PETSMART VETERINARY SERVICES™

Toolkit 2024

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PETSMART

Background

National campaign, deployed locally at scale, surrounding PVS and nearby stores, that drives brand awareness and customer preference.

Ideal consumer takeaways:

My PetSmart store has a Vet. I could possibly get in today.

The Vets at PetSmart seem trustworthy.

Objectives

Showcase the heartfelt professionalism driving our Vets and Vet techs

Define the practices and build trust in personnel

Entice with same-day appointment availability

Educate customers and generate awareness

Introduce new PVS practices and speak to the ethos guiding those working there

Messaging

Vet-owned Vet care

Primary
Defines the offering by declaring that Veterinarians call the shots.

Vet-owned,
Vet-run
Vet care

Secondary
When used in copy as a headline or tagline, the full-length version should be used.

Headline Library

Define the Practice/Initial Launch

- A new breed of Vet care
- Where healing is practiced
- Vet where you pet

Preventative Care/Wellness Checks & Vaccinations

- Start pets off on the right paw, claw, fin and foot
- Give your boxer a fighting chance
- Vaccinate your Vizsla

Trustworthy/Professional Veterinarian Services

- Expert veterinary care for happy, healthy pets
- Vets with your pet's best interests at heart
- Put your pet's health in expert hands
- Expert care for pets and their people
- Pets trust you. You can trust us.

Appointment Availability

- Today is closer than you think
- Get in quicker not sicker
- Get heard. Get helped. Get healed.

Seasonal & Specific Services

- Tick. Tick. Tick.
  Flea & Tick Treatments
  Get yours before time runs out.
- New pet. New Vet.
  Start a Vet Care Relationship Today
  Same-day appointments available.
- The bark stops here
  Pet Anxiety Treatments
  Same-day appointments available.

Subhead/Copyline Examples

Same-Day Appointments
Now at a location near you.

Vaccinate Your Pet Today
Same-day appointments available.

New Pet Wellness Check
Appointments available today.

Color Palette

Primary

Calm Zoomies Gradient
HEX | FFFFFF
&
HEX | 206EF6

Accent

Loving Red
Pantone 2035 C
CMYK | 0, 100, 93, 0
RGB | 221, 40, 52
HEX | DD2834

Zoomies Blue
Pantone 2935 C
CMYK | 100, 55, 0, 0
RGB | 32, 110, 246
HEX | 206EF6

Neutrals

Calm White
CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
HEX | FFFFFF

Cool Gray
Pantone | Cool Gray 11C
CMYK | 66, 52, 50, 35
RGB | 68, 75, 77
HEX | 444B4D

Crafting a distinct identity while maintaining the essence of PetSmart.

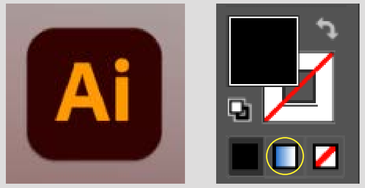
Pristine white seamlessly blends into a calming blue gradient, that feels clinical yet inviting.

This palette symbolizes the trust and professionalism that is so important to Vet Services while offering a unique and recognizable look within the PetSmart family.

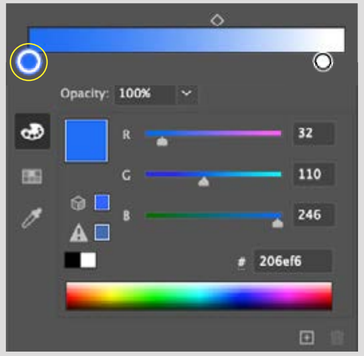
Gradient Build

COPY FORWARD DESIGN

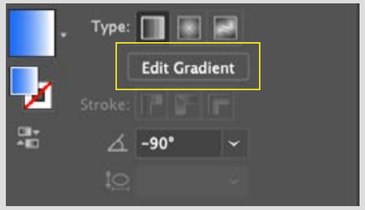
Prioritize readability in all text and gradient placement.
Minor adjustments allowed to maximize legibility.



STEP 1 Navigate to the style options in toolbar and select **Gradient style**



STEP 2 Open up the **Gradient tab**, double click the point you want to change, and update point colors to **Zoomies Blue** and **Calm White**



STEP 3 Select **Edit Gradient** to make further adjustments to the point placement – **gradient should cover entire artboard**

Zoomies Blue at 0%

10%

20%

30%

40%

50%

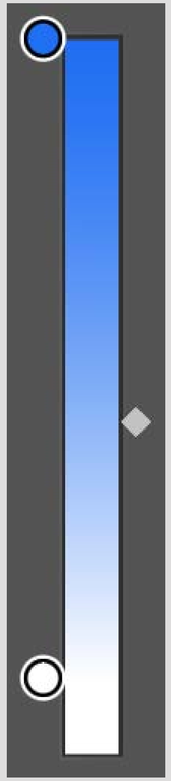
Transition at 60%

70%

80%

Calm White at 90%

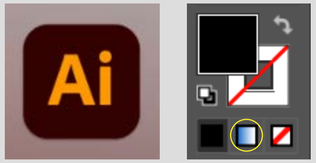
100%



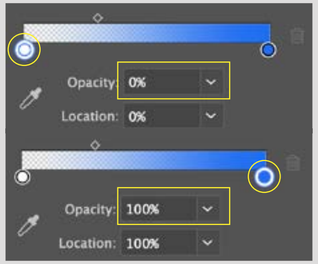
Gradient Build

PHOTO FORWARD DESIGN

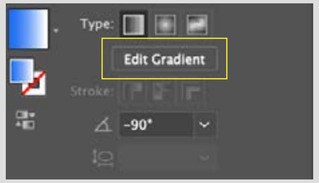
May adjust gradient as needed to avoid obstructing the faces of people and pets.



