Our
Brand
Logo

WILD WEST VET SHOW

About the Logo

The Wild West Vet Show logo is unique and is one of the most important visual elements of the company identity.

The logo comprises the wording Wild West, Vet and Show which includes an icon within the letter "o". In almost all circumstances, both elements should be reproduced as one (locked-up) in the approved color palette.

It is extremely rare that the typography and icon would need to be used independently. Please consult with the Marketing Team before doing so.

The logo in all its useable formats has been created and supplied, and should be used only as they have been supplied.

Under no circumstances can the logo be adapted, altered, squashed, extended, changed in color or reworked.

WILD WEST VET SHOW

Do not alter any elements of the logo in any way and do not try to recreate it. Only use what has been supplied.

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Logo: Minimum Spacing

Blue indicates the exclusion and protection zone (the minimum unobstructed area around the logo). The blue area must be kept free of other elements.

The minimum required clear space is defined by the measurement 'X' (X is equal to the width of the dog icon).

clear space

clear space

WILD WEST VET SHOW

clear space

clear space

X

Logo: Minimum Sizing

For clarity and reproduction quality, do not use any logo smaller than the ones shown. Depending on the placement, use the correct sized logo.

Large version (Outdoor Media)

2.4 in +

Medium Version (Stationery)

1 in

Small version (Digital)

75 px

Logo Colors

Our color palette for logo usage

For documents with high-quality print reproduction or electronic and audiovisual work it is best to render the logo in its three Vet Show brand colors – pink, blue and steel.

Always aim for an accurate color match. The logo should never be printed in any other colors or combination of colors than those in which it is supplied.

Logo on colored backgrounds

The logo can appear on a colored background. It should only appear on an approved brand color or image that will 'hold' the detail. Make sure the correct version of the logo is used.

When on a color / photograph the wording and icon can be reversed, depending on the quality and contrast of the background.

Never, ever, use a jpg version of the logo with white background on a color background or photograph.
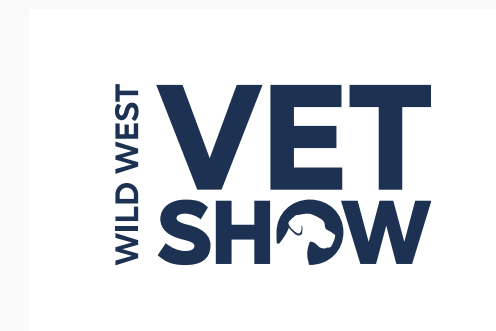
Single color White on Pink

Single color Pink on Blue

Single color Blue on Pink

Single color Black on White

Single color Blue on White

Single color Pink on White

DO NOT USE LOGO LIKE THIS

Logo on imagery

If used on light image backgrounds, the positive version of the logo must be used. If used on dark image backgrounds, the negative version of the logo must be used.

Please ensure that the logo does not interfere with the main focus of the image.

In these examples we have also added a smooth gradient behind the logo to aid stand-out from the image.

Logo Variations

WILD WEST VET SHOW

WILD WEST VET SHOW
RENO, NV • OCT 15-18, 2025

WILD WEST VET SHOW
OCTOBER 15-18, 2025

Reminders

Big no-nos for logo usage.

DO NOT change the colors
of any part of the logo.

DO NOT crop the logo.

DO NOT add shadows or effects.

DO NOT rotate the logo.

DO NOT put over another illustration

DO NOT use tint or opacity.