



# STEINBECK COUNTRY VETERINARY CLINICS



## *Brand Guidelines*

## Our Brand

**A**ppropriate and consistent application of our “brand assets” helps build the recognition and goodwill we need to succeed.

**Our brand assets** are comprised not only of the logos, graphics, colors and typography that you will find in this guide, but also of our words, our actions and our attitudes.

Please help us ensure that we are as good as our words, so that as we grow, our practices remain...

*A place where people still care about commitment, excellence and integrity.*



**STEINBECK COUNTRY**  
**VETERINARY CLINICS**



**STEINBECK COUNTRY**  
**EQUINE CLINIC**



**STEINBECK COUNTRY**  
**SMALL ANIMAL CLINIC**



# Our Logos: Configurations

Two different configurations are provided for each of our logos: Centered and Horizontal.

Please choose the configuration that best fits the space available.

## CENTERED LOGOS

C  
O  
R  
P  
O  
R  
A  
T  
E



**STEINBECK COUNTRY  
VETERINARY CLINICS**

E  
Q  
U  
I  
N  
E



**STEINBECK COUNTRY**  
EQUINE CLINIC

C  
O  
M  
P  
A  
N  
I  
O  
N



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC

## HORIZONTAL LOGOS



**STEINBECK COUNTRY  
VETERINARY CLINICS**



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC



# Our Logos: Composition & Clear Space

Each of our logos is comprised of an icon plus typography.

Always make sure that both elements are present in the precise configurations shown on the previous page, and as per the logo artwork provided. (In special cases, our icons may be used as illustrations, without the type, but the complete logo must also be present.)

The icon consists of the oak tree + the animal(s). The typography consists of the words “Steinbeck Country” + the capsule beneath it, within which either the words “Equine Clinic” or “Small Animal Clinic” appear.

Be sure to leave plenty of clear space around our logos.

Whichever logo you are using, leave at least as much space on every side of the logo as the height of the “S” in “Steinbeck.”

*It's okay for the logo to appear on a background, so long as there is sufficient contrast between the logo and the background color for the logo to be clearly distinguished.*







# Our Logos: Color Variations

Whenever possible, use the color versions of our logos, comprised of our brand-standard green and gold. To accommodate various uses, black-only and white-only versions are also provided. In special cases, our logos may also be converted to a single Pantone color, but only to one of our two brand colors. (Only the horizontal versions are shown below, but files are also provided for the centered versions in all color variations.)

## COLOR LOGOS

Green PMS 3435 and  
Gold PMS 7754 or  
process equivalents



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC

## 1-COLOR LOGOS

Green PMS 3435



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC

## 1-COLOR LOGOS

Gold PMS 7754



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC

## WHITE LOGOS

Use only on a background  
dark enough to provide  
sufficient contrast.



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC

## BLACK LOGOS

Use only when color printing  
is not available.



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC



# Our Logos: Branding Violations

Do not change the components, configurations or colors of any of our logos.

*Please, DO NOT ever...*

Change the color of any or all parts of our logos.



Change the direction or position or proportions of the icons in relation to the typography.



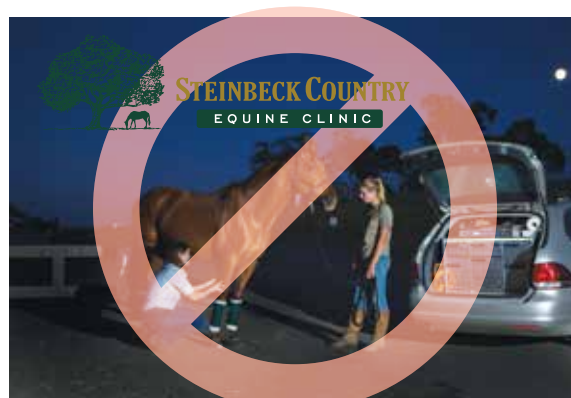
Change the font, style or position of the typography.



Box in or surround our logos in any shape or frame.



Place our logos on colors without enough contrast or on busy backgrounds.



Use our logos as parts of sentences or statements.





# Our Colors

## PRIMARY COLORS

Use these colors for our logo (as per artwork provided). These should also be the dominant colors in our branded materials.

**Green**

Pantone (PMS)



PMS 3435

CMYK



86 / 45 / 79 / 49

RGB



21 / 71 / 52

Hexadecimal



#154734

**Gold**



PMS 7754



35 / 42 / 100 / 10



163 / 134 / 47



#A3862F

## SECONDARY COLORS

These colors may also be used in our branded materials, but should not be as prominent as our primary colors.

