



The Standard of
Veterinary Excellence

AAHA-Accredited Brand Style Guide

**Champions for
Excellent
Care**

We are an AAHA-accredited veterinary hospital. That means we hold ourselves to a higher standard. Pets are our passion. And keeping them healthy is our #1 priority. Here, we strive to deliver excellent care for pets. Because your pets deserve nothing less.

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The AAHA brand promise

Our tagline, “The Standard of Veterinary Excellence,” says it all. The American Animal Hospital Association (AAHA) exists to help veterinary practices achieve the highest standards of excellence in pet healthcare. We are the only organization that accredits small animal veterinary practices in the US and Canada.

The purpose of AAHA, as captured in our mission statement, is to:

- Enhance the abilities of veterinarians to provide quality medical care to companion animals
- Enable veterinarians to successfully conduct their practices and maintain their facilities with high standards of excellence
- Meet the public’s needs as they relate to the delivery of small animal veterinary medicine

As an association, we deliver truth to our tagline through the *AAHA Standards of Accreditation*. This truth is what sets us apart. AAHA also delivers on its brand promise by:

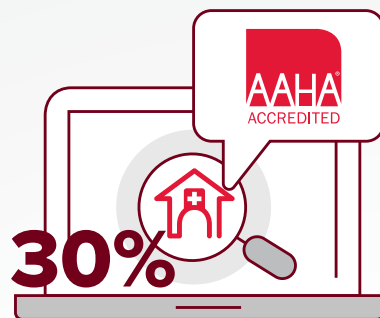
- Offering products and services that help veterinary professionals provide the very best in pet care and effectively manage their practices
- Supporting guidelines, research, and other initiatives that improve pet care
- Advocating that a team approach is needed to deliver quality care
- Offering a responsive, personalized member experience

Your role as an accredited member

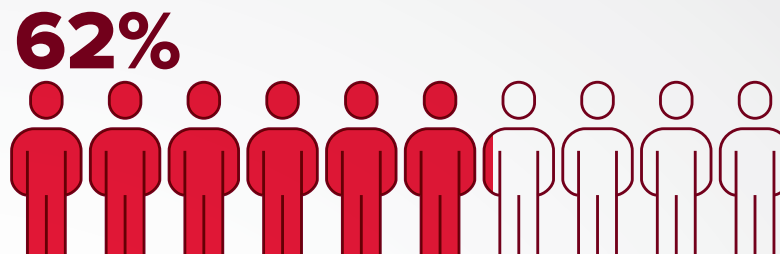
The AAHA brand style guide outlines the values and elements that distinguish your hospital as AAHA accredited. These guidelines enable us to deliver a consistent and cohesive brand.

Pet owners care about accreditation, and the AAHA brand has an impact on their attitude toward their pets' healthcare. We want AAHA-accredited hospitals to communicate the same unified message, driving awareness and creating relevance among pet owners, inspiring them to seek out AAHA-accredited veterinary hospitals. In addition to cobranding your practice as AAHA accredited, it is crucial that you educate your entire staff about accreditation and encourage them to spread the word.

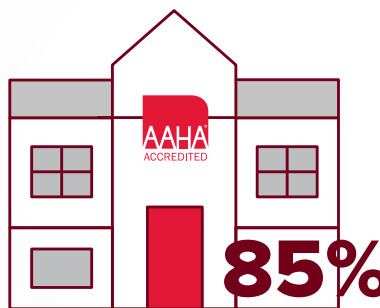
AAHA offers a variety of tools to help you promote your accreditation, including the AAHA-accredited logo, Facebook graphics, how-to guides, press release templates, and videos in the Publicity Toolbox at aaha.org/publicity.



