



## VetXML Marketing Guidelines

VetXML has been designed to enable the accurate monitoring and sharing of veterinary information and, as such, we are keen to propagate its use in all areas of veterinary data exchange.

We ask that all members and non-members that make use of VetXML schema, take every opportunity to promote VetXML in marketing materials associated with the VetXML powered functionality. Similarly, we request that all members make use of the VetXML Member Logo to publicised their affiliation with the Consortium.

It is very important that VetXML and the Consortium are appropriately and consistently recognised in products using the data format, and in any published work (whether online or printed). We therefore suggest the following use of the VetXML logos and brand:



### Scaling

Either of the VetXML logos may be scaled to any size, as long as the minimum size requirements are upheld. If the logo is displayed as smaller than the minimum size requirements, clarity and definition will be lost.



### Colour

	CMYK (C:0, M:48, Y:95, K:0) RGB (R:248, G:152, B:41) Pantone 1375c HEX (hexadecimal): #f8982a		CMYK (C:0, M:10, Y:33, K:72) RGB (R:105, G:94, B:74) Pantone 7532c HEX (hexadecimal): #695e4a
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### Product literature

Please include the following statement and, where possible, the VetXML Powered Logo:

'This product makes use of VetXML for data storage and exchange ([www.vetxml.org](http://www.vetxml.org))'

### Website

The VetXML Powered and/or the VetXML Member Logo is to be included on your home page, where possible. For those products using VetXML, the VetXML Powered Logo is to be included on the product description page at the very least. In all instances, VetXML Powered and Member Logos are to have a hyperlink to the VetXML Consortium website home page.

### Scientific publications

Please cite the VetXML website according to the journal reference guidelines.

For further information on the use of the VetXML logo, please contact us at  
T: +44 (0)3332 407636 | F: +44 (0)1359 245253 | E: [secretariat@vetxml.org](mailto:secretariat@vetxml.org)

If you are not a member of the VetXML Consortium, please ensure you contact us before using any of the VetXML logos or branding.