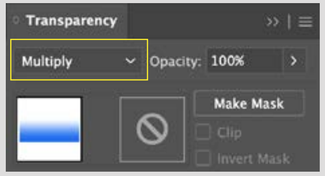
STEP 1 Navigate to the style options in toolbar and select **Gradient style**



STEP 2 Open up the **Gradient tab,** double click the point you want to change, and update point colors to **Calm White** *(Opacity 0%)* and **Zoomies Blue** *(Opacity 100%)*



STEP 3 Select **Edit Gradient** to make further adjustments to the point placement – **gradient placed ONLY around the text, not entire artboard**



STEP 4 Open up the **Transparency tab** and select **Multiply** from the dropdown; opacity may be adjusted slightly if necessary to preserve copy legibility

Calm White at 0%

*Opacity 0%

10%

20%

Transition at 30%

40%

50%

60%

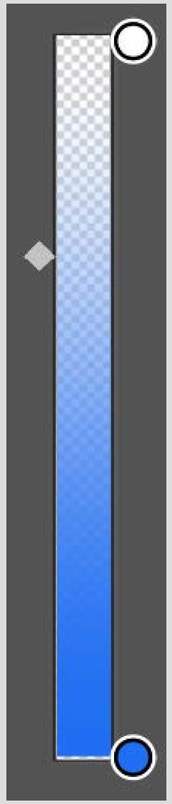
70%

80%

90%

Zoomies Blue at 100%

*Opacity 100%



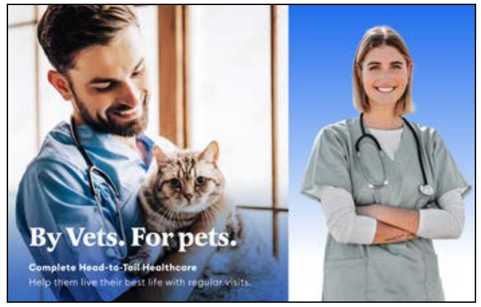
*Zoomed and cropped

*Correct proportions

AAA Pass, AAA (7+)
AA Pass, AA (4.5+)
AA18 Pass, Large Text Only (3+)
DNP Does Not Pass

Gradient ADA Compliance

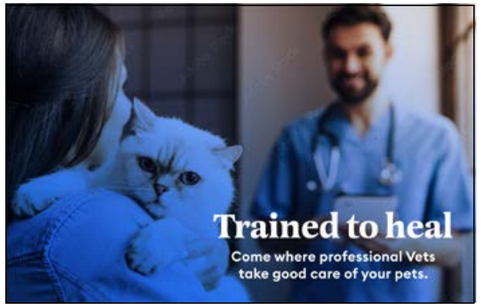
Gradient Guidelines



Do

Overlay the gradient on all lifestyle photos following the Gradient Build process, but do not overlay on cutout portraits.

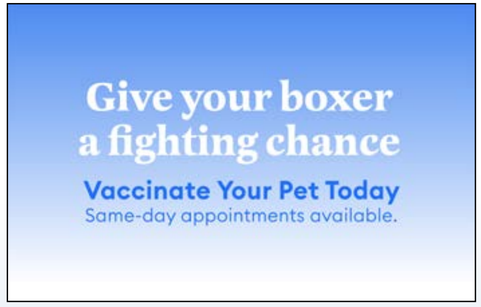
On email projects the gradient must be present, but is not required on all photos and never on SKUs



Do Not

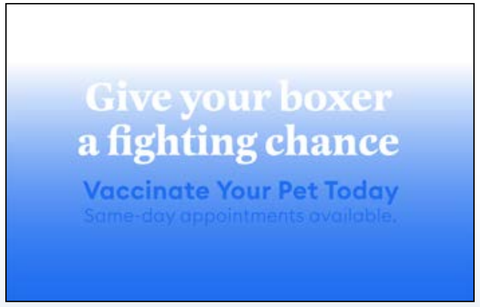
Gradient may be placed on the body of the photographed subject(s) but may NOT obstruct the faces of people and pets.

Gradient direction may come from the left/right or top/down but never from the corner.



Do

Highlight important copy through the use of the gradient. Ensure readability by placing white text on the blue side of the gradient, and blue text on the white side.



