Brand Guidelines

We care about veterinary care.

We provide veterinary professionals with free, on-demand learning opportunities.

We meet the ever-evolving needs of the veterinary sector, and we make continuous development simple.

We provide the best, highest quality, veterinary learning experiences worldwide.

We are Dechra Academy.

The Dechra Academy brand echoes who we are as an educational provider. It evokes emotion, inspires learning and empowers individuals to take charge of their continuous personal development.

These brand guidelines define Dechra Academy's identity. They outline our positioning, values, typography, colour palettes and much more.

But above all else, they help us portray ourselves as the go-to veterinary learning provider.

These brand guidelines are for Dechra Academy only. They are not to be used in the wider Dechra corporate setting or to be combined with other product promotions.

Brand positioning

" We provide veterinary professionals with free, on-demand continuous development and training opportunities, completely designed to meet their changing needs. "

" We make ongoing professional development simple, whilst ensuring veterinary professionals only have access to the best, highest quality learning experiences. "

" We know our learning content is best-in-class, as do our learners, who've rated our courses 4.8 stars out of 5. "

Dechra Academy's tone of voice

Open

Dechra Academy is the go-to veterinary education platform. It's a welcoming environment, somewhere our learners enjoy spending time. Our tone of voice needs to reflect that.

Authentic

Continuous development takes time and dedication. We understand the trials and tribulations of veterinary care. We show that in our friendly, candid tone of voice.

Trustworthy

Our content is created with key opinion leaders across the globe. It's the best available, and our learners should know it, from the very first moment they land in Dechra Academy.

For example:

This...

We provide veterinary professionals with free, on-demand continuous development and training opportunities, completely designed to meet their changing needs.

We make ongoing professional development simple, meaning you can learn at your own pace, any time, any where.

Don't just take our word for it:
- 98% of users said their knowledge increased
- 99% of users said they will use what they have learnt in practice
- Our average course rating is 4.8 stars out of 5

Instead of this...

By working closely with global key opinion leaders, Dechra has produced a range of free courses covering multiple species and therapy areas to support you on everything from disease diagnosis and treatment to monitoring and best practice.

The Dechra Academy is fully-optimised meaning you can learn at your own pace, any time, any place, on any device.

Here's what our members have said about our educational courses:
- 98% of users said their knowledge increased
- 99% of users said they will use what they have learnt in practice
- 4.8 - average star rating from 5

The Dechra Academy logo

The master logo is our most recognisable asset, so to aid brand recognition we must use that version whenever possible.

Only use the white version when the logo is required to s it on a background colour or a background image which has little or no detail.

Always ensure colour accuracy of the logo by using the supplied versions from MADAM

Master logo

White logo

Our logo:
examples of don'ts

Don't make it grayscale

Don't display the logo on an angle

Don't squash the logo
to fit the space

Don't add drop shadow,
or any other effects

Don't place the master logo on a pink
or dark blue background

Don't use the logo on
busy backgrounds

Our logo: clear space

The required clear space should always be maintained around the Dechra Academy logo, allowing it a place of prominence in the given setting.

You should use half the height of the Dechra Academy logo as a bench mark for the amount of clear space needed around the logo.

Logo retirement
Dechra Academy LIVE

With Dechra Academy's brand refresh comes the retirement of Dechra Academy LIVE. This means from this point forward, the Dechra Academy LIVE logo should not be used.

For any live events, such as webinars, lunch & learns or educational content, the Dechra Academy logo should be used.

Old logo

New logo

Brand assets.

The new Dechra Academy brand brings with it new brand assets, including the use of a new pill shape. This shape must be used accurately and consistently to build our brand identity.

