



# Branding Guidelines

Upholding Our Brand and Online Reputation







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# About Lone Mountain Animal Hospital

Who We Are and What We Do





# Our History

Lone Mountain Animal Hospital first opened in the Las Vegas Valley in 1987 and has been a leading practice in small animal and exotic pet care. Lone Mountain is a large multi-doctor, AAHA-accredited, practice located in Northwest Las Vegas that provides high-quality veterinary care with a focus on customer service.

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

Our veterinary staff is well- trained in the unique medical and surgical care for exotic species. Our patients include, but are not limited to: ferrets, rabbits, sugar gliders, guinea pigs, chinchillas, pot belly pigs, birds, lizards, snakes, and even fish.



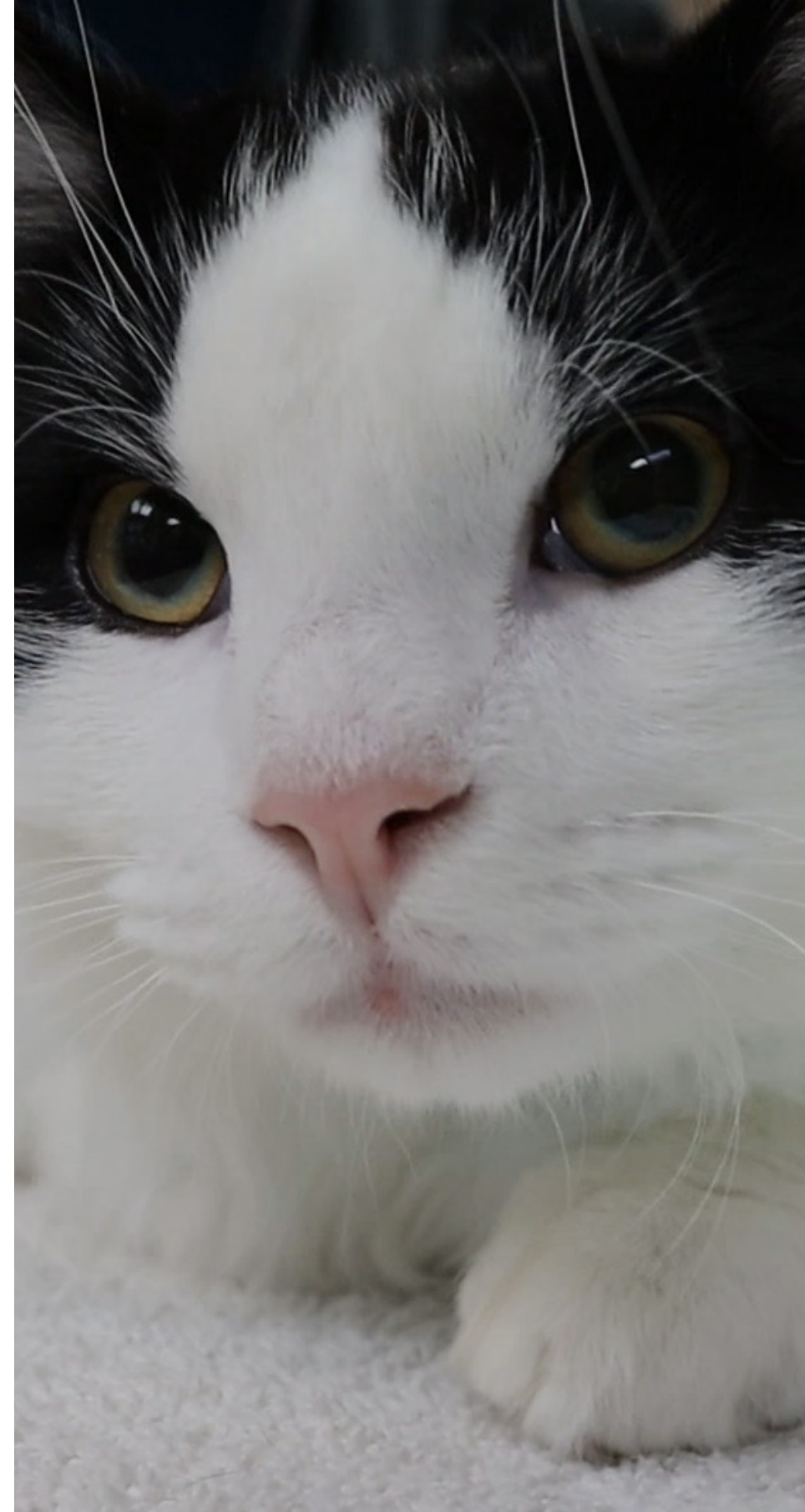
# Our Mission Statement

**Loyal** – To our clients and pets by providing excellent customer service and by exceeding their expectations. Loyal to our team by empowering them to grow and to show pride in their work.

