Branding Guidelines

Building Our Brand and Reputation

Aliante™
ANIMAL HOSPITAL

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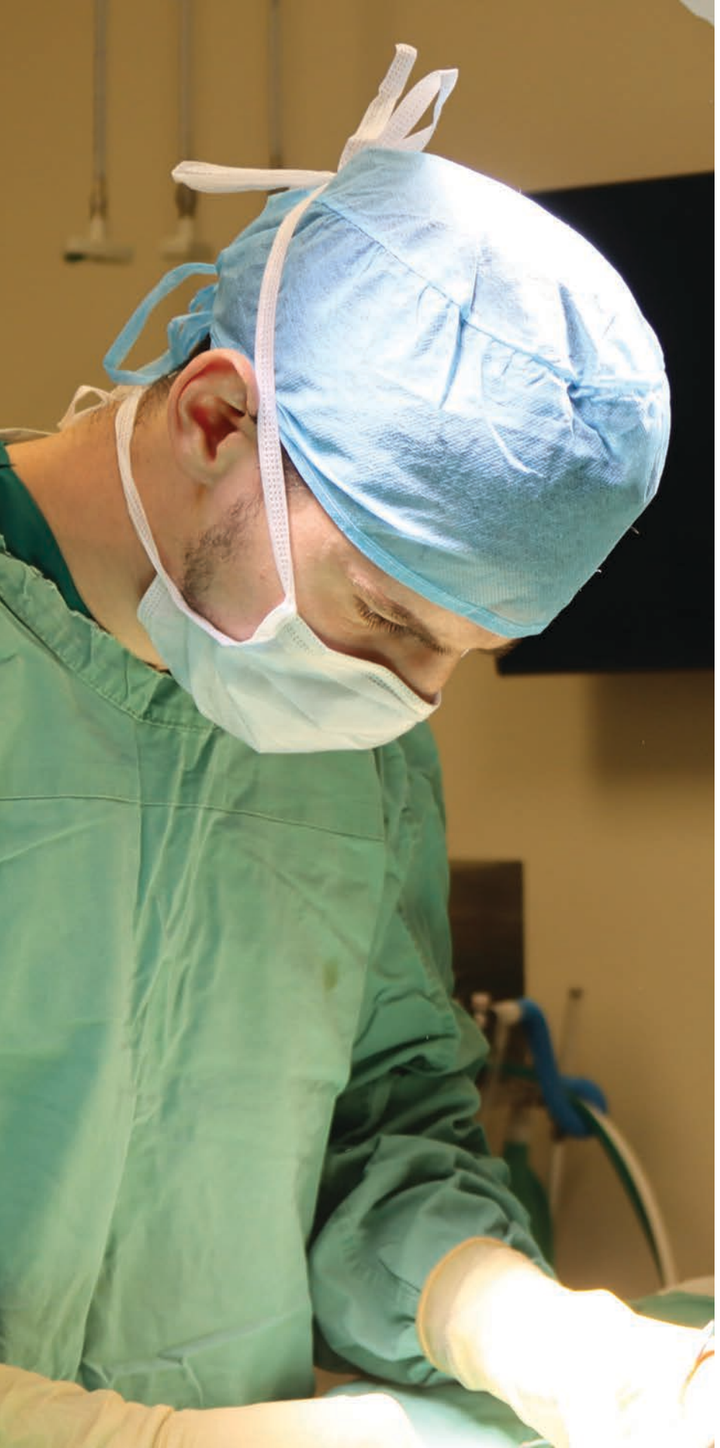
About Us

Our Mission and Our Values



Our Mission

Aliante Animal Hospital is a full-service veterinary medical practice located in North Las Vegas, Nevada. The hospital opened in 2014 and serves the greater Las Vegas Valley, not just North Las Vegas.

The hospital is equipped with digital radiology, digital dental radiology, ultrasound, laser therapy, an in-house laboratory, a surgical suite, special boarding tiers for patients, and a paperless medical records computer system.

Our emphasis when it comes to patients is overall pet wellness. The veterinary staff at Aliante Animal Hospital are well-trained in the necessary medical and surgical care that is needed for small animals.

Our Values

The staff at Aliante Animal Hospital value high-quality wellness care with a focus on customer service. Consistent visits to the veterinarian helps our staff stay on top of your pet's health, making sure they live a long and happy life with you and your family.

Fostering close relationships with our patients and clients is something we highly value at Aliante Animal Hospital. Building and maintaining these relationships helps our staff provide the best care possible for pets.