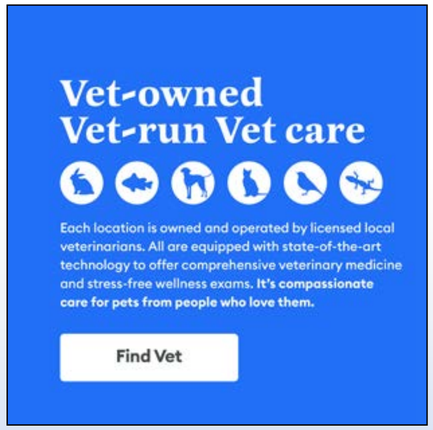
Do Not

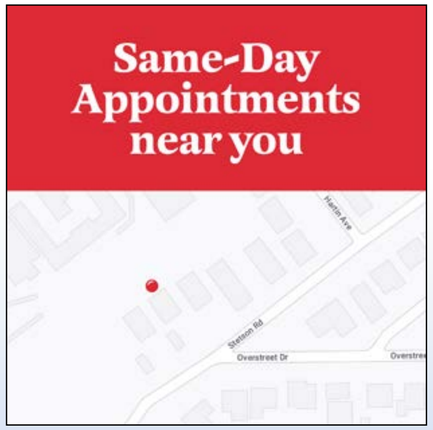
Don’t place light-colored text on the lighter areas of the gradient. Vice versa, do not place dark-colored text on the darker areas of the gradient.

Solid Color Guidelines

Do

Consider using white or a light gray to break up use of the gradient, but the gradient must be present in all designed materials to build PVS brand recognition. Light tones provide a clinical look and feel.





Do Not

Create backgrounds with solid blue or red. These solid colors should be reserved for the PetSmart standard brand, where as the gradient is unique to PVS and should be used when possible.

Typography

Latienne Pro Bold

- Used primarily for headlines
- Type size of headlines should be 50% larger than subheads
- Owned font – integrated in Cumulus
- May be used as an alternative to Euclid for subheads
- Tracking = 0pt

Euclid Circular

- Euclid Bold used for majority of subheads
- Subheads should be 50% smaller than the preceding headline
- All copy must use Euclid Medium and be approximately 12pt smaller than subhead
- Tracking = -15pt

Example

HEADLINE
Size: 60 pt
Tracking: 0pt
Latienne Bold

Pets trust you.
You can trust us.

SUBHEAD
Size: 30 pt
Tracking: -15pt
Euclid Bold

PetSmart Veterinary Services

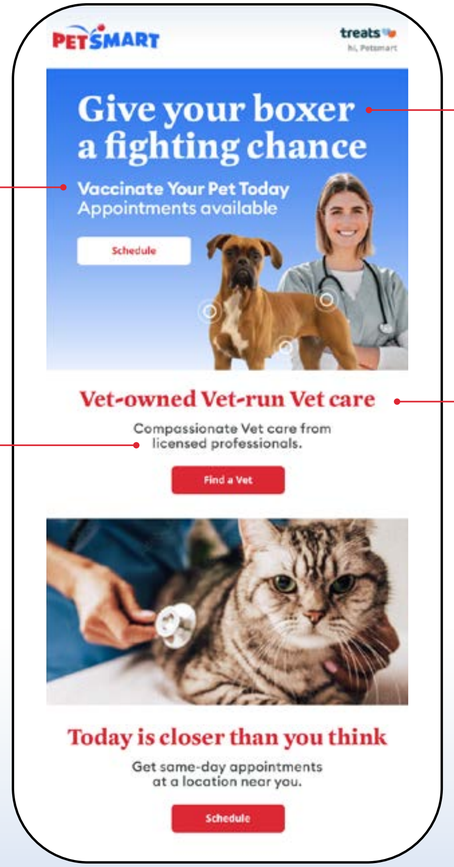
COPY
Size: 18 pt
Tracking: -15pt
Euclid Medium

Each location is owned and operated by licensed local veterinarians. All are equipped with state-of-the-art technology to offer comprehensive veterinary medicine and stress-free wellness exams.

Typography Sizing – Email

HERO SUBHEAD
Size: 32 pt
Leading: 34 pt
Tracking: -15 pt
Euclid Bold & Medium

BODY COPY
Size: 24 pt
Leading: 26 pt
Tracking: -15 pt
Euclid Medium



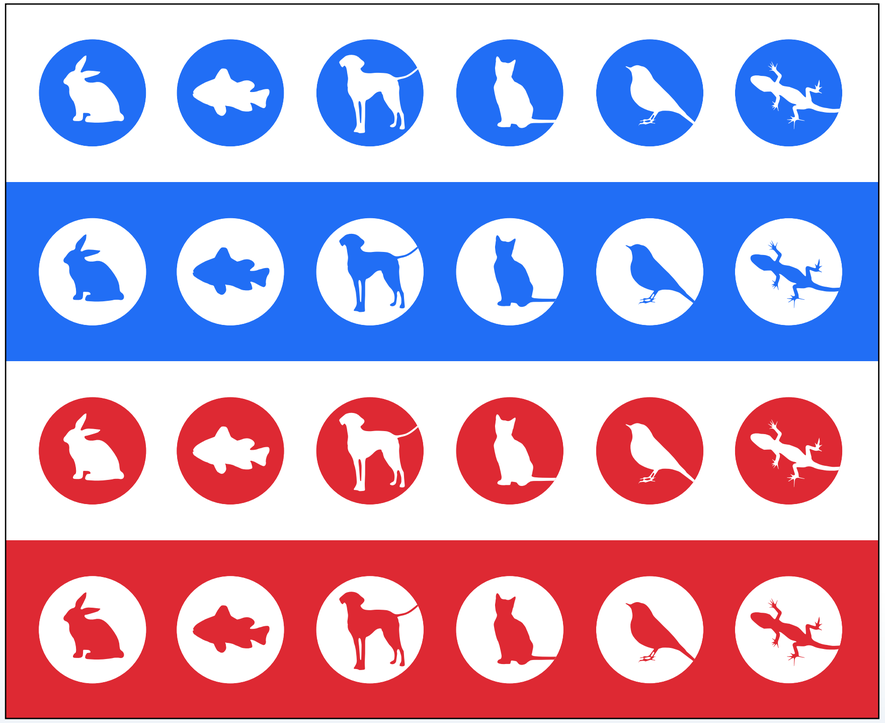
HERO HEADLINE
Size: 64 pt
Leading: 66 pt
Tracking: 0 pt
Latienne Bold

