



# Branding Guidelines

Maintaining Our Presence Online and Locally



great pets deserve great care





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# About Craig Road Animal Hospital

Our Mission and Who We Are



# Our History

Craig Road Animal Hospital first opened in 1996 and has been operating in the Las Vegas Valley ever since. Craig Road is a large, multi-doctor, AAHA-accredited practice that provides high-quality veterinary care for dogs and cats with a focus on customer service.

Its team members provide superior medicine for pets and great customer service for clients.

The hospital is over 11,000 sq ft., and was renovated in 2008. The facility is equipped with all digital radiology, digital dental radiology, ultrasound with color flow doppler, in-house laboratory, two surgical suites, a laparoscopic and endoscopic surgery suite, a dentistry suite, oxygen cages, and a paperless medical records computer system.

Craig Road also features telemedicine capabilities, a full up-to-date library, and an excellent close working relationship with a large veterinary specialty center.



# Our Philosophy

The philosophy of Craig Road Animal Hospital is to provide high-quality care to its patients while fostering relationships with its clients and staff. The team at Craig Road Animal Hospital take pride in the compassionate, high-quality care that they provide for pets across the Las Vegas Valley.

Craig Road's doctors provide thorough physical examinations to check for potential problems. We advise examinations twice a year to best monitor the pet's health. Annual diagnostics, vaccinations, and parasite testing are key factors to ensure the pet stays healthy.

While high-quality care is at the cornerstone of Craig Road Animal Hospital's philosophy, the team also believes in supporting one another in their respective roles. From the veterinary assistants to the doctors; from exam room assistants to animal caretakers, everyone at Craig Road depends on each other to provide the best possible care for pets.





# Our Values

We value proactive care at Craig Road Animal Hospital. Staying on top of your pet's health is something we highly encourage with all our clients. We want to see your pet live a long and happy life with you and your family.

Valuing each patient and client is the cornerstone of our practice.

At Craig Road, one of the things we value most are the relationships we foster with our patients, clients, and staff. Building and maintaining these relationships is what makes our mission possible: giving great pets great care. Treating each client with respect and understanding is what keeps them coming back to Craig Road.

Taking care of our staff is another factor we highly value at Craig Road Animal Hospital. Our staff are the heartbeat of our facility, and we foster a cooperative work environment where everyone supports each other.







# Main Branding Guidelines

## Style, Rules, and Regulations



# Branding Basics

- Incorporate the trademark symbol next to the Craig Road Animal Hospital logo.
- When creating literature for the animal hospital, keep to main colors in the logo and secondary colors.
- Serif fonts should be used as headers, but exceptions can be made for creative graphics and videos.
- Avoid rotating, stretching, or using the Craig Road logo in a sentence.
- Using the logo on a busy background image should be also avoided.
- Adding shadows, gradients, or other stylized effects on the logo are ill-advised.



Other logo examples:



