# Branding Guidelines

ARVO

The Association for Research in Vision and Ophthalmology

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## ARVO logo: Logo and brand message

The Association for Research in Vision and Ophthalmology is a highly-respected nonprofit organization that encourages and assists research, training, publication and dissemination of knowledge in vision and ophthalmology.

In 2010, the Association developed a new logo and branding. The new logo reflects strong brand awareness and perception, especially among vision researchers and ophthalmologists. The consistent use of the ARVO logo immediately identifies the association, the ARVO Foundation and its many meetings, programs, publciations and awards.

## The ARVO Logo: Preferred and Acceptable Use

The red and blue ARVO logo with wordmark on a white background is the preferred use. A white background gives our brand a sense of simplicity, openness and impact.

A reversed (KO) ARVO logo may be used in certain justifiable applications, such as when used on a solid, dark colored background, or when used on a photo background (in an uncluttered space) which allows logo pronounced contrast and visibility.

A solid black logo may be used in certain justifiable applications, such as a fax sheet or where only one color is allowed. Note: A solid red logo or a solid blue logo should not be used.

**Preferred use**

**Preferred use (Knocked out)**

**Preferred use (100% Black)**

**Acceptable use with the Association name spelled out in the document**

**Acceptable use with the Association name spelled out in the document**

**Acceptable use with the Association name spelled out in the document**

## ARVO logo: Unacceptable use

Supplied ARVO logos should never be altered in color or form differently than supplied. The logo should always be scaled in a 100% by 100% proportional manner so as to not compress, stretch or elongate the structure of the text or icon. The former ARVO logo should never be used.

**Unacceptable use (compressed logo)**

**Unacceptable use (stretched logo)**

**Unacceptable use (solid red logo)**

**Unacceptable use (solid blue logo)**

**Unacceptable use (altered color)**

**Unacceptable use (altered color)**

**Unacceptable use (former ARVO logo)**

**Unacceptable use (former ARVO 2-colored logo)**

## ARVO logo: Clear space and minimum size

Clear Space: To ensure that the ARVO logo is clearly visible in all applications, a sufficient clear space is required. This area should be clear of type, graphics and other elements that could be described as visual clutter. The clear space on all four sides of the logo is proportional to the diameter of the inner 'iris' of the eye mark.

Minimum Size: To ensure the tagline remains legible, the ARVO logo should not be downsized below 1.5" inches in length.



## Corporate Logo: Fonts

The ARVO logo will be supplied in the format requested with type converted to vector artwork. The fonts should never be substituted or changed in any way. The following font specifications are for informational purposes only.
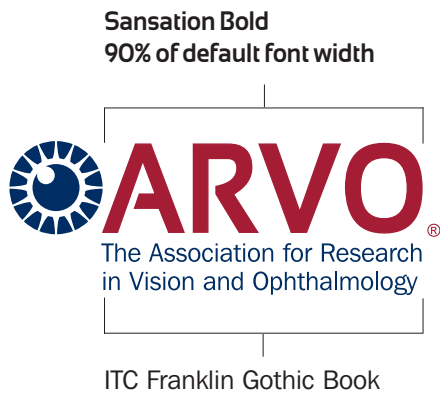


**Sansation**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**ITC Franklin Gothic Book**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

## ARVO publications: Display and body fonts

The primary typeface used for titles and headlines in print is ITC Franklin Gothic Demi. With the redesign of the ARVO.org in 2017, the font Heebo was adopted as an alternative headline font on the website. ITC Franklin Gothic Demi and Heebo Bold are shown below. Either one of these fonts are acceptable to use. Arial Bold may be used for titles if these fonts are not available.

ITC Franklin Gothic BT Demi
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

Heebo Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

Arial Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

Body copy for printed ARVO materials should be set in Goudy Old Style when possible. On the website, body text will default to Heebo Regular. Both Goudy and Heebo are acceptable for use. Adobe Garamond or Arial Regular may also be used as an alternate typeface when these fonts are not available.

**Goudy Old Style**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Heebo Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Adobe Garamond**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Arial Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

## ARVO logo: Color palette

The primary ARVO logo colors are Pantone Matching System (PMS) color 655 Blue and PMS 201 Red.

ARVO Red

| | Pantone | CMYK | RGB | Web |
|---|---|---|---|---|
| | PMS 201 | C 24 M 100 Y 78 B 17 | R 164 G 31 B 53 | A41F35 |

ARVO Blue

| | Pantone | CMYK | RGB | Web |
|---|---|---|---|---|
| | PMS 655 | C 100 M 68 Y 0 B 52 | R 0 G 47 B 101 | 002F65 |

Supporting ARVO colors are listed below.