**Maintain** – A cooperative relationship between our clients and team through open communication and education.

**Animal** – Care Provided with compassion and excellence through education, while never losing sight of ever-changing client and patient needs.

**Honored** – to have our clients trust and respect by choosing Lone Mountain Animal Hospital for their pets needs.





# Our Values

Lone Mountain Animal Hospital believes in high-quality, preventative care for all animals, regardless if they have scales, feathers, or fur. Preventative care entails more than just vaccinating pets; the best preventative health care includes regular veterinary exams every six months, since pets age at a much faster than humans do.

The doctors and staff at Lone Mountain Animal Hospital teach clients about pet health, nutrition, and proper housing or caging for exotic pets like reptiles or rabbits.

Taking care of our staff is another factor we highly value at Lone Mountain Animal Hospital. Our staff are the heartbeat of our facility, and we foster a cooperative work environment where everyone supports each other to provide the best care possible for our patients.





# Main Branding Guidelines

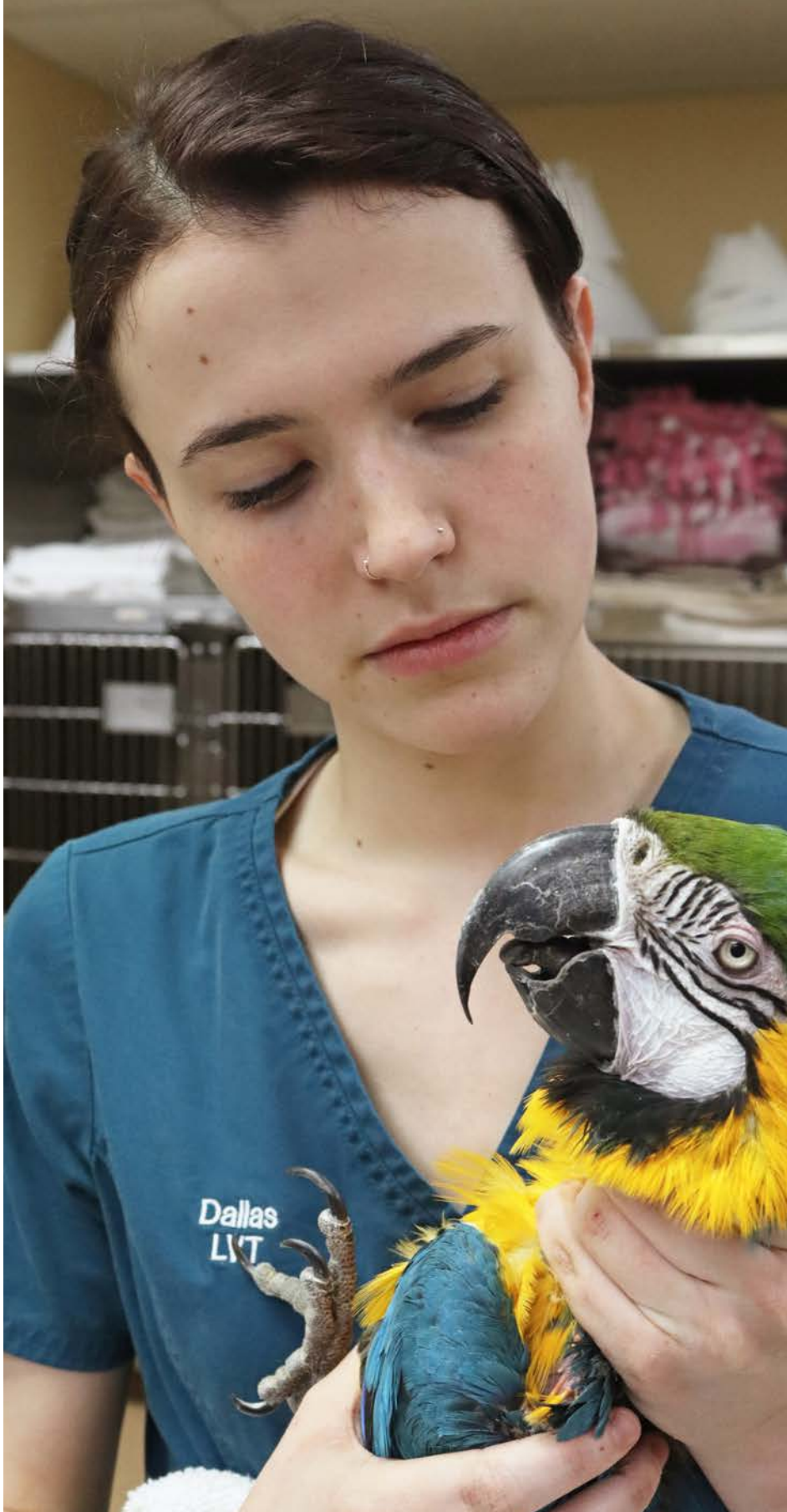
Style, Rules, and Regulations





# Branding Reminders

- Incorporate the trademark symbol next to the Lone Mountain 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 Lone Mountain 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.