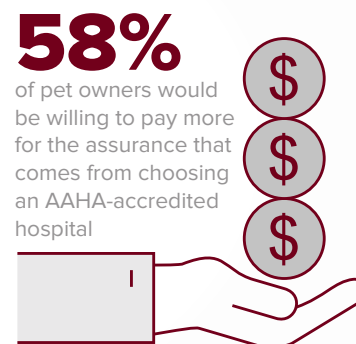
of pet owners reported they looked for an accredited hospital the last time they chose a veterinary hospital



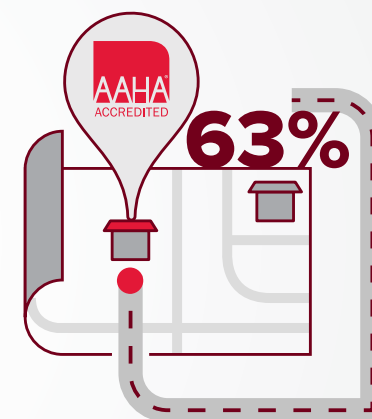
of pet owners reported it is important to find an accredited veterinary hospital



of pet owners would choose an AAHA-accredited hospital over a nonaccredited hospital



of pet owners would be willing to pay more for the assurance that comes from choosing an AAHA-accredited hospital



of pet owners would drive farther for an AAHA-accredited hospital

Logo

The AAHA-accredited logo mark has three configurations. They are shown in order of preference:

- 1 Logo with tagline centered
- 2 Logo without tagline
- 3 Logo with tagline right

Download the logo at aaha.org/publicity

- For print, use an .eps file
- For web/email, use a .jpg or .png file
- For embroidery, use the .dst file

1



2



3



1



2



3



Referral practices may use the AAHA-accredited referral logo. The details of this style guide apply to both types of accreditation.

The AAHA-accredited logo, the AAHA-accredited referral logo, and tagline shall only be used by AAHA-accredited practice members and other organizations expressly authorized by AAHA. The logo and tagline shall not be used by individual members and unauthorized organizations. Unauthorized use of the AAHA marks is a violation of trademark laws of the US and Canada and subject to legal action and penalties as provided by law. For the complete set of rules and guidelines, please refer to *AAHA Rules and Guidelines for Use of the AAHA Trademark and Symbols*.

Colors

The AAHA-accredited logo is provided with three different color options. They are shown in order of preference:

- 1 Full color logo; light background only or inset into a white box
- 2 Solid white reversed logo; dark background only
- 3 Solid black logo; light background only

1



2



3



| | |
|----------|------------|
| Pantone: | 186 C |
| CMYK: | 0 100 81 4 |
| RGB: | 227 25 55 |
| Web Hex: | E31837 |

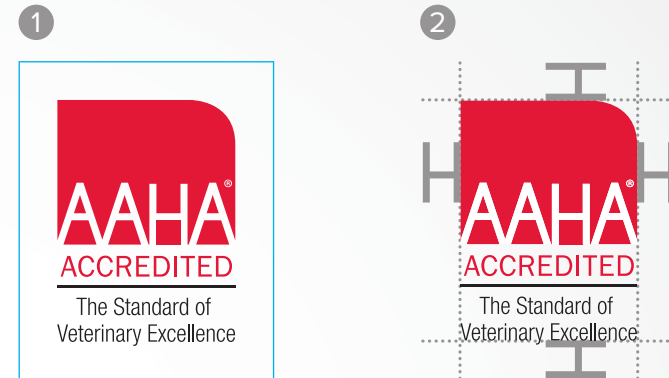


| | |
|----------|-----------|
| Pantone: | Black C |
| CMYK: | 0 0 0 100 |
| RGB: | 30 30 30 |
| Web Hex: | 1E1E1E |

Spacing and sizing

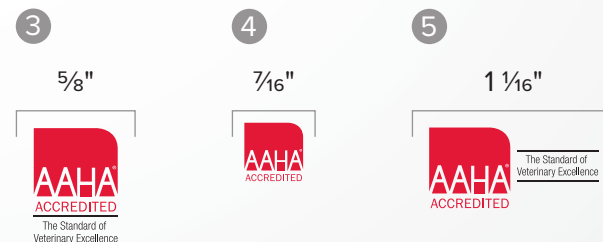
CLEAR SPACE

Clear space minimums are built into the logo files. This isolates the logo from competing graphic elements, such as other logos, copy, or photography that may divert attention. As illustrated, ① the blue stroke is the edge of the logo file and ② the clear space is measured by using the width of the 'H' in AAHA.



