

# Our Brand Our Style

## TYPOGRAPHY USAGE

### iVET360 PS Condensed

This is our primary font used for all communications to establish brand consistency and hierarchy.

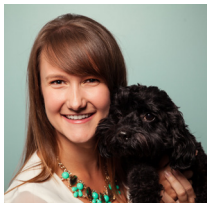
ABC ABC **ABC** *ABC* *ABC* **ABC**  
abc abc **abc** *abc* *abc* **abc**  
123 123 **123** *123* *123* **123**

### iVET360 PS

This is our primary font to be used in combination with iVET360 PS Condensed to create contrast and hierarchy.

ABC ABC **ABC** *ABC* *ABC* **ABC**  
abc abc **abc** *abc* *abc* **abc**  
123 123 **123** *123* *123* **123**

## IMAGE EXAMPLES



## LOGOMARK USAGE

**+iVET360°**

**+iVET360°**

**+iVET360°**

## COLOR USAGE

PANTONE 319U

PANTONE 130U

PANTONE BLACK 6U

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