



Brand Guidelines

for partner-led marketing initiatives



Introduction

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This resource provides guidance to partners on the appropriate use of the following Shepherd branding materials.

Permission to use Shepherd’s branding materials has been granted only to partners who have signed a Partner Service Agreement with Shepherd Veterinary Software, LLC.



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Supporting our partners with branding guidelines to best co-promote the Shepherd brand

Co-branding: partner-led marketing

- When the partner is the owner of a marketing initiative, the partner should lead the marketing effort, ensuring both brands are represented in an attractive manner
- The partner logo always appears first on collateral

Shepherd's materials

- Included materials may be used on the following co-branded mediums, provided that the content promotes the relationship and/or integration of the partnering brands:
 - Email
 - Press release
 - Social media graphics
 - Print ad
 - Digital ad
 - Flyer



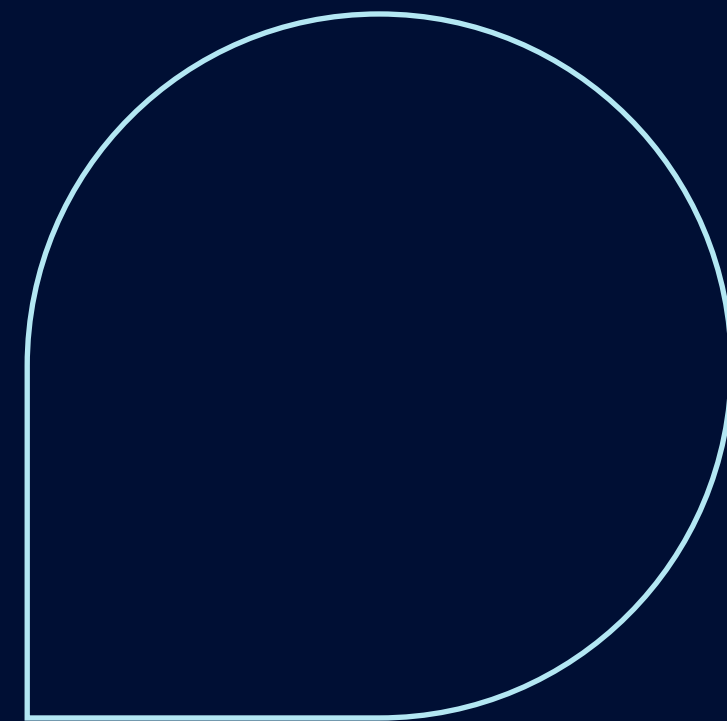
Legal/ownership rights

The Shepherd logo and icon are valuable assets of Shepherd Veterinary Software, LLC and are protected by copyright and trademark laws. Partners are required to adhere to the following guidelines:

1. Do not alter the Shepherd logo or icon in any way, including changing the colors, dimensions, proportions, or orientation. Use the Shepherd logo and icon exactly as provided in the .eps and .png files.
2. Ensure that there is sufficient clear space around the Shepherd logo and icon to maintain legibility and prominence. Do not place the Shepherd logo or icon too close to other visual elements or text.
3. Do not use the Shepherd logo or icon in a way that suggests an endorsement, affiliation, or partnership with any other organization, product, or service, unless expressly authorized by Shepherd.
4. Do not use the Shepherd logo or icon in any defamatory, disparaging, or inappropriate manner or in any context that reflects negatively on Shepherd or its partners.
5. Accompany any use of the Shepherd logo or icon with the following notice: "The Shepherd logo and icon are trademarks of Shepherd Veterinary Software, LLC and are used with permission."

By using the Shepherd logo and icon, partners agree to comply with these guidelines. Shepherd Veterinary Software, LLC reserves the right to revoke the permission to use its logo and icon at any time and for any reason. Please adhere to these guidelines.

Logo Usage



Logo Description

The primary Shepherd logo is made up of our icon and brand name, with the icon set in brand Blue and wordmark in Navy.

The solitary icon is our secondary logo.

The Shepherd logo and icon are valuable assets of Shepherd Veterinary Software, LLC and are protected by copyright and trademark laws.