MINIMUM SIZE

The logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small, it is no longer legible and its impact is diminished.



| Logo | Print minimum size | Digital minimum size |
|--------------------|--------------------|----------------------|
| ③ Tagline centered | 0.625 inches wide | 120 x 150 pixels |
| ④ No tagline | 0.4375 inches wide | 60 pixels |
| ⑤ Tagline right | 1.0625 inches wide | 212 x 120 pixels |

Minimum size includes built-in clear space

Improper logo use

To protect the identity and value of the AAHA brand, please do not practice the following examples.



Do not skew or distort the proportions



Do not rotate



Do not alter the fonts



Do not rearrange or use any part of the logo separately



Do not apply a drop shadow, embossing, or other effects



Do not alter the colors or convert to grayscale



Do not cover any part of the logo



Do not place over busy backgrounds



Do not reproduce in low resolution

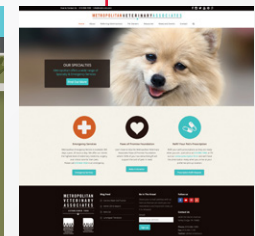
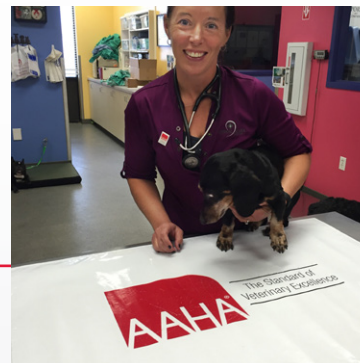
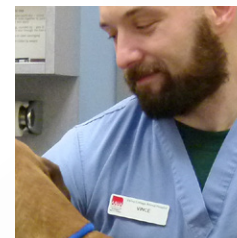
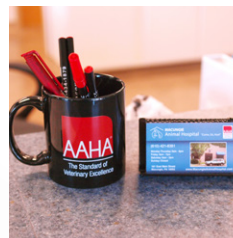
Proper logo use

Let your clients and community know that you are proud to be an accredited practice by incorporating the AAHA-accredited logo on your scrubs, name badges, business cards, brochures, website, and signage. Download the logo from the Publicity Toolbox at aaha.org/publicity.

A variety of logo products are available for accredited members to purchase at aaha.org/store:

- Indoor and outdoor logo plaques
- Window clings and decals
- Lapel pins
- Water bottles
- Exam table mats
- Ball point pens
- Pocket folders
- Coloring sheets
- Business card holder magnets
- Infographic poster
- “We are AAHA-Accredited” brochures

For more ideas on how to cobrand your practice, download the Marketing Your Accreditation Workbook at aaha.org/publicity.



Messaging

ASSOCIATION WORDING

Officially, we are the American Animal Hospital Association. Please use the full name of the association the first time it is referenced. The acronym AAHA may be used in future references. AAHA may also be used in headlines where space constrains the use of the full name. When pronouncing the acronym, it should be pronounced as a word [ah-hah], not spelled out [A-A-H-A]. PLEASE NOTE: “The” is not part of the official name, and when using the acronym you do not need to include periods between the letters.

MEMBERSHIP STATEMENT

Accredited members in good standing may use the association name and acronym only for the purpose of identifying themselves as a member. Member practices may use the wording “An AAHA-accredited practice” (or for referral practices, “An AAHA-accredited referral practice”) as appropriate in conjunction with the practice name. The wording shall not indicate affiliation, sponsorship, or endorsement of any particular product or service with AAHA.

CLIENT COMMUNICATION

It is important to talk to your clients about accreditation and how the standards impact the quality of care their pets receive. Use our accreditation messaging on your website or social media pages to let your clients know about your team’s commitment to excellence. Messaging options are available in the Publicity Toolbox at aaha.org/publicity for:

- Website wording
- On-hold phone scripts
- Letters to clients

Example: Short website messaging

AAHA-Accredited Hospitals: Champions for Excellent Care

We are an AAHA-accredited veterinary hospital. That means we hold ourselves to a higher standard. Pets are our passion. And keeping them healthy is our #1 priority. Here, we strive to deliver excellent care for pets. Because your pets deserve nothing less.

