



Brand Guidelines R1b

Version 0a

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9. How Visuals Support the Brand Strategy

CoVet's brand strategy centers on three promises: **confidence, relief, and presence.**

The visual identity reinforces each one.

Confidence

Clean hierarchy, consistent layouts, and a legible type system project reliability. When everything looks organized, it feels trustworthy.

Relief

Generous whitespace, soft backgrounds, and warm photography reduce visual noise. The design itself should feel like a deep breath.

Presence

Documentary-style imagery and candid compositions keep the focus on the human-animal connection, mirroring the attention CoVet helps protect during appointments.

10. Logo System

Primary Logo

The CoVet logo pairs a logomark (also referred as the “icon”) with the wordmark “co·vet” set in lowercase with a mid-dot separator. Use the full-color primary logo whenever possible.

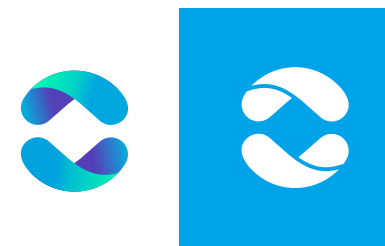
Three Approved Configurations



Horizontal lockup:
Logomark to the left of the wordmark. Default for most applications.



Vertical lockup:
Logomark stacked above the wordmark. Use when horizontal space is limited, such as square social avatars or event signage.



Logomark (icon) only:
The icon used alone. Reserved for favicon, app icon, small-scale UI elements, and contexts where the brand is already established.

Logo as Text

When the logo cannot be reproduced as an image (plain-text emails, legal documents, internal chat), write the brand name as **CoVet** with a capital C and capital V.

Do not use “Covet,” “COVET,” “Co-Vet,” or “co·vet” in running text.

10. Logo System | Usage

Clear Space

Maintain a clear margin equal to the height of the “C” in the wordmark on all sides of the logo. No text, imagery, or graphic elements may enter this space. Also make sure to keep a clean background behind the logo for legibility. No patterns or textures.

Minimum Size

- Digital: 40px height
- Print: 0.75 in (19mm) height

Below these sizes, the wordmark becomes difficult to read. Switch to the logomark only at smaller scales.



10. Logo System | Incorrect Usage

Do not:

- Stretch, rotate, or distort the logo
- Add drop shadows, outlines, glows, or other effects
- Change colors outside the approved palette
- Place the logo on busy or low-contrast backgrounds
- Rearrange the logomark and wordmark relationship
- Recreate the logo using a different typeface

11. Color System | Primary & Secondary Brand Colors

Primary Colors

Role	Name	Hex	Usage
Primary action	CoVet Blue	#00A3E8 C:84 M:18 Y:0 K:0	CTA buttons, links, interactive elements, feature titles
Secondary emphasis	CoVet Navy	#00609B C:100 M:44 Y:0 K:0	Hover states, secondary headings, security content
Dark foundation	CoVet Dark	#002D4F C:100 M:44 Y:0 K:50	Dark backgrounds (hero, footer), dark-mode surfaces

Secondary Colors

Role	Name	Hex	Usage
Warm accent	Gold	#A36D39 C:6 M:42 Y:64 K:25	Enterprise navigation, premium contexts
Eyebrow accent	Gold Light	#E8A667 C:6 M:42 Y:64 K:0	Section tags, workflow indicators

12. Typography

Primary Typeface: [Plus Jakarta Sans](#)

A modern, geometric sans-serif with warmth. Used across all digital and print touchpoints. Its range of weights (400–800) supports a clear hierarchy from body copy to bold display headlines.

Complementary Typeface: [Use a serif like Georgia](#)

Use a serif font like Georgia when you want to accentuate a feature after a main headline. Feel free to experiment here and update if you find a better variant.

Font Weights

400	Regular — body-sm, descriptions
500	Medium — body-md, stat labels, hero sublines
600	Semibold — body-lg, body-xl, buttons, nav links
700	Bold — heading-md, heading-sm
800	Extrabold — heading-xl, heading-lg, tags, stat values

Email Fallback: [Arial](#)

For HTML email where custom fonts may not render, use Arial as the fallback. Maintain the same weight hierarchy: bold for headings, regular for body.

Capitalization

Use sentence caps or title caps. This typography choice makes the text more approachable and feel more human. **Avoid all caps**, which makes us feel colder and more clinical.