Treating each client with respect and understanding is what keeps them coming back to Aliante.

Main Branding Guidelines

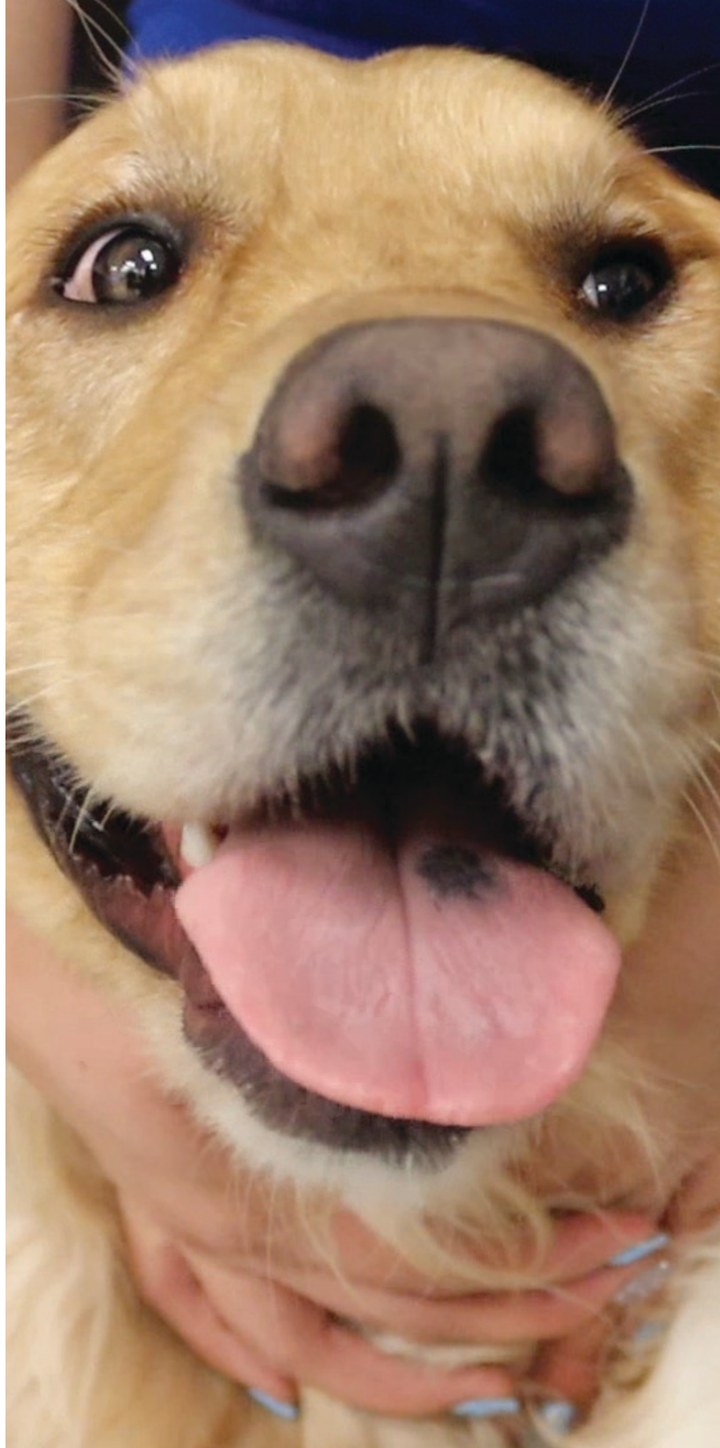
Style, Rules, and Regulations

Branding Reminders

- Incorporate the trademark symbol next to the Aliante Animal Hospital logo.
- When creating literature for the animal hospital, keep to main colors in the logo.
- Serif fonts should be used as headers, but exceptions can be made for creative graphics and videos.
- Avoid rotating, stretching, or using the Aliante 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.