Other logo examples:



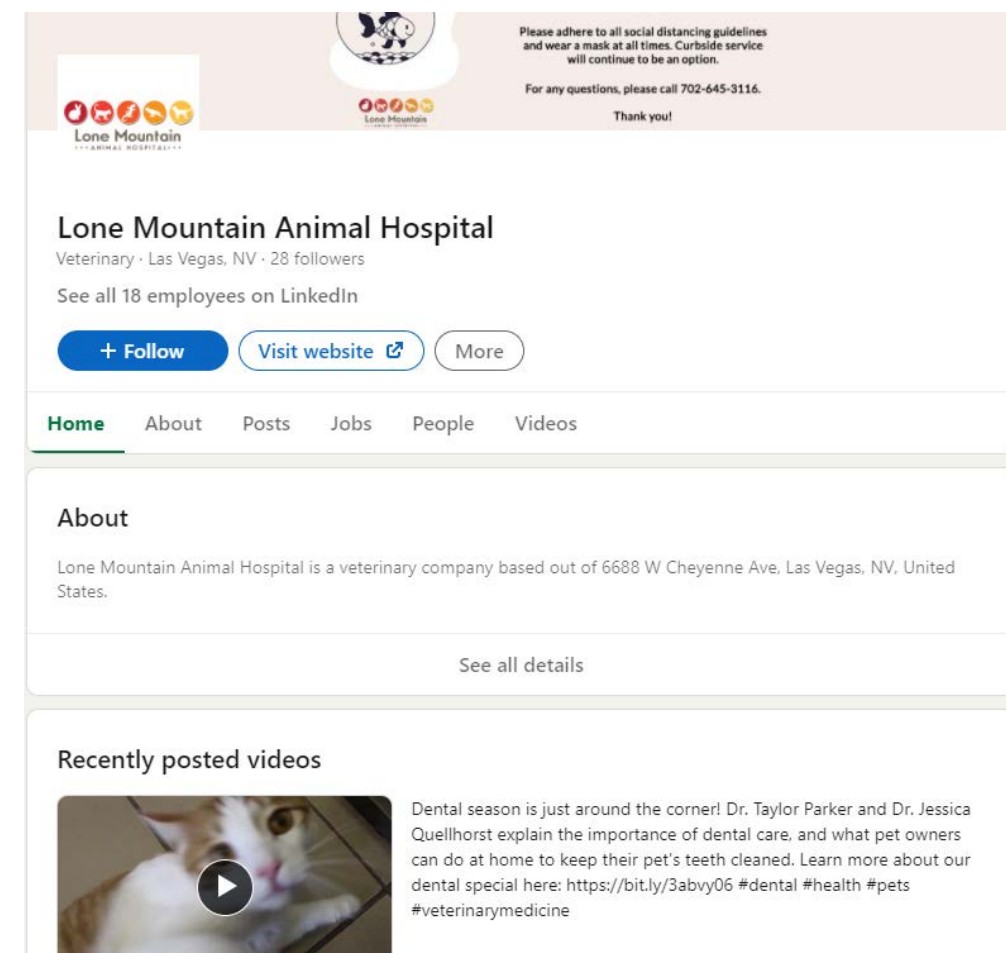