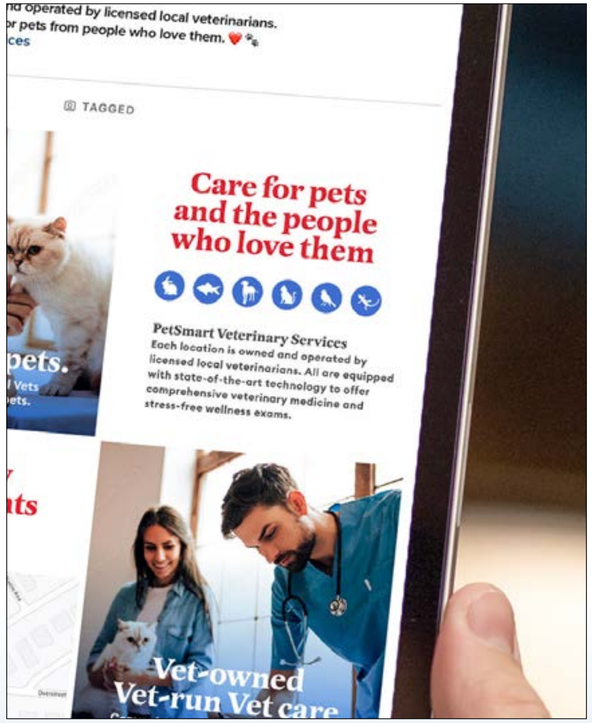
BODY SUBHEAD
Size: 40 pt
Leading: 42 pt
Tracking: 0 pt
Latienne Bold

Maximum Type Sizes

The type sizes outlined on this page represent the maximum that should be used in email. Headlines and subheads can always be smaller than what's shown here.

Iconography





This series of icons showcases the range of species we serve.

Search in Canto: VetServices2024

Do

- Keep the icons equal sizing and distance apart
- Build brand recognition through regular use
- Follow the color options shown to the left
- Use the icons as a series OR by themselves

**Further guidelines provided on next page*

Do Not

- Change the animal silhouette within the circle
- Stray from the color options shown on the left

**Silhouette color must match the background*

Iconography Usage

National

National deliverables are used across all PVS locations.

Examples:
- Emails
- Website

Should use the **full series** of species icons.

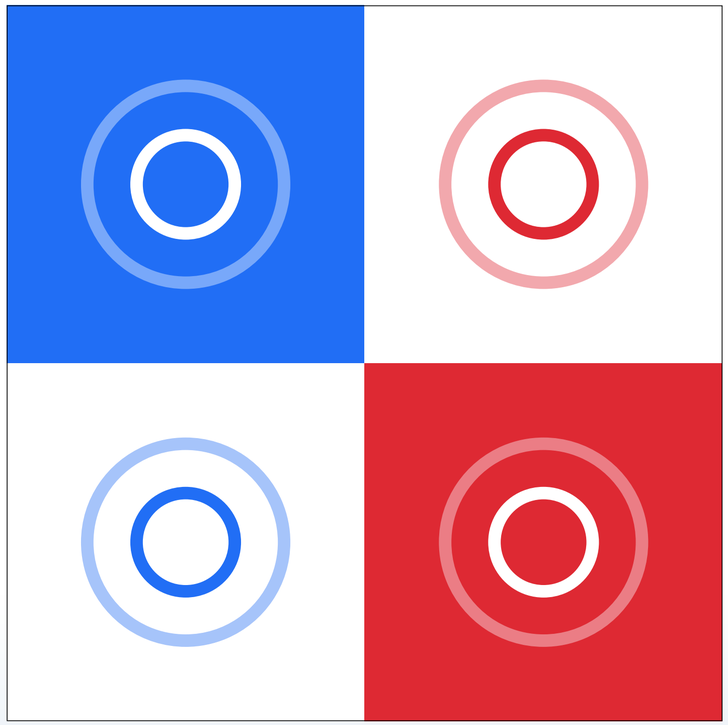
Local

Local deliverables are specific to the PVS location.

Examples:
- Business Cards
- Yelp/Google Page

May use a **limited series** of species icons, specific to the location.

Additional Elements



These circle graphics highlight areas of professional care.

Search in Canto: VetServices2024

Do

- Set inner circle at 100% opacity and outer at 40%
- Follow the color options shown to the left
- Use in context of areas of care (i.e. joint pain)
- Pair with cut-out photography of pets

Do Not

- Be inconsistent in scale, circles must be equal in size
- Stray from the color options shown on the left
- Alter the opacity listed unless absolutely necessary

Primary Logo

Minimum Required Spacing

The primary logo is for vendor usage as well as any tactics that are intended to live longer than 2 years. Always include the trademark and adhere to required spacing guidelines.