Welcome to

Other logo examples:

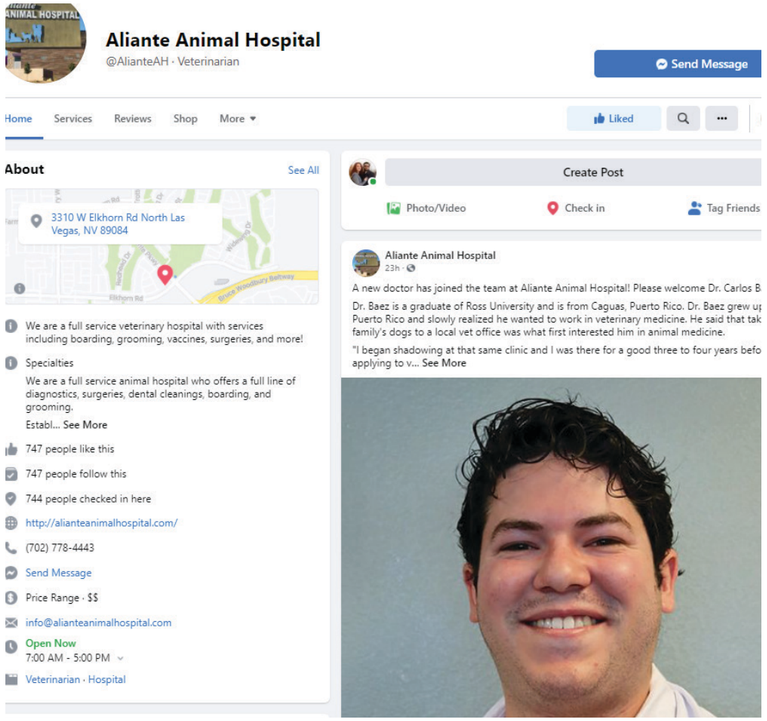


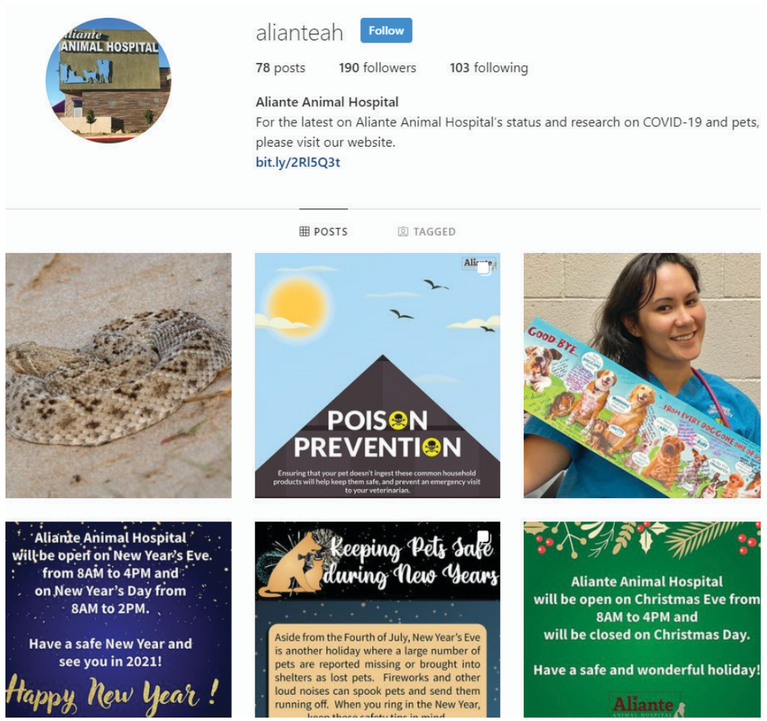
Our Brand Online

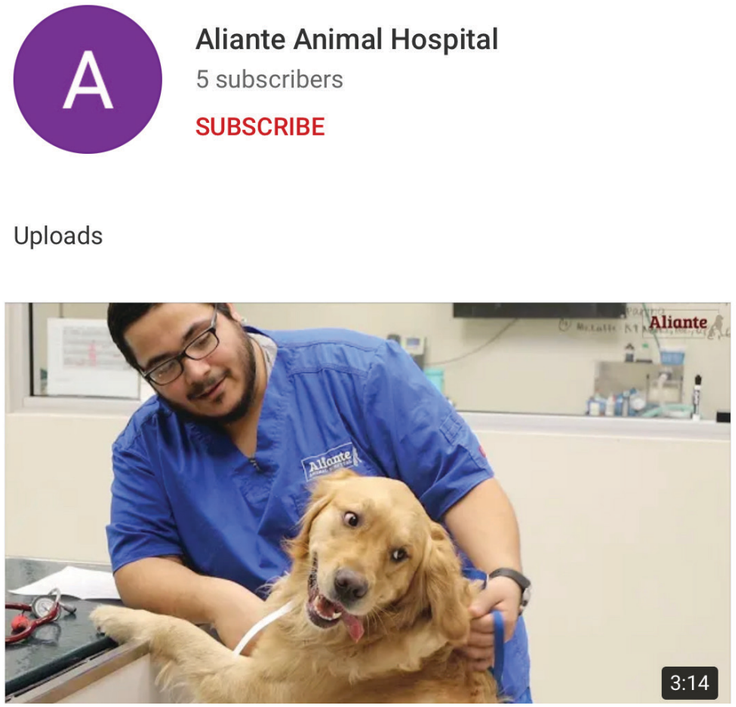
Aliante Animal Hospital has been building its online and social media presence that showcases our services, specials, and overall pet healthcare to potential and current clients. Aside from building an online presence, Aliante has maintained running consistent campaigns across various social media platforms for dental care, job recruitment, student externships, and pet health.

