



The Australian and New Zealand  
College of Veterinary Scientists

# CORPORATE STYLE GUIDE

February 2021

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The style guide is current as of February 2021. The Chief Executive Office and Marketing department is currently reviewing our brand, which will result in a refresh in anticipation of the College's 50 year anniversary in 2021. Until then, this style guide defines the ANZCVS visual style.

Please contact our Marketing department if you have any queries.

Email: [marketing@anzcvs.org.au](mailto:marketing@anzcvs.org.au)

# Introduction

The ANZCVS was established in 1971 and is a non-profit organisation certifying veterinarians who demonstrate a high level of interest and competence in a given area of veterinary science. Membership of the College is an official recognition of a veterinary surgeon's knowledge and experience in a designated field of veterinary science. Membership is an indication to the profession and the general public of an advanced practitioner, representing a middle-tier of knowledge, competence and experience in a specific area of veterinary practice.

The College was founded on an ethos of volunteerism, and for more than 50 years, members have upheld the ideal of giving back to the profession.

The purpose of this corporate style guide is to ensure that the College's visual design elements are applied correctly in all media in which the organisation is identified. It is important that all the basic rules set out in this style guide are followed so that the design elements are applied consistently. That way, when people encounter our work, they know exactly who we are and what we stand for.

Visit our website [anzcvs.org.au](http://anzcvs.org.au) to learn more about the College!



A smiling man with short brown hair, wearing a green button-down shirt, is the central figure. He is leaning forward with his arms crossed, looking directly at the camera. The background is a blurred outdoor setting with other people and buildings.

# CERTIFY EDUCATE SHARE ANZCVS

## Our Voice

Our voice is akin to that of a supportive facilitator or knowledgeable service provider.

We are supportive.

We are inclusive.

We lift each other up and focus on positive advancement.



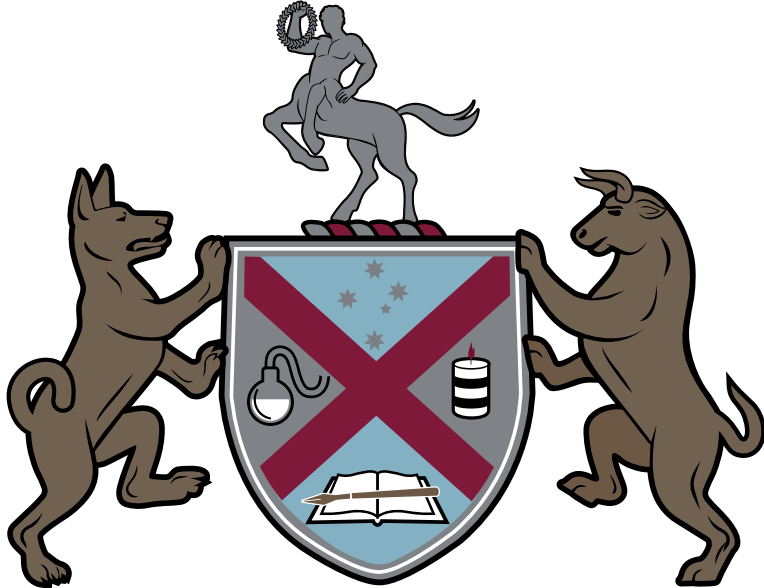
# Primary Logo: Coat of Arms

The primary logo of the College is our historic coat of arms.  
The full colour logo should only appear as shown here.

The colour of the background of the shield is blue (azure) on which is placed a cross (saltire) which is red (gules); it is in fact the traditional veterinary colour garnet.

The charges (representational objects) are, at the top (chief), five silver stars (mullets) in the form of the Southern Cross to identify the locality; at the bottom (base) there is a silver book and a gold pen signifying the recording of data; on the left (sinister) there is a silver Pasteur flask; on the right (dexter) of the shield there is a silver and black (sable) lighted calibrated candle, the earliest means for comparing intervals of time.

The crest, that part above the shield, consists of a silver and red torse (wreath), the rope-like symbol and Chiron, the chief centaur, is silver in the ready (salient) position holding a laurel wreath (chaplet) in his right hand. The supporter on the left is an ancient Egyptian dog, that species being regarded as the earliest companion of man. On the right is an auroch, a big deep chested animal with large horns projecting forwards, an early ancestor of modern-day cattle which roamed Europe.



Australian and New Zealand  
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# Primary Logo: Variations



1.



2.



3.

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Our Coat of Arms variations include:

- 1. Full colour with College acronym
- 2. Monochrome with College acronym
- 3. Monochrome with full College title
- 4. Reversed monochrome with College acronym, to be used on block ANZCVS colour palette background

4.



# Size and Breathing Space

Our logo requires room to work. A good rule for maintaining proper margins around the logo is to keep the margins at least as wide as the torse (wreath) within the coat of arms. This is a scalable solution that makes it easy to apply in any situation.

The **minimum** size the logo should ever appear is 30mm wide.



# Logo Don'ts!

- The font should **not** be modified or substituted.
- The phrases “Australian and New Zealand College of Veterinary Scientists” or “ANZCVS” should **not** be omitted or changed.
- Colours should **not** be changed, this guide contains the details for digital and print colours.

**Australian and New Zealand  
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# Colour Palette

Our most identifiable colours are the ANZCVS maroon and dark blue. These colours are supported by a palette of secondary colours which provide flexibility to design while remaining true to the ANZCVS look and feel.



**MAROON**  
RGB 126 / 25 / 57  
CMYK 34 / 98 / 63 / 34  
HEX #7E1939

**BROWN**  
RGB 113 / 96 / 79  
CMYK 49 / 54 / 66 / 27  
HEX #71604F

**GREY**  
RGB 126 / 131 / 135  
CMYK 53 / 42 / 40 / 6  
HEX #7E8387

**LIGHT BLUE**  
RGB 130 / 176 / 194  
CMYK 50 / 18 / 18 / 0  
HEX #82B0C2

**TEAL**  
RGB 82 / 115 / 127  
CMYK 72 / 45 / 41 / 11  
HEX #52737F

**DARK BLUE**  
RGB 49 / 78 / 124  
CMYK 90 / 74 / 27 / 11  
HEX #314E7C

# Typeface

## FIRA SANS

LIGHT | REGULAR | **BLACK**

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

FIRA SANS LIGHT is the ruler of all body copy on-screen. Chosen carefully for its clean and classic look, FIRA SANS is used in print and in all graphics / menu items on-screen.

FIRA SANS is an open source licensed font that can be used without additional licensing agreements. The typeface includes various treatments / weights, but only those listed here are approved for brand use. Size and weight (within those included here) can be used freely to create and communicate contrast and visual appeal.



# External Use of the College Coat of Arms

The use of the College Coat of Arms is granted to members only for the purpose of displaying, communicating and promoting their membership in ANZCVS. Assets must be used in a professional manner to display, communicate and promote the user's membership in ANZCVS.

When listed / displayed alongside the Coat of Arms, Member names and postnominals must be in the official College typeface, **Fira Sans** (an open source font available [here](#)) and the text must sit beneath or to the right of the Coat of Arms.

The assets must not be revised, recoloured or altered in any way, and must be displayed in the same form as produced by ANZCVS according to this style guide. Please view the official College External Use of Brand Assets policy [here](#). This policy includes application of the College Coat of Arms in practices with multiple College members.

For any queries, design files or assistance in application of the College Coat of Arms please contact our Marketing department.

Email: [marketing@anzcv.org.au](mailto:marketing@anzcv.org.au)





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