**Do not put any element within one "V" length of the logo. For example, the "V" in the logo to the left is 63 pixels tall. So elements can not placed be within 63 pixels of the logo.*

Alternate Colors

White logo can be used knocked out of brand colors or photos. Black logo may only be used for black/white print jobs.

Logo Companions

Paired

May be used as an alternative logo to the Primary Logo.

May be stacked side-by-side or vertically.

Solitary

Allowed only when the primary logo is already established.

May be stacked or displayed vertically.

Mark

A complimentary element in design, or in place of the PVS logo at a small scale.

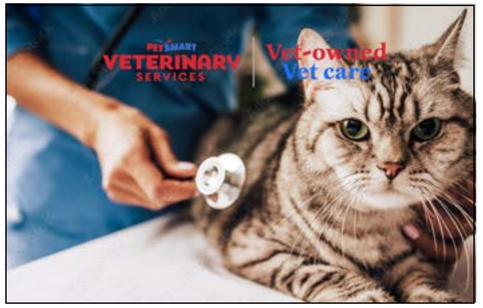
V+ must be white and the background red.

These are the preferred ratios, but unique pieces may dictate slightly different ratios. Feature the logo as the prominent element with tagline supporting and therefore smaller.

Logo Guidelines

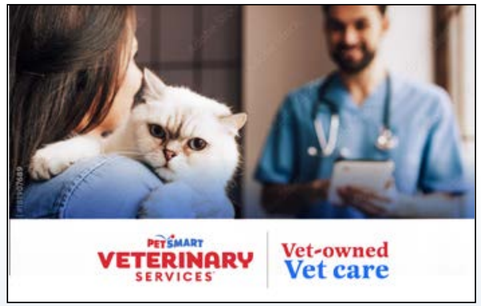
Do

If space allows, the Paired Companion should be used instead of the Solitary Companion. May be stacked or horizontal.



Do Not

Forget to keep contrast and accessibility in mind. Full color lockup should be placed on a white or light colored background.



Do

Keep the tagline smaller than the Primary Logo in every use. The tagline **supports** the logo.

Do Not

Change the color of the Mark. V+ must be white and the background red. Mark must not be rotated or the scale of V+ altered.

Search in Canto: VetServices2024

Photography

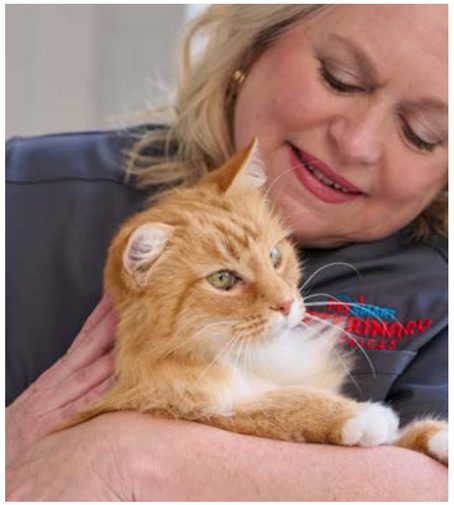
Photo Library: Pages 24–26

Style: Emphasis on candid photography to capture the warm and trusting bond between our vets and pets.

