



**Brand Guidelines**

2016



## Why do we need brand guidelines?

Brand guidelines help us to keep the way we represent ourselves consistent across everything we do. This consistency will ensure we get the most advantage from our brand.

This guide is for everyone who uses the Vets Now brand, both internally and externally.

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# Part 1 Who We Are

# Brand Foundations and Values

## Our purpose

To give people and their pets the care and support they deserve, at the time they need it most.

## **Our vision**

To be the UK's most trusted provider of accident and emergency pet care.

## **Our mission**

To attract, develop and invest in dedicated people, and ensure that we deliver exceptional care and support for pets and people at the time they need it most.

# Our external values

**Our external values are the characteristics we show to our clients. They show people that we really are the best choice for them and their pets.**

Keeping these values in mind in everything we do will help us stay true to the Vets Now vision.

## Compassion

We always do our best to understand our clients' feelings and concerns, and take the time to appreciate how their pet emergency is affecting them.

## Integrity

Honesty and sensitivity is important to us. So we act in this way, even when it's not the easy thing to do.

## Dependability

We let pet owners know they can count on us in an emergency by communicating clearly and behaving responsibly at all levels of our business.

## Dedication

We're committed to delivering exceptional support and care, so we do whatever it takes to make pets and people as comfortable as possible in an emergency.

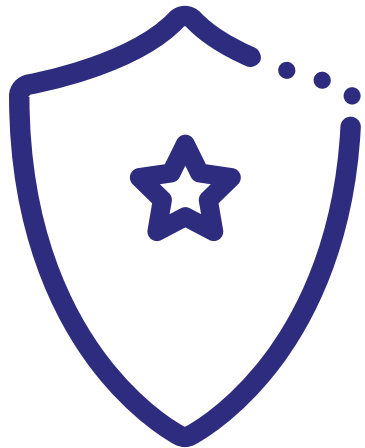


# Our internal values

**Our internal values are the characteristics we show each other when our clients aren't around.**

The way we act behind the scenes is as important to our brand as the way we act in front of our clients.

By bearing these behaviours in mind, we'll help to keep Vets Now a great place to work.



## Innovation

We constantly ask ourselves ‘how can we make things better?’

## Caring

We care about **animals** and we care about **people**.

## Releasing Potential

We want to see people **fulfilling their own potential**.

## Responsibility

We expect people to take **ownership of issues** and **seek to resolve** them for the benefits of our clients and colleagues.

# Brand Personality & Tone of Voice

# Our brand personality

## **Just as people have individual personalities, so do brands.**

Our brand personality is the sum of our day-to-day outlook, our ambitions, and the personalities of our team. Focusing on this brand personality when we make everyday decisions will help us to protect our positive company culture.

## **Responsive and reassuring**

Though we stay cool, calm and collected in difficult situations, our expert knowledge allows us to act quickly and will lead us to the best course of action.

## **Expert and empathetic**

We're confident in the knowledge that we know our stuff and are always willing to share our expertise in the name of reassuring and supporting others.

## **Progressive and approachable**

We will always push to do better, but never at the expense of giving our very best to clients in the here and now.

## **Trustworthy and transparent**

We earn our clients' trust by being open and honest about what we do and how we do it.

# The difference between voice and tone



Think back to a conversation you had during your last evening out with close friends. Pay particular attention to what you said. Now imagine speaking in the same way in a job interview.

This captures the difference between voice and tone. Regardless of context, we sound like ourselves — that's our voice. But the specific words we choose can still change — that's our tone.



# Our Voice

We encourage you to be yourself and talk/write in a way that feels natural to you. However, as all Vets Now communication needs to sound like it comes from a single, unified source, you should also bear in mind the following principles:

**The Vets Now voice is human:** straightforward, friendly and transparent. All of your communication should feel like a conversation, so whether you're writing an article or addressing a conference, always imagine you're having a one-to-one chat with an individual pet owner or prospective employee.



# Our Tone

**We've created a set of tone guidelines for you to bear in mind whenever you speak or write on behalf of Vets Now. But because our tone can change in different situations, you should feel free to tailor these principles for your specific purpose.**

So for example, when writing a thought-leadership piece, you'd probably choose to scale-up your professionalism and tone down your chattiness. But when you're out networking with other vets, you might do the opposite.

To decide which way to go, simply think about the state of mind of the person you're talking to. Are they upset and need the human touch? Are they worried sick and need an expert opinion? Start with their needs and work back from there. Easy.



# Our Tone

To understand our tone, it's helpful to know not just what it is, but also what it isn't.

## Clear but not detached

We never use five sentences if we can make the same point in two. We're sensitive to every situation, showing empathy where appropriate and never overcomplicating things by using jargon.

## Knowledgeable but not pretentious

We use our expert knowledge to put complicated information in straightforward, customer-friendly terms. If someone doesn't understand something, we'll happily give as many explanations as it takes to make everything clear.

## Personable but not presumptuous

We treat everyone as an individual, showing our human side as well as our professionalism. We take care to make clients feel comfortable in difficult situations, while always being careful never to stereotype or overstep the mark.

## Responsive but not reactive

We exude an understated sense of urgency when dealing with emergencies, speaking in a calm tone and communicating our expertise in a concise way so that decisions can be made quickly.



# Top Tips

These general tips will help to keep your writing on the right track.

## Ditch the jargon

Buzzwords won't make us sound more knowledgeable, but they *can* have the opposite effect. Stick to plain English and you won't go far wrong. We should never use long, complicated words when simple words will do.

## Don't over-flourish

Making up words or phrases can cause confusion, so always make your point in the simplest, most accessible way.

## Show you **understand**

Write in the way you'd like to be written to, letting your reader know that you understand their needs.

## Keep it **simple**

Clear, concise copy takes all the hard work off your clients' hands and is the best way to get results.



# Do's and Dont's

The following examples give you a quick rundown of what, and what not, to do.

- ⊗ If there is going to be a significant delay, our qualified veterinary nurses will perform a triage assessment to ensure your animal is at no risk from the delay.
- ✔ If it doesn't look like your pet will be seen right away, one of our nurses will check them over to make absolutely sure they're well enough to wait.


⊗ We deliver a specialist out-of-hours service in partnership with veterinary practices across the country.

✔ We work with your regular vet to make sure you can still access excellent veterinary care during their well-earned time off.

⊗ We're committed to providing attractive remuneration and CPD packages for all employees.

✔ You'll get the salary you deserve, brilliant benefits and hours that let you enjoy your life, plus plenty of opportunities for professional development.

# Brand Messaging



If we all talk about Vets Now in the same way, we'll make it easy for people to understand what we do and which services we offer. Here are some examples of how we should talk about ourselves.

# Strapline

Our Strapline is a simple, concise description of what we do and can be used as a consistent sign-off across all parts of our business.

## Your pet emergency service

### The thinking behind our strapline

Calling ourselves an emergency service lets people know they can expect the same from us as they can from a hospital's critical care service: call us anytime and we'll respond right away. We address clients directly to let them know our service is here for them and their pets.



Your pet emergency service

# Essential messaging

## General

### General Messaging Example 1

## The experts in pet emergency care

In an emergency, you want to know you've got experts on board. And so do we. At Vets Now, we take extra time to train our team — so when we say we're all experts, we really mean it. No wonder we're the team other vets trust to care for their pets.

### General Messaging Example 2


## Their paws in safe hands

Our team has spent 15 years providing expert, emergency care whenever you and your pets need us most. We've helped more than a million animals, each one different from the last. But there's one thing they all have in common — their paws couldn't be in better hands.

### General Messaging Example 3

## Whatever the time. Whatever the emergency.

Emergencies don't work 9–5 and so neither do we. Whether it's four in the morning or halfway through the Christmas holidays, we're here for you and your pet whenever you need us most. And because we're the pet emergency experts, you know you'll never get anything but the very best care.



This **plain English** messaging is perfect for communication materials that call for maximum function and minimum flourish, such as our brochures or website.

# Essential messaging



## Out of Hours Messaging Example 1


### When your pet can't wait until tomorrow

Emergencies don't wait for a convenient moment, and so neither do we. Whether it's the middle of the night or the middle of nowhere, our pet emergency experts are ready and waiting, whenever you need us most.

## Out of Hours Messaging Example 2

### Around the clock care

We're poised for action throughout the night, because you never know when your pet might need emergency care. Vet approved, pet approved — our experts are here to help. So you and your much-loved animal never need wait until tomorrow.



This **plain English** messaging is perfect for communication materials that call for maximum function and minimum flourish, such as our brochures or website.

# Essential messaging



## Hospital Messaging Example 1

### Your pet's health is paramount

In an emergency, you'd want to go to hospital. Doesn't your pet deserve the same? At a Vets Now hospital, we'll give your pet the very best treatment: compassion and expertise.

## Hospital Messaging Example 2

### Acute care for your cute companion

In an emergency, you'd want to be seen by an expert. And so would your pet. That's why every member of our hospital team is a pet emergency professional, prepared for any eventuality, anytime.

This **plain English** messaging is perfect for communication materials that call for maximum function and minimum flourish, such as our brochures or website.

# Essential messaging

## Recruitment

### Recruitment/team Messaging Example 1


## Our people, their pets.

Our business may be all about animals, but we'd be nothing without our people. That's why we take such good care of the ones that look after our clients' pets. Start the rewarding career you deserve by joining the team who'll be on your side every step of the way.

### Recruitment/team Messaging Example 2

## We look after you, so that you can look after them

We only hire people we'd trust with our own pets, so we know that together we'll earn the trust of other animal owners too. People like that don't come along often, so when we find them, we work extra hard to keep them happy. **Are you in?**



This **plain English** messaging is perfect for communication materials that call for maximum function and minimum flourish, such as our brochures or website.

# Marketing messages

This creative style of messaging is perfect for **sales contexts** as it communicates our key selling points in a compelling way and prompts action. Marketing messages work well across all marketing materials, advertising collateral and social media.



## We're on the night shift

If your pet requires expert care after hours, we're here. We've been carefully chosen by your vet to provide emergency care, 6pm–9am in this practice.



## Vets Now, not later

In an emergency, tomorrow is too long to wait. That's why our hospitals are open for your pet 24/7.

## Recruitment

## Their paws in your hands

Our patients never say thanks, but we always know they're grateful. If you're dedicated to working with critical cases, we'll help you put the 'care' into your career.



# Part 2 **Visual Guidelines**

# Brand Marks

# Brand Marks

**Our brand mark is one of our most valuable assets. It's how we present ourselves to the world.**

It's important for us to respect our logo by only using it in specific ways. This will make sure it stays consistent and instantly recognisable across everything we do.

We primarily use our full colour logo. However, when a background is solid colour or photography, we should use the reversed (white) version.

Our black logo should only be used where full-colour printing isn't available.

Vector EPS, JPG and PNG formats of our logos can be found in the **Vets Now Logo Toolkit**

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Full Colour Brand Mark



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White logo



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Black logo



# Clear space & minimum size

**We don't like it when things invade our personal space – and neither does our brand mark!**

The clear space marked in the diagram is the minimum distance any text or graphic should be from our brand mark. Please don't ever place anything inside this clear space.

You can easily work out the clear space you need for different sizes of our logo by replicating the height of the area inside the 'o' to create an equal margin around the brand mark.

To ensure our brand mark is always legible, it should never be printed any smaller than 25mm in width, or displayed on screen any smaller than 60px.

Clear space



Minimum size



# How not to use our logos

Here are some examples of how we wouldn't like our brand mark used.



×

Do not squash



×

Do not stretch



×

Do not apply a stroke or outline



×

Do not rotate



×

Do not alter or apply a gradient



×

Do not apply a shadow



×

Do not apply a glow  
(or any other text effect)



×

Do not place over a background image that makes the logo unclear



×

Do not place on a background colour that is similar

# How to write our name

Our logo features 'Vets Now' as a single word. However, this style applies only to our logo.

When writing our name elsewhere, Vets Now should be written as two words – both beginning with a capital letter.

The only exception to this is our web and email addresses, which should be written in lowercase.

Vets Now should be written as **two words**, both beginning with a capital letter.