1 The pill shape should always be at a 45 degree angle.

2 Always use 2 or 3 pills together, in different colours.

3 Use gradients in the pill colour to give depth to the page.
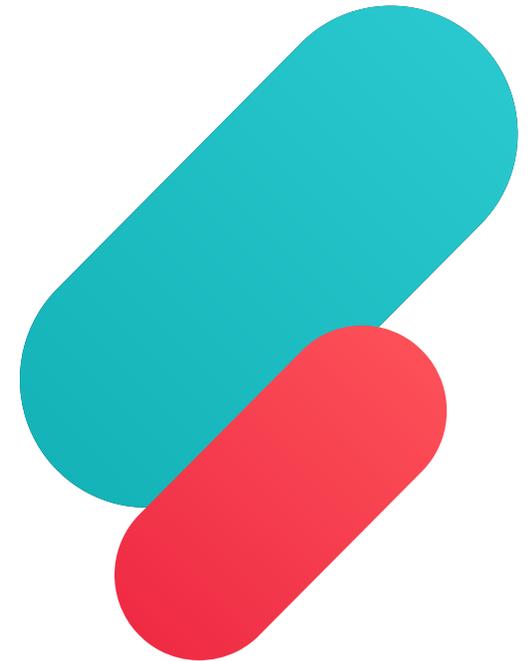
Strong. Authoritative. Approachable.

Dechra Academy's
colour palette

Brand colours. Open. Trustworthy. Authentic.

Our brand colours have been chosen to reflect the experience we want our learners to have when visiting Dechra Academy.

The light variants of these colours make up our primary colour palette.
The dark variants are our secondary palette and should only be used in gradients with their lighter counterpart.
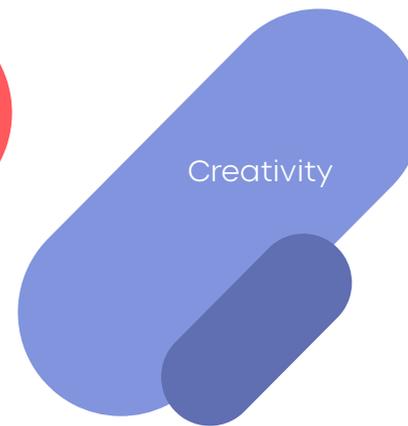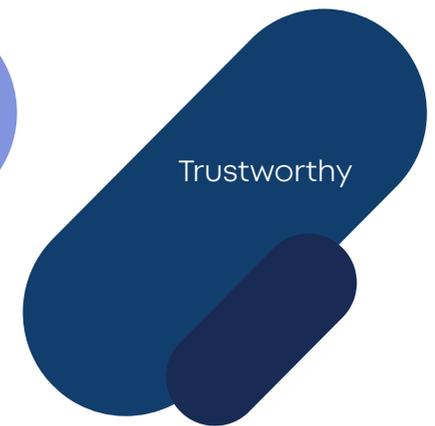
	Intuition	Approachable	Warmth	Creativity	Trustworthy
Light	533 C	319 C	178 C	7452 C	541 C
	#202A44	#2cccd3	#FF585D	#8194DD	#003B71
	R: 32 G: 42 B: 68	R: 44 G: 294 B: 211	R: 255 G: 88 B: 93	R: 129 G: 148 B: 221	R: 0 G: 59 B: 113
	C: 94 M: 73 Y: 5 K: 69	C: 60 M: 0 Y: 16 K: 0	C: 0 M: 75 Y: 57 K: 0	C: 52 M: 37 Y: 0 K: 0	C: 100 M: 76 Y: 33 K: 22
Dark	5255 C	7467 C	1787 C	7456 C	281 C
	#1E1A34	#00A3AD	#F4364C	#606EB2	#00205B
	R: 30 G: 26 B: 52	R: 0 G: 163 B: 173	R: 244 G: 54 B: 76	R: 96 G: 110 B: 178	R: 0 G: 32 B: 91
	C: 100 M: 94 Y: 0 K: 78	C: 100 M: 0 Y: 34 K: 0	C: 0 M: 89 Y: 66 K: 0	C: 69 M: 56 Y: 0 K: 0	C: 100 M: 78 Y: 0 K: 57

Dechra Academy typography.

Our typography is as friendly, approachable and professional as we are. We use the font Poppins, Medium for headings and Light for body copy.

Poppins Medium.
This is a heading example.

Line spacing: 120% of font size
Letter spacing: 0

Poppins light.
This is a body copy example.

Line spacing: 140% of font size
Letter spacing: 0

Dechra Academy typography rules.

Pairing, sizing and spacing will have a big impact on how our brand is portrayed. To ensure you're representing our brand in the right way, these rules should be followed:

1 Text should always be on a high contrast background.

2 Poppins Light should be used for body copy and Poppins Medium for headings.

3 Poppins Medium can be used to emphasise key words or phrases.

4 Line spacing should be 120% of font size for headings and 140% of font size for body copy.

Photography guidelines.