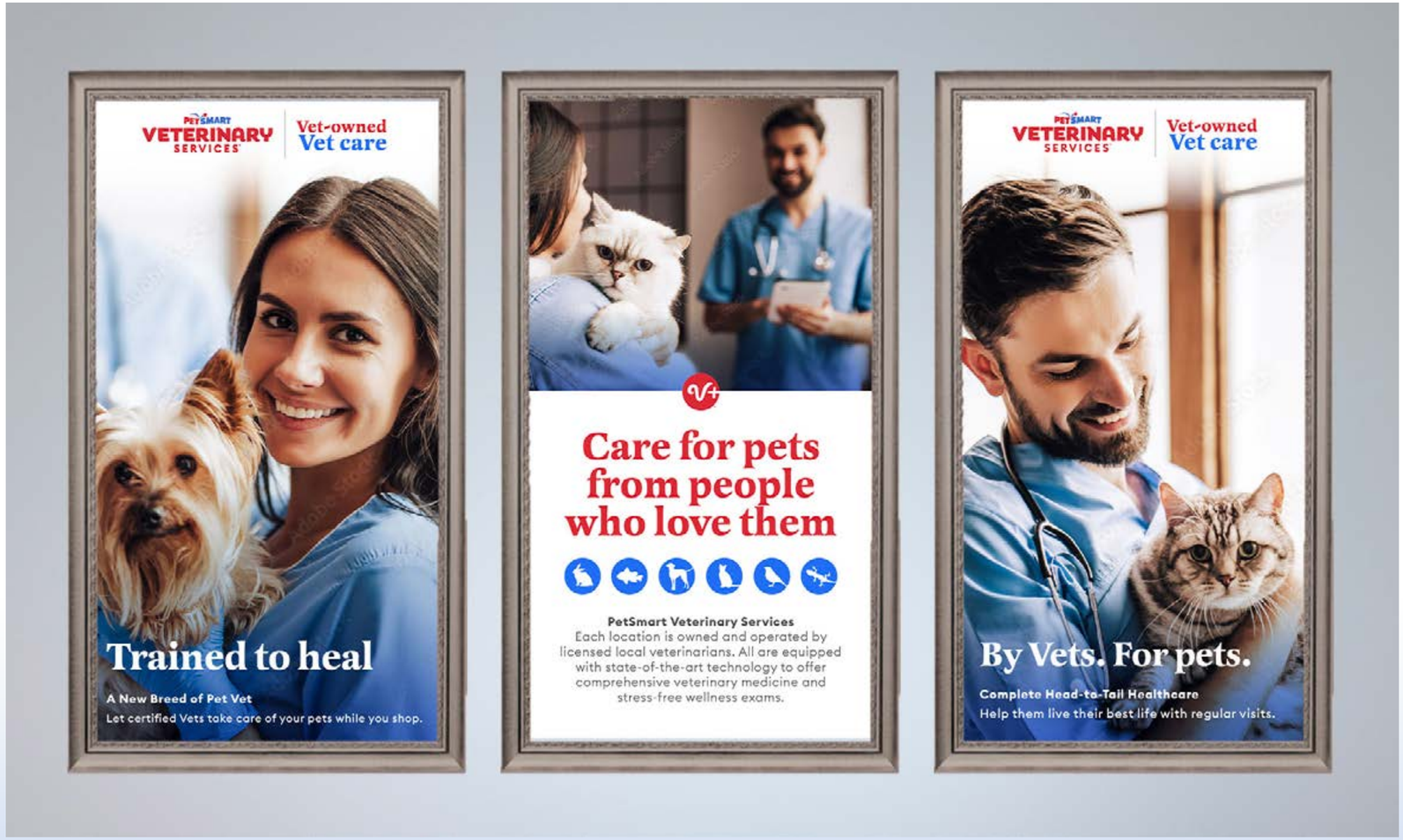
Color Palette: Neutral palette to complement graphic elements in final compositions. Vet scrubs will feature a grey hue with red embroidered logos for consistency.

Lighting: Implementation of soft, natural lighting to maintain a gentle ambiance. Avoidance of high contrast or pronounced shadows to preserve warmth and authenticity.

Casting: Inclusion of real veterinary professionals alongside a diverse range of animal species, reflecting the comprehensive care provided by PVS.



Look & Feel



Keep our objectives in mind when approaching all designed materials.

Showcase the heartfelt professionalism driving our Vets and Vet techs

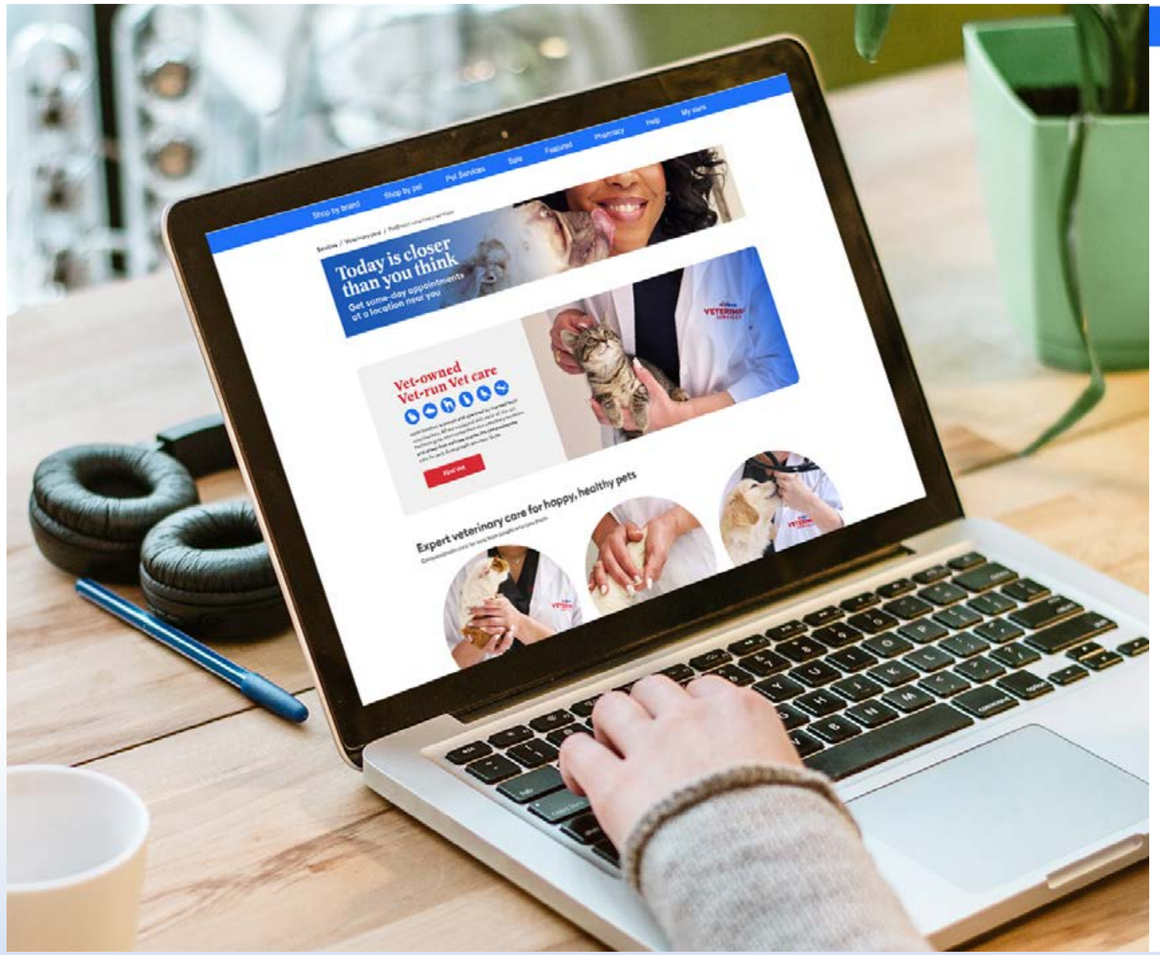
Define the practices and build trust in personnel