ARVO Cool Gray
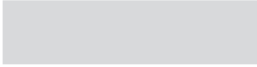
| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| Cool Gray 3 | C 20 M 16 Y 18 K 0 | R 202 G 202 B 200 | CACAC8 |

ARVO Dark Gray

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 423 | C 47 M 37 Y 39 K 3 | R 142 G 144 B 143 | 8E908F |

ARVO Tan

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| Warm Gray 3 | C 22 M 19 Y 23 K 0 | R 199 G 194 B 88 | C7C2BC |

ARVO Gray-Tan

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| Warm Gray 7 | C 42 M 40 Y 44 K 4 | R 153 G 143 B 134 | 998F86 |

Foundation Brown

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 405 | C 55 M 53 Y 59 K 25 | R 105 G 96 B 87 | 696057 |

TVST Blue

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| 2935 | C 100 M 68 Y 4 K 0 | R 0 G 85 B 183 | 0055B7 |

ARVO Light Blue

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 283 | C 38 M 11 Y 0 K 0 | R 151 G 197 B 235 | 97C5EB |

EyeFind Medium Blue

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 7461 | C 96 M 42 Y 6 K 0 | R 0 G 124 B 186 | 007CBA |

EyeFind Light Blue

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 2995 | C 81 M 12 Y 1 K 0 | R 0 G 167 B 255 | 00A7E1 |

ARVO Gray Blue

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 5425 | C 54 M 32 Y 26 K 1 | R 126 G 153 B 170 | 7E99AA |

ARVO Yellow

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 124 | C 7 M 34 Y 100 K 0 | R 236 G 172 B 0 | ECAC00 |

ARVO Orange

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| Orange 21 | C 0 M 79 Y 100 K 0 | R 255 G 90 B 0 | FF5A00 |

ARVO International Green

| **Pantone** | **CMYK** | **RGB** | **Web** |
|---|---|---|---|
| PMS 3522 | C 100 M 1 Y 100 K 7 | R 0 G 131 B 48 | **008330** |

## ARVO Logo: Applications of the ARVO identity

The following examples provide implementation of the ARVO brand. Samples include letterhead, envelopes and business card.

## ARVO logo: General Chapter Affiliate application

All ARVO logo usage guidelines should remain in effect and consistent for all affiliate applications. The following examples further expand upon the usage of the ARVO logo used in conjunction with addition of affiliate text.

**Affiliate block:**
ITC Franklin Gothic Book
Pantone 655 Text
ALL CAPS
Pantone Cool Gray 3
Rounded Corner Block

**Clear space:**
The clear space on all four sides of the logo is proportional to the diameter of the inner 'iris' of the eye mark.

## ARVO logo: Individual Chapter Affiliate application

ARVO International Chapter Affiliate

AIVO
Asociación de Investigación en Visión y Oftalmologia

**Affiliate logo**
Sansation
All Caps
Pantone can be complimentary PMS of affiliates' choice  (AIVO = Orange 21)

**Affiliate Block**
ITC Franklin Gothic Demi at 90%
Pantone 655 Text

**Affiliate icon**
Pantone 655 with text knocked out in white
ITC Franklin Gothic Demi at 90%

## Current Chapter Affiliate logos and colors

There are currently 15 ARVO International Chapter Affiliates.  Current chapter logos are seen below:

**ARVO International Chapter Affiliate** **AIVO**
Asociación de Investigación
en Visión y Oftalmologia

**ARVO International Chapter Affiliate** **CCRVO**
Chinese Congress of Research
in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **AARVO**
Austrian Association for Research in
Vision and Ophthalmology

**ARVO International Chapter Affiliate** **HARVO**
Hungarian Association for Research
in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **ARVO-EGYPT**
Egypt Association for Research in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **ISVER**
Israeli Society for Vision and
Eye Research

**ARVO International Chapter Affiliate** **ARVO-INDIA**
Indian Eye Research Group

**ARVO International Chapter Affiliate** **IT-ARVO**
Italian Association for Research
in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **ARVO-SPAIN**
Spanish Association for Research in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **MARVO**
México Colegio Nacional de
Investigación en Ciencias Visuales

**ARVO International Chapter Affiliate** **ARVO-SWISS**
Swiss Association for Research in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **SEE-ARVO**
South-East European Association for Research
in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **BRAVO**
Brazilian Research Association
of Vision and Ophthalmology

**ARVO International Chapter Affiliate** **ARVO-NED**
The Netherlands Association for Research
in Vision and Ophthalmology

**ARVO International Chapter Affiliate** **CARVO**
Colombian Association for Research
in Vision and Ophthalmology

## ARVO logo: Event marketing applications

All ARVO logo usage guidelines should remain in effect and consistent for event marketing applications. The following examples further expand upon the usage of the ARVO logo in conjunction with event marketing name/place addition.

Note: Reversed (KO) versions of the logos may be used to maintain the branding and allow flexibility, with the marketing of the ARVO meetings. For example, using the white ARVO Imaging in the Eye logo with new meeting branding (see below).  The KO logos may also be used with other KO logos give promotions a consistent and cohesive look.



**Clear space:**
The clear space on all four sides of the logo is proportional to the diameter of the inner 'iris' of the eye mark.

**Event application:**
Logo followed by ITC Franklin Gothic Book text in a supporting ARVO color (all caps with divider dots)

## Extending the ARVO brand: ARVO Foundation for Eye Research

The ARVO Foundation For Eye Research logo should be used with all previously listed ARVO logo guidelines kept in mind. It utilizes the same fonts, with a different color palette and icon treatment. Note: A solid brown or solid teal logo should not be used.