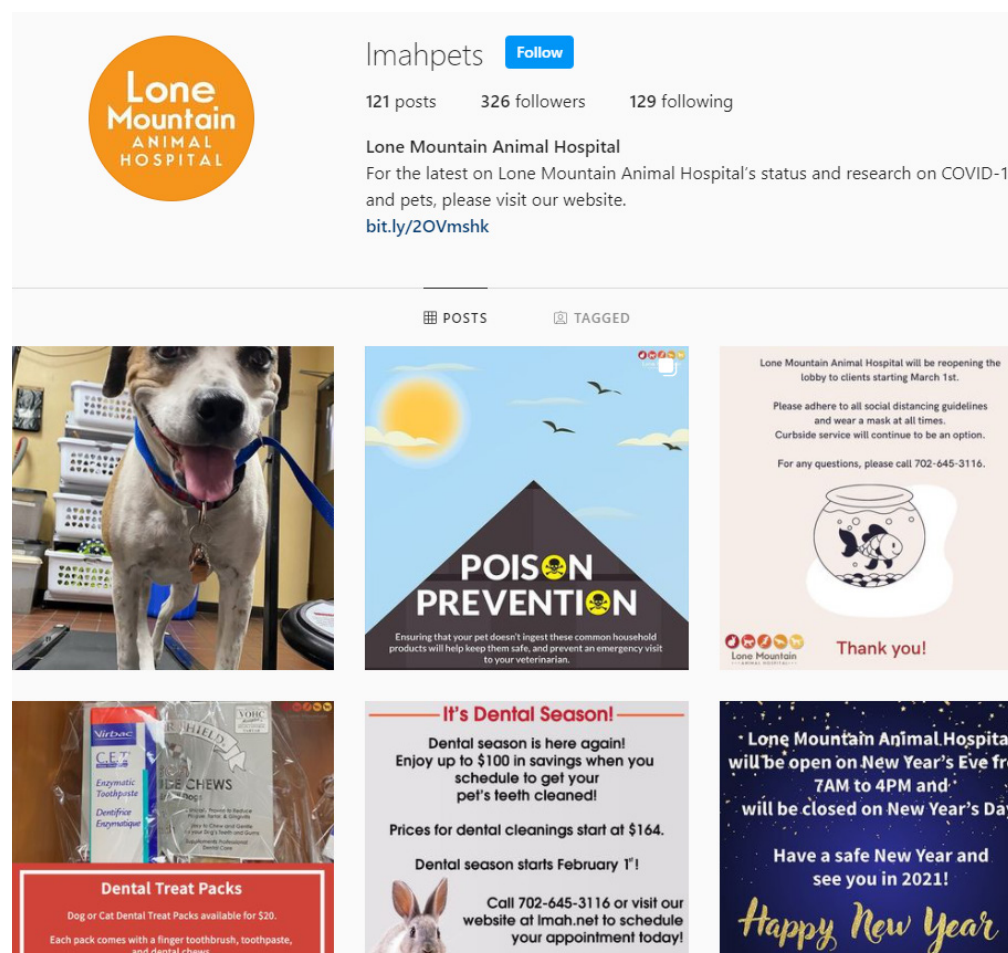
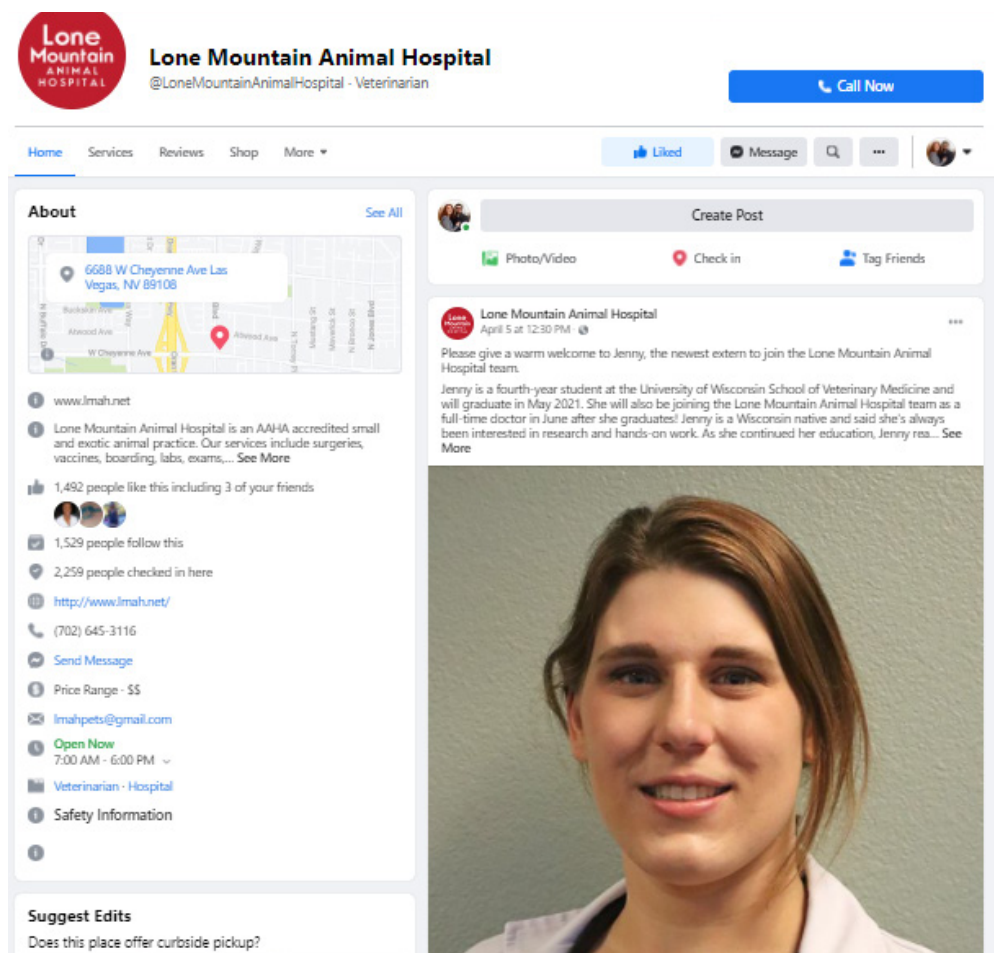


