BRAND IDENTITY GUIDE

# Fall Creek Veterinary Medical Center

The approved logo files, the colors, the type, and the rules for using the mark. For print shops, sign makers, embroiderers, advertising partners and new hires.

Fall Creek
VETERINARY MEDICAL CENTER

Version 1.0, issued September 14, 2026, for review by the owners.
Prepared by Root Worldwide, Inc. The master artwork is kept by Root Worldwide.

CHAPTER 1

# One badge. Rebuilt from the largest file on hand.

The practice had no vector logo. The biggest artwork anywhere was a 530 pixel PNG served by the 2016 website. Nothing in this kit is a copy of that PNG.

The badge, the green and orange panels, the creek and the cross were redrawn to measured proportions. The dog, the cat, the paw and the "Fall Creek" lettering were traced at eight times scale and cleaned. The line VETERINARY MEDICAL CENTER, ten pixels tall in the source, was re-set in Cabin, an open-licensed typeface, at the measured cap height, position and letterspacing. Laid over the PNG, the rebuild matches to within the anti-aliasing of the source.

The files are clean fill-only vector: no strokes, no live text, no fonts to install. If the original vector artwork ever turns up, from the sign maker or whoever drew the mark, it supersedes this rebuild and the kit becomes version 2.0.

### The rule that prevents most mistakes

Choose the lockup by the shape of the space. Choose the theme by the background color. Choose the file format by the medium. Then do not modify anything.

Send outsiders two things: this guide and the specific file they need. Nothing else leaves the building.

## What is in the kit

- **1 Logos (Approved)**: 21 artworks, each as SVG, PDF and transparent PNG. The only files cleared for outside use.
- **2 Original Artwork**: the source PNGs, the rebuild scripts, the overlay check and the Cabin font with its license.
- **This guide**, and a copy of everything at `fallcreekvet.com/brand/`.

CHAPTER 2

# Six lockups. One drawing.

Use the largest lockup the space allows. The badge is not a substitute for the logo when there is room for the logo. Every file follows one naming pattern, `fcv-[lockup]-[theme].[format]`. If a file name does not match, it is not an approved file.

## Horizontal logo

The default, as drawn. Cards, letterhead, ads, the website.

`fcv-logo`




## Stacked logo

Square-ish spaces: social posts, a shirt back, a banner stand.

`fcv-logo-stacked`




## Inline logo

Shallow strips: email signatures, sponsor banners, the top of a form.

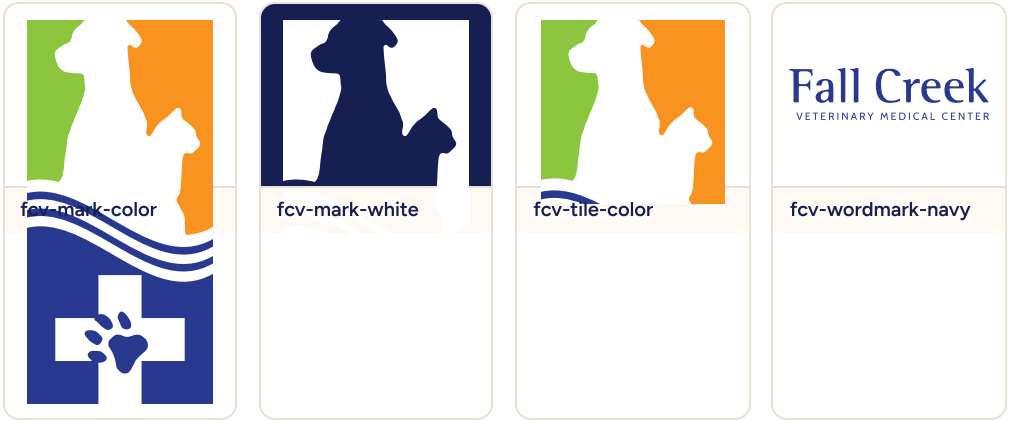
`fcv-logo-inline`




## The badge, the tile, the wordmark

The badge where the name appears elsewhere. The tile for avatars, favicons and directory listings; it survives a circle crop. The wordmark rarely, when the badge would be too small.