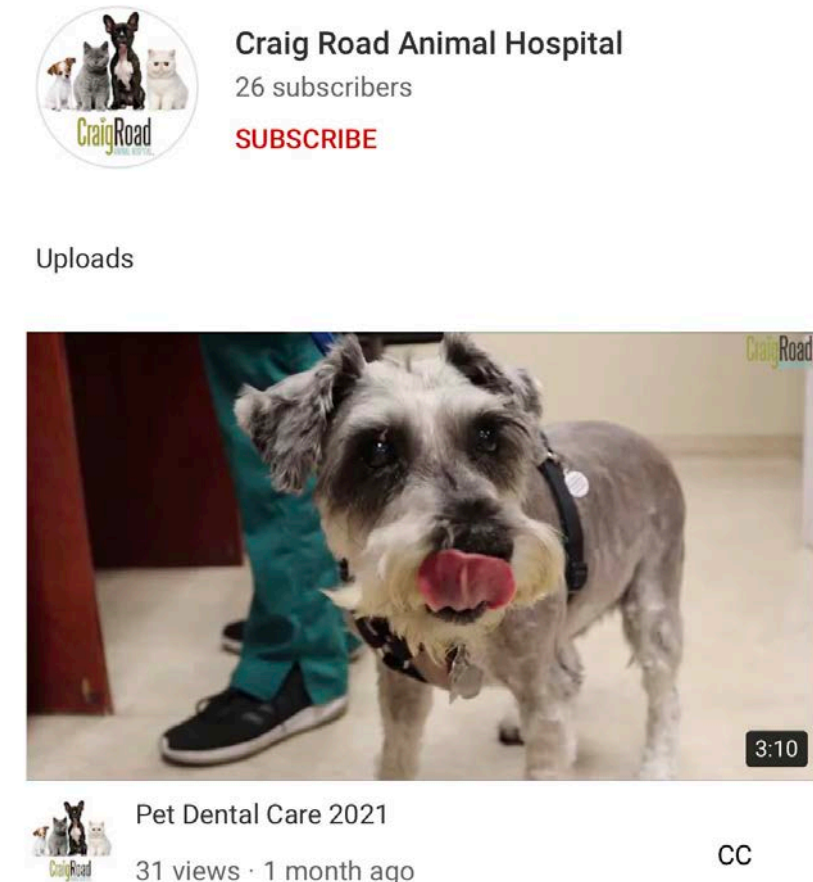
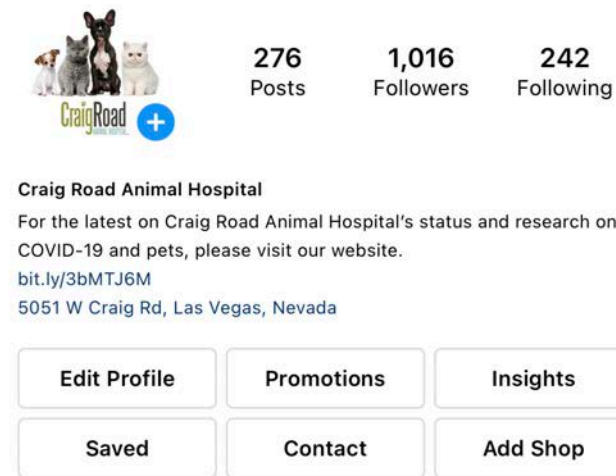
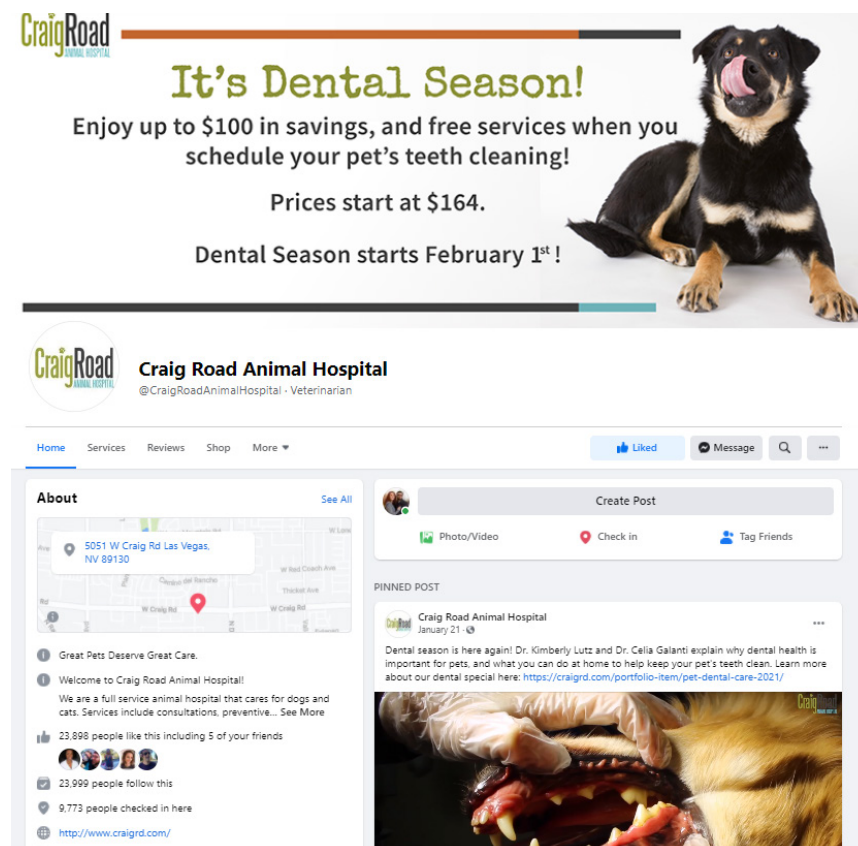


# Our Brand Online

Craig Road Animal Hospital has built a consistent brand online that showcases our services, specials, and overall pet health-care to potential and current clients. Craig Road has also maintained running consistent campaigns across various social media platforms for dental care, job recruitment, student externships, and pet health.