# Our Brand Online

Lone Mountain Animal Hospital has built a brand online that showcases our services, specials, and overall pet healthcare to potential and current clients. Lone Mountain has also 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, Twitter, YouTube, and LinkedIn.

Here are some examples of our social media presence online:





# Our Brand in Print

From business cards, to pet care packets, Lone Mountain Animal Hospital has maintained an in-house print collection that helps promote the brand of the hospital and bring awareness to clients about how best to take care of their pet.



**Lone Mountain**  
... ANIMAL HOSPITAL ...



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... ANIMAL HOSPITAL ...

**1 FREE Bath**  
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... ANIMAL HOSPITAL ...



## Introduction to Ball Pythons

**Housing**  
Young ball pythons less than 2ft long can comfortably be housed in an enclosure that is 30in x 12in x 12in, while larger ball pythons should be housed in enclosures that measure at least 36in x 18in x 18in. Provide secure locking lids and doors in all enclosures since ball pythons are known to escape their caging.

Provide hiding spots on both the warm and cool ends of the enclosure to provide visual security.

A large, sturdy water dish should be available at all times to permit snake submerging in it.

Bedding can be any of the following: compressed coconut fibers, natural wood chips (avoid cedar and pine chips), reptile carpet, and AstroTurf.

**Handling and Ease of Care**  
One of the most easily handled snakes, and are recommended for beginning hobbyist. Rarely strike if handled regularly and consistently while still young.

Make great, low maintenance pets if their basic requirements are met.

Excerpt from HYPERLINK: <http://www.kingsnake.com/ballpythonguide> www.kingsnake.com/ballpythonguide. Edited by Dana Rocco, Veterinary Assistant, and reviewed by Stephanie Lamb, DVM South Wilton Veterinary Group, and Darin Starks, DVM Lone Mountain Animal Hospital.

**Description**  
Ball Pythons (Python Regius) are small to medium snakes that are native to open grassland and scrub forests in Central and Western Africa. Named after their tendency to retreat into a 'ball' when frightened. One of the most common and popular snakes in the hobby, and have been bred in several different morphs.

**Sexing**  
Difficult to sex- females tend to be much larger than males. Sex determination by probing is the only reliable way to determine sex- probes easily passes to 5-6 subcaudal scales in males and females only 2-3. Probing is only recommended to be performed by a veterinarian. Males will evert their hemipenes when manually expressed, but this is not recommended because it can lead to prolapse.

**Size**  
Large females can reach lengths of 6 ft in length; average lengths are 3-4.5 ft. Typically weigh 800-1500 g.


**Diet**  
Notoriously finicky and inconsistent eaters, particularly during the winter months. Feed young ball pythons a prey item not more than twice the diameter of the thickest portion of its body every 7-10 days. Feed mature ball pythons every 10-14 days. Some hobbyist only feed large prey items once a month. Offer freshly killed or frozen prey of appropriate size such as rats, mice or other small mammals.

**Temperature**  
Rely on the outside temperatures to regulate their own body temperature. Ensure ambient temperatures of 75-85 °F with a basking spot of around 95 °F. Temperatures should never drop below 70°F. Two thermometers should be used to monitor temperatures.

**Lighting**  
Nocturnal and do not require access to ultraviolet B (UVB) rays to metabolize Vitamin D3 and Calcium. Lighting is largely for viewing of ball pythons and is not required.

**Humidity**  
Thrive best at humidity levels of 60-70%. Improper humidity will lead to chronic poor sheds and possible respiratory infections. Maintain humidity by misting the enclosure several times per day and appropriate bedding like compressed coconut fiber and wood bark bedding. Measure humidity levels with a hygrometer.

