

VetPartners™

For the good of the profession.

Member Brand Guide

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VetPartners is a nonprofit association of veterinary business specialists dedicated to serving the veterinary profession. Members are authorities in practice management, legal, accounting, valuation, real estate, marketing, HR, IT, design and construction who strive to deliver the highest level of service to their veterinary practice partners.



Tone

As a VetPartners member, it's important to communicate the essence of the brand as **bold, confident, compassionate, encouraging and professional**. Use this tone and language when engaging with other members, non-members and in all internal or external communications.

VetPartners members are our most valuable brand ambassadors.

Character

Here's what you stand for as a VetPartners member, and how it should appear in all communications.

Specialized Understanding the veterinary profession	Dedicated Focusing solely on veterinary practices
Collaborative Thriving on partnership	Passionate Working for the good of the veterinary profession
Supportive Encouraging businesses with compassion	Trusted Promoting ethics in all areas of business

KeyMessages

VetPartners members:

- Serve the profession by helping practices achieve their maximum potential.
- Belong to a nonprofit practice management association whose members hold themselves to a higher standard of service, ethics, expertise, responsibility and professionalism.
- Collaborate to improve veterinary practice management standards.
- Speak at veterinary practice management symposia and conferences across the country.

Examples

Putting the VetPartners established tone and language into practice.

- YES** Focus themes on transformation, performance and potential. Direct attention at the good of the veterinary profession, not profit.
- NO** Refer to veterinary practices as inadequate without VetPartners. Use run-on sentences, excessive exclamation marks, rhetorical questions, or unnecessarily emboldened or italicized text.

HEADLINE

- YES** **Turning practices that run into businesses that perform.**
- NO** **Turning your business into a profit machine.**

BODY COPY

- YES** Let VetPartners connect your business with the experts it needs to reach its full potential. Looking for a veterinary consultant? Find yours at VetPartners.org.
- NO** Trust VetPartners! We are a nonprofit association of veterinary business specialists committed to helping your practice network with veterinary practice management specialists and connect with the experts it needs to grow, thrive and reach its full potential. Why not go to VetPartners.org today?

Footer

This device can be used across all communications to concisely describe VetPartners' purpose and create consistency with other pieces.

A NONPROFIT ASSOCIATION OF VETERINARY BUSINESS SPECIALISTS
Marketing | HR | Valuation | Finance | Legal | Practice Management | and more

Logo Strategy

This VetPartners logo represents an evolution in our brand while staying true to the time-tested qualities that set us apart. Cool, complementary grey sets off a bold, assertive red, and the typeface is updated to reflect a contemporary aesthetic.



Member Logo

Use this logo on your website, collateral marketing pieces, presentation visuals and more to identify yourself and other VetPartners members.



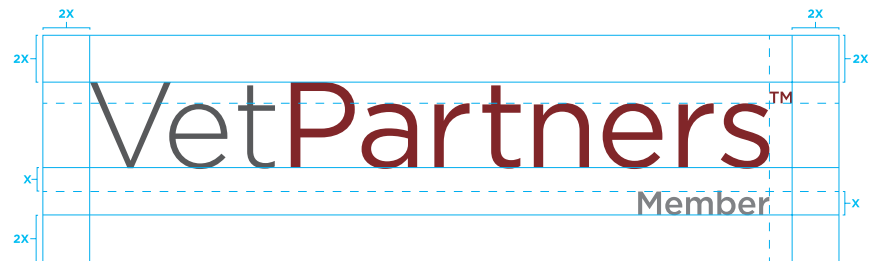
Minimum Logo Size

Minimum size: 1.625 inches



Clearspace

Please give our logo plenty of room. Surround it with enough space – and keep this area free of any graphics – to ensure the logo's visibility and impact.



Questions?

If you have any uncertainty about representing the VetPartners brand identity, don't hesitate to call our VetPartners Association Administrator, (609) 527-3010.