`fcv-mark` · `fcv-tile` · `fcv-wordmark`




Themes: on-light and on-dark for full-color lockups (only the wordmark changes, navy to white), color for the badge and tile, navy for the wordmark, and black and white one-color versions with the dog, cat, creek and cross cut out for vinyl and embroidery. Formats: SVG for screens, PDF for print (the badge is 2 inches tall in every PDF), transparent PNG for everything else.

CHAPTER 3

# Give it room.



Clear space on every side equals half the badge width, measured from the badge.

The badge is busy on purpose: two animals, a creek and a cross in a small space. It only reads when nothing crowds it.

## Clear space

Keep a margin on all four sides equal to half the width of the badge. If the badge is one inch wide, keep half an inch clear all the way around. For every lockup, measure from the badge, not from the lettering. This applies to type, rules, photo edges, the edge of a sign panel and the trim line of a printed piece. When in doubt, give it more room.

## Minimum size

Below these sizes the paw turns into a dot and the creek stripes close up. Embroidery needs more room than ink; send the one-color badge file and do not let the shop digitize from a PNG.

| Lockup | Print | Screen | Embroidery |
|---|---|---|---|
| Horizontal logo | 1.25 in wide | 150 px wide | Badge only |
| Stacked logo | 1 in wide | 120 px wide | Badge only |
| Inline logo | 2.5 in wide | 260 px wide | Badge only |
| Badge | 0.4 in tall | 32 px tall | Badge, 1 in tall, one-color file |
| Square tile | 0.25 in | 16 px, the favicon | Not for embroidery |

## Do not redraw it

**Never stretch or squash.**
Scale both dimensions together.

**Never rotate or tilt.**
The badge sits square, always.

**Never recolor.**
Navy, orange and green are fixed. No teal badge, no red cross.

**Never put the full-color logo on navy.**
The wordmark disappears. Use the on-dark or white file.

**Never crop the badge except as the tile.**
Do not cut it at the creek or crop out the cross.

**Never add a shadow, glow, bevel or outline.**
Flat, as drawn.

- Do not retype the name. The lettering is outlined artwork. "Fall Creek" set in a serif next to the badge is not the logo.
- Do not redraw the dog, the cat or the paw, and do not use a screenshot, the old 380 pixel website logo or a copy pulled off Facebook. Ask for the file.
- Do not put the badge inside a circle or a rounded box, and do not add a tagline, phone number, year or service list inside

CHAPTER 4

# Navy does the work. Orange and green stay in the badge.

Navy is the voice of the brand. Orange is for the badge and for the one thing on a page you want someone to click. Green appears in the badge and almost nowhere else. No Pantone number has been assigned; for offset work, match to a proof rather than to the numbers.

### Navy
Creek, cross panel, wordmark, headlines, buttons.

#2A3990
RGB 42 57 144
CMYK 71 / 60 / 0 / 44

### Orange
Right badge panel. Calls to action. Never text on white.

#F7931E
RGB 247 147 30
CMYK 0 / 40 / 88 / 3

### Green
Left badge panel. Small accents only. Never for text.

#8CC63F
RGB 140 198 63
CMYK 29 / 0 / 68 / 22

### White
Dog, cat, creek water and cross. Text on navy.

#FFFFFF
RGB 255 255 255
CMYK 0 / 0 / 0 / 0

### Ink
Body text on screen. Text on orange buttons.

#1E2340
RGB 30 35 64
CMYK 53 / 45 / 0 / 75

### Deep Orange
Orange labels on white or cream. Never in the logo.

#AA5F00
RGB 170 95 0
CMYK 0 / 44 / 100 / 33

### Cream
Website background. Warmer than white, on purpose.

#FFF9F4
RGB 255 249 244
CMYK 0 / 2 / 4 / 0

### Peach
Soft tints behind website sections and photos.

#FFE9DC
RGB 255 233 220
CMYK 0 / 9 / 14 / 0

## Which pairs are legible

Measured contrast ratios. The threshold for normal size text is 4.5 to 1.

| Combination | Ratio | Verdict |
|---|---|---|
| Aa Navy on white | 10.07 : 1 | Use freely. The wordmark, headlines, body text. |
| Aa White on navy | 10.07 : 1 | Use freely. Dark panels, the white one-color logo. |
| Aa Ink on orange | 6.68 : 1 | The correct way to set type on an orange button. |
| Aa Deep orange on white | 4.83 : 1 | For orange labels and links on light backgrounds. The brand orange darkened just enough to pass. |
| Aa Navy on peach | 8.60 : 1 | Use freely. |
| Aa Orange on white | 2.30 : 1 | Fails. Never set text in brand orange on white. |
| Aa White on orange | 2.30 : 1 | Fails. Never put white type on an orange fill. |
| Aa Green on white | 2.05 : 1 | Fails. Green is a panel color, not a text color. |

CHAPTER 5

# Lettering inside. Fraunces and Figtree outside.

The words inside the logo are artwork. Everything around the logo is set in two open-licensed typefaces, and keeping that system short is what keeps it consistent.