Currently, our most active social media channels are Facebook, Instagram, Twitter, YouTube, and LinkedIn.

Here are some examples of our social media presence online:






# Our Brand In Print

From business cards, to pet care booklets and brochures, Craig Road Animal Hospital has maintained an in-house print collection that helps promote the brand of the hospital and bring awareness to clients about how best to take care of their pet.

## Laparoscopic Spaying OF CATS AND DOGS



At Craig Road Animal Hospital, we embrace high standards for pet health. Our pets depend on us to make the best healthcare decisions for them, and we strive to make any procedure as comfortable as possible.

You and your pet can benefit from the reduced stress and swift healing made possible with the laparoscopic spay, also known as the "lap spay."

Laparoscopy is a minimally invasive technique for performing abdominal surgery through tiny incisions in the abdomen. Lap spays help veterinarians

**Benefits of lap spays:**

- 65% less painful than traditional spays.
- Faster recovery, usually half the time of a traditional spay.
- Less bleeding
- Less post-surgical restrictions
- No e-collar
- No suture removal

The operative camera magnifies the organs during the procedure, and offers clear imaging to allow extremely precise surgical technique. With lap spays, there is less surgical stress for your pet.

[www.craigrd.com](http://www.craigrd.com)

## Congratulations on your new pet!




[www.craigrd.com](http://www.craigrd.com)

**CraigRoad**  
ANIMAL HOSPITAL

great pets deserve great care.

Our philosophy of preventative care is centered upon regular wellness exams, health risk assessments, screening tests and pet owner education. Together, these aid in designing an effective treatment plan that keeps your pet's needs at heart. Thank you for your confidence in our team!



5051 West Craig Road  
Las Vegas, NV 89130

Phone/Emergency: 702.645.0331  
Fax: 702.645.5009

[www.craigrd.com](http://www.craigrd.com)

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[www.craigrd.com](http://www.craigrd.com)

**CraigRoad**  
ANIMAL HOSPITAL



**FREE Bath Voucher**  
pet's name: \_\_\_\_\_

appt. date: \_\_\_\_\_

5051 West Craig Rd, Las Vegas, NV 89130



# Our Brand In Video

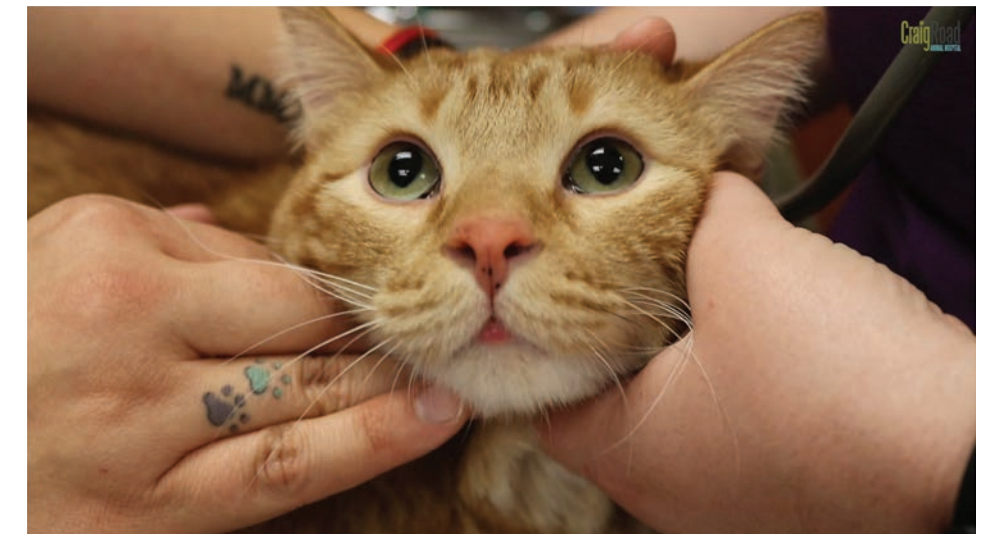
Craig Road Animal Hospital has a specific style when it comes to online videos that promote the brand of the hospital. Generally speaking, talking head shots with the staff should follow the Rule of Thirds placements, and footage of the hospital should consist of close-ups of the patients, collaborative efforts of our team, and overall veterinary care (surgery, exams, dental cleanings, etc). Be sure to avoid using any footage that could be deemed too graphic for our audience. Be aware of what's going on in the background while filming, and end every video with a white title card that includes the Craig Road logo, and any credits to additional images, sounds, or videos that were used. Focus on keeping the footage used of Craig Road light and professional.