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

Here are some examples of our social media presence online:







Our Brand in Print

Currently, Aliante Animal Hospital has a limited number of print examples that promote our brand of pet wellness and comprehensive care. We continue to build our brand not only on a number of online platforms, but in printed material as well. Below are a few examples for reference:

Aliante
ANIMAL HOSPITAL

Efrain Vassallo, DVM
drvassallo@alianteanimalhospital.com
3310 West Elkhorn Rd. North Las Vegas, NV 89084
Ph: 702 778-4443 Fx: 702 778-3022

Aliante
ANIMAL HOSPITAL

Brian Redmond, DVM
drredmond@alianteanimalhospital.com
3310 West Elkhorn Rd. North Las Vegas, NV 89084
Ph: 702 778-4443 Fx: 702 778-3022

Aliante
ANIMAL HOSPITAL

Joshua Scharf, DVM
drscharf@alianteanimalhospital.com
3310 West Elkhorn Rd. North Las Vegas, NV 89084
Ph: 702 778-4443 Fx: 702 778-3022

Aliante
ANIMAL HOSPITAL

Krystal Chinchilla, DVM
drchinchilla@alianteanimalhospital.com
3310 West Elkhorn Rd. North Las Vegas, NV 89084
Ph: 702 778-4443 Fx: 702 778-3022

Our Brand in Video

Aliante Animal Hospital has a specific style when it comes to online videos. 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 the 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 Aliante logo, and any credits to additional images, sounds, or videos that were used. Focus on keeping the footage used of Aliante light and professional.

See example shots below:

Aliante™
ANIMAL HOSPITAL

702-778-4443 | info@alianteanimalhospital.com

Music: "Inspirational Outlook" by Scott Holmes

Logo Colors:

HEX CODE: #611012
RGB: 97 91 18
CMYK: 35 96 91 54

HEX CODE: #A69683
RGB: 166 150 131
CMYK: 36 37 48 2

The primary colors used by Aliante are most often utilized in printed media and other materials that are used to promote the brand of the hospital. The primary colors are are the scrub colors of Aliante's staff, so it's good to use them whenever possible for creative projects or promotional materials for the hospital.

Aliante's logo colors, specifically red, can be utilized in creative projects, such as name cards for videos or headers in any graphic design work related to the hospital.

Primary Colors:

HEX CODE: #27418A
RGB: 39 65 138
CMYK: 98 88 12 2

HEX CODE: #253B71
RGB: 37 59 113
CMYK: 98 87 28 14

HEX CODE: #332557
RGB: 51 37 87
CMYK: 91 96 35 30

HEX CODE: #25193D
RGB: 37 25 61
CMYK: 89 93 43 51

Logo Evolution

Aliante Animal Hospital utilizes two logos: one for media and branding purposes, and the other for more formal purposes. The logo used for any media created by Aliante Animal Hospital has undergone a few changes since its inception, but the overall aesthetic has stayed the same.

Older projects and business cards have used the old version of the Aliante logo, but all future projects, print outs, and anything else related to the hospital should use the newer version of the Aliante logo to stay consistent for branding purposes.

The more formal logo utilized by Aliante is used for the building, road signs, and professional print ads.