### The typefaces

## Passionate about your pet.

Personal attention, outstanding medicine and affordable care from a team that treats your pet like their own.

**Fraunces** for headlines: a soft serif that echoes the warmth of the lettering in the logo. **Figtree** for everything else: body text, buttons, labels, forms. Both are free from Google Fonts and both are self-hosted on the website. In Word or Google Docs, Georgia and Arial are acceptable stand-ins.

### The wordmark

"Fall Creek" is outlined artwork in a Goudy Old Style-type bold face, with no live text and no font file. It cannot be edited, re-kerned or retyped. Scale it, do not set it. The line VETERINARY MEDICAL CENTER is set in Cabin, letterspaced, and lives inside the artwork too.

### How to write our contact information

**Fall Creek Veterinary Medical Center**
9667 Geist Crossing Drive, McCordsville, IN 46055
317-336-8900 · info@fallcreekvet.com
Monday to Friday, 7:00 AM to 6:00 PM. Doctor appointments and grooming by appointment.

Phone as digits with hyphens, no parentheses. "Fall Creek Vet" is fine in conversation and in short headlines; the full name goes on anything printed.

### What we do not say

We are not an emergency hospital and never describe ourselves as one. Say "we reserve emergency appointments each day" and point to the after-hours clinics. Client reviews run verbatim with the name as published. Nothing is invented, and nothing is paraphrased into a quote.

### Send the right file

| Medium | Format |
|---|---|
| Sign shop, vehicle lettering, banner | PDF (one-color for cut vinyl) |
| Commercial print: cards, brochures, forms | PDF, with the CMYK builds on page 5 |
| Website and email signature | SVG |
| Social profile, avatar, directory listing | PNG, the square tile, 1024 px |
| Word, Google Docs, slides, forms | PNG, transparent |
| Embroidery and screen print | PDF, one-color badge, vector only |

CHAPTER 6

# Ask before you print.

Nothing carrying the practice name goes to production without someone looking at a proof. That habit costs a day and saves reprints.

### 01

**Request the file**

Ask Root Worldwide, or take it from fallcreekvet.com/brand/, with the medium and the finished size in mind. Do not use a file already on hand unless it came from this kit.

### 02

**Send a proof back**

A PDF proof, a photo of a sample, or a screen mockup. Anything installed on the building, a vehicle or a uniform gets looked at before it is made.

### 03

**Get written approval**

Email is enough. Approval comes from Dr. Risser or Dr. Luth, or from Root Worldwide acting for them. Verbal approval at the front desk does not count.

### 04

**Send back the final artwork**

Whatever the shop produced goes back into the brand folder, so the next vendor starts from the right file.

## Who may use the mark

| Who | Terms |
|---|---|
| Doctors and staff | On practice materials, scrubs, signage and vehicles, using approved files. |
| Vendors and printers | Only for work commissioned by the practice, and only for that job. |
| Partners, rescues, event sponsors | Written permission per use. Listing the practice as a sponsor is not automatic permission to reproduce the badge. |
| Anyone else | No. Report unauthorized use to Root Worldwide. |

## Files and artwork

Root Worldwide, Inc. keeps the master artwork and sends the correct file the same day. Ask before recreating anything. rootww.com

## Brand approval

Dr. Jerry Risser and Dr. Aaron Luth, owners, have final say on any use of the name or mark. Kristen at the front office is the day-to-day contact for the website and printed materials: info@fallcreekvet.com.

## What changes, and when

Version 1.0 was built without the practice in the room. It moves to 1.1 when the owners confirm the rebuilt mark, decide on the proposed lockups (stacked, inline and the tile as a standalone file), or supply a Pantone or paint code for the sign. It moves to 2.0 if the original vector artwork is found. Superseded versions are not valid for production.