DOWNLOAD LOGOS: www.shepherd.vet/logos

Please ensure to read & understand our guidelines before downloading logos

PRIMARY LOGO



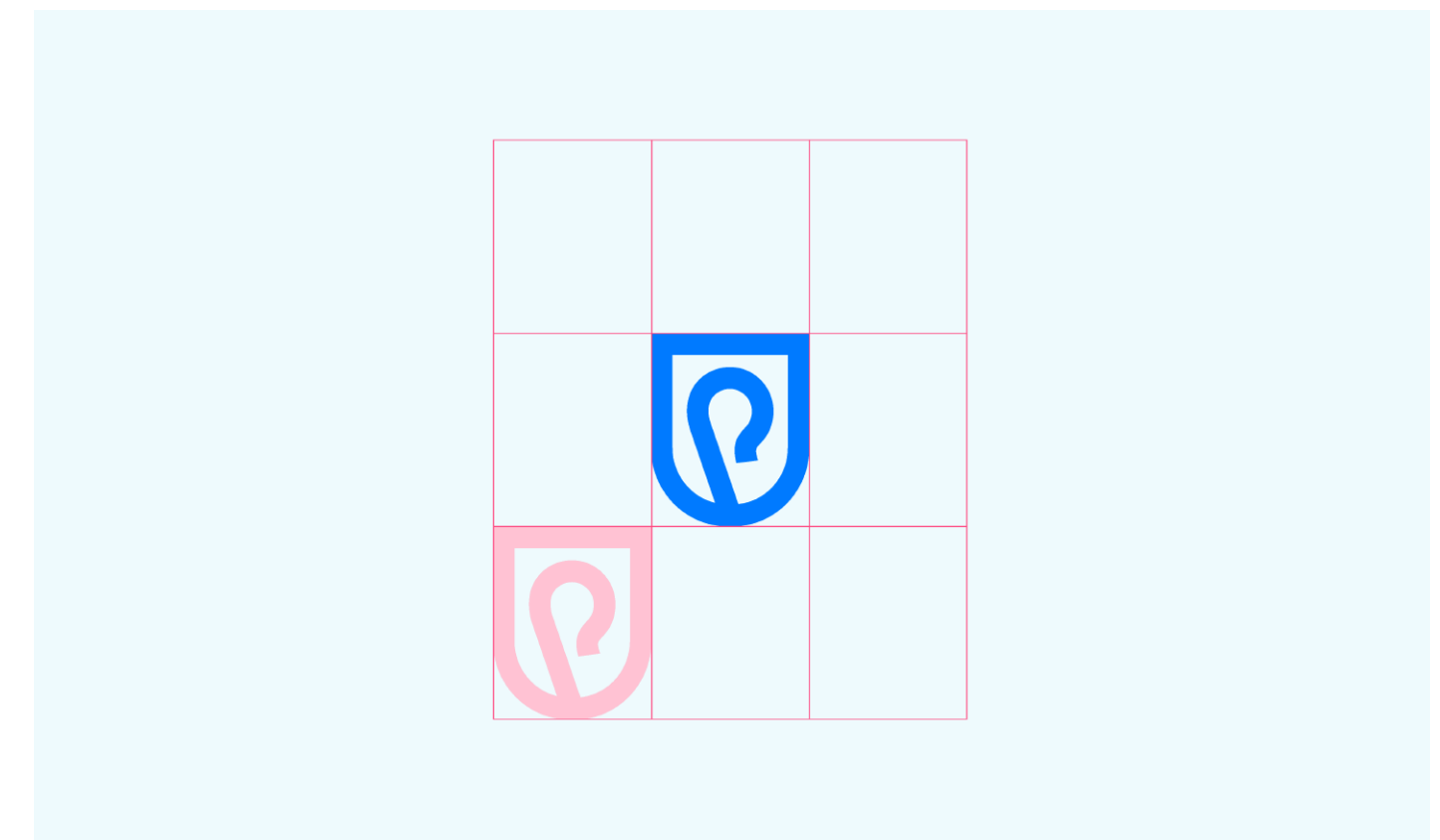
SECONDARY LOGO



Spacing Requirements

To maintain impact and avoid competition from other visual elements, allow for sufficient space surrounding the logo. The minimum space requirement is relative to the size of the logotype being reproduced, but regardless of the size of the reproduction, the minimum space shown must be maintained on all four sides.

Shepherd-led co-branded materials feature the Shepherd logo on the left and the partner logo on the right. Partner-led co-branded materials feature the partner logo on the left and the Shepherd logo on the right. The same guidelines apply when referring to placement and clear space.



Color Requirements

Whenever possible, the Shepherd logo should be used in its primary color version (Logo #01).

The value of the background determines if the Shepherd logo should appear either in color or white (Logo #02).

The black logo should only be used in black & white print (Logo #03).

When printing in full color, the Shepherd logo should be used in its full color version (Logo #01).