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# Our Brand in Video

Lone Mountain 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 Lone Mountain logo, and any credits to additional images, sounds, or videos that were used. Focus on keeping the footage used of Lone Mountain light and professional.

See example shots below:



**Lone Mountain**

• • • ANIMAL HOSPITAL • • • ™

702-645-3116 | info@lmah.net

Music: "Carpe Diem" by Kevin MacLeod





# Main Logo Colors:

HEX CODE: **#BC2935**      RGB: **158 41 53**

CMYK: **19 97 84 8**

HEX CODE: **#EF3A38**      RGB: **239 58 56**

CMYK: **0 92 84 0**

HEX CODE: **#F05629**      RGB: **240 86 41**

CMYK: **0 82 95 0**

HEX CODE: **#F28521**      RGB: **242 133 33**

CMYK: **1 58 100 0**

HEX CODE: **#F4BB3E**      RGB: **244 187 62**

CMYK: **4 27 87 0**

# Greyscale Colors:

HEX CODE: **#6E7072**      RGB: **110 112 114**

CMYK: **58 48 47 14**

HEX CODE: **#898B8E**      RGB: **137 139 142**

CMYK: **49 40 38 3**

HEX CODE: **#A3A3A6**      RGB: **163 163 163**

CMYK: **38 31 29 0**

HEX CODE: **#BCBDBF**      RGB: **188 189 191**

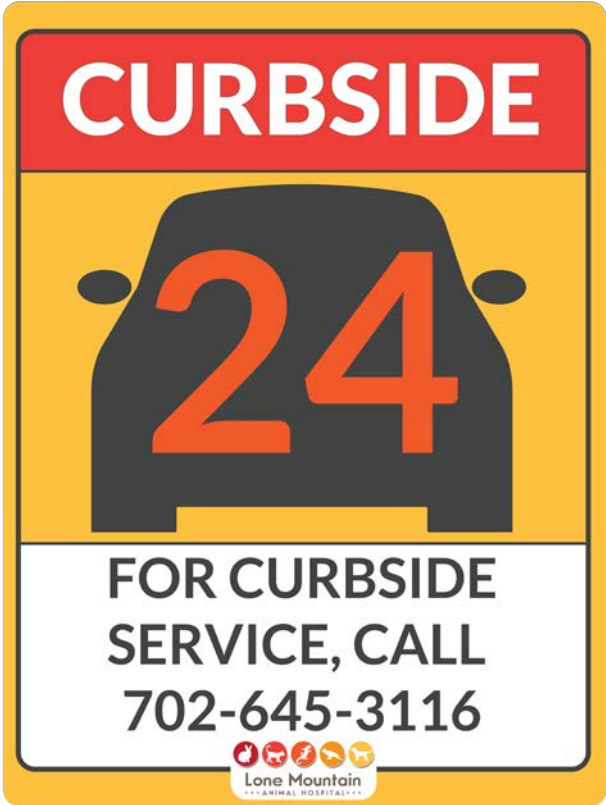
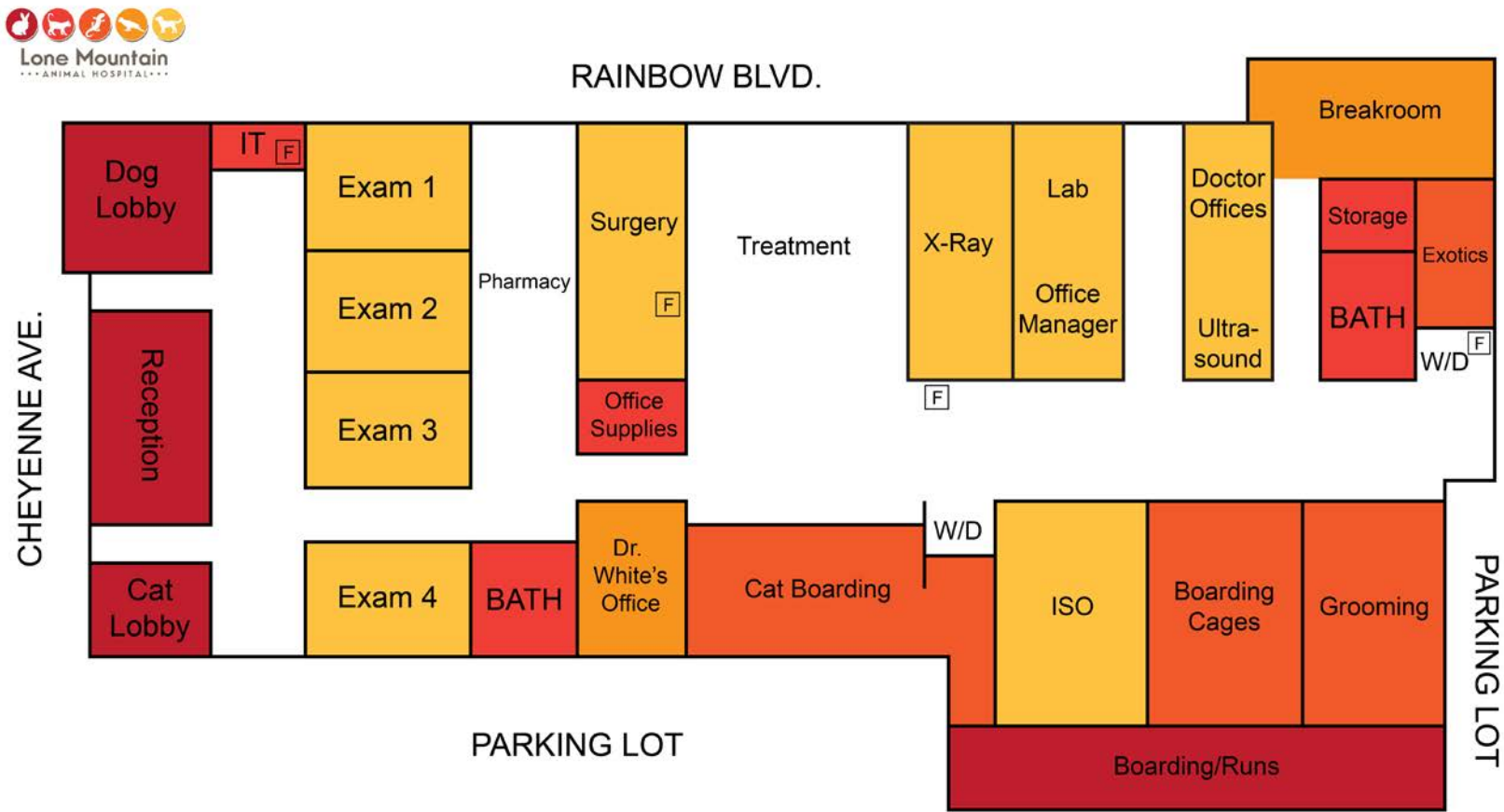
CMYK: **26 20 20 0**