Learn more about AAHA accreditation and why our accreditation is important to you and your pet. Visit aaha.org/petowner.

aaha.org

Don't forget to join the AAHA-Accredited Member Facebook Group—
an exclusive group for accredited members only.

<https://www.facebook.com/groups/aahaaccredited>

Note: you will need to log in to Facebook using the email address associated with your Facebook account.

Connect with us

Call us



800-252-2242

Visit us



12575 W. Bayaud Ave.
Lakewood, CO 80228

Email us



Accreditation: practice.accreditation@aaha.org
Logo use: creative@aaha.org

Follow us



[facebook.com/aahahealthypet](https://www.facebook.com/aahahealthypet)



twitter.com/aahahealthypet



[youtube.com/aahavets](https://www.youtube.com/aahavets)



[linkedin.com/company/american-animal-hospital-association](https://www.linkedin.com/company/american-animal-hospital-association)



Rules and Guidelines for Use of the AAHA Trademark and Symbols

I. IDENTIFYING MARKS BELONGING TO THE ASSOCIATION

The American Animal Hospital Association (AAHA) has developed certain marks, taglines, and logos to identify AAHA in a consistent manner to the veterinary industry, clients, and consumers. These marks may also be used by members to identify themselves with AAHA as provided in these guidelines.

AAHA marks are registered both as service marks and as evidence of membership in the association. AAHA has registered its marks in the United States and Canada, thereby giving it the responsibility to protect their use and the legal authority to specify who may use its symbols and how they will be displayed.

II. USE OF ASSOCIATION MARKS

To protect the integrity of its marks and prevent unauthorized use, AAHA has adopted the rules and guidelines outlined here specifying the proper use of its marks. Failure to comply with these rules and guidelines shall be cause for disciplinary action and may be grounds for suspension or revocation of the limited licenses for mark use, loss of membership privileges, and subsequent disciplinary action by the board.

Unauthorized use of the AAHA marks by individuals is a violation of trademark laws of the United States and Canada and subject to legal action and penalties as provided by law.

In addition to AAHA's registered logo, AAHA has certain property rights to the use of its name, American Animal Hospital Association, and the letters "AAHA" when such letters are used to refer to the association.

A. Usage by accredited members

Accredited members in good standing have a limited license to use the AAHA marks for the purpose of communicating to the general public their adherence to AAHA standards and affiliation with the association. The license shall limit accredited members' use of the marks pursuant to the AAHA rules and guidelines set forth herein and as amended by the Board of Directors from time to time.

1. Responsibilities of accredited medical director

The accredited medical director, granted limited license to use the marks, shall be responsible for complying with the AAHA rules and guidelines for use of the AAHA marks as set forth herein.

2. Use by multiple practices with common ownership

When there are multiple practices or clinics having a common ownership, only those facilities that have been specifically accredited can use the accredited practice logo. If a practice or satellite clinic is not accredited, it cannot be listed in conjunction with the accredited practice logo. For example, if a practice is accredited and its satellite clinics are not accredited, the satellite clinics cannot be listed in a phone directory ad and/or website that uses the accredited practice logo, unless it is separated from the logo

by a border. The aim of this restriction is to prevent confusion on the part of the public that if one practice is accredited, all those with the same ownership or a similar identity must also be accredited.

The use of the association's name, letters, marks, taglines, logos and other wording indicating affiliation, sponsorship, or endorsement with the association (e.g., "an AAHA-accredited practice") shall not be used in conjunction with any products except promotional items and giveaways. Other organizations, entities, or individuals, whether members or not, are prohibited from using the association marks without the express written approval of AAHA.

Logo usage

There are two versions of the accredited practice logo: one for accredited general practices and one for accredited referral practices. The two accredited logos are identical to the AAHA association version, except for the words that appear along the bottom of the logo:

- The AAHA-accredited general practice logo has the word "Accredited."
- The AAHA-accredited referral practice logo has the words "Accredited Referral."

Accredited members are authorized to use only the logo that applies to their type of accreditation. AAHA-accredited general practices shall only use the "Accredited" logo, and AAHA-accredited referral practices shall only use the "Accredited Referral" logo.