**Preferred use**



**Preferred use (Knocked out)**



**Preferred use (100% black)**



**Acceptable use with the Foundation name spelled out in the document**



**Acceptable use with the Foundation name spelled out in the document**



**Acceptable use with the Foundation name spelled out in the document**

Foundation Teal

| | Pantone | CMYK | RGB | Web |
|---|---|---|---|---|
| | PMS 320 | C 100 M 11 Y 38 B 0 | R 0 G 152 B 170 | 0099A8 |

Foundation Brown

| | Pantone | CMYK | RGB | Web |
|---|---|---|---|---|
| | PMS 405 | C 55 M 53 Y 59 B 25 | R 105 G 96 B 87 | 696057 |

## Extending the ARVO band: Applications of the ARVO Foundation logo
Samples of letterhead, business card and envelope

**ARVO Foundation**
for Eye Research ®

5515 Security Lane, Suite 500 ■ Rockville, MD 20852-5007
Tel: +1.240.221.2950 ■ Fax: +1.240.221.0370
**ARVOFoundation.org**

The ARVO Foundation complements ARVO's mission to advance research worldwide into understanding the visual system and preventing, treating and curing its disorders. The ARVO Foundation supports initiatives that further the careers of eye and vision scientists through research grants, travel awards and career and leadership development programs.

**ARVO Foundatio**
for Eye Research ®

5515 Security Lane, Suite 5
Rockville, MD  20852–5007

Address Service Requested

**Investing in eye and vision scientists**

## Extending the ARVO brand: journals

The logos for the ARVO journals, *Investigative Opthalmolgy and Visual Science*, *Journal of Vision* and *Translational Vision Science and Technology* have a uniformed look to complement ARVO branding. Standard type treatment and colors should be applied to these logos.

**iovs** investigative ophthalmology & visual science
an **ARVO** journal

**jov** journal of **vision**
an **ARVO** journal

Text: ITC Franklin Gothic BT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Text: ITC Franklin Gothic BT**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

Text: ITC Franklin Gothic BT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Text: ITC Franklin Gothic BT**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

ARVO Red

| Pantone | CMYK | RGB | Web |
|---|---|---|---|
| PMS 201 | C 24 M 100 Y 78 K 17 | R 164 G 31 B 53 | A41F35 |

Orange

| Pantone | CMYK | RGB | Web |
|---|---|---|---|
| Orange 21 | C 0 M 83 Y 100 K 0 | R 255 G 80 B 0 | FF5000 |

ARVO Blue

| Pantone | CMYK | RGB | Web |
|---|---|---|---|
| PMS 655 | C 100 M 68 Y 0 B 52 | R 0 G 47 B 101 | 002F65 |

ARVO Blue

| Pantone | CMYK | RGB | Web |
|---|---|---|---|
| PMS 655 | C 100 M 68 Y 0 B 52 | R 0 G 47 B 101 | 002F65 |

**tvst** translational vision science & technology
an **ARVO** journal

Text: ITC Franklin Gothic BT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Text: ITC Franklin Gothic BT**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

TVST Blue

| Pantone | CMYK | RGB | Web |
|---|---|---|---|
| 2935 | C 100 M 68 Y 4 K 0 | R 0 G 85 B 183 | 0055B7 |

ARVO Blue

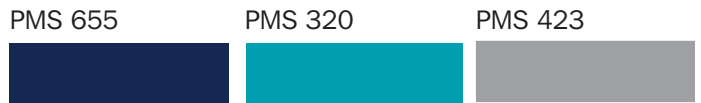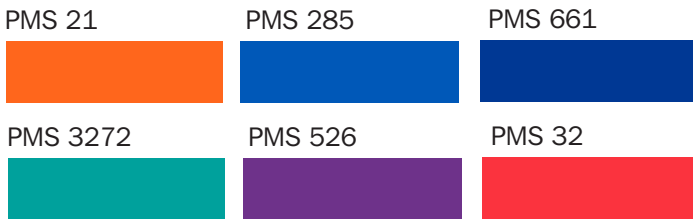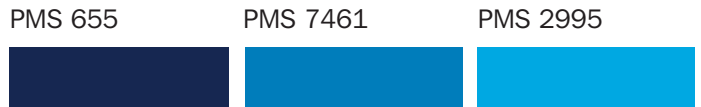| Pantone | CMYK | RGB | Web |
|---|---|---|---|
| PMS 655 | C 100 M 68 Y 0 B 52 | R 0 G 47 B 101 | 002F65 |

## Extending the ARVO brand: Miscellaneous logos

Below are some ARVO program logos that have different branding and type treatments. When possible, standard ARVO typefaces, type treatments, colors and spacing should be applied to these logos.



PMS 201    PMS 655    PMS 7409



PMS 21    PMS 2935    PMS 283



PMS 655    PMS 3522



PMS 655    PMS 7461    PMS 2995



PMS 21    PMS 285    PMS 661

PMS 3272    PMS 526    PMS 32



PMS 655    PMS 320    PMS 423



PMS 1375    PMS 2925    PMS 2603



PMS 320    PMS 405