brand guidelines

Vet**Clarity** – *An imaging division soley focused on the veterinary industry*

2023
Identity Manual

Brand Logo

Canary
This logo should never be altered. Only use the color options to the right.

Only use this logo when being used with more than 1 Movora Legacy Brand.

Vet**Clarity** word use:
When Vet**Clarity** is used in descriptions, Vet needs to be in light font and **Clarity** needs to be in bold. Do not put Vet**Clarity** in all caps when being used as copy – keep it title case. It is okay for the logo to be all caps.

VET**CLARITY**

VET**CLARITY**

VET**CLARITY**

VET**CLARITY**

Logo Color Use - A Movora Brand

A Movora Brand Logo Use
This logo should be used on every asset when not being used with other Movora Legacy brands.

Only use the color various provided to the right.

VETCLARITY
A Movora Brand

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A Movora Brand

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A Movora Brand

VETCLARITY
A Movora Brand

Secondary Logo - A Movora Brand

Secondary Logo Use – A Movora Brand
This secondary logo should only be used when the Primary logo does not fit on the marketing design initiative. The secondary logo should always be used with "A Movora Brand".

Only use the color various provided to the right.

Brand Colors

Canary
The Canary Gold is used lightly as the brand accent color. This inlcudes being used for inconography and to call attention to something. If Canary is ever used as the background, then it should be used with purpose and used sparingly.

Midnight
Midnight is used for text, backgrounds, divider lines, and additional brand elements.

Fog
Fog is used for backgrounds and additional brand elements.

Secondary Colors
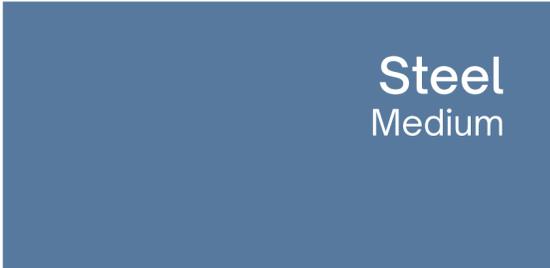The secondary colors should only be used when VetClarity is being used with other solutions that Movora offers.

Primary

Canary
Gold

Hex	#ffcb05
CMYK	0, 20, 100, 0
RGB	255, 203, 5

Midnight
Black

Hex	#202323
CMYK	73, 65, 64, 72
RGB	32, 35, 35

Fog
White

Hex	#eae8e7
CMYK	7, 6, 6, 0
RGB	234, 232, 231

Secondary

Steel
Medium

Hex	#58789C
CMYK	71, 49, 23, 2
RGB	88, 120, 156

Moss
Medium

Hex	#708984
CMYK	59, 35, 46, 6
RGB	112, 137, 132
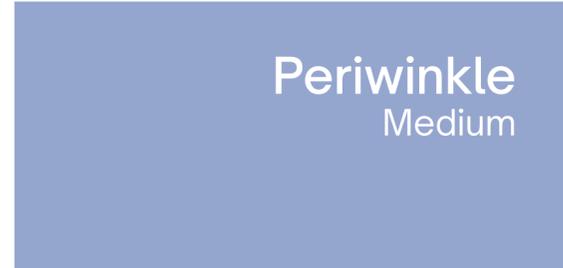
Periwinkle
Medium

Hex	#97a6ce
CMYK	41, 29, 4, 0
RGB	151, 166, 206

Typography

Open Sauce One Font Family
VetClarity's font is Open Sauce One. In most cases, the only fonts that will be used is Semi-Bold, Medium, Regular, and Light (when nessessary). Please stay within these 4 used fonts to keep all VetClarity assets cohesive and recognizable.

Headline: Open Sauce One Semi-Bold
Imaging Devision

Subhead: Open Sauce One Medium
Less Noise, More Clarity

Body Copy: Open Sauce One Regular
With VetClarity's imaging solutions, you get the latest technological advancements – which means the clearest picture on the market and lower cost of ownership, with up to a 30% reduction in dose.

Imaging Division
Less Noise, More Clarity

With VetClarity's imaging solutions, you get the latest technological advancements – which means the clearest picture on the market and lower cost of ownership, with up to a 30% reduction in dose.

CTA

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CTA

Brand Iconography

Color Usage

Here are some examples of proper color pairings of the primary and secondary colors. Although these color pairings add a little more fun and voice, please do not combine all the colors at once. These color combinations can also be used within other design elements such as text, CTAs, buttons, and overlays.

This styled icon should be used in most cases!

Primary Mix Color Use
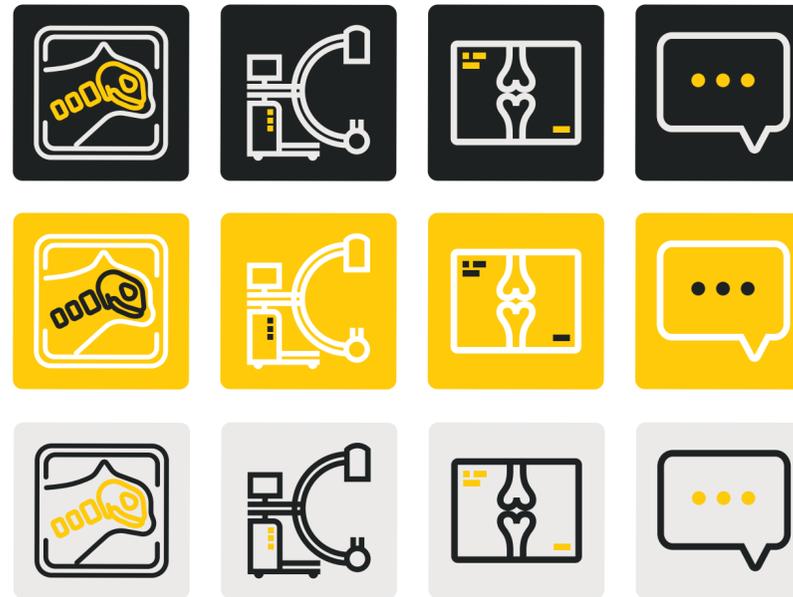
Primary Solid Color Use

Primary + Secondary Mix Color Use

### Primary + Secondary Solid Color Use

Brand Iconography Rules

Icon Rules

Iconography can serve to clarify complicated ideas or swiftly translate communications. Every icon should have a uniform design and structure to unite our messages and contribute to a consistent VetClarity brand experience.

Please follow the rules for the icon style so that we stay consistent with the brand and maintain the Vet**Clarity** identity.
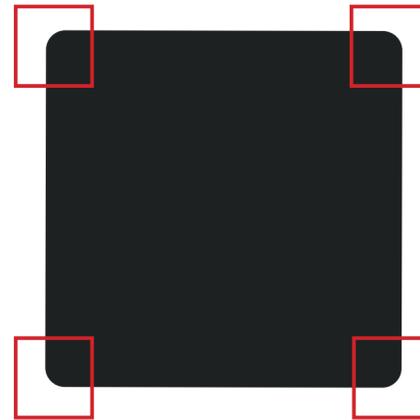
Corner Rules

All 4 corners of the background box must have a radius of 0.12" for current and new creation of icons.

Consistent Line Weight

The Vet**Clarity** icons need to be built with consistent line weights to keep the family of icons unified.

Color Rules

Do not exceed three colors within the color parings listed in the previous page. Midnight is our black and Fog is our white. Do not use 100% black or white for the icons unless directed.