HEX CODE: **#F2F2F3**      RGB: **242 242 242**

CMYK: **4 3 2 0**



# Color Utilization



## Clinic Hours

Monday - Friday: 7am - 7pm  
Saturday: 7am - 5pm  
Sunday: 8am - 4pm





# Text & Fonts:

For internal and print purposes, Lone Mountain Animal Hospital has a number of official fonts it uses for branding and promotional materials, including Century Gothic, N.O. Movement, SansSerifFLF, and Helvetica Narrow.

Below is a breakdown of what each font looks like, and how they are used.

Century Gothic  
For Headers & Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

The quick brown fox jumps over the lazy dog.

N.O. Movement  
Logo Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

The quick brown fox jumps over the lazy dog.

SansSerifFLF  
For Printed Cards/Vouchers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

The quick brown fox jumps over the lazy dog.

Helvetica Narrow  
Body Text for Printed Materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

The quick brown fox jumps over the lazy dog.





# Font Guidelines

Century Gothic can be used for headers, titles, and/or taglines for any hospital branding materials. It can also be used for subheads on the Lone Mountain website.

**N.O. Movement is the font used for Lone Mountain’s logo. It may be used for door decals and signage, and video text. Use of this font should be limited.**

SansSerifFLF is used mainly for the doctors’ business cards at Lone Mountain, as well as card for bath vouchers and general contact information regarding the hospital. This font can also be used for the hospital’s stationary.

Helvetica Narrow is mainly used for printed information regarding small animal and exotic pet care. It can also be 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