- ✔ **Vets Now** is your pet emergency service
- ✘ **VetsNow** is your pet emergency service
- ✔ Find out more about **Vets Now** at [vets-now.com](https://vets-now.com)
- ✘ Find out more about **Vetsnow** at [vets-now.com](https://vets-now.com)

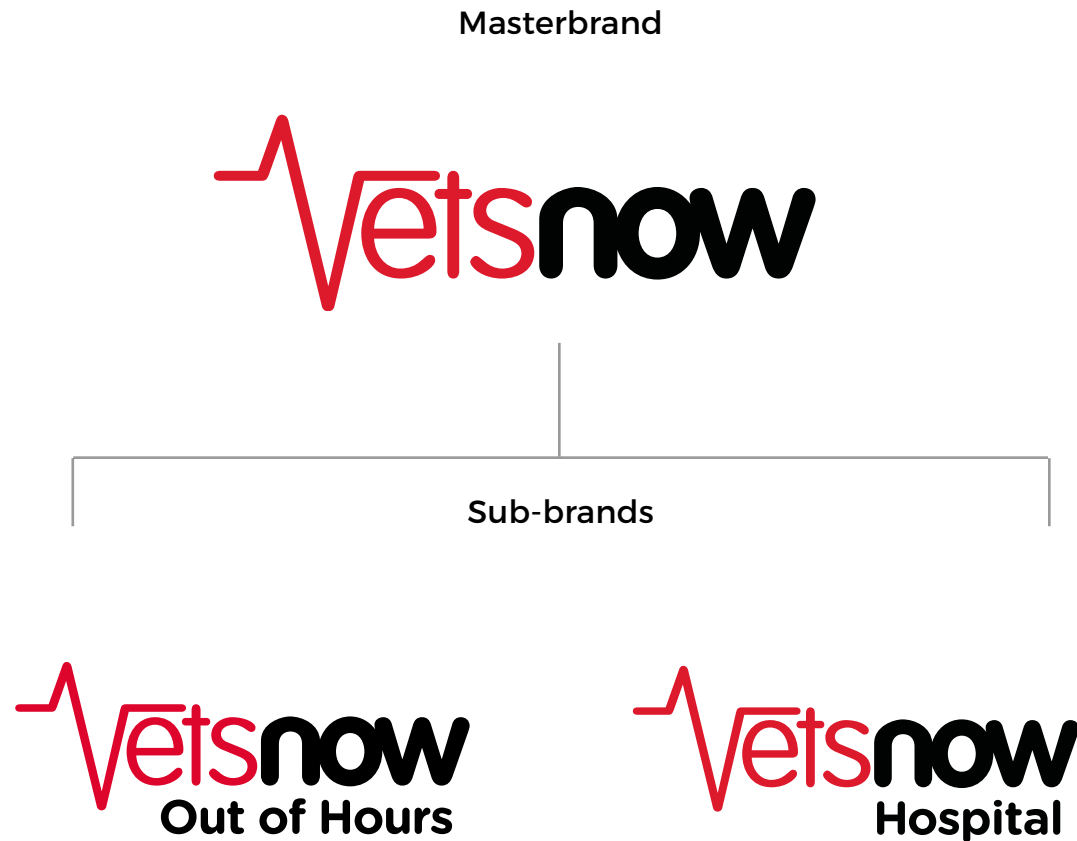
# Brand Architecture & Sub-Brands

# Brand Architecture

You should think of our brand architecture as the Vets Now family tree.

It helps to show the hierarchy of all the brands that belong to Vets Now family and to maintain consistency when designing new sub-brands.

Understanding how all our brands fit into the Vets Now hierarchy helps us to ensure consistency when it comes to designing for new sub-brands.





# Sub-Brands

**Sometimes, we need to use a sub-brand to target a particular group within our customer base.**

All our sub-brands, such as Out of Hours and Hospital, should be clearly identifiable as part of the Vets Now family.

To do this, we pair the master brand mark with a supporting name.

The sub-brand name should appear in the Gotham Rounded font, which should always be black.

**Rules to follow when creating sub-brand logos are:**

- Right-align the sub-brand name with the second base point of the 'W'
- The sub-brand name should appear in the Gotham Rounded font, which should always be in black.



# Colour Palette

# Colour Palette

Our primary palette includes our most commonly used colours.

The colours in our secondary palette complement those in our primary palette, and can be used as accent tones.

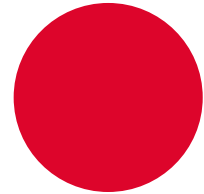
Each of our internal values is highlighted using a specific colour from our secondary palette. See overleaf.

## Important note

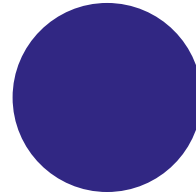
CMYK is our preferred method of printing. We only use the Pantone reference when 4-colour process printing is not available.

**\*Always ensure that the RGB values stated in these guidelines are entered for all digital use.** The RGB values for both blues in the palette are not straight conversions from the CMYK values. This ensures a more accurate match between print and screen displays for these colours.

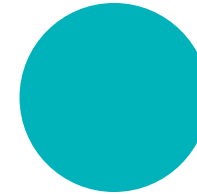
## Primary colour palette



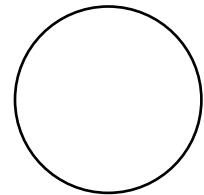
**CMYK** 0/100/81/4  
Pantone 186 C  
**RGB** 221/025/43  
**HEX** #DD052B



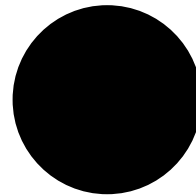
**CMYK** 100/89/0/0  
Pantone 2746 C  
**RGB** 49/39/131\*  
**HEX** #312783



**CMYK** 74/0/31/0  
Pantone 3115 C  
**RGB** 0/179/186  
**HEX** #00B3BA

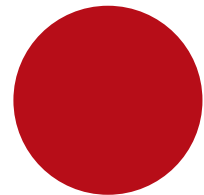


**CMYK** 0/0/0/0  
**HEX** #FFFFFF  
**RGB** 255/255/255  
White

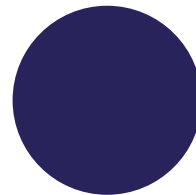


**CMYK** 30/30/30/100  
**RGB** 0/0/0  
**HEX** #000000  
Rich Black

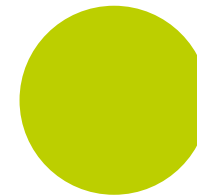
## Secondary colour palette



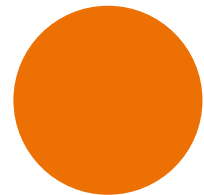
**CMYK** 0/100/90/25  
Pantone 7621 C  
**RGB** 183/13/24  
**HEX** #B70D18



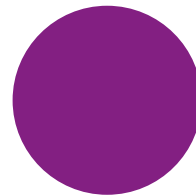
**CMYK** 97/81/0/26  
Pantone 2755 C  
**RGB** 41/35/92\*  
**HEX** #29235C



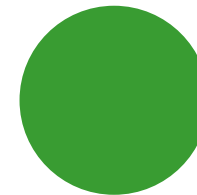
**CMYK** 35/0/100/0  
Pantone 382 C  
**RGB** 188/207/0  
**HEX** #BCCF00



**CMYK** 0/66/100/0  
Pantone 152 C  
**RGB** 237/112/4  
**HEX** #ED7004



**CMYK** 60/100/0/0  
Pantone 2612 C  
**RGB** 131/31/130  
**HEX** #831F82



**For Web Use Only**  
**RGB** 57/156/50  
**HEX** #389C31

# Colour Palette Usage

**Red** is the most prominent colour in our visual style and is used in every piece of communication.

**Teal** and **blue** contrast with the red to help key information stand out.

**Negative space** is the most important element in this visual style. This can be in white or in plain, solid colour.

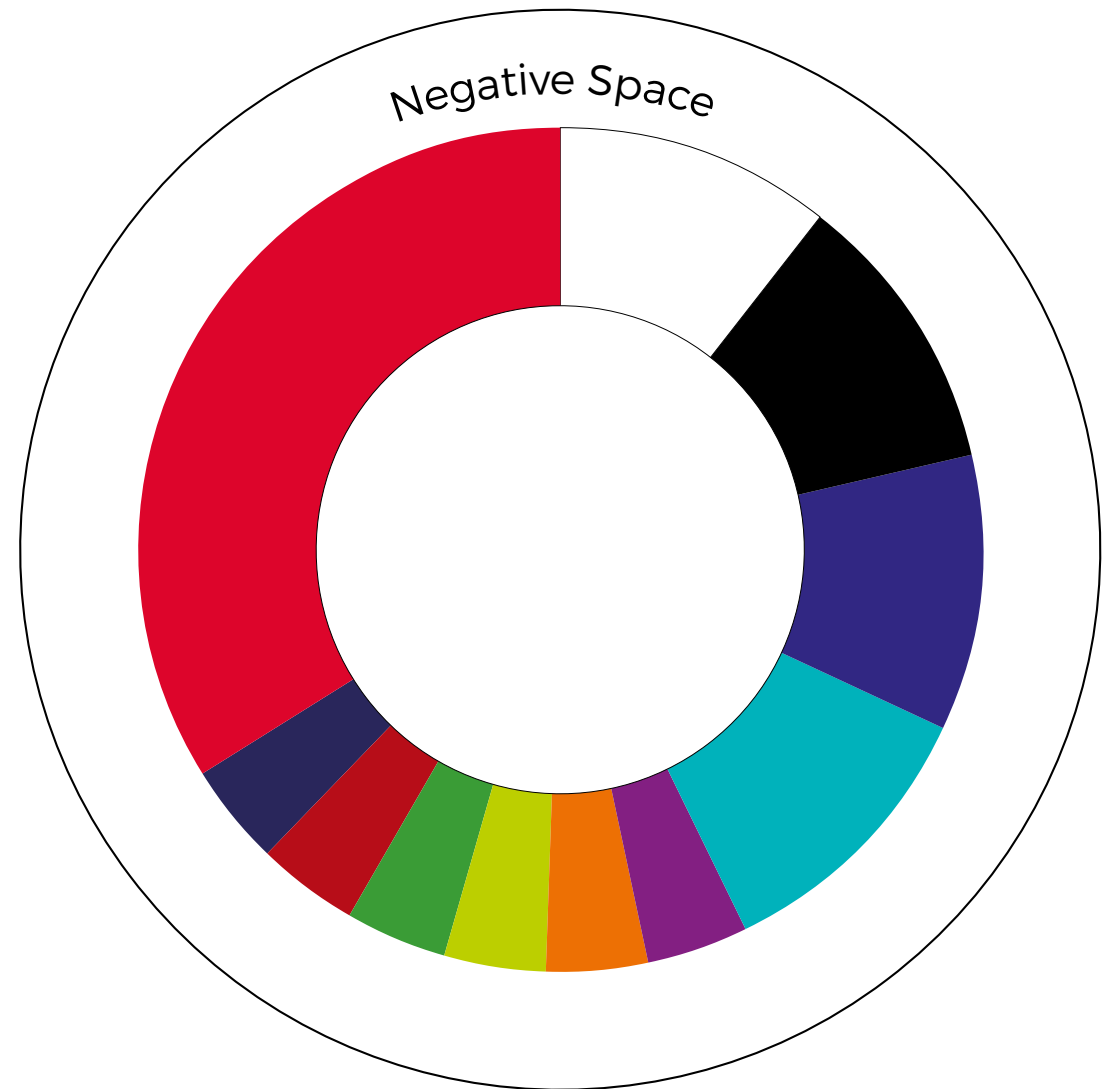
**Black** is normally used for text.

**Green, teal, orange** and **purple** are **internal brand values colours**.

With the exception of teal, these colours all feature in our secondary colour palette, along with **dark blue** and **dark red**.

These colours are not used as commonly in our visual style, but serve as good accent colours.

**Dark green** is for web use only, best suited to a calls to action or buttons.



# Typography

# Our Typefaces

We use two main typefaces in the Vets Now brand: Montserrat and Source Sans Pro.

These typefaces complement each other and provide plenty of flexibility in the variety of font weights available.

---

Primary Typeface

Aa

**The quick brown fox jumps  
over the lazy dog.**

---

Montserrat Light  
Montserrat Regular  
**Montserrat Semibold**  
**Montserrat Bold**

---

Body Typeface

Aa

The quick brown fox jumps over  
the lazy dog.

---

Source Sans Light  
Source Sans Regular  
**Source Sans Semibold**  
**Source Sans Bold**

# Primary Typeface

## Our primary typeface is Montserrat.

We use this typeface for headlines, titles, calls-to-action and introduction copy.

Montserrat has its own identity, but still reflects the rounded character of the Vets Now brand mark.

Montserrat should be downloaded and installed on all Vets Now computers

### Download Montserrat Here

This typeface family has an open source license, meaning it can freely be used across all media. It's also available for web use as a Google Font. You can read the desktop license agreement [here](#).

### Alternative Typefaces

Where it's not possible to use this typeface, we recommend Arial as a substitute for HTML emails, and Calibri for use in Powerpoint.

These come as standard, pre-installed fonts on all Macs and PCs.