See example shots below:



Video Courtesy: Adobe Stock • Videezy.com • Pexels.com

Music: "Vienna Beat" by Blue Dot Sessions





# Our Logo Colors:

HEX CODE: #d86710	RGB: 216 103 16	HEX CODE: #9fa438	RGB: 159 164 56	HEX CODE: #74c0c6	RGB: 116 192 198	HEX CODE: #404040	RGB: 65 65 65
CMYK: 12 71 100 2		CMYK: 42 24 100 2		CMYK: 53 6 22 0		CMYK: 53 6 22 0	

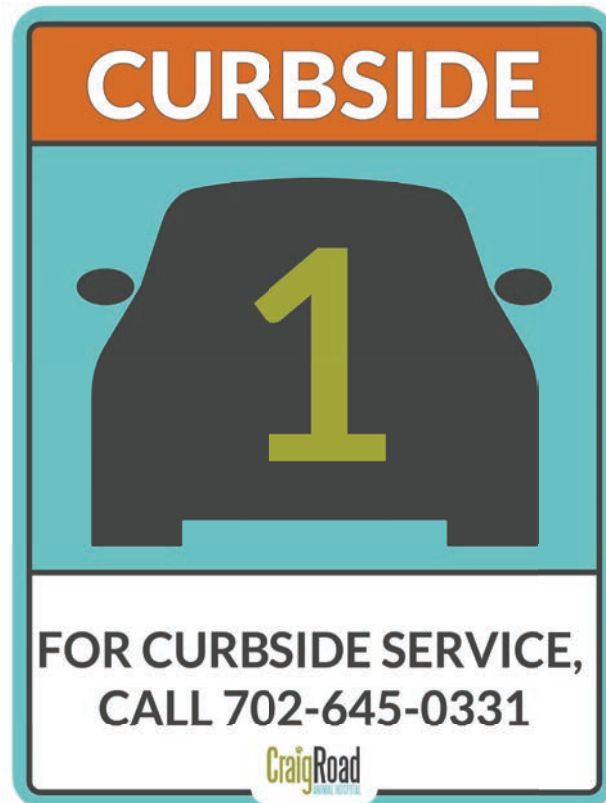
# Greyscale Logo Colors:

HEX CODE: #9e9e9e	RGB: 156 156 176	HEX CODE: #848484	RGB: 131 132 132	HEX CODE: #2e2e2e	RGB: 46 46 45
CMYK: 12 71 100 2		CMYK: 51 42 42 6		CMYK: 70 64 63 63	





# Color Utilization





# Text & Fonts

For internal and print purposes, Craig Road Animal Hospital has three official fonts it uses for branding and promotional materials: Special Elite, Bonnet Grotesque Narrow, and Helvetica CY.

Below is a breakdown of what each font looks like, and how they are used.

## Special Elite

For Headers and Titles

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

The quick brown fox jumps  
over the lazy dog.

## Bonnet Grotesque Narrow

Logo Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over  
the lazy dog.

## Helvetica CY

Body Text

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy  
dog.



## Font Guidelines

Special Elite should be used mainly for headers, titles, and taglines for any hospital branding.

Bonnet Grotesque Narrow is the font used in the Craig Road Animal Hospital logo. It can also be used for video text, door decals, signage, and secondary header text.

Helvetica CY is used as body of text used for hospital branding, mostly for in-house printing such as new pet booklets, folders, rack cards, and promotional materials.

## Tagline

Our tagline, “great pets deserve great care”, should ***always*** be lowercased if incorporated into any hospital branding materials. The tagline should be used sparingly, and in the Special Elite font face.

## Other Typefaces

For internal documents, Arial should be used at all times.