New Logo:

Aliante™
ANIMAL HOSPITAL

Old Logo:

Aliante
ANIMAL HOSPITAL

Formal Logo:

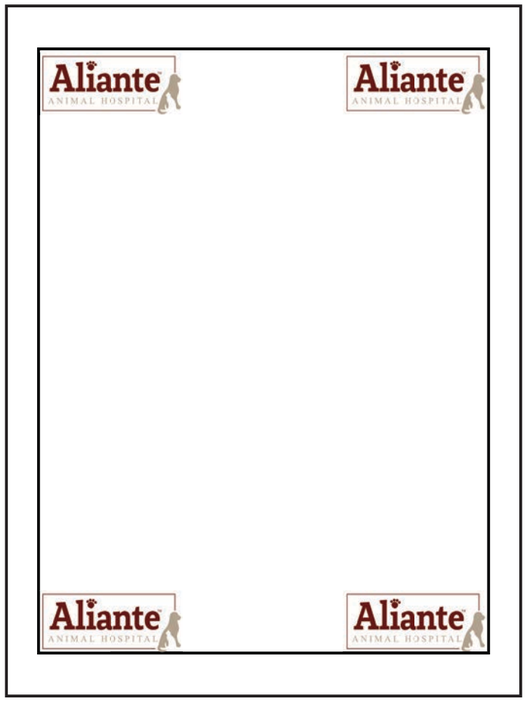
aliante
ANIMAL HOSPITAL

Logo Orientation

The logo for Aliante Animal Hospital 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). The font color of the logo may change as well, depending on the background.

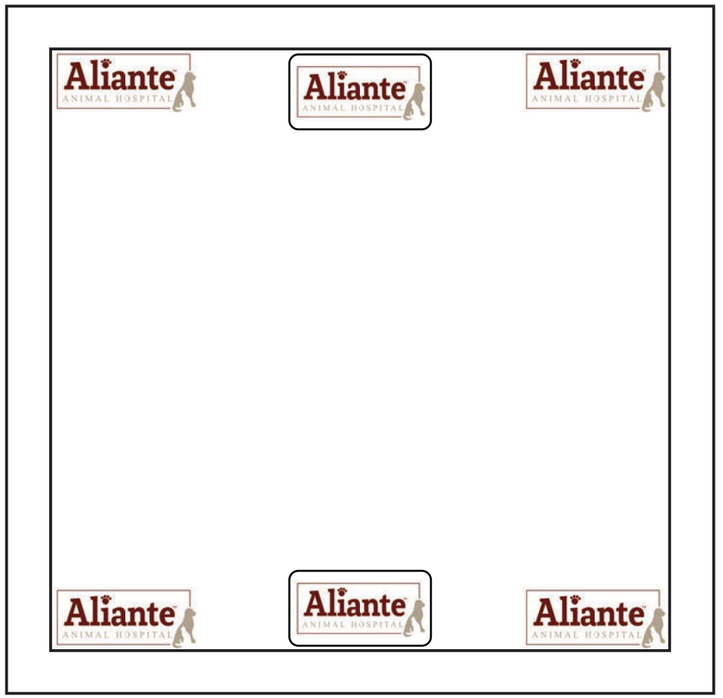
Placement examples:

Print Media



Digital Media

Banners/Signs



Font Guidelines

Bitter is the main font of the Aliante Animal Hospital logo. Ideally, this font should be used just for the logo, but can act as a second font choice for headers and titles for creative projects.	Microsoft Himalaya is the second font used in Aliante's logo. This font should be used just for the subheader in the Aliante logo. In certain cases, when deemed appropriate, this font may be used for any media related to the hospital.	***New Century Schoolbook is part of the logo font on the hospital building. This font specifically should always be bolded and italicized, and "aliante" is always in lowercase.***
Arial Narrow is the second font used for the hospital building logo, and other formal occasions. This font should always be bolded, and "ANIMAL HOSPITAL" should always be capitalized if used.	Zilla Slab is a font that is used for headers and titles. This font can also be used for signage, door decals, and other creative outlets for Aliante Animal Hospital.	Roboto Condensed is the font mainly used for printed information regarding small animal care. It can also used for any in-house printing, such as booklets, folders, letters, and/or promotional materials.

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**

Text & Fonts

For ***print purposes only***, Aliante Animal Hospital has a number of officials fonts it uses for branding and promotional materials, including: Bitter, Zilla Slab, Microsoft Himalaya, and Roboto Condensed.
Below is a breakdown of what each font looks like, and how they are used.

Bitter

Logo Font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

12345789

The quick brown fox jumps over the lazy dog.

Microsoft Himalaya

Logo Font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345789

The quick brown fox jumps over the lazy dog.

Zilla Slab

For Headers/Titles

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

12345789

The quick brown fox jumps over the lazy dog.

Roboto Condensed

Body Text

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

12345789

The quick brown fox jumps over the lazy dog.

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 Aliante 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 Aliante 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/AlianteAH/

https://www.instagram.com/alianteah/?hl=en

https://www.youtube.com/c/AlianteAnimalHospital

Contact Us

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https://alianteanimalhospital.com/

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