# Montserrat Light

Use for a delicate appearance in headlines and sub-headers

# Montserrat Regular

Use for headlines and titles

# Montserrat SemiBold

Use for headlines and titles

# Montserrat Bold

Use to create emphasis on short headlines and titles

## Body Typeface

**Our body copy typeface is Source Sans Pro.**

This typeface is practical and easily legible, making it perfect for all our day-to-day communications.

It should be used as the standard font for all internal and external communications e.g. when writing letters.

Please note: We never use Source Sans Pro ExtraLight or Bold.

Source Sans Pro should be downloaded and installed on all Vets Now computers.

### **Download Source San Pro Here**

This typeface family has an open source license, meaning it can freely be used across all media. It's also available for web use as a Google Font. You can read the desktop license agreement [here](#)

### **Alternative Typefaces**

Where it's not possible to use this typeface, we recommend Arial as a substitute for HTML emails and Calibri for use in Powerpoint.

These come as standard pre-installed fonts on all Macs and PCs.

# Source Sans Pro Light

Use for body copy

# Source Sans Pro Regular

Use for body copy

# Source Sans Pro Semibold

Use for subtitles within body copy

# Source Sans Pro Bold

Use to create emphasis on words



# Photography

# Types of Photography

We use three types of photography to represent Vets Now.

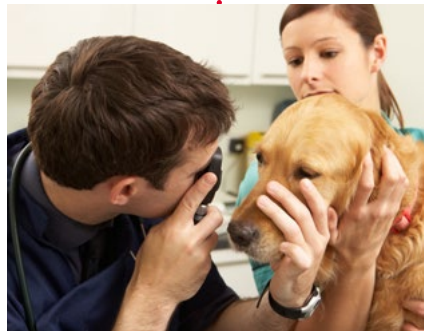
The style we choose depends on our purpose, the media type and the message we want to communicate.

These three themes provide us with plenty of flexibility, while ensuring that our images represent our personality and values.

Our photography types can also be used in combination with each other.



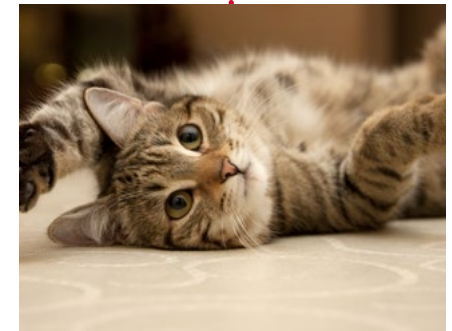
Images that show Vets Now caring for pets and owners



Images that highlight the connection between people and their pets



Images that highlight animals as pets



# Photography Type 1

## Images that show Vets Now caring for pets and owners

To visually communicate our purpose and show what we do, we use photography that highlights that our professionalism and the care we show people and their pets.

### Type 1 images should show our team:

- Interacting with pets and owners
- Interacting with other team members
- Examining and assessing pets
- Wearing the Vets Now uniform
- Acting in a professional yet caring manner

### Images of this type shouldn't show:

- Subjects looking at the camera
- Daylight through windows (as this would wrongly imply that we are open during the day.)

Evening and night-time can be conveyed through digital clocks or 24h clocks in the shot or other relevant props / situations.

Away from windows, it's OK for lighting to look like daylight, as many of our clinics and hospitals use daylight bulbs.



## Photography Type 2

### Images that highlight the connection between people and their pets.

To show we understand and love pets as much as our clients do, we use images that highlight the connection between owners and their pets.

These types of images are ideally suited to accompanying advertising messages and for communicating client stories.

They can also be useful for communicating how pets have successfully recovered after a pet emergency with the help of Vets Now.

#### Type 2 images should show:

- The pet as the main focus of the image
- Pets in safe environments (at home or outside)
- Happy, healthy animals
- The lifestyle of the owner and their pet
- Owners interacting with their pets in affectionate ways
- Realistic settings *e.g. the park*
- Owners or pets not looking directly at the camera



## Photography Type 3

### Images that show animals as pets.

If we need to show photographs of pets alone, we aim to show that the animals **are pets** — pets who are loved and cared for by their owners.

These types of images will be most commonly used on our **social** platforms to engage our audience and show we understand them.

When we choose this type of image, we make sure it feels like the pet owner is behind the camera or just out of shot. This might come from an outstretched paw, a look, or movement towards the camera. This gives the image an emotive, human element.

#### Type 3 images should show:

- The pet as the main focus of the image
- Pets in safe environments (at home or outside)
- Happy, healthy pets
- Realistic settings e.g. *the park*



# Getting photography right

We want all of our images to feel like part of the Vets Now brand.

That's why it's important that we follow these guidelines for both stock and commissioned images.

## A guide for good photography

- People should not be looking directly at the camera
  - Windows should not show daylight
  - People and pets should not have unrealistic props or look posed
  - Pets should look safe in their home setting
  - Owners should be represented as good, responsible pet owners
  - Vets should appear to interact comfortably with pets and owners in a way that reflects our values and personality
  - The owner and pet should interact naturally when shown in a non-emergency situation
  - Vets and team members should wear the correct Vets Now brand uniform
- Note:** Where possible any uniform shown in stock images should be digitally retouched to match our uniform colour. However, we understand that this is dependant on resource and ability.

## Examples of good stock images



This scenario looks realistic with the vet calmly examining the dog. Our caring attitude is reinforced by the vet nurse comforting the dog, giving our clients confidence in our approach to care.



The focus is on the vet but does not look overly posed because she is not looking at the camera. Our respect for owners is shown here by the vet's facial expression when listening to the owner.



The vet looks like they genuinely enjoy their job. The scene looks like a moment captured during a consultation, where the vet could be laughing in conversation with someone out of shot.



This scenario is realistic as pets are often brought to Vets Now in a carrier. This image does not show the face of the owner, but their body language appears natural and it looks like the shot has been captured mid-walk.



The camera angle makes this image look like a photo an owner might have taken of their pet. The guinea pig looks healthy and is in a clean environment, showing that the owner is responsible.



This image shows an owner interacting affectionately with a happy, healthy pet. This highlights the bond between them. The owner's face is not shown, making the dog the main focus of the image.

# Getting photography right

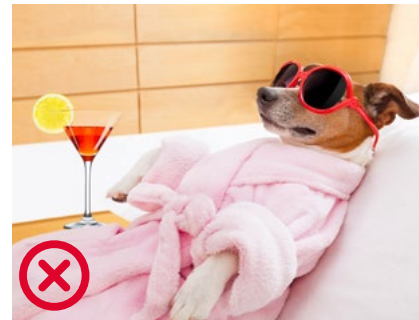
Stock images are a convenient and cost-effective way to add visual impact to our communications. However, if they aren't used with care, they can easily misrepresent our brand.

Here are some simple things to avoid when selecting stock shots.

## Examples of stock images to avoid



Never use white background, cut-out images of animals, as these are too generic to represent our brand's personality.



Never use posed images featuring unrealistic props for humorous effect. These don't reflect our professionalism or the respect we show our clients' pets.



Never feature images that are instantly identifiable as stock shots. These often feature obviously staged situations or overly generic backgrounds.



Never choose images where the animals don't look well cared for.



Avoid images featuring models looking directly at the camera, as this makes the situation look staged and their interactions look false.



Never use images that might cause distress to pet owners.

# Image Treatment

Whether we use stock imagery or professional shots we've commissioned, our images should always have a consistent look and feel.

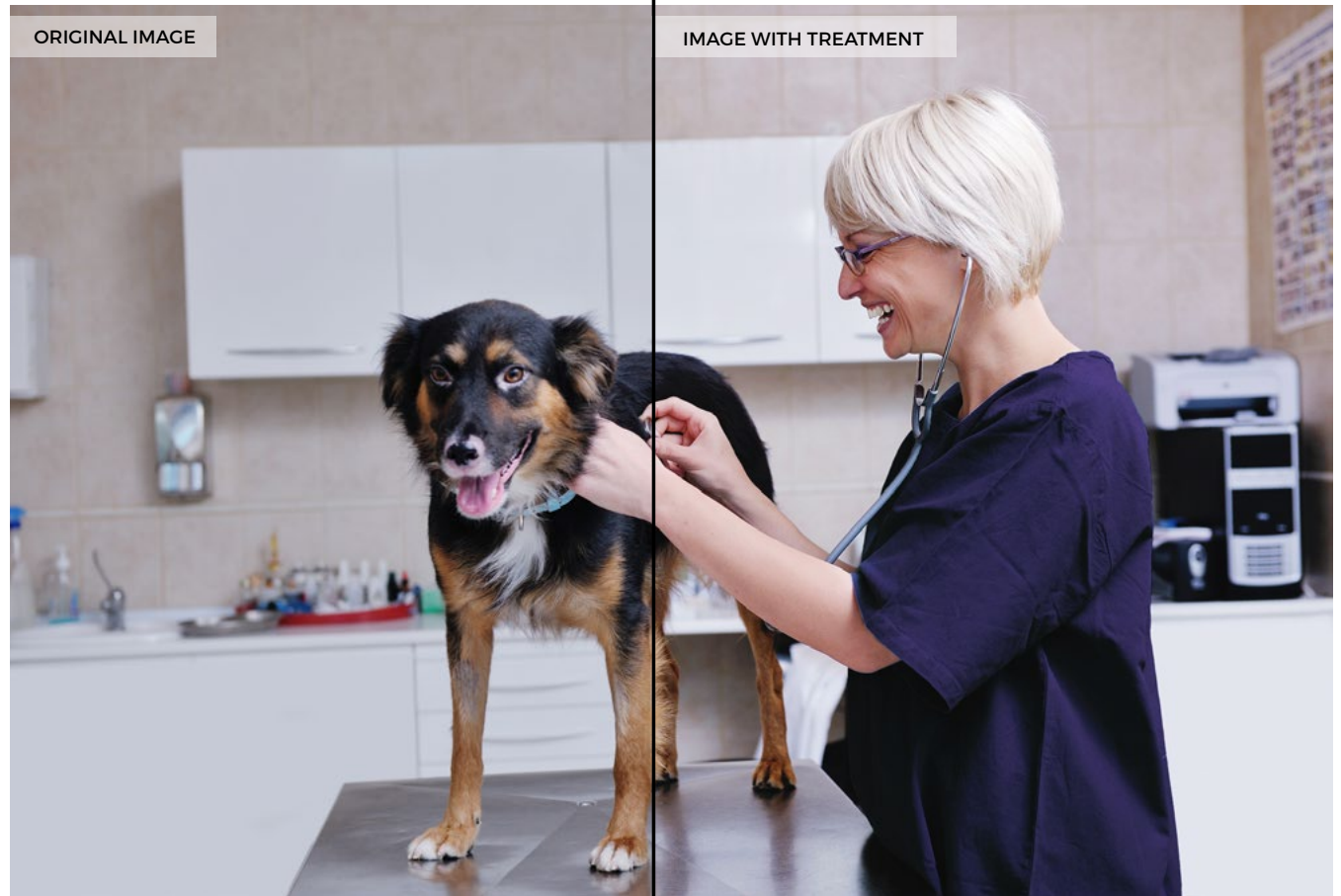
We do this by using photographic treatments to make all our images feel warm and bright, while avoiding over-saturation and strong contrast.

The treated image on the right shows the finished effect.

## What we applied to this example

- Increased vibrance
- Increased highlights
- Reduced harsh shadows
- Changed scrub to navy
- Increased contrast
- Increase brightness

## Treatment Example 1





# Image Treatment

Some stock images may have a particular style applied to them, for example, a slightly vintage effect. We should always counteract this before using the image in Vets Now communications.