Materials where the accredited member may use the logo shall include, but are not necessarily limited to:

1. Printed materials, such as practice letterhead, business cards, address labels, prescription forms, diagnostic forms, client handouts and brochures, newsletters, and other literature
2. Electronic materials, such as the practice website and email newsletters
3. Name tags, uniforms, business card holders, and T-shirts
4. Interior and exterior signs
5. Advertising, such as phone directory ads

The AAHA-accredited logo and wording shall only be used by AAHA-accredited practice members.

AAHA-accredited practice members should adhere to the following when using the logo:

1. The AAHA logo and accredited member logo must always be generated from high-quality art.
2. It should be used in appropriate proportion to the other design elements appearing on materials.
3. It must never be hand-drawn or the proportions distorted.
4. It must be uncluttered by competing images, screening, or type.
5. AAHA's logo is to be used as a single unit with the letters "AAHA" incorporated within the boundaries of the logo.
6. No single element of the logo can be used separately.
7. The federal registration mark ® must be included in the AAHA logo.
8. The logo must never be converted to grayscale.
9. The only authorized colors are black, red (PMS 186), and white. The background of the piece on which the logo is being printed can show through the letters "AAHA" or the letters can print in white.

Accredited members may use the AAHA tagline, "The Standard of Veterinary Excellence®." It can appear either centered underneath the logo or to

the right of the logo. The tagline can appear in three different colors only: black, red (PMS 186), or white.

Accredited members may incorporate the AAHA marks into interior and exterior signs for the accredited practice provided that all graphic standards are followed and use of the logo does not imply the facility represents AAHA headquarters. Use of the accredited logo version by accredited members is highly recommended.

Wording usage

Accredited members are encouraged to use the accredited member version of the logo with the practice's own identification to communicate to the public their unique status in AAHA and achieve maximum recognition of accreditation. However, AAHA recognizes that there may be circumstances where the accredited practice logo will not properly fit on printed materials. In such cases, accredited members may use the wording "an AAHA-accredited practice" or "an AAHA-accredited referral practice" in association with the practice name.

Accredited members in good standing can use the association name and letters only for the purpose of identifying themselves as a member of the association.

Accredited members may use the AAHA-accredited logo and name in advertising and/or professional notices provided that it is evident that AAHA is not the sponsor of the advertisement.

Nothing in this section supersedes the prohibitions in Section III.

B. Usage by members who are not accredited

Members not associated with an accredited practice team may identify themselves as members of the American Animal Hospital Association using the

name of the association and the letters, provided that in so doing, no other identification or reference is contained in the material that could lead the public into assuming that a facility, product, or entity is also AAHA-accredited or recommended.

Logo usage

The AAHA logo shall not be used by individual members. The AAHA logo shall only be used by AAHA-accredited practice members and other organizations expressly authorized by AAHA.

Wording usage

Nonaccredited members may designate their membership in the association on their materials (print or electronic) using the AAHA name or letters but not the logo. Examples of how to identify membership in the Association are as follows:

James E. Baker, DVM—Individual member
American Animal Hospital Association
(Telephone number)

Dr. James E. Baker—Veterinarian member
AAHA
(Telephone number)

Nothing in this section supersedes the prohibitions in Section III.

C. Usage by Preferred Business Providers

Preferred Business Providers may use a variation of the logo with the word "Recommended" underneath the logo. The logo can be used with or without the tagline.

Use of AAHA's marks is restricted to specific services, publications, print or electronic media, or memorabilia produced by or with the express written authorization or approval of the association. This may include recommended services, such as Preferred Business Providers.

Other organizations, entities, or individuals, whether members or not, are prohibited from using the association marks without the express written approval of AAHA.

Nothing in this section supersedes the prohibitions in Section III.

D. Usage by other organizations

Use of AAHA's marks is restricted to specific services, publications, print or electronic media, or memorabilia produced by or with the express written authorization or approval of the association.

Other organizations, entities, or individuals, whether members or not, are prohibited from using the association marks without the express written approval of AAHA.

Logo usage

The AAHA logo shall only be used by AAHA-accredited practice members and other organizations expressly authorized in writing by AAHA. The AAHA logo shall not be used by members not accredited by AAHA and other unauthorized organizations.