# Logo Orientation

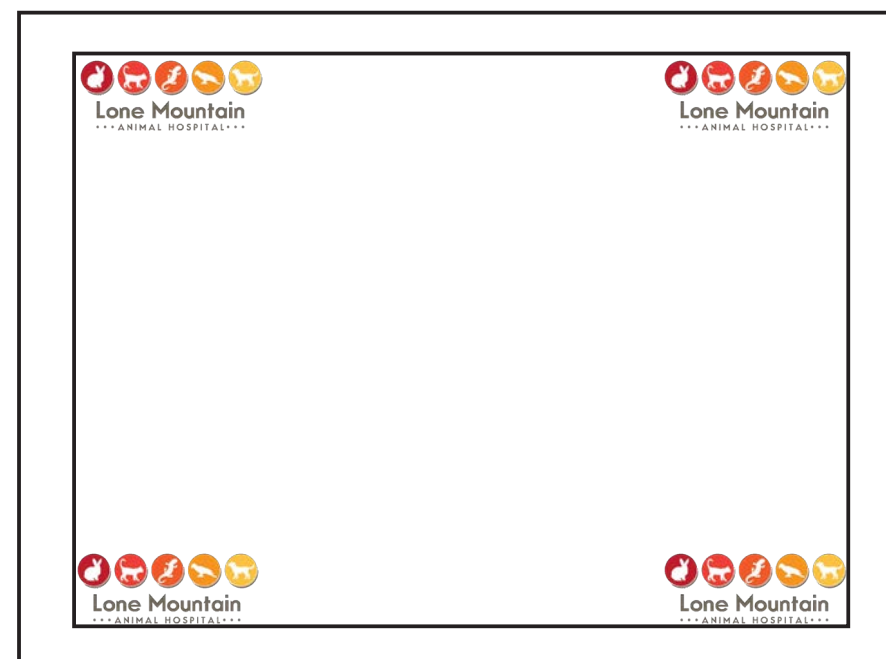
The logo for Lone Mountain Animal Hospital should be placed in the top or bottom corners in any print or digital media. For outdoor signs or other creative projects, such as buttons or jackets, the logo placement may change if necessary (see previous print and other visual examples). The font color of the logo may change as well, depending on the background.

Placement examples:

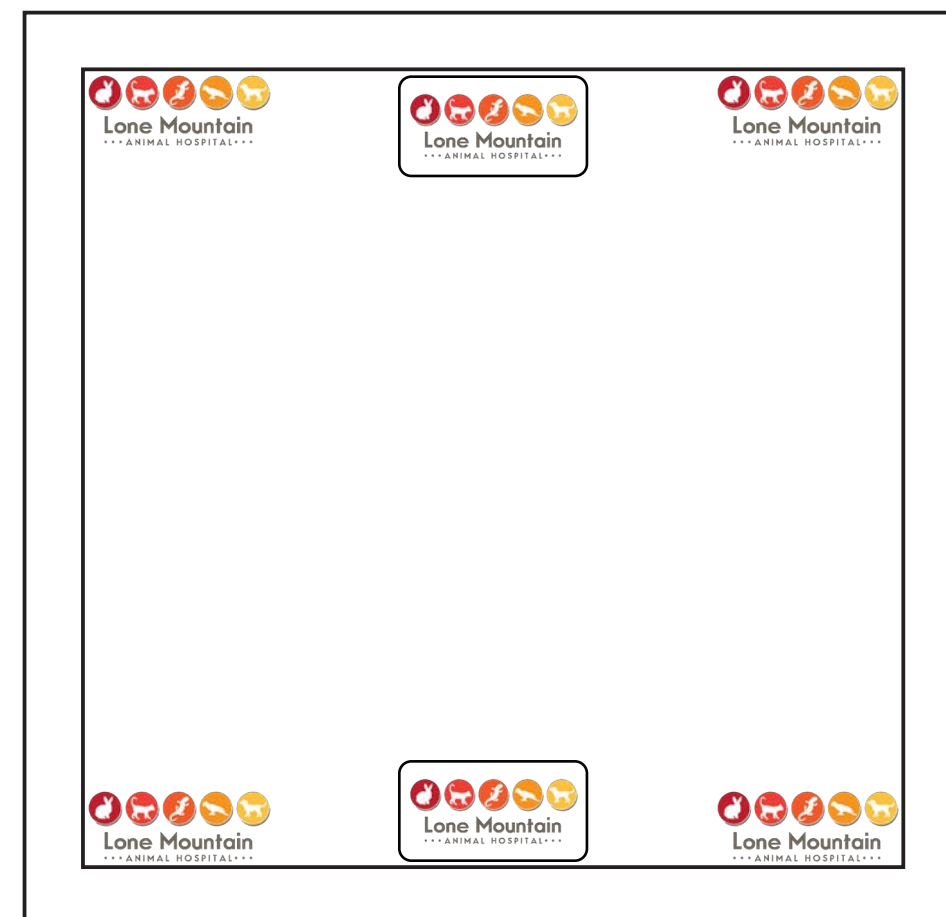
## Print Media



## Digital Media



## Banners/Signs





# 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 Lone Mountain 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 Lone Mountain 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/LoneMountainAnimalHospital/>



<https://www.instagram.com/lmahpets/?hl=en>



<https://www.youtube.com/c/LoneMountainAnimalHospital>



<https://twitter.com/LoneMountainAH>







# Contact Us

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