## What we applied to this example

In the example on the right, the colours appeared dull, with little contrast or highlights. We corrected this by making the following adjustments:

- Increased overall vibrance
- Adjusted the colour balance of the background to make the green more blue than yellow
- Increased highlights
- Increased brightness of the white of the fur
- Slightly desaturated the fur

## Treatment Example 2



# Visual Style

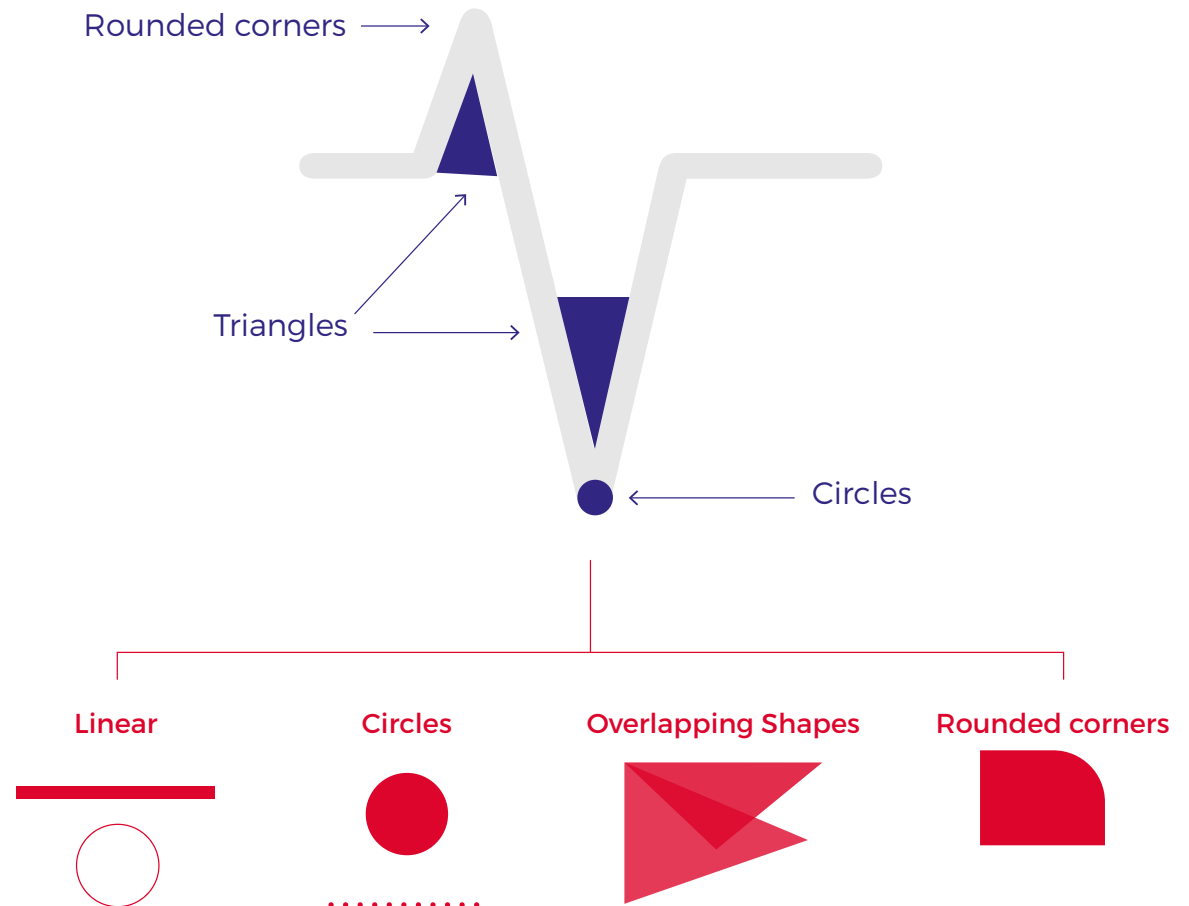
# Visual Style Inspiration

**Our brand's design is more than just our logo; it's also a visual style.**

All of the devices in our visual style are inspired by simple elements from the 'V' in our brand mark.

The overlapping triangular device and multi-line roundel device are unique to Vets Now. They create a bespoke style that we can apply consistently across all our communications.

The following pages explain how to use them.

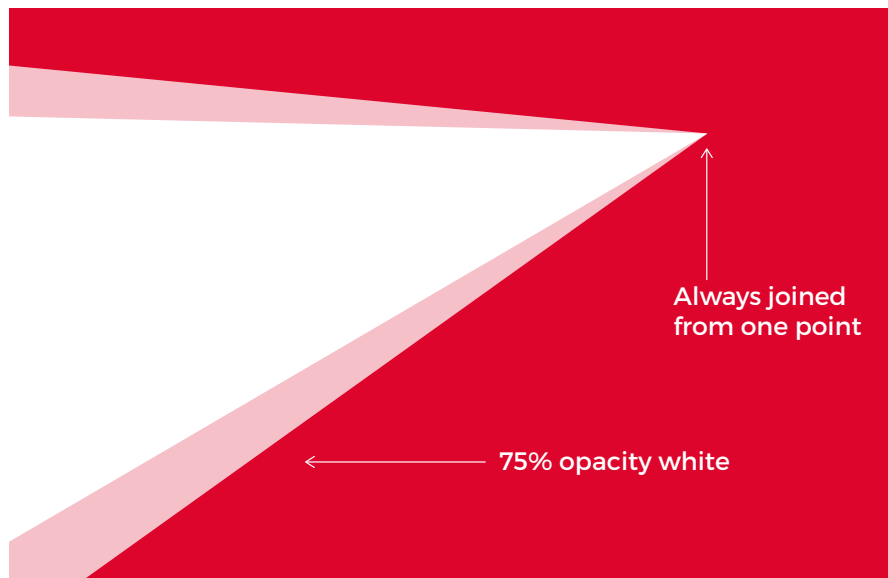


# Triangular Device Construction

Our triangular brand device is the most flexible element in our visual style, as the triangles can be combined in various compositions and colours.

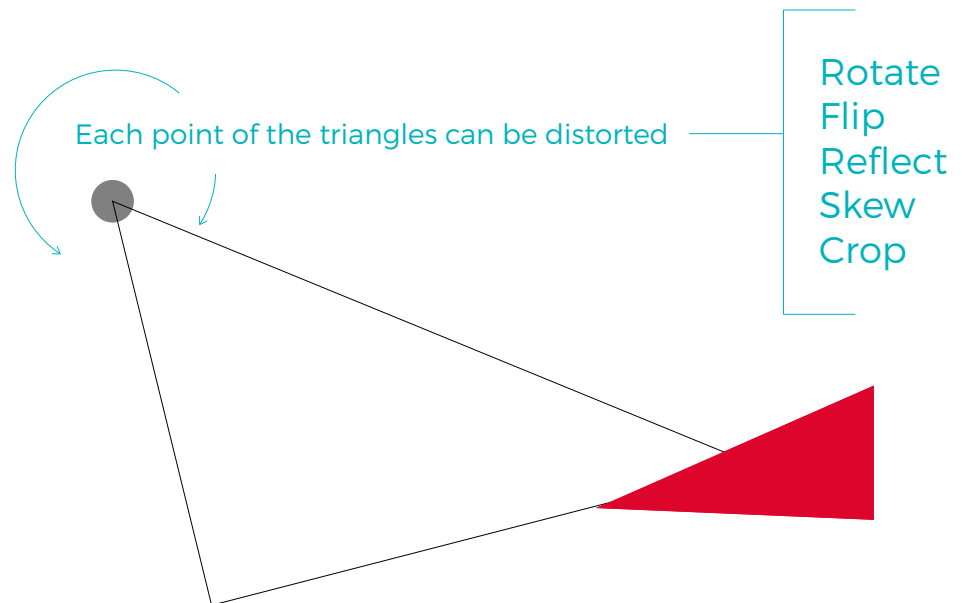
## Triangle shape and opacity

The shape of the main triangular device can be distorted by repositioning any one of its 3 points (see diagram shown right). Once a desired shape has been created, a duplicate of this should be placed underneath the triangle and the slightly extended by 2 of its points. The bottom triangle should be 75% opacity, as shown below. To get the full visual impact of the opacity layer, place this device on an image or colour background.



## Positioning overlapping triangles

When two triangles the point of the largest triangle should be hidden underneath the smaller. The shape of either triangle can be manipulated by one of its 3 points. These shapes can then be distorted, rotated, flipped, reflected, skewed or cropped. **Note:** The larger triangle will have the same opacity rules as shown left.



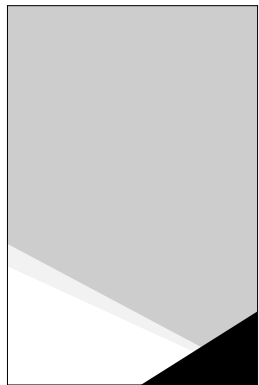
# Double Triangular Device Layouts

Our triangular device is so flexible that we can create an almost unlimited number of compositions when we overlap them.

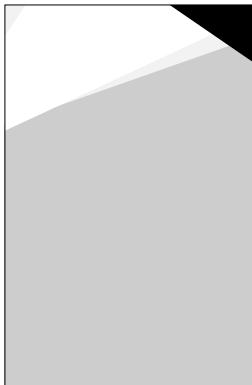
## Principles for creating layouts

- The smaller triangle should always be the darker colour e.g. red
- No more than 1 triangular end point should be visible
- Both triangles should always enter from the edge of the page
- The smaller triangle can be used to house the Vets Now logo where appropriate
- The large triangle should be sized appropriately for any text it houses and should have adequate negative space around the outside of the shape
- Triangles should never 'float' in the middle of the artwork

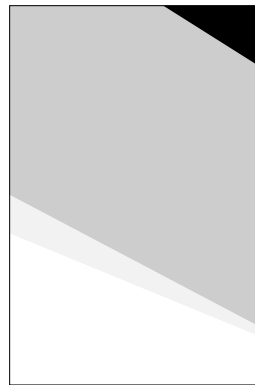
## Default layouts for using double triangular devices



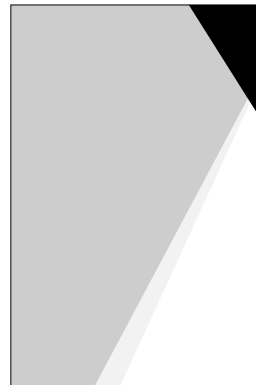
1



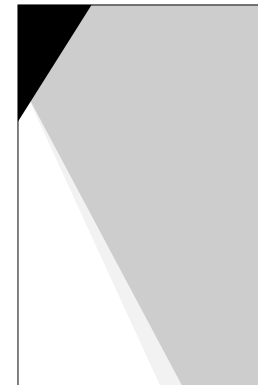
2



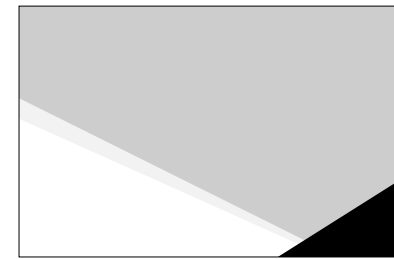
3



4



5



6

Landscape Example

The portrait examples are ideal for posters, adverts and brochure covers

# Double Triangular Device Layouts

Here are some examples of how these layouts look with imagery and colour.

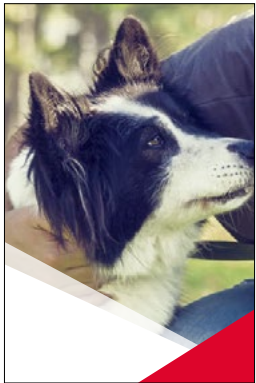
To achieve consistency, we use the compositions shown below as our default layouts. These follow the principles (detailed right) in that both triangles always bleed off the edges. We'll always look to use these layouts first or use them as a starting point for creating custom layouts.

Additional layouts can also be created to suit other mediums (e.g. pop-up banners) providing that the same principles for layout are followed.

## Principles for creating layouts

- The smaller triangle should always be the darker colour e.g. red
- No more than 1 triangular end point should be visible
- Both triangles should always enter from the edge of the page
- The smaller triangle can be used to house the Vets Now logo where appropriate
- The large triangle should be sized appropriately for any text it houses and should have adequate negative space around the outside of the shape
- Triangles should never 'float' in the middle of the artwork

## Default layouts for using double triangular devices



1



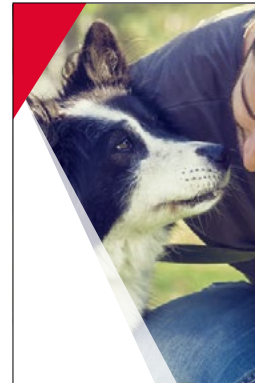
2



3



4



5



6

Landscape Example

The portrait examples are ideal for posters, adverts and brochure covers

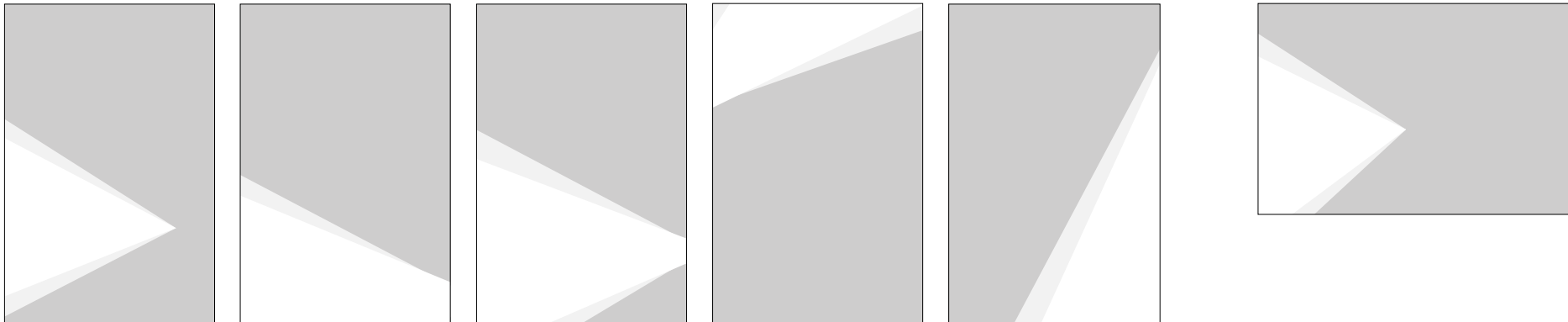
# Single Triangular Device Layouts

We can also use the triangular device with or without the 75% opacity duplicate as a singular device in various compositions.