Say goodbye to clichés, with Dechra Academy's new photography style.
You can find all imagery on MADAM.

Our new photography style uses clean, high-quality, 'in the moment' imagery.
Reflecting our high quality learning content.
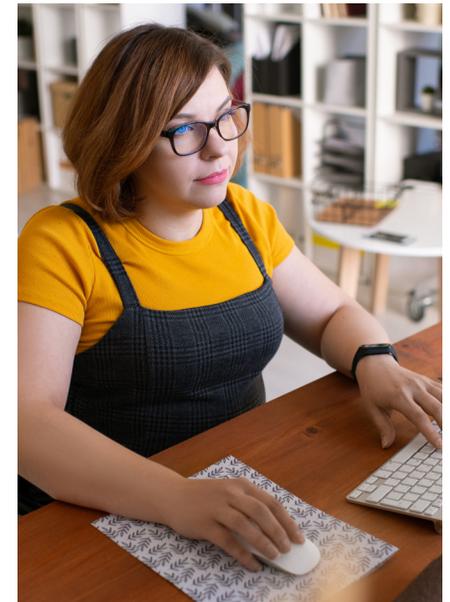
Four image collections for every need.

Animals

'In the moment' photos of well-loved animals.

Happy, healthy animals that our learners will love.

Great for all-round use throughout Dechra Academy

Veterinary professionals

Images that mirror Dechra Academy's cohort of learners.

Sharp, with a clear focal point.

These images can be used in courses and in marketing.

Pet owners

Focused, loving images of animal owners.

Reflecting Dechra Academy's passion for veterinary care.

Use these images in learning content and campaigns.
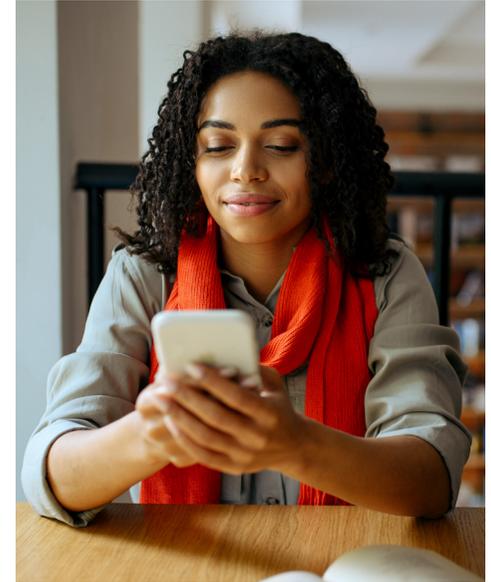
Learners

Happy, motivated learners of all ages.

Photography our learners can truly relate to.

Great for use in adverts or marketing campaigns.

Co-branding guidelines.

Our brand is our most valuable asset. So, it's super important that it's used correctly at all times.
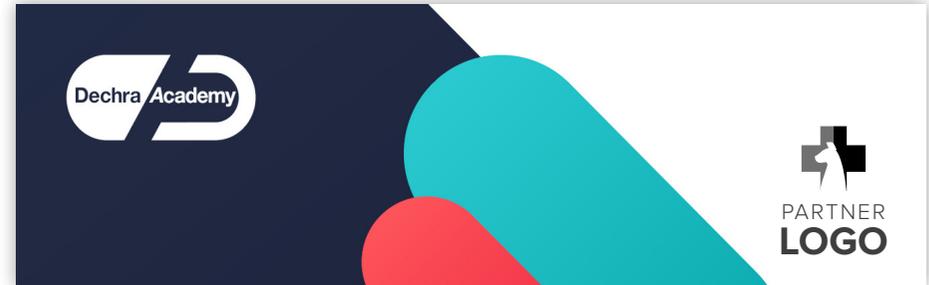
Co-branding do's and don'ts.

Do:

Ensure adequate white spacing is kept around the Dechra Academy logo, ensuring brand dominance

Keep Dechra Academy's logo in the top left, and partner logos in the bottom right.

Follow all guidelines in this document, including logo rules and typography.

Don't

Do not edit or alter the logo in away, including its colours and aspect ratio.

Place the Dechra Academy logo next to a partner logo, Dechra Academy should always have brand dominance.

Remove the Dechra Academy logo from any documents, social media images or brochures.

Dechra Academy

learning@dechralearning.com