#01



#02



#03

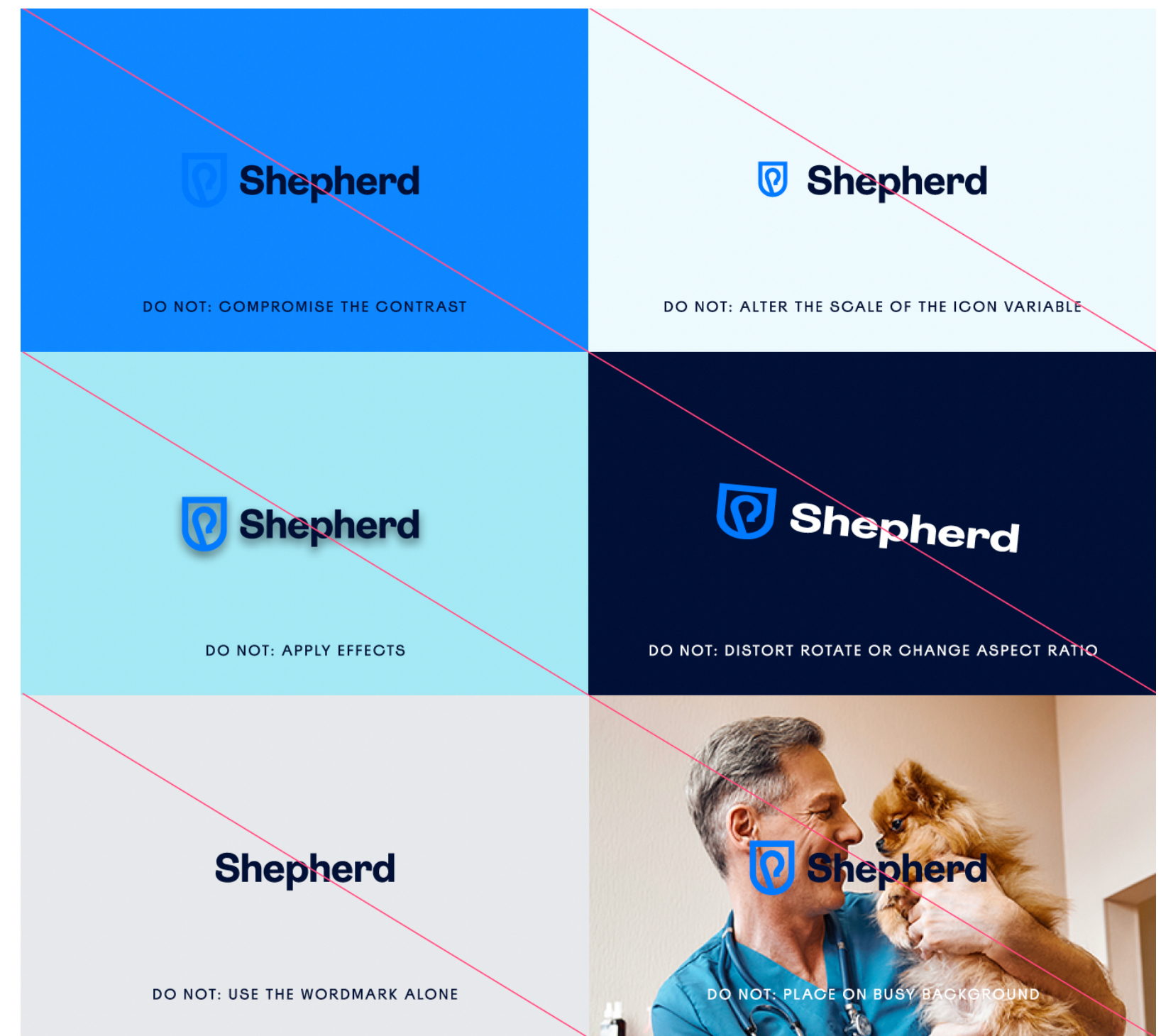


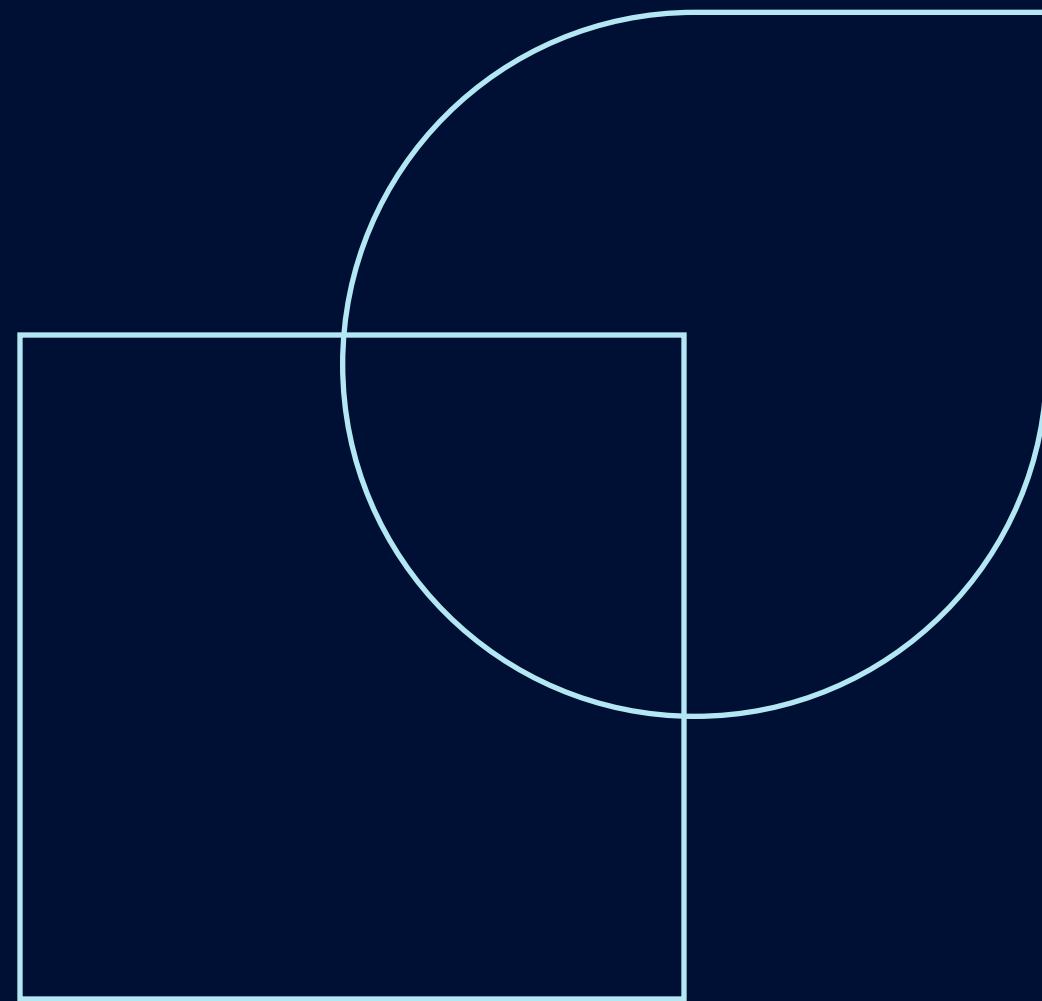
Incorrect/Correct Usage

Do not:

- Alter the logo in any way
- Add any special effects
- Rotate
- Add color
- Skew
- Use the wordmark 'Shepherd' alone

NOTE: If printing the Shepherd logo on a large-scale item, including signage for a banner or backdrop, a more suitable for large-scale print logo is available upon request.





Language + Social Media

Approved Shepherd Language

Promotional materials may benefit from contextual language. Below are a few pre-approved sentences partners may use when co-promoting Shepherd.

- Tagline: ***Designed to work the way you work***
- Software designed to streamline your practice, rekindle your joy
- Intuitive practice management software that works the way you do
- Capture charges, manage records, track inventory, automate operations, and get home on time. Shepherd works with you—not against you—because it was built by vets like you.



Not only is the software intuitive and easy to learn, the automations work for you and your team, freeing up time for other tasks.

Shepherd automatically...

- Updates the medical record
- Adds services to the invoice
- Generates discharge instructions to send home with the client
- And does so much more!

It's that simple!

Bring home more stories and less stress; visit www.shepherd.vet today.

Social media profiles

Tag Shepherd's social accounts whenever applicable.

LinkedIn: [/company/shepherd-veterinary-software](#)

Facebook: [/shepherdvet](#)

Instagram: [@shepherd_vet](#)

Twitter: [@shepherd_vet](#)

Use the provided Linktree URL when sharing all social channels: https://linktr.ee/shepherd_vet



Shepherd Bio

About Shepherd Veterinary Software

Shepherd was founded in 2016 by practicing veterinarian Dr. Cindy Barnes, DVM, CVSMT, with the vision to simplify running a veterinary practice so vets can rekindle their joy and lead more fulfilled teams. Our veterinary practice management software (PIMS) is designed to work the way vets work, with easy-to-use SOAP-based medical records and automation tools. Learn more today at www.shepherd.vet.

Custom marketing pieces

Need something additional?
Custom text and graphics are available upon request.





Thank you!

For any additional questions, email: hello@shepherd.vet