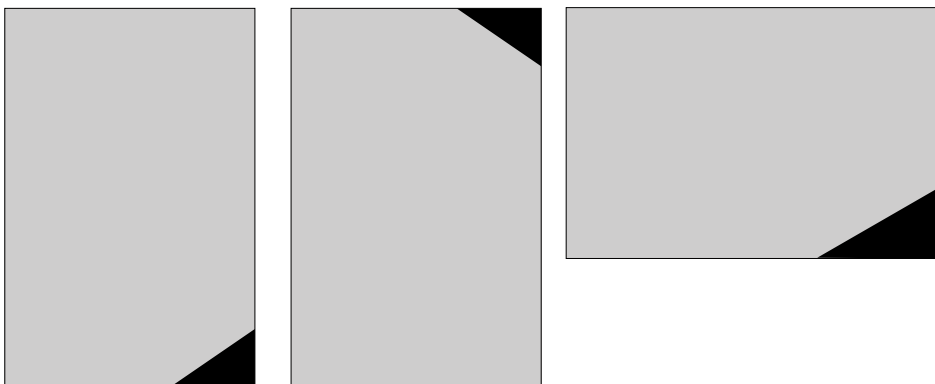
## Principles for creating layouts

- No more than 1 triangular end point should be visible
- The triangle should always enter from the edge of the page
- Triangles should never 'float' in the middle of the artwork
- The device can be placed over photography and block colour at the same time

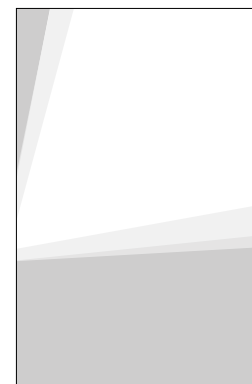
## Singular triangular device layouts



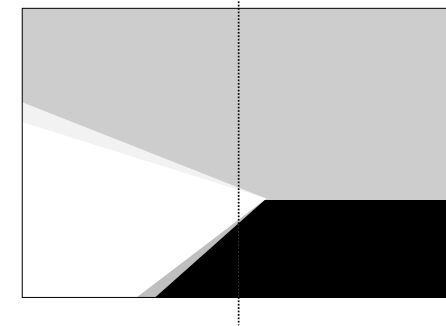
## Red singular device (ideal for housing our logo)



## Housing for image



## Device across block colour and image



# Single Triangular Device Layouts

Here are some examples of how these layouts look with **imagery and colour**. Single device layouts are flexible and can be used with photography, illustration or typography. They also work well used in conjunction with the roundel device. As always, choose a layout appropriate for the content and medium.

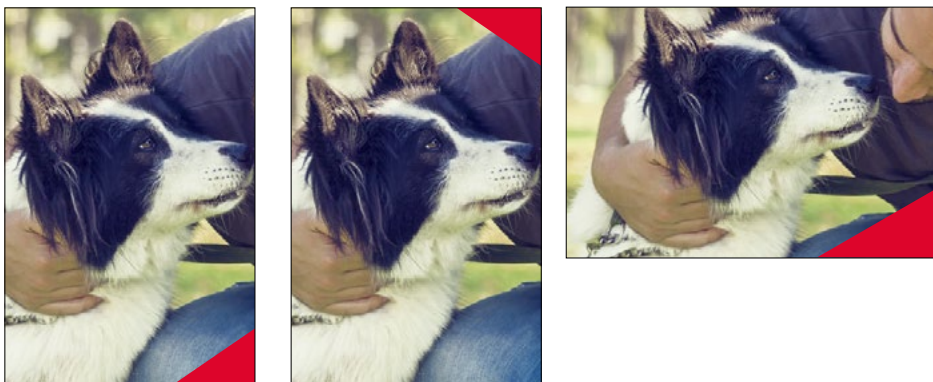
## Principles for creating layouts

- No more than 1 triangular end point should be visible
- The triangle should always enter from the edge of the page
- Triangles should never 'float' in the middle of the artwork
- The device can be placed over photography and block colour at the same time

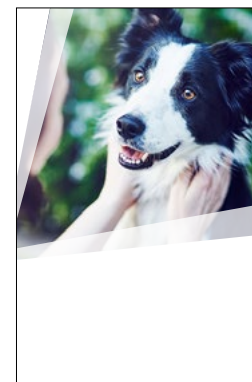
## Singular triangular device layouts



## Red singular device (ideal for housing our logo)



## Housing for image



## Device across block colour and image





# Colour and background variants

**The triangular devices can be used in any primary palette colours.** Creative layouts can be produced by manipulating devices in scale and opacity. Red and white layouts are ideal for corporate stationery. Blue or teal backgrounds can be used for typographic or illustrative communications.

## Principles for creating layouts

- Colours used should always be from the primary palette
- Backgrounds can be colour or white with a triangular device overlaid
- Images can be used as backgrounds or house within a triangular device

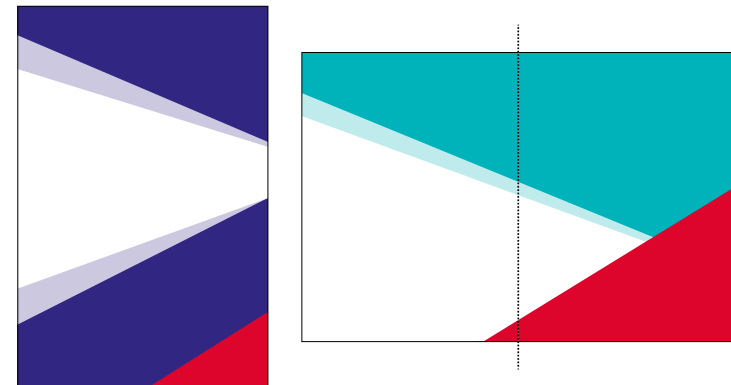
## Usable colour palette



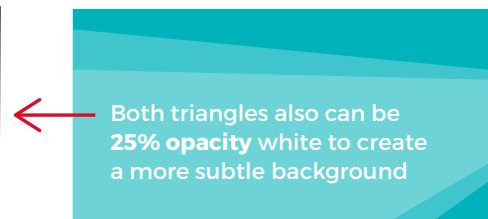
## Singular triangular device layouts



## Double triangular device layouts



## Subtle opacities (only for use on colour backgrounds)



Both triangles also can be **25% opacity** white to create a more subtle background

Best suited to typographic or illustrative communications.

## With photography



Coloured triangles on top of images is best suited for uses such as inner brochure spreads or internal webpages to indicated a certain section of the website.

# Roundel Device

Our roundel device is also a bespoke visual style element for our brand.

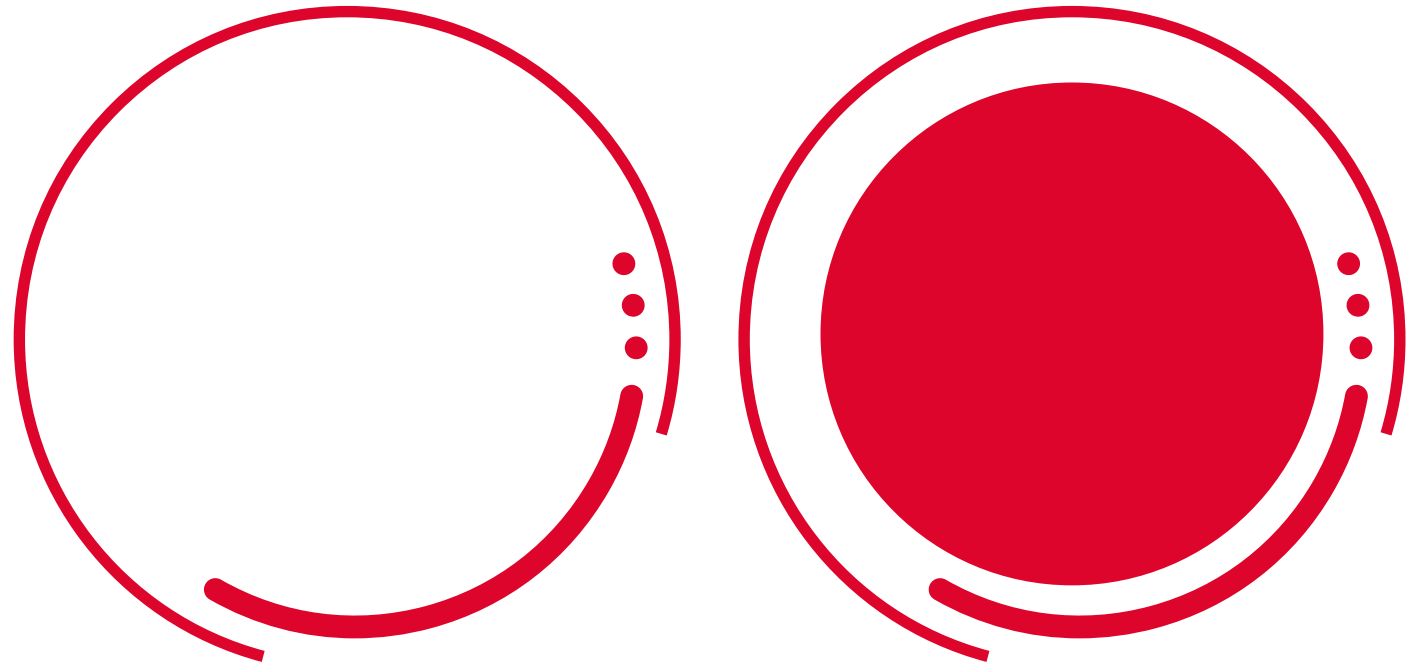
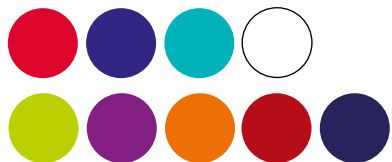
It's shape is inspired by key phrases from our brand personality:

- **Responsive**
- **Expert**
- **Progressive**
- **Transparent**

The roundel is available to use with and without and solid center fill.

The roundels can be used in any colour from our palette **except black**.

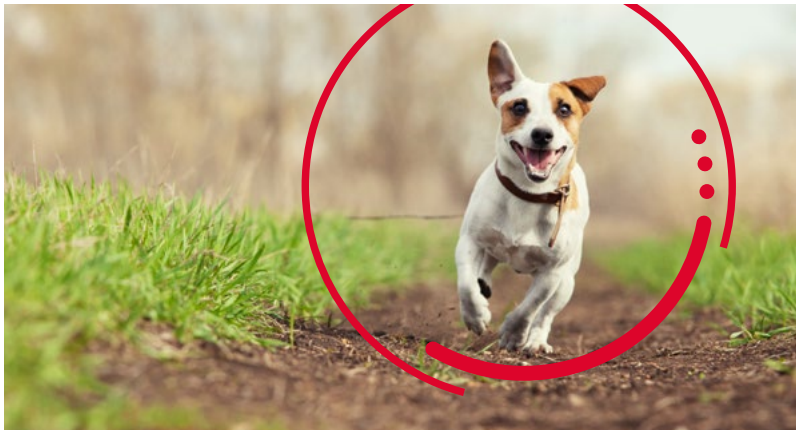
## Available colours



# Roundel Device Usage

The roundel can be used in the following ways.