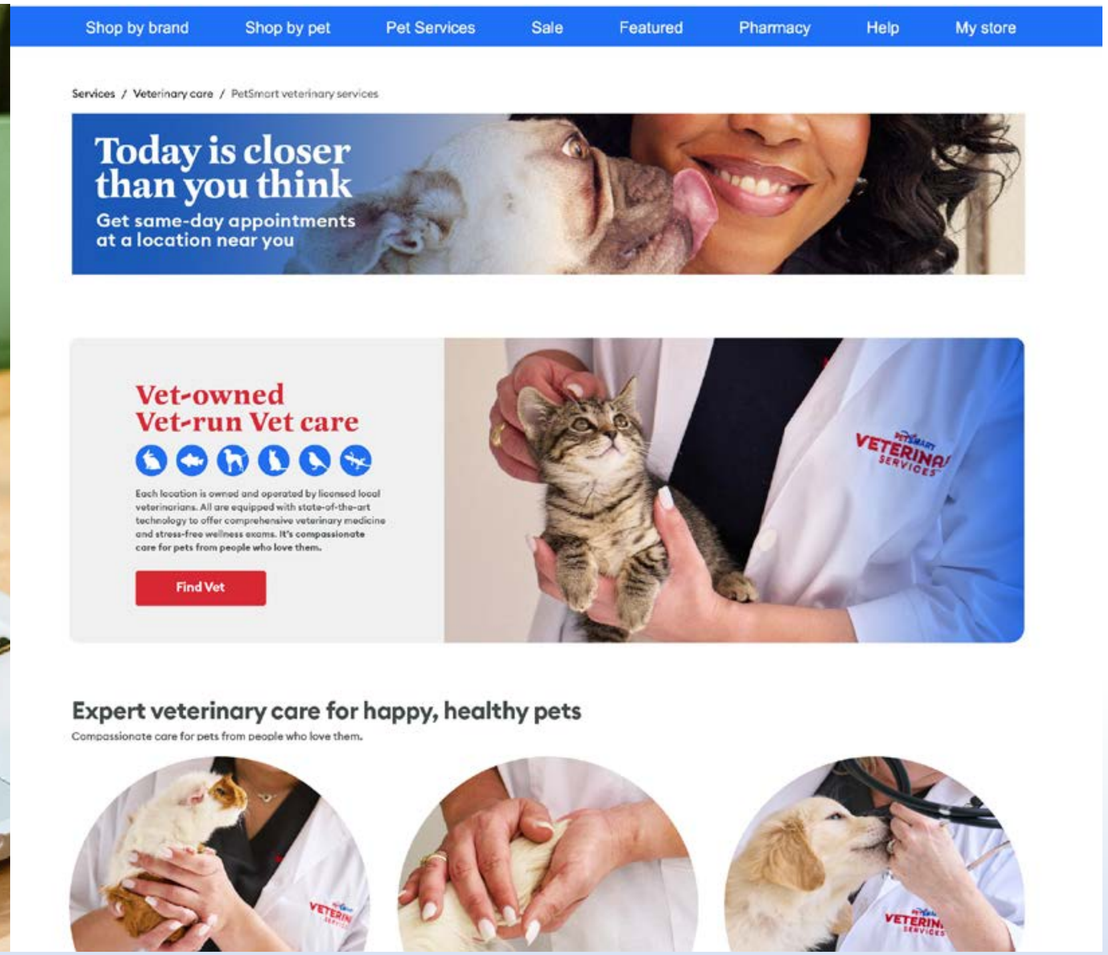
Entice with same-day appointment availability

