

Below is a user guide for the VCA PME program and VCA PME Partner program marks. Along with this guide, we've provide AI files of the marks for high-resolution production.

## PRIMARY PME PROGRAM MARK



## PME PARTNER PROGRAM MARK

The PME Partner mark was designed to allow the Partner use this mark when promoting events back to California and their region. If new Partner lock-ups need to be created, the schematic to the right shows placement of the Partner line. DO NOT change the size of the Partner script font in the provided AI file.



## MINIMUM SIZE

The minimum size of both marks may be reproduce is one and a quarter inches or 250 pixels wide for digital. These minimum sizes ensure the entire logo is legible in all applications



## PRIMARY COLORS



## CLEAR SPACE

The minimum required clear space surrounding all versions of the VCA PME Program and Partner mark is equal to the height and width of the Star, shown right. Text and graphics should not be placed within the clear space (light blue), but they may align with the edge of the clear space. The clear space must be respected on all four sides of the logo.



## FONTS

Below are the fonts used in the design of the new PME program mark. The fonts are identified so that they can be to be used with the new PME mark, if possible.

## VENEER CLEAN SOFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789.,?!@#%&\*()  
fonts.com

## GOTHAM BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz0123456789.,?!@#%&\*()  
typography.com

## Time Out Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz0123456789.,?!@#%&\*()  
myfonts.com

## SINGLE COLOR MARKS

VCA Blue, Black and White (reverse)



## EXAMPLES OF USAGE ON BACKGROUNDS

The PME mark should not be placed on any background that distracts from it or causes legibility issues. The mark should only be used on light colored backgrounds or backgrounds that are not busy. If the logo is used on photography, then it must be on a part of the image that is clear of any distractions or busy elements. If the background is dark, use the reverse program mark.

### ACCEPTABLE

### UNACCEPTABLE



## EXAMPLES OF UNACCEPTABLE USAGE



Stretching or Distortion



Outlining or Increasing Weights



Removal of Components



Reverse Outlining or Outer Glow



Color Substitutions



Excessive Drop Shadow



Resizing of Components



Attempting to Recreate or Typeset the Lock-up

## PROGRAM MARK IN ACTION

### TRADE SHOW BANNER EXAMPLE