Frame pets in images



House images



Use as a badge



# Great for headlines and text

# Icons & Badges

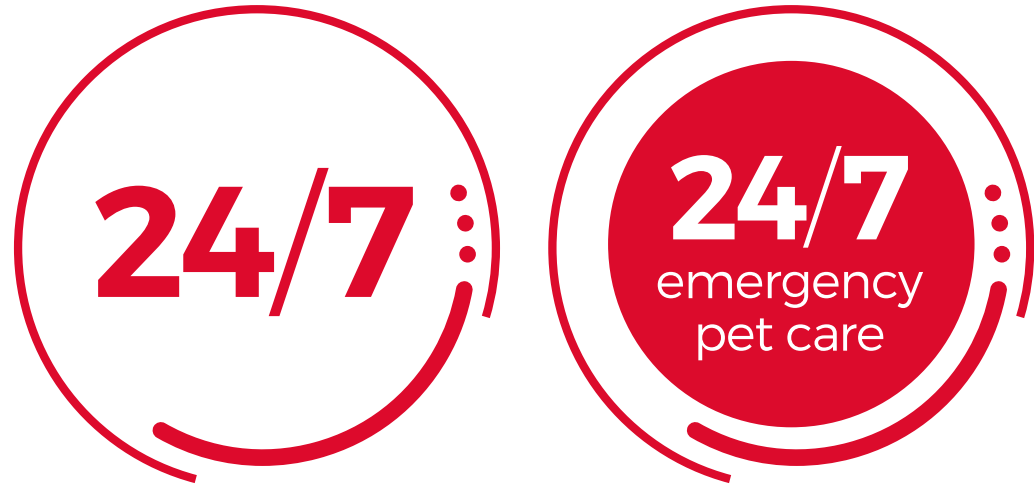
# Information Badges

Badges are when we use our roundel to house text or icons.

They can be used for:

- Calls to action
- Housing the 24/7 badge
- Key information
- Icons
- Housing our brand values icons

The badges are available for use in vector and PNG format in the Vets Now toolkit.



# Icons

**Our icon style is custom created for Vets Now.**

The suite can easily be expanded following the rules shown on the right.

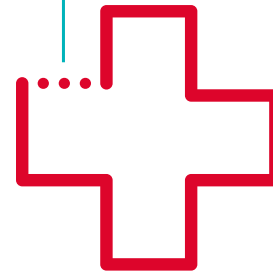
Icons can be used to illustrate messages, lists and stats.

**Vector formats of these icons can be found in the Vets Now toolkit.**

Single stroke weight



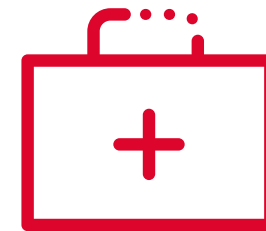
Three dots should feature in all icons



Rounded shapes and corners



Fixed width stroke



One colour

# Icon suite

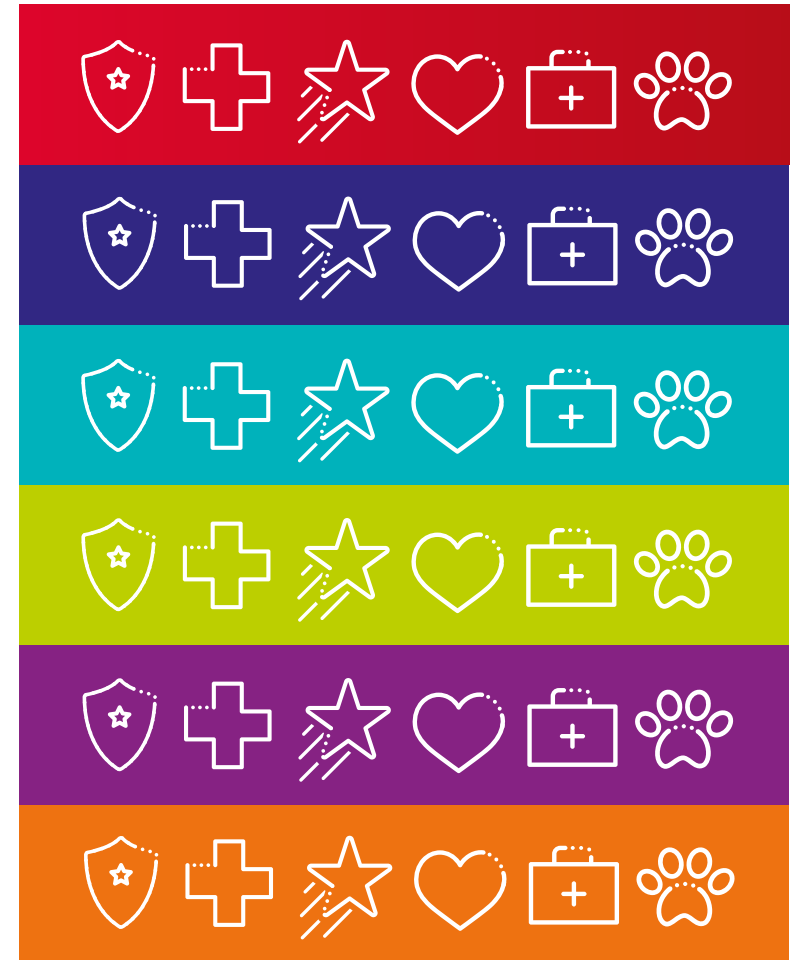
These illustrations are used throughout the visual style and can be used in any colour from the palette or in white.

Our illustration can be used in fluid ways, in many formats such as:

- Website
- Infographics
- Brand value icons
- Brochures
- Badges
- Wall graphics

Vector formats of these icons can be found in the Vets Now Toolkit.

## Available colours



# Illustration Style



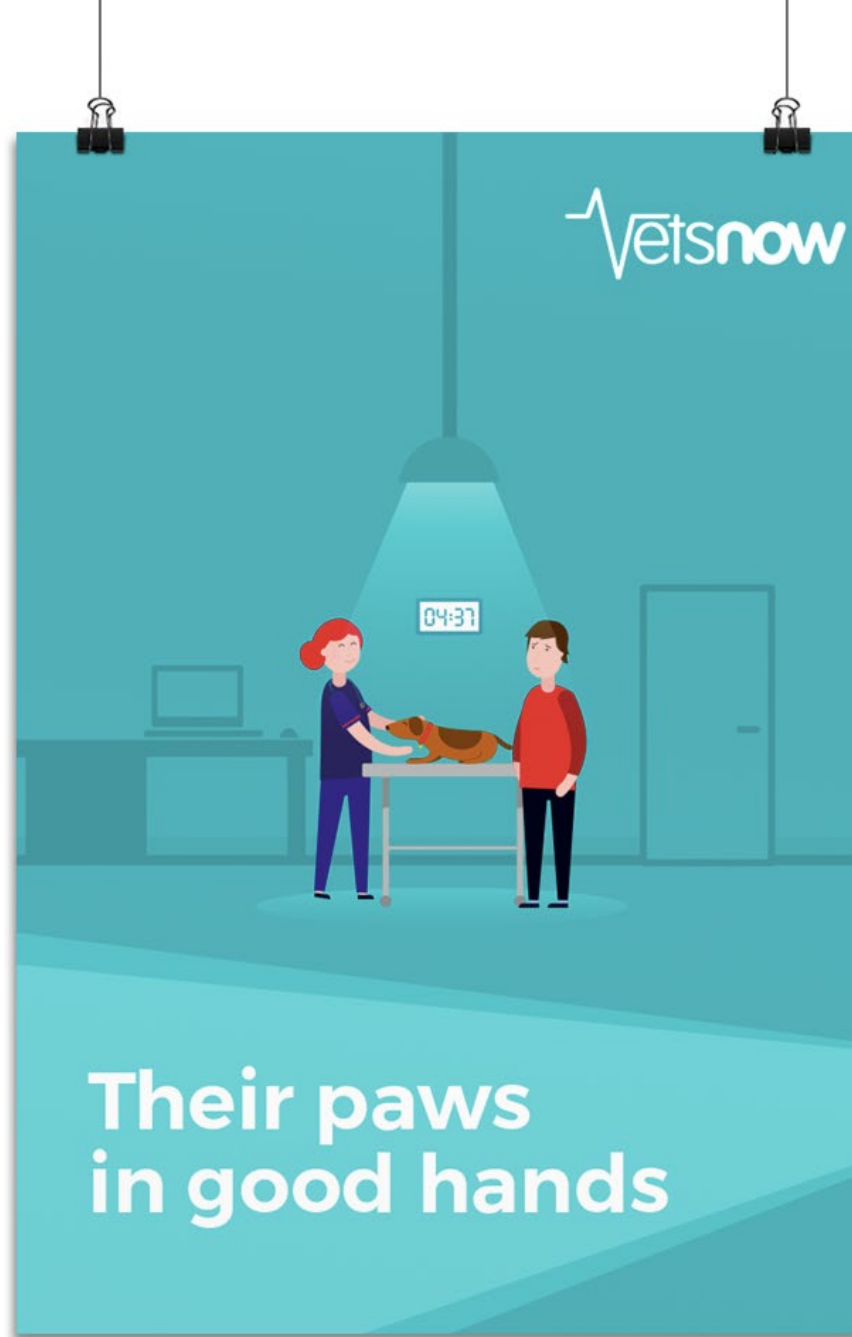
# Using Illustration

**Illustration is a key part of our brand and how we use it is very important.**

It can be used as an alternative for photography. It is particularly useful for communicating scenarios which could be distressing in a pet emergency or difficult to obtain a photograph of, in a softer way.

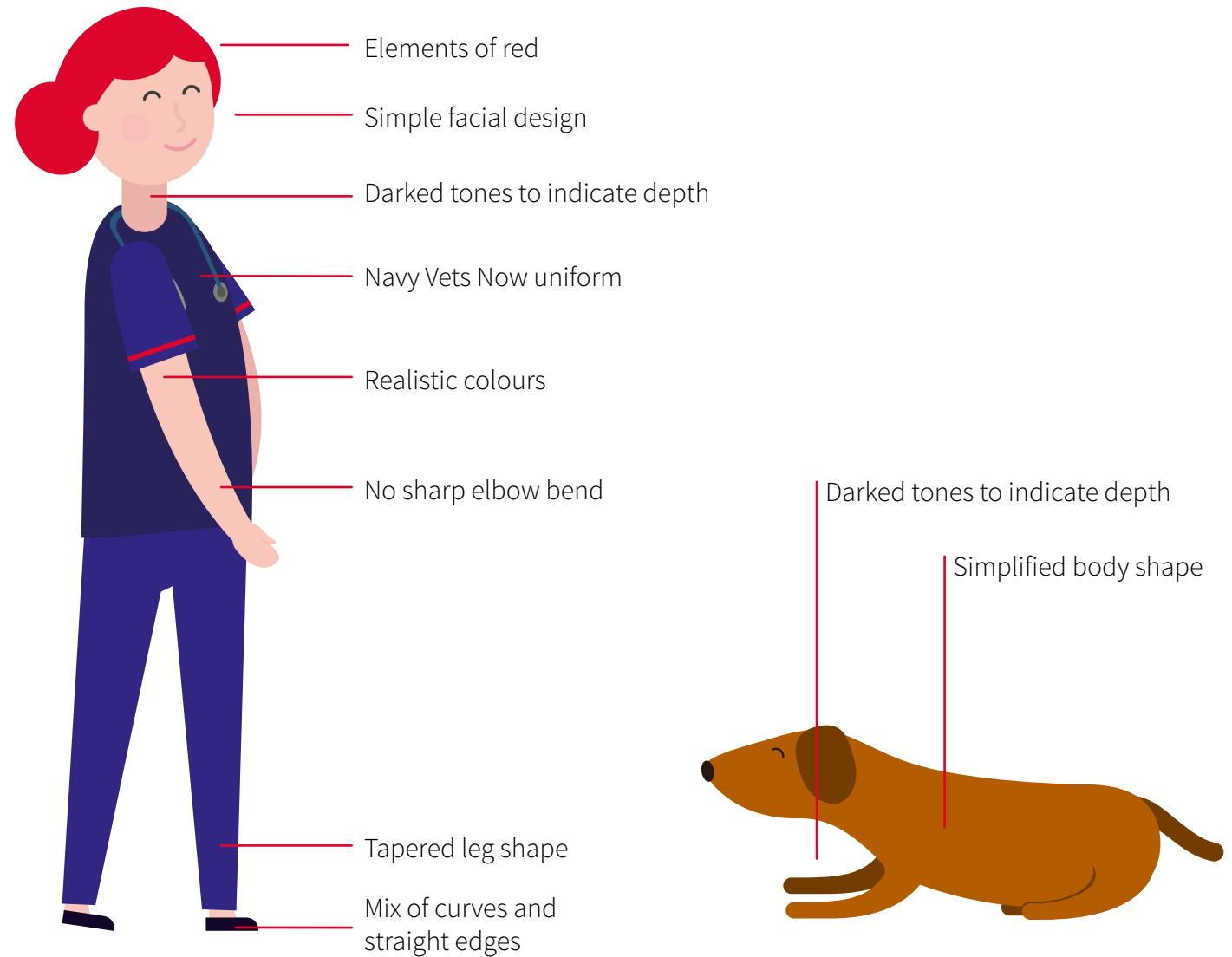
**Illustration can be used for:**

- Internal advertising or staff notices
- In-clinic advertising
- Murals
- Infographics
- Website images



# Character Design

Illustrated characters of people and animals should follow this guide.