Authorized organizations should adhere to the following when using the logo:

1. The AAHA logo and accredited member logo must always be generated from high-quality art.
2. It should be used in appropriate proportion to the other design elements appearing on materials.
3. It must never be hand-drawn or the proportions distorted.
4. It must be uncluttered by competing images, screening, or type.
5. AAHA's logo is to be used as a single unit with the letters "AAHA" incorporated within the boundaries of the logo.
6. No single element of the logo can be used separately.

7. The federal registration mark ® must be included in the AAHA logo.
8. The logo must never be converted to grayscale.
9. The only authorized colors are black, red (PMS 186), and white. The background of the piece on which the logo is being printed can show through the letters "AAHA" or the letters can print in white.

The AAHA tagline shall only be used with the AAHA logo by AAHA-accredited practice members and other organizations expressly authorized in writing by AAHA.

Wording usage

No other person, entity, or facility may use the name of the association or the letters "AAHA" to imply membership in the association or infer that a particular product or service is recommended or produced by the association or that the facility meets AAHA practice accreditation standards.

Nothing in this section supersedes the prohibitions in Section III.

III. PROHIBITION OF COMMERCIAL USE

The use of the AAHA marks, taglines, slogans, and other wording indicating affiliation with the association (e.g., "an AAHA-accredited practice") by anyone other than the association in conjunction with commercial products is specifically prohibited. For example, no use of AAHA marks shall be made on pet food, grooming tools, pet clothing, or vitamins, or on any packaging, labeling, product inserts, marketing, or advertising for products. Moreover, no use of AAHA marks shall be made by individual members on any services, and use of AAHA marks by accredited members shall be limited to veterinary services as provided in these AAHA rules and guidelines.

Nothing in this section prohibits the use of the AAHA marks, taglines, or other wording indicating

affiliation with the association in connection with noncommercial goods by accredited members, provided that the noncommercial goods and packaging bear the accredited member's practice name. "Noncommercial goods" in this section means "goods not sold in commerce and are provided solely by the accredited member to promote its veterinary medical services."

Individual members are prohibited from using AAHA marks, taglines, logos, or other wording indicating affiliation with the association in connection with noncommercial goods.

V. REVOCATION OF LIMITED LICENSE

These AAHA rules and guidelines for the use of the AAHA marks, taglines, and logos shall be considered binding on all members of the association. Failure to abide by such guidelines shall be grounds for disciplinary action. Upon suspension, revocation, or forfeiture of membership, the limited license to use the mark shall be immediately revoked. Any and all materials employing the AAHA marks must be returned to the association or destroyed. Such individuals are required to cease use of the marks.

VI. INFRINGEMENT

AAHA and its members work to prevent unauthorized use of the association's marks, taglines, and logos. The most common form of infringement for AAHA members is the unauthorized use of the mark after membership is terminated. Other forms of infringement include use of AAHA's marks by members not entitled to its use or when an organization falsely advertises that AAHA has recommended products or services.

Although AAHA aggressively tracks infringement, each member has a responsibility to protect the association's mark by complying with AAHA rules

and guidelines for its use and reporting any instances of infringement of these rules and guidelines.

Anyone using the marks of the association without AAHA's permission is liable under the trademark laws for monetary damages and injunctive relief. In addition, all copies and representations of the mark (i.e., stationery) can be confiscated by court order and destroyed.

VIII. OFFICIAL MARKS

The symbols represented here are the only official marks of the American Animal Hospital Association. All other symbol usage should be discontinued.

AAHA corporate logo:



The Standard of
Veterinary Excellence

The Standard of
Veterinary Excellence

AAHA press logo:



Building Practice Success

Building
Practice
Success

AAHA-accredited general practice logo:



The Standard of
Veterinary Excellence

The Standard of
Veterinary Excellence

AAHA-accredited referral practice logo:



The Standard of
Veterinary Excellence

The Standard of
Veterinary Excellence

AAHA-recommended Preferred Provider logo:



The Standard of
Veterinary Excellence

The Standard of
Veterinary Excellence