Educate customers and generate awareness

Introduce new PVS practices and speak to the ethos guiding those working there

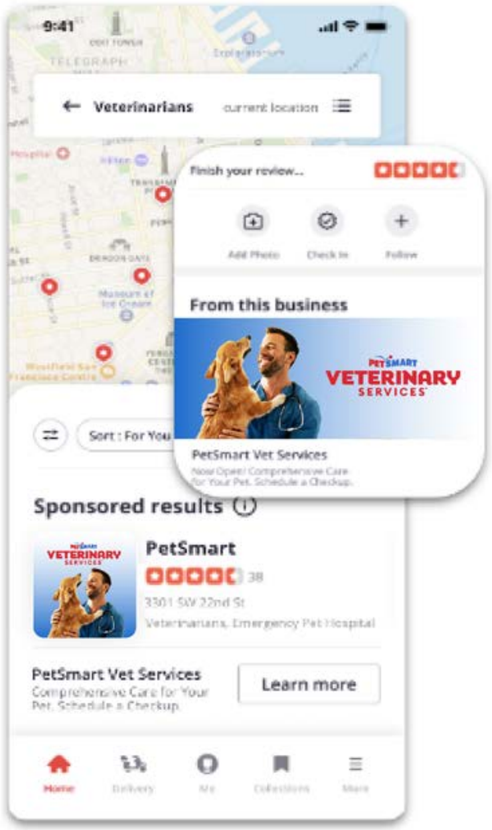
Look & Feel

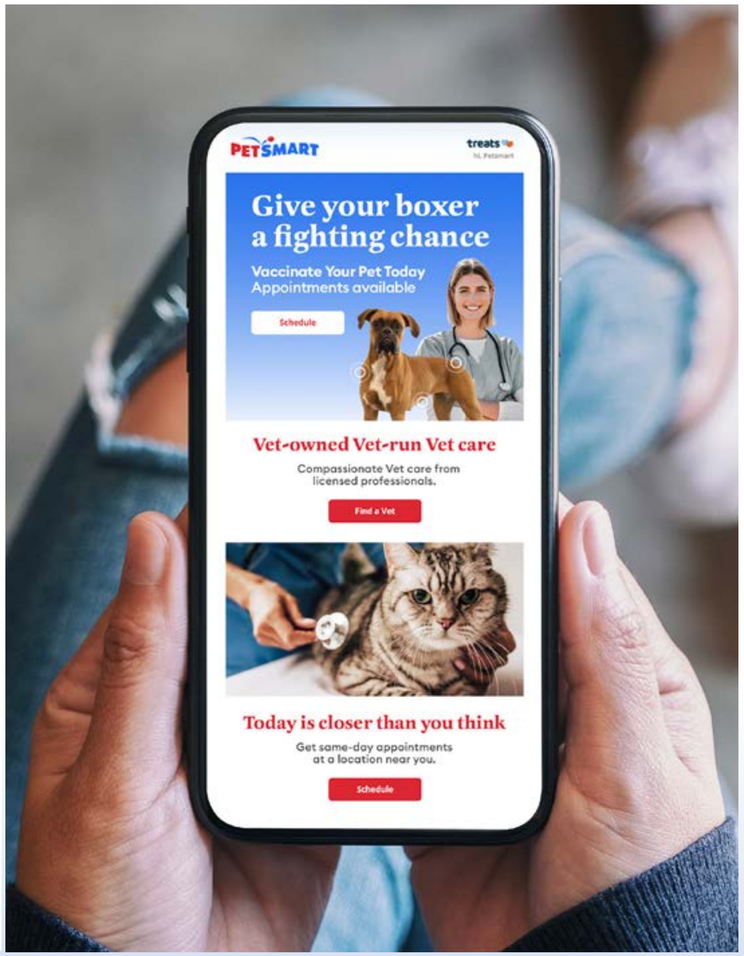

Today is closer than you think
Get same-day appointments at a location near you
Vet-owned Vet-run Vet care
Expert veterinary care for happy, healthy pets


Shop by brand
Shop by pet
Pet Services
Sale
Featured
Pharmacy
Help
My store
Services / Veterinary care / PetSmart veterinary services
Today is closer than you think
Get same-day appointments at a location near you
Vet-owned Vet-run Vet care
Each location is owned and operated by licensed local veterinarians. All are equipped with state-of-the-art technology to offer comprehensive veterinary medicine and stress-free wellness exams. It's compassionate care for pets from people who love them.
Find Vet
Expert veterinary care for happy, healthy pets
Compassionate care for pets from people who love them.

Look & Feel

PETSMART
VETERINARY SERVICES
Vet-owned Vet care
Care for pets from people who love them
Dr. Steve Clark, DVM
drclark@petsmart.com
(012) 345 6789
19601 N 27th Ave, Phoenix, AZ
For
Date
Time


9:41
Veterinarians
current location
Finish your review...
Add Photo
Check In
Follow
From this business
PETSMART
VETERINARY SERVICES
PetSmart Vet Services
Sort : For You
Sponsored results
PetSmart
38
3301 SW 22nd St
Veterinarians, Emergency Pet Hospital
PetSmart Vet Services
Comprehensive Care for Your Pet. Schedule a Checkup.
Learn more
Home
Delivery
Me
Collections
More


PETSMART
treats
Give your boxer a fighting chance
Vaccinate Your Pet Today
Appointments available
Schedule
Vet-owned Vet-run Vet care
Compassionate Vet care from licensed professionals.
Find a Vet
Today is closer than you think
Get same-day appointments at a location near you.
Schedule

Look & Feel Usage

National

National deliverables are used across all PVS locations.

Examples:
- Emails
- Website

Designed and deployed by PetSmart creative team.

Template Provided

Local

Local deliverables are specific to the PVS location.

Examples:
- Business Cards
- Yelp/Google Page

Designed templates provided to Vet Service locations.

Template Provided

Search in Canto: VetServices2024

Photo Library

Search in Canto: VetServices2024

Photo Library

Search in Canto: VetServices2024

Photo Library

PETSMART VETERINARY SERVICES™

Thank You