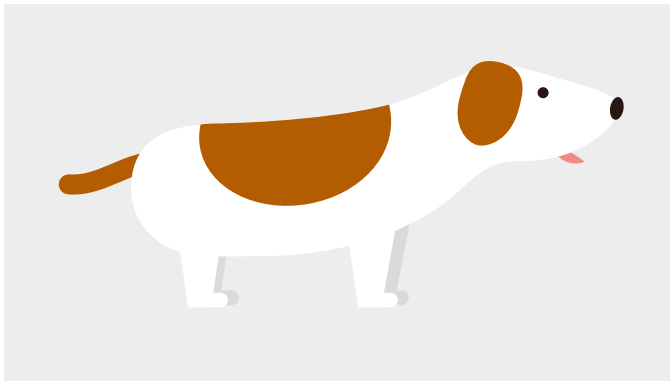


# Character Expression

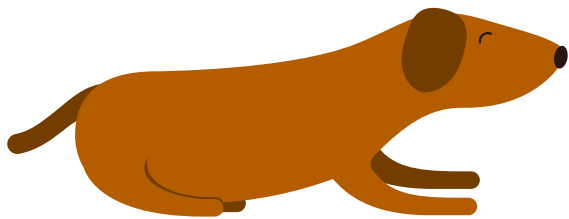
Getting a characters expression right is important when communicating a message.

Here are some examples of expressions in our illustrative style.

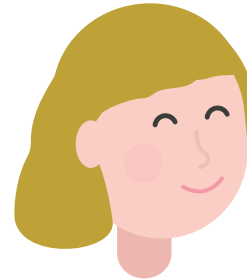
Excited / Friendly



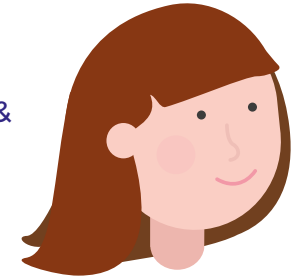
Relaxed



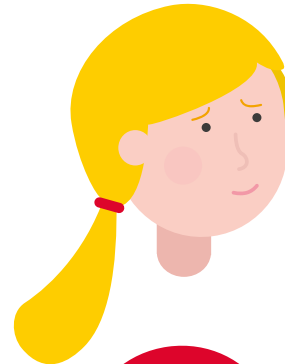
Warm & Approachable



Reassuring & Calm



Empathetic



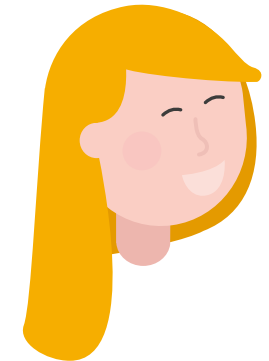
Concerned



Worried



Happy



# Scene Illustration

Our illustration can be used to communicate different scenarios.



## A guide to creating scenes

Flat colour background

Simple background with objects to set a scene. The silhouette style does not detract from the foreground illustration

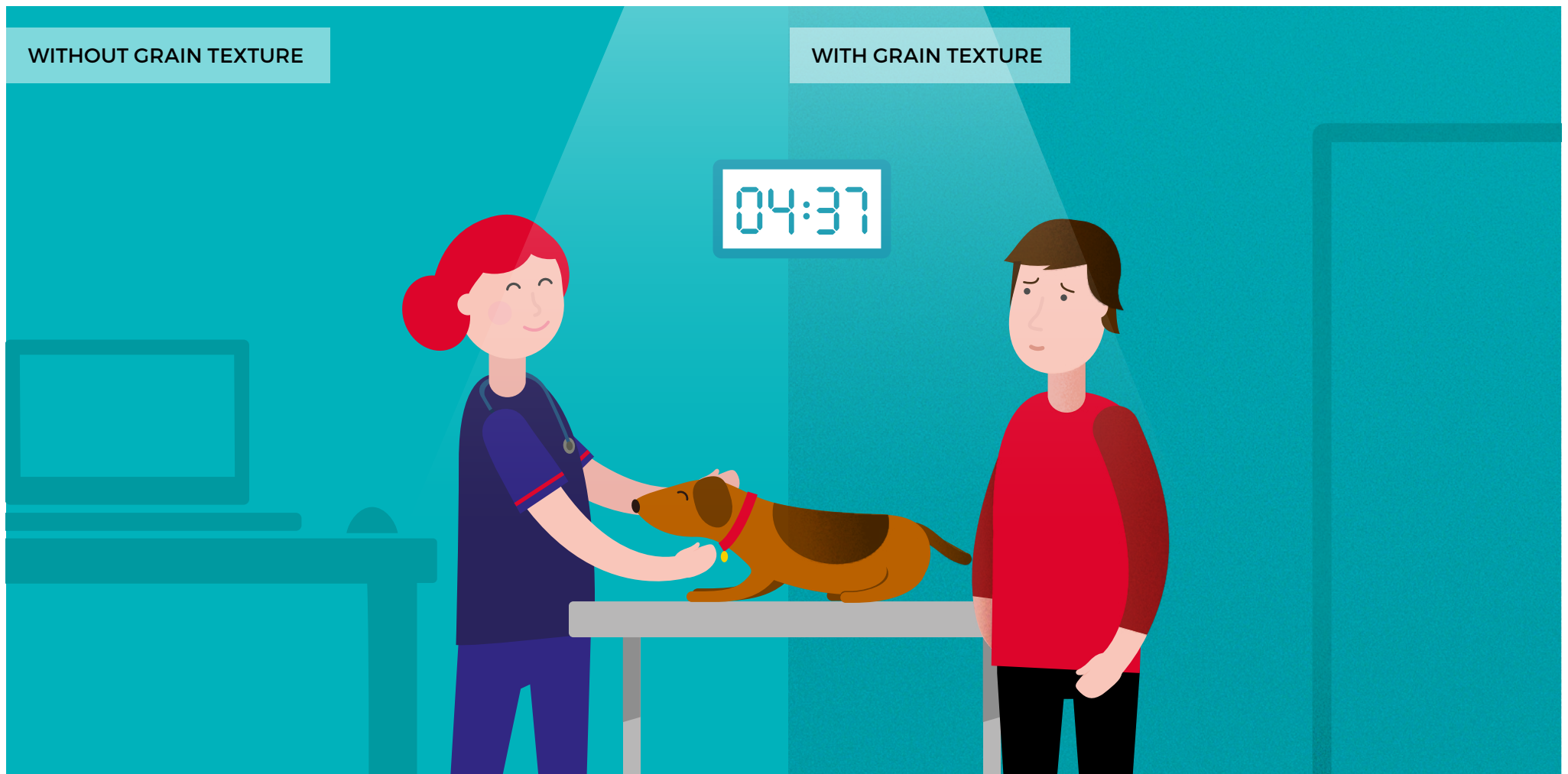
Digital 24h clock to show night

Elements of red in **every character / animal**

Grain texture is applied as a gradient effect in the background only on the dark areas of the characters to give depth

# Illustration Texture

Here is our illustration before and after the graduated grain texture.  
It should only be applied to darker tones within the illustration and the background.



# Scene Colour Variants



# Visual Style Summary

# Visual Style Summary

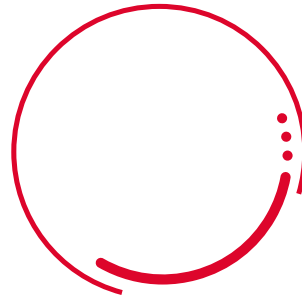
This is a summary of all the elements we have in our visual style.

Think of it as your Vets Now toolkit to use to create consistent visuals for our brand.

## Overlying Triangles



## Roundel Device

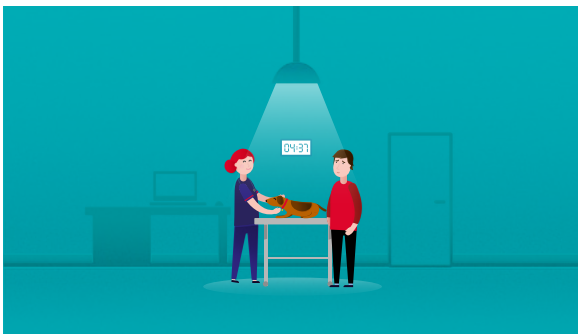


## Colour & Typography



Aa Aa

## Illustration



## Photography



## Icons and Badges





# Visual Style Application Examples

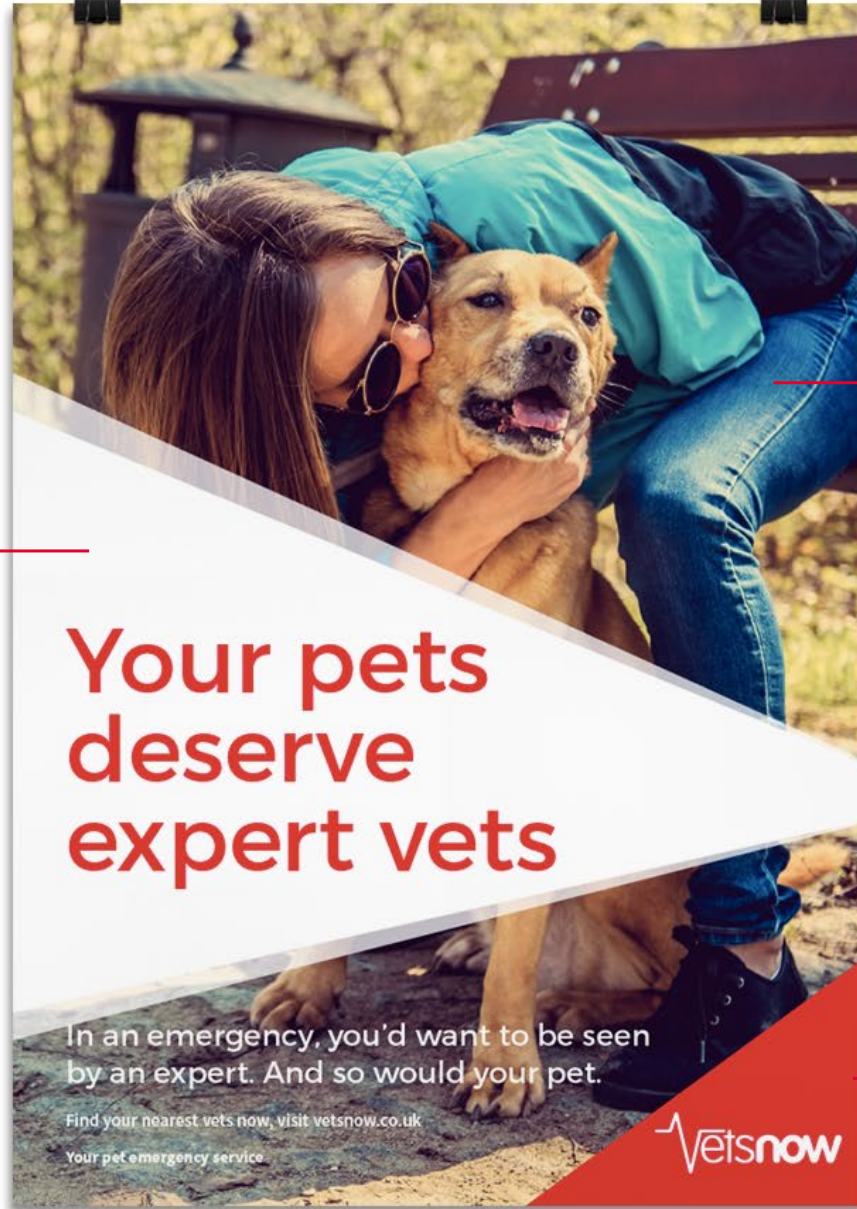
# Stationery



Brand red used to differentiate key information

Triangular brand devices cuts the corner to create a holding device

# Poster



Triangular brand devices used as a holding device for headline

On-brand photography fills background

Logo held in triangular brand device

# Poster



24/7  
emergency  
pet care

Use of 24/7 emergency care badge

Vets Now  
**Not Later**

Holding badge used for headline text

Hierarchy of information with sub-header in larger point size

In an emergency, tomorrow is too long a wait for your pet.

Body copy in smaller point size with web address pulled out in bold

Our hospitals are open **24/7**.

Visit [www.vets-now.com](http://www.vets-now.com) to find out where your nearest Vets Now is located before an emergency happens.