For online or creative project purposes, additional sans serif fonts are acceptable, including:

**Source Sans Variable   Open Sans   Raleway   Helvetica   Lato**



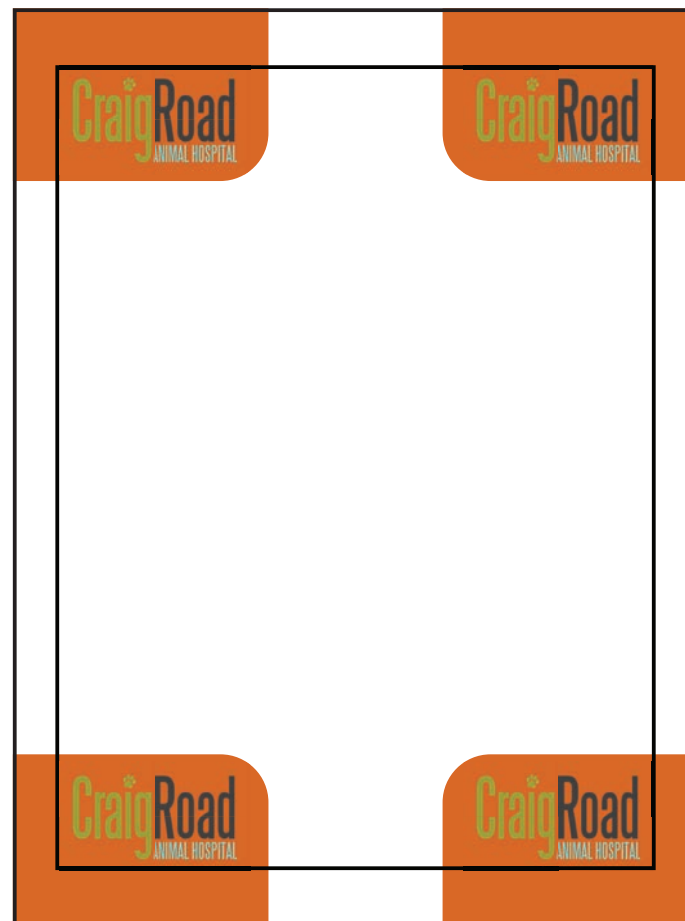
# Logo Orientation

The Craig Road Animal Hospital logo should be placed in the top or bottom corners in any print or digital media. For outdoor signs or other creative projects, such as buttons or jackets, the logo placement may change if necessary (see previous print and other visual examples). Color blocks in the corners should have a rounded edge, and help make the Craig Road logo stand out.

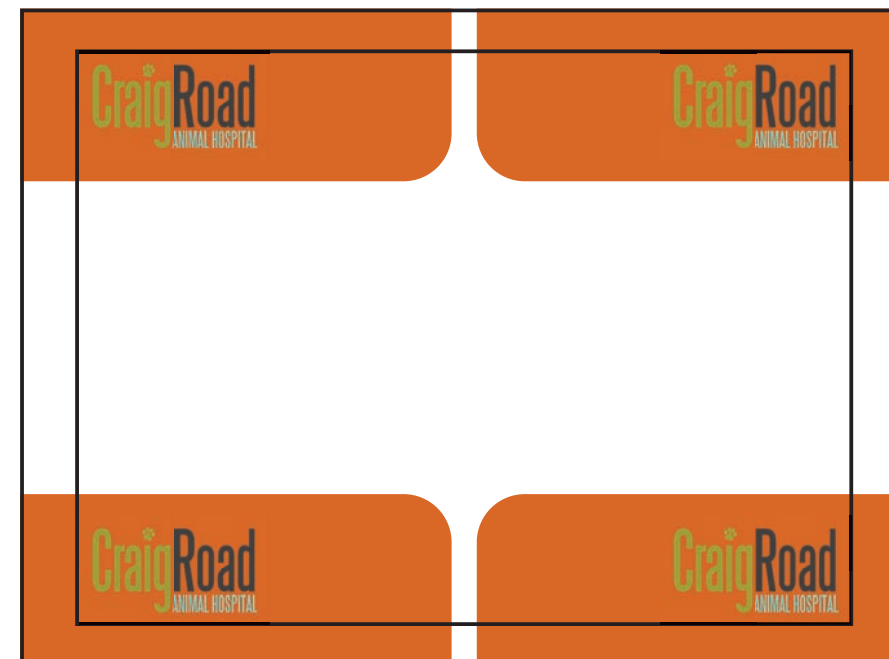
The blocks don't need to be short - sometimes they can be stretched to cover the bottom or top depending on the medium.