*Tan makes an excellent background color.*

**Tan**



PMS 7500



11 / 14 / 38 / 0



226 / 209 / 166



#E2D1A6

**Bittersweet**



PMS 1585



9 / 76 / 100 / 2



218 / 95 / 38



#DA5F26

**Blue**



PMS 7686



97 / 78 / 14 / 3



27 / 79 / 144



#1B4F90

**Brown**



PMS 477



40 / 72 / 78 / 45



102 / 59 / 43



#663B2B

## GOUDY OLD STYLE

- Use Goudy Old Style as the primary font for text.
- Use Goudy Old Style Bold for headlines and emphasis.
- Goudy Old Style Italic — horizontally scaled 107% — may be used for callouts and accent copy.

## CENTURY GOTHIC

- Use Century Gothic Regular and Bold for vital information.
- Use all-cap for emphasis.
- Century Gothic Bold — all-cap, with very open letterspacing — may be used for small headers or subheads.

## ARIAL

- Use for “live type” on the Web and for email applications

## About Steinbeck Country Equine Clinic

**Mobile Services** are a cornerstone of our practice.

*There is a place where people still care about  
commitment, excellence and integrity...*

Steinbeck Country Equine Clinic  
15881 Toro Hills Drive, Salinas, CA 93908

WHEN: **Sunday, August 24th, 4 pm – 7 pm**

WHERE: **Woodside Town Hall**

**TO SCHEDULE AN APPOINTMENT  
OR FOR AN EMERGENCY  
24/7–365 days/year**

**In the MONTEREY BAY AREA, call:  
(831) 455-1808**

**On the SAN FRANCISCO PENINSULA, call:  
(650) 851-1214**

A place where your horse's care is not limited  
to an eight-hour clock...



# Our Accent Graphics

## OAK TREE + ANIMAL(S) ICONS



**STEINBECK COUNTRY**

**EQUINE CLINIC**

Our icons may be used as illustrations — such as the “watermarks” shown on this page — but only when the associated complete logo also appears in the material.

When using the icon as a watermark, be sure that it is light enough so that the type and graphics placed on top of it are clearly readable. For example, the icon behind the type on this page is a 12% tint of our primary Gold color.

## ACORN ICON



Our acorn icons may be used to separate sections of type or as bullets.



It may also be used as a watermark, so long as it is light enough so that the type and graphics placed on top of it are clearly readable.



# Graphics Files: Practice Logos



**STEINBECK COUNTRY**  
EQUINE CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC



**STEINBECK COUNTRY**  
SMALL ANIMAL CLINIC

## APPLICATION:

SCEC Logo Centered

SCEC Logo Horizontal

SCSAC Logo Centered

SCSAC Logo Horizontal

### Full Color Printing

(4-color or digital process)

- Color (CMYK)
- White (K/O from CMYK or 1 color)

SCEC Logo Ctr CMYK.eps

SCEC Logo Horiz CMYK.eps

SCEC Logo Ctr CMYK.eps

SCEC Logo Horiz CMYK.eps

SCEC Logo Ctr White.eps

SCEC Logo Horiz White.eps

SCSAC Logo Ctr White.eps

SCSAC Logo Horiz White.eps

### 2-Color Printing

(Green PMS 3435 + Gold PMS 7754)

SCEC Logo Ctr 2PMS.eps

SCEC Logo Horiz 2PMS.eps

SCSAC Logo Ctr 2PMS.eps

SCSAC Logo Horiz 2PMS.eps

### 1-Color Printing

- Green (PMS 3435)
- Gold (PMS 7754)
- Black

SCEC Logo Ctr 1PMS-Green3435.eps

SCEC Logo Horiz 1PMS-Green3435.eps

SCSAC Logo Ctr 1PMS-Green3435.eps

SCSAC Logo Horiz 1PMS-Green3435.eps

SCEC Logo Ctr 1PMS-Gold7754.eps

SCEC Logo Horiz 1PMS-Gold7754.eps

SCSAC Logo Ctr 1PMS-Gold7754.eps

SCSAC Logo Horiz 1PMS-Gold7754.eps

SCEC Logo Ctr Black.eps

SCEC Logo Horiz Black.eps

SCSAC Logo Ctr Black.eps

SCSAC Logo Horiz Black.eps

### Web, Email, Microsoft Office

SCEC Logo Ctr RGB.png

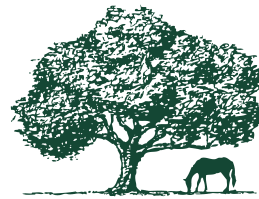
SCEC Logo Horiz RGB.png

SCSAC Logo Ctr RGB.png

SCSAC Logo Horiz RGB.png



# Graphics Files: Practice Icons



## APPLICATION:

SCEC Icon Gold

SCEC Icon Green

SCSAC Icon Gold

SCSAC Icon Green

### Full Color Printing

(4-color or digital process)