Your pet emergency service

Vetsnow

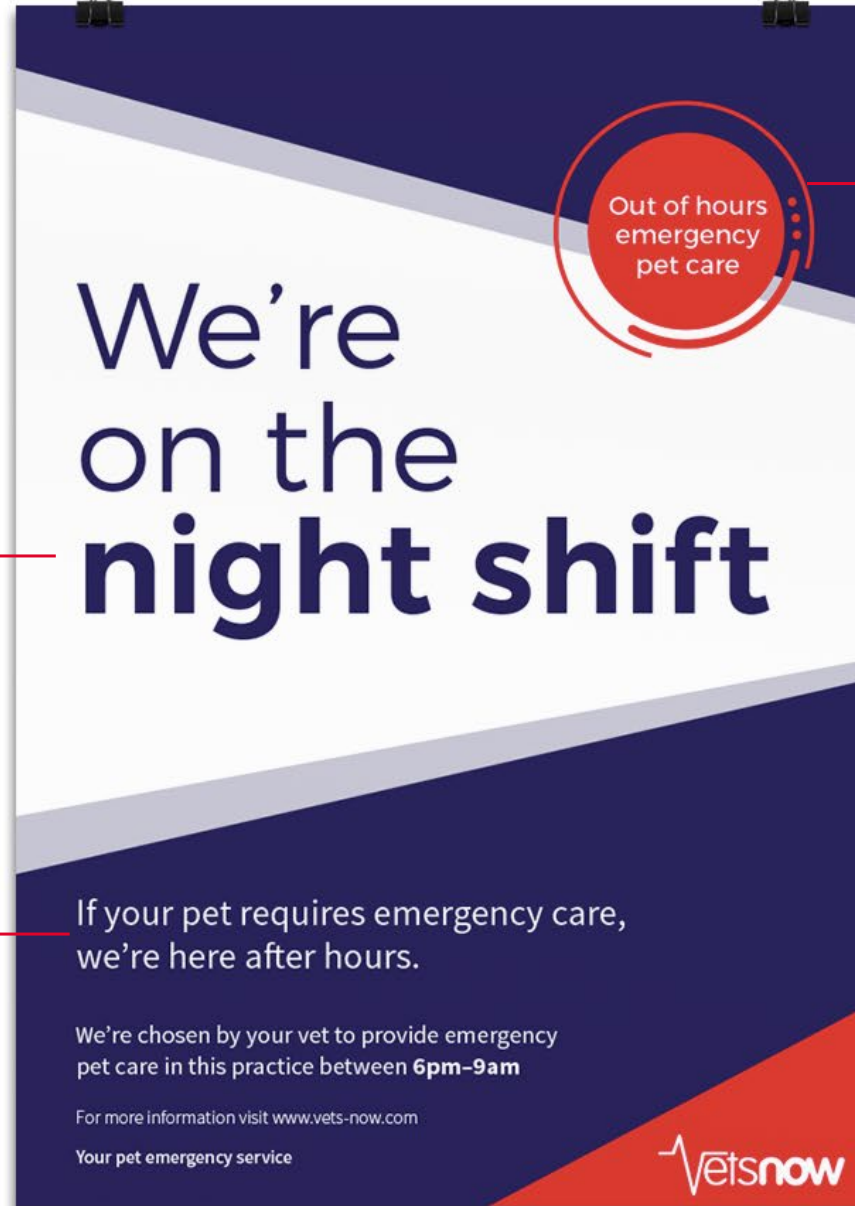
Logo held in triangular brand device

# Poster

Triangular brand devices used as a holding device for headline

Hierarchy of information with sub-header in larger point size.

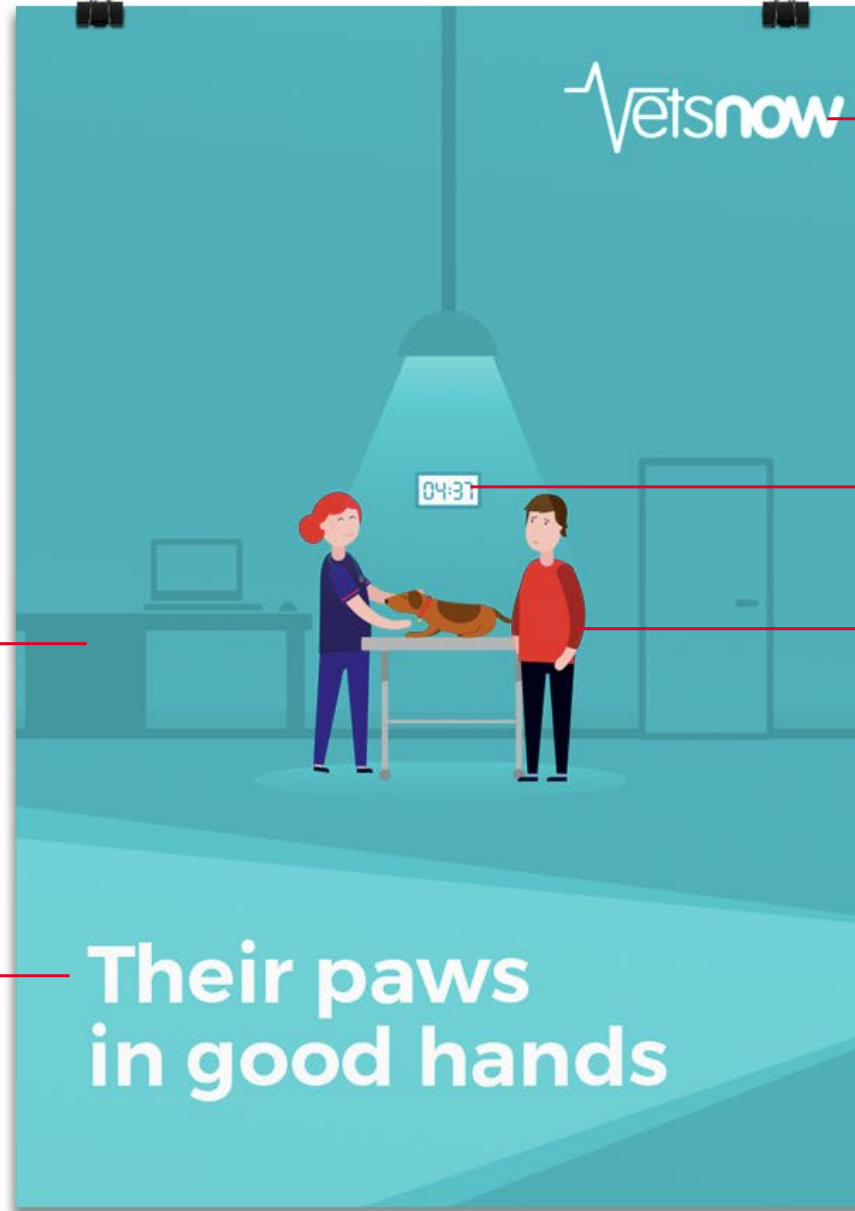
Body copy in smaller point size with web address pulled out in bold



Use of Out of Hours emergency care badge

Logo held in triangular brand device

# Poster



Logo in white on coloured background

Digital 24h clock to show

Elements of red in each character / animal

Simple background design that doesn't detract from the foreground illustration

Triangular brand devices used as a holding device for headline

# Landscape Advert



On-brand photography fills background

Triangular brand devices used as a holding device for headline

**Your pets  
deserve  
expert vets**

**Manchester Vet Hospital Open Day**

Saturday 22nd October 12pm-6pm

Visit [www.vets-now.com](http://www.vets-now.com) for more information.

Your pet emergency service

**Vetsnow**

Hierarchy of information with sub-header in larger point size

Body copy in smaller point size

# Landscape Advert

Roundel brand device used to highlight the headline

Hierarchy of font, sub-header in larger point size

Body copy in smaller point size



On-brand photography fills background

Logo held in triangular brand device



# Brochure

Visual style badge highlights messaging



Our people, their pets

## Who we are

Our patients never say thanks, but we know they're always grateful.

Staff Handbook  
2017

### Nullam sodales lorem

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### Cras et consequat orci

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Consectetur adipiscing elit. Sed quis dolor vel odio. Morbi convallis a sit amet. Donec nec. Fringilla ornare, nec nisi condimentum ipsum. Pellentesque nascitur a augue et pellentesque. Donec seductoribus hunc a nisi nulla, nec necscipit lorem. In odio, ipsum et nisi. Aliquam vel condimentum placerat. Etiam ornare fringilla velis. Maecenas scelerisque sed. Morbi condimentum. Suscipit a sit amet.

### Our values

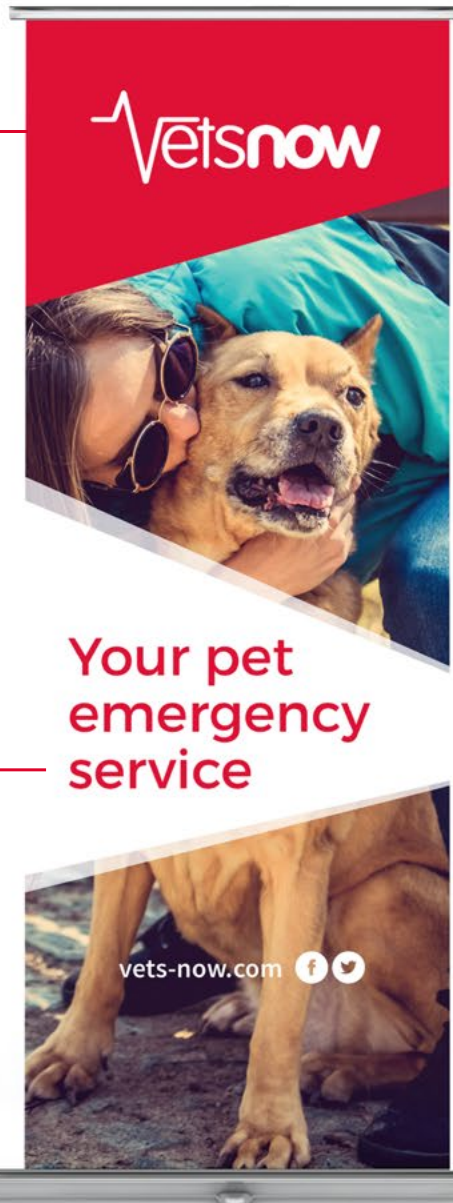


Large, clear blocks of Vets Now red

Icons used within the visual style badge to emphasise key information

# Roll Banners

Logo held in triangular brand device at top of banner so it ensure it always clearly visible and reads first



Triangular brand devices used as a holding device for headline

Vetsnow

Out of hours  
emergency  
pet care

Round  
the clock  
care

We're chosen by your vet to provide emergency care  
**6pm-9am** in this practice.

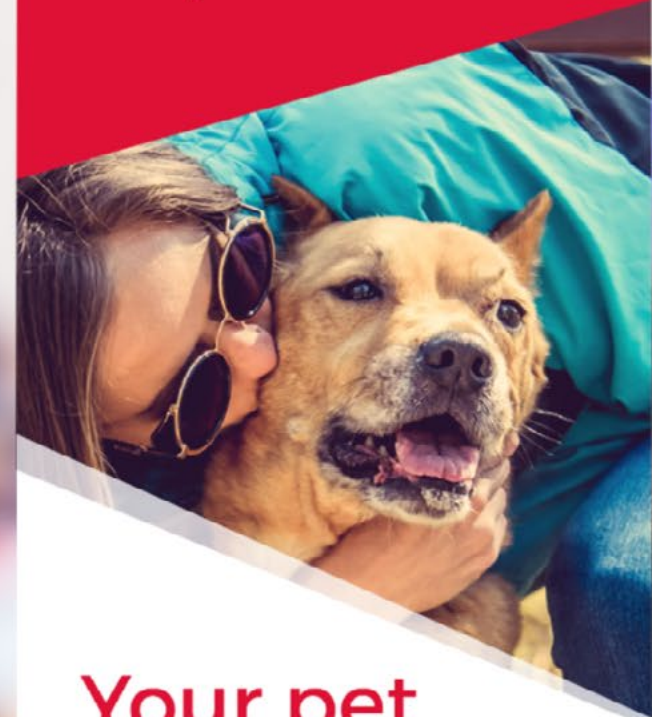
If you need emergency pet care, phone your vet as normal and you'll get through to us — we'll take it from there.

vets-now.com  

Use of 24/7 emergency care badge

Holding badge used for headline

Negative space using Vets Now blue keeps the design clean and modern



**Your pet  
emergency  
service**



Out of hours  
emergency  
pet care

## Round the clock care

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vets-now.com



# Flyer

Brand badge used for key information



Illustration created using Vets Now visual style guidelines.

Brand name highlighted in brand red.

Incase you need a **Vets Now** this Christmas.

This festive season can pose many dangers to our four legged friends. Here are some helpful hints and tips to keep your pet safe this Christmas.



For more information visit [vets-now.com/pet-owners](https://vets-now.com/pet-owners) or for access to your nearest vet download our pet emergency app

Visual style applied by using the dots to create a dotted line

Brand badge used for key information



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