee. Let it go. Look! see yonder Turkish cheeks of spotted

(F) Copyright © Vet Skill Ltd, DD/MM/YYYY (H)

(G)

 (I)

Page 2 of 2

The logo is placed inside the document header and situated 1.25cm from the top of the page (A) and 1.25cm from the right of the page (B), with a bottom margin of one line; Arial, 11pt, 1.15 line spacing, 10pt paragraph spacing (C).

The document body is set with a margin of 2.54cm on the left (D), lining up with the 'e' of the logo and 2.54cm from the right (E).

The copyright statement is set inside the footer, with a left margin of 2.54cm (F) and 0.8cm from the bottom margin (G). The copyright statement should only appear on the first page, with the logo in its place on all other pages at 1.5 cm wide (I). The page number is also set inside the margin and is left aligned (H).

## Creating a document

### Headings

For any type of heading, use sentence case – i.e. upper case initial letter on the first word and lower case on all subsequent words, unless the heading includes the title of a publication, committee or other item that would normally receive initial capitals.

Do not underline headings.

### Body text

Left align text and do not indent the first line of a paragraph.

### Footer

Ensure you include the page number, the total number of pages and the full date of production.

### Bullet points and lists

Consistently use the same style of bullet throughout your document.

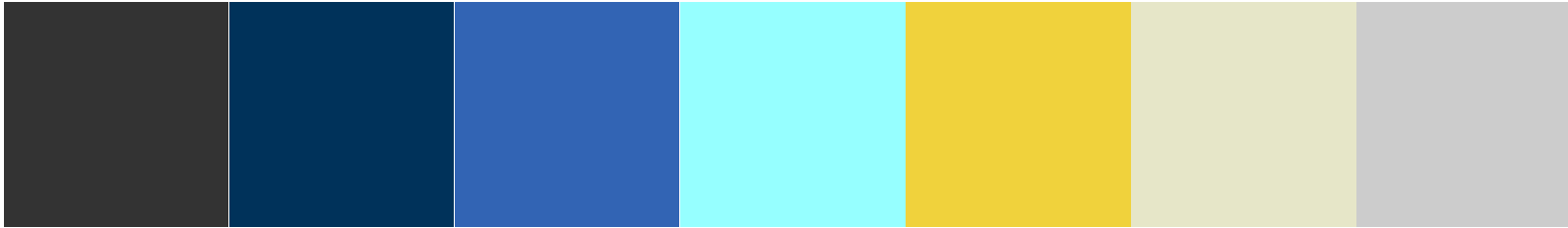
When using lists, please use a full stop after the number/letter rather than a bracket.

Use 'outline numbering':

- a. So that sub-points are lettered.
  - i. And sub-sub-points are in small roman numerals.

## Colour

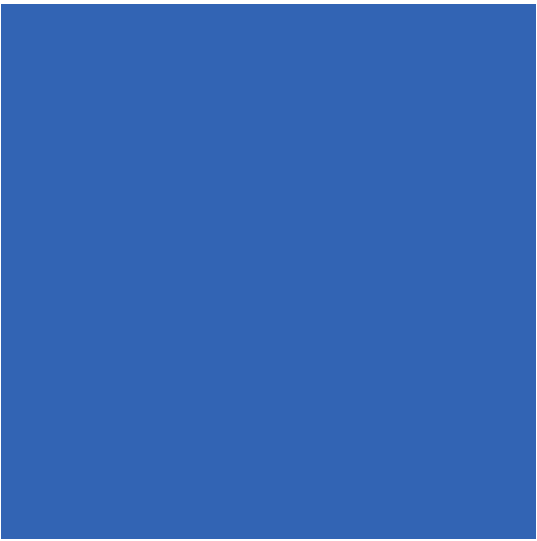

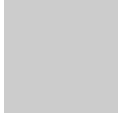
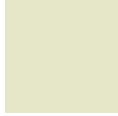


Refrain from using too much colour, less is always more and always choose from this colour palette.



All complimentary colour combinations meet the WCAG 2.0 accessibility guidelines for contrast ratio at level AA.