Placement examples:

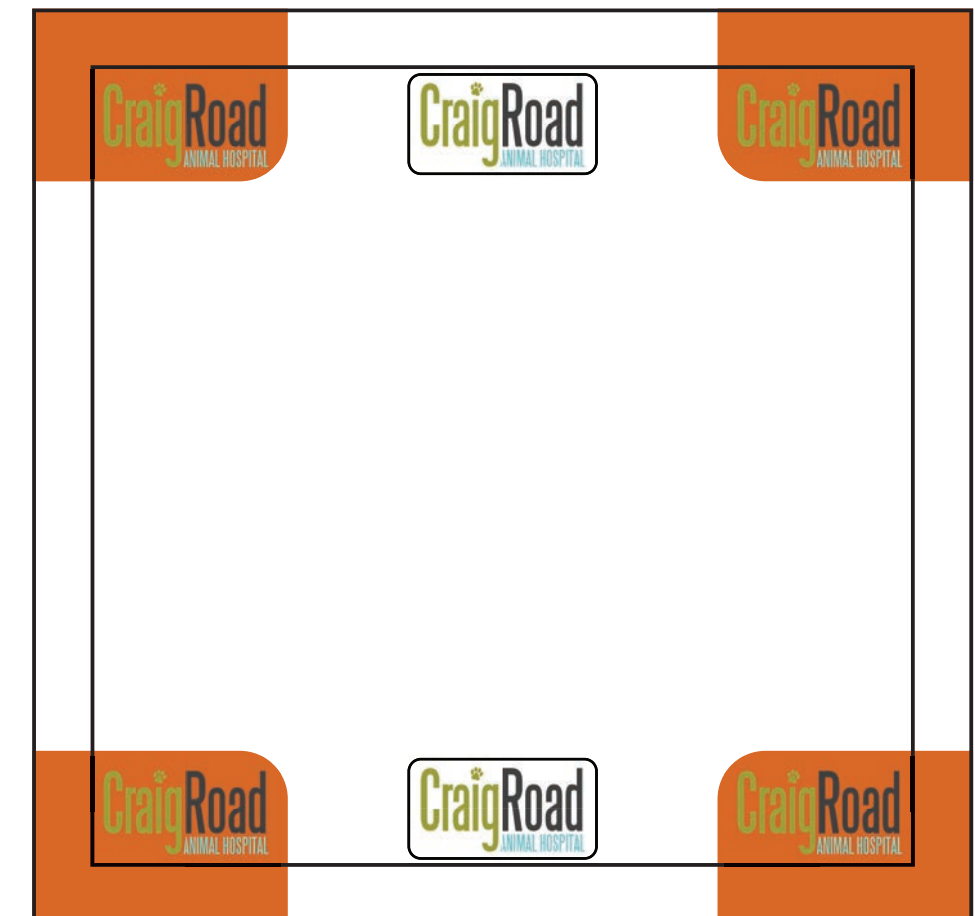
## Print Media



## Digital Media



## Banners/Signs





# Final Reminders

- Fostering the human-animal relationship is one of the many cornerstones of our business, and should be respected as a central part of the business model.
- Clients, patients, and staff are to be respected and treated fairly at all times.
- Keep to the logo colors for any branding or promotion directly related to Craig Road Animal Hospital.
- Sans serif fonts are best used for body/paragraph text. Creative projects allow for more leeway on which sans serif fonts can be used and in what capacity, i.e., titles, text, etc.
- Orientate the Craig Road logo in the corners for any branding or creative project as often as possible, regardless if the medium is print, video, or graphics. Logo orientation may vary for outdoor signage or any in-house apparel, i.e. jackets.





# Follow Us on Social Media



<https://www.facebook.com/CraigRoadAnimalHospital/>



<https://www.instagram.com/craigrdlv/>



<https://www.youtube.com/c/CraigRoadAnimalHospital/>



<https://twitter.com/craigrdlv>





# Contact Us

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<https://craigrd.com/>

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