

Chesapeake Burgundy

 Spot: PMS 1955
 CMYK: C0 M100 Y60 K37
 RGB: R163 G2 B52
 Web: #A30234

Chesapeake Gray

 Spot: PMS Cool Gray 9
 CMYK: C0 M1 Y0 K51
 RGB: R145 G145 B148
 Web: #919194

The Chesapeake Animal Hospital logo is the most important component of your brand identity. It is the "face" your business presents to the public, and is a reflection of your practice's personality and values. Treating the logo with care, consistency and integrity will enhance its recognizability and reinforce the same ideals of professionalism you hold in the operation of your practice.

Minimum Size

The logo likes to be seen! For legibility, do not reproduce smaller than .25" in height.



Exclusion Zone

The exclusion zone is the height of the red letters in CHESAPEAKE all the way around the logo. Refrain from placing any text or images within this area. The logo will appreciate the extra elbow room.



Don't

Use the color logo on a dark or brightly-colored background.



Place the logo on a busy image background that obscures legibility.



Add drop shadows, glows, beveling or other special image effects.



Alter the logo colors.



Tint or screen the logo.



Reproduce smaller than .25" in height.



Separate or change the position of the logo elements in relation to one another.



Attempt to recreate the logo in a word processing or image editing program.



Stretch or distort the logo proportions.



Do

Use the solid reversed logo on a dark or brightly-colored background.



Use the solid 1-color logo when the available spot colors do not include the official colors.



Place the color logo on a lightly-colored or simple image background.