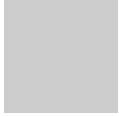
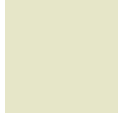




**Colour: Blue**

	Hex	#3264B4				
	CMYK	C 85	M 64	Y 0	K 0	
	RGB	R 50	G 100	B 180		
	Pantone (Solid Coated)	7455 C				
	Complimentary colours (L = Large text only; from 26pt or 14pt bold)					
						

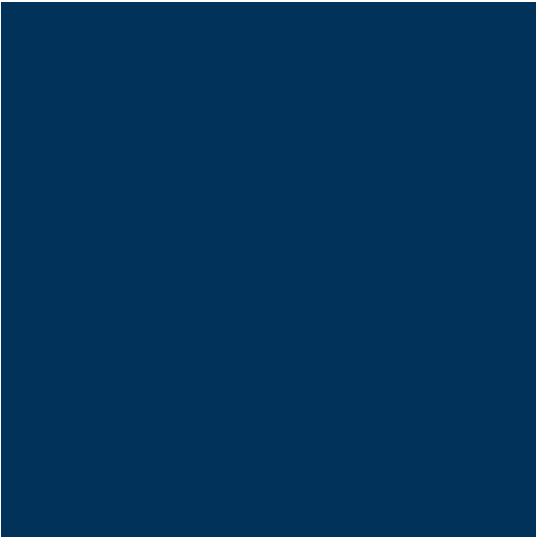

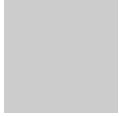
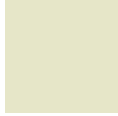


Microsoft Word colour: *Standard Blue* (R0 G112 B192)

**Colour: Grey-Black**

	Hex	#333333			
	CMYK	C 69	M 63	Y 62	K 58
	RGB	R 51	G 51	B 51	
	Pantone (Solid Coated)	Black C			
	Complimentary colours				
					

*Microsoft Word colour: Black, Text 1, Lighter 15% (R128 G128 B128)*

**Colour: Dark Blue**

	Hex	#00325A				
	CMYK	C 100	M 84	Y 38	K 31	
	RGB	R 0	G 50	B 90		
	Pantone (Solid Coated)	2965 C				
	Complimentary colours					
						





Microsoft Word colour: *Dark Blue, Text 2* (R31 G73 B125)

**Colour: Light Blue**

	Hex	#96FFFF				
	CMYK	C 32	M 0	Y 8	K 0	
	RGB	R 150	G 255	B 255		
	Pantone (Solid Coated)	7471 C				
	Complimentary colours					
						

Microsoft Word colour: *Light Blue* (R0 G176 B240)

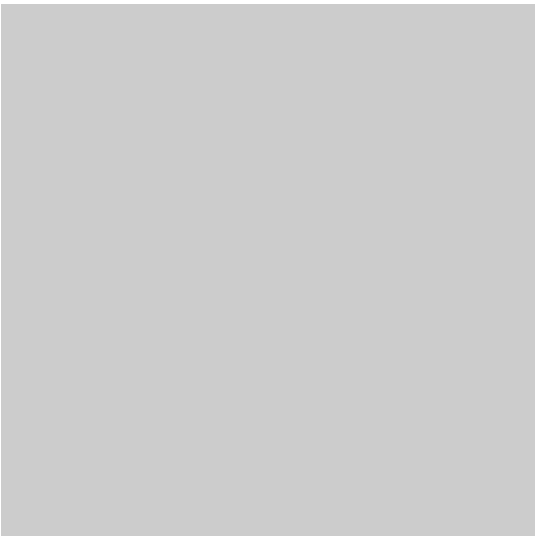



**Colour: Yellow**

	Hex	#F0D23C				
	CMYK	C 7	M 13	Y 89	K 0	
	RGB	R 240	G 210	B 60		
	Pantone (Solid Coated)	7404 C				
	Complimentary colours (L = Large text only; from 26pt or 14pt bold)					
 L						

**Colour: Cream**

	Hex	#E6E6C8				
	CMYK	C 10	M 5	Y 24	K 0	
	RGB	R 230	G 230	B 200		
	Pantone (Solid Coated)	2965 C				
	Complimentary colours					
						

**Colour: Grey**

	Hex	#CCCCCC				
	CMYK	C 19	M 15	Y 16	K 0	
	RGB	R 204	G 204	B 204		
	Pantone (Solid Coated)	Cool Grey 3 C				
	Complimentary colours (L = Large text only; from 26pt or 14pt bold)					
 L						

## Logo

### Minimum sizes

Print	1.5cm wide by 0.46cm high at 150 dpi
Web	100px wide by 31px high at 72 ppi

### Margins

At least 25% of the height of the logo all the way around.

### Placement

Always use the logo at the top left or bottom right, unless there is a very good reason not to.

### Word document

Word Document (Header)	6cm wide by 1.84cm high at 150dpi
Word Document (Footer)	1.5cm wide by 0.46cm high at 150 dpi

### File size

Use the correct size and resolution logo for all documents. Using large high resolution images will considerably increase the document file size.



## Imagery

If you would like your document to include a coloured cover, photographs or any design elements please contact [social@vetskill.com](mailto:social@vetskill.com)