- Color (CMYK)
- White (K/O from CMYK or 1 color)

SCEC Icon Gold CMYK.eps

SCEC Icon Green CMYK.eps

SCSAC Icon Gold CMYK.eps

SCSAC Icon Green CMYK.eps

SCEC Icon White.eps

SCEC Icon White.eps

SCSAC Icon White.eps

SCSAC Icon White.eps

### 2-Color Printing

(Green PMS 3435 + Gold PMS 7754)

Use 1-Color icon

Use 1-Color icon

Use 1-Color icon

Use 1-Color icon

### 1-Color Printing

- Green (PMS 3435)
- Gold (PMS 7754)
- Black

N/A

SCEC Icon 1PMS-Green3435.eps

N/A

SCSAC Icon 1PMS-Green3435.eps

SCEC Logo 1PMS-Gold7754.eps

N/A

SCSAC Icon 1PMS-Gold7754.eps

N/A

SCEC Logo Black.eps

SCEC Icon Black.eps

SCSAC Icon Black.eps

SCSAC Icon Black.eps

### Web, Email, Microsoft Office

SCEC Icon Gold RGB.png

SCEC Icon Green RGB.png

SCSAC Icon Gold RGB.png

SCSAC Icon Green RGB.png





# Graphics Files: Corporate Logo + Icon



## APPLICATION:

SCVC Logo Centered

SCVC Logo Horizontal

SCVC Icon Gold

SCVC Icon Green

### Full Color Printing

(4-color or digital process)

- Color (CMYK)
- White (K/O from CMYK or 1 color)

SCVC Logo Ctr CMYK.eps

SCVC Logo Horiz CMYK.eps

SCVC Icon Gold CMYK.eps

SCVC Icon Green CMYK.eps

SCVC Logo Ctr White.eps

SCVC Logo Horiz White.eps

SCVC Icon White.eps

SCVC Icon White.eps

### 2-Color Printing

(Green PMS 3435 + Gold PMS 7754)

SCVC Logo Ctr 2PMS.eps

SCVC Logo Horiz 2PMS.eps

Use 1-Color Icon

Use 1-Color Icon

### 1-Color Printing

- Green (PMS 3435)
- Gold (PMS 7754)
- Black

SCVC Logo Ctr 1PMS-Green3435.eps

SCVC Logo Horiz 1PMS-Green3435.eps

N/A

SCVC Icon 1PMS-Green3435.eps

SCVC Logo 1 Ctr PMS-Gold7754.eps

SCVC Logo 1 Horiz PMS-Gold7754.eps

SCVC Icon 1PMS-Gold7754.eps

N/A

SCVC Logo Ctr Black.eps

SCVC Logo Horiz Black.eps

SCVC Icon Black.eps

SCVC Icon Black.eps

### Web, Email, Microsoft Office

SCVC Logo Ctr RGB.png

SCVC Logo Horiz RGB.png

SCVC Icon Gold RGB.png

SCVC Icon Green RGB.png



# Graphics Files: Acorn Icon



## APPLICATION:

Gold Acorn

Green Acorn

### Full Color Printing

(4-color or digital process)

- Color (CMYK)
- White (K/O from CMYK or 1 color)

Gold Acorn CMYK.eps

Green Acorn CMYK.eps

N/A (Do not K/O the Acorn)

N/A (Do not K/O the Acorn)

### 2-Color Printing

(Green PMS 3435 + Gold PMS 7754)

Use 1-Color Acorn

Use 1-Color Acorn

### 1-Color Printing

- Green (PMS 3435)
- Gold (PMS 7754)
- Black

N/A

Green Acorn PMS3435.eps

Gold Acorn PMS7754.eps

N/A

Black Acorn.eps

Black Acorn.eps

### Web, Email, Microsoft Office

Gold Acorn RGB.png

Green Acorn RGB.png