

Zoetis Brand Identity Guidelines

Introduction

The Zoetis brand is the embodiment of the people, the products and the purpose that make our company a beacon of health and innovation.

Our brand is at the intersection of science and care. It emphasizes our best-in-class offerings and services while celebrating our relationships with customers and animals. That balance of the informative and inspirational is at the core of our communications.

We developed these guidelines to serve as more than a set of rules. They're here to fuel your creativity and unleash your expression. Use them to champion our brand — and to move it forward.

Because this is less about what you can't do. It's about what you can.

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01.

Our Brand Platform

OUR PURPOSE

To nurture our world and humankind by advancing care for animals.

Our purpose is our belief. And it's our reason to be.
It must be at the heart of our messaging, so we can
amplify our vision and mission with authenticity.

OUR PILLARS

01.

Strengthening the Bond

We are guided by our love for animals. We believe the deep bonds and connections between humans and animals are intrinsic to our humanity, society and the health of our planet.

02.

Advancing Care

We have a passion for science and take pride in being a leader in animal health. We are focused on solutions across the continuum of care — from prediction and prevention to detection and treatment. Our care and commitment drive us to relentlessly pursue what's possible.

03.

Nurturing the Future

We are motivated by a better tomorrow — for our colleagues, customers and communities. Through commitment, collaboration and partnership, we pursue a more sustainable future for business, animals, the planet, and humankind.



OUR AUDIENCES



Pet Owners

They want to feel confident they’ve done everything they can to protect their pet’s wellbeing and that the company they’re choosing cares as much as they do.



Veterinarians

They want to partner with a company that brings innovation and expertise to what they do. They want to feel confident that you care as much as they do — about animals and their business.



Livestock Farmers

They want to feel like they’ve chosen a proactive partner that provides the best, most innovative solutions and education. They want to believe you truly understand how much they’re up against and you’re there to help.

OUR PERSONALITY

Bright

We bring expertise and energy to all we do. Our science provides world-class care to customers today while our optimism and drive propel us all toward a healthier tomorrow.

Proven • Smart • Energetic • Optimistic

Caring

We love what we do and it shows. We feel honored to care for animals, people and our world. We show this appreciation through dedicated partnership, hard work and high-quality, innovative solutions.

Warm • Collaborative • Passionate • Authentic

Committed

We recognize the immense impact our work has. And we don't take that responsibility lightly. We are devoted to making progress toward a healthier world, every day.

Experienced • Dedicated • Serious • Future-focused



02.

Our Brand Voice

How We Speak

What we say is important, and so is how we say it. Our voice echoes the mission that drives us and the values that we share. The principles of our voice are an extension of our personality. Use them to strike the right tone in our messaging.

Bright

We believe in better. Our voice should match the aspiration of our mission and the innovation of our work, inspiring our colleagues and customers.

- Use action-oriented and optimistic language.
- Convey a hopeful outlook and smart approach to creating innovative solutions for our customers, animals, communities and the world.
- Aim high by articulating the “ultimate” goal and stating our focus.
- Motivate our colleagues and customers by consistently laying out the steps and status of achieving goals.

Caring

We should be personal and emotional with our messaging, emphasizing our bonds with animals and caregivers.

- Be humble and thoughtful about our role in advancing science and care for animals.
- Bring real stories of our bonds with animals and caregivers to the forefront.
- Mention details that personalize our relationships (name the people/animals involved, talk about how long they’ve known each other, what they’ve accomplished, etc.).
- Explain the emotional benefit of our relationships (e.g., between Zoetis and customer; Zoetis and partner; person and animal).

Committed

We’re pet owners, farmers and animal advocates. Just like our customers. Our experience defines us, and we should reflect it through credible words and numbers.

- Communicate our experience, expertise and action.
- Clearly explain our investment in our customers’ success and commitment to our partnerships.
- Be transparent about how we invest and expend time and resources, beyond dollars.

How We Write

You know Zoetis. You live Zoetis. Follow these principles so you can speak Zoetis.

01. Before writing, think about who you're talking to.

What do we want to leave with them?
What's important to them?

This helps to unpack messages, improve clarity and give our communications direction.

02. Be sure messaging reflects diverse audiences and perspectives.

We need to reach all of our customers, and we must represent them in our communications.

Avoid generalizations and be mindful of biases.

Craft language that is gender neutral — including pronouns, such as them, they and theirs.

03. Start by writing a headline that inspires or prompts action.

Use the headline to paint an optimistic picture of the world and inspire readers to connect in a more imaginative way. If appropriate, make the headline active — or use a call to action.

04. Keep communication succinct and clear.

Think about your ideas in bullet-point format, then translate bullets into sentences, condensing where possible. This will keep your text active and interesting.

05. Tell a story.

Draw readers in (“we did this ... so ... because of this ...”). You're creating a vision that will inspire people to act.

06. Use simple language and short sentences.

Make copy approachable, open and active.

07. Use personable language.

Use “we,” “you,” “our” and “together” to create a sense of partnership (but no slang — we're professional).

08. Use numbers and proof points to show the foundation of our insights.

Bullet points can be your friend here. You're trying to make the text as easy to read and act upon as possible.

09. Consider verbs carefully.

Lead with them where possible to keep the text confident and active, yet conversational.

10. End communications with statements that inspire action or suggest partnership.

Consider how the last line relates to the headline — if you open with a short, bold headline, think about ending with a more inclusive statement and vice versa.

How We Interact

The Zoetis brand comes to life through every interaction a customer has with us. Every colleague contributes to this experience, no matter what our job. Together, we all play a role in advancing care for animals and supporting our customers' businesses.

The Basics

By consistently using the same logo, colors, images, personality and language around the world, people will recognize Zoetis. But even if customers recognize us, the experience they have with Zoetis is what brings it all to life.

- Did Zoetis listen to me and give me good advice?
- Was it easy to interact with Zoetis?
- Is the product I am using consistent with Zoetis values?
- Was this contract easy to understand?
- Did Zoetis deliver when they said they would?
- Does it feel like everyone at Zoetis is working together for me?

Our Customer Experience Pillars

01. Innovating: We look for the impactful solutions, not the easy ones.

So our customers feel:

"Zoetis gives me the tools to elevate the standard of care in my business. When I expect a solution to a tough animal health need, or a better solution than what already exists, I expect that it will come from Zoetis."

02. Sharing expertise: When someone needs the right answer, backed by science, they go to our experts for advice.

So our customers feel:

"I feel peace of mind when working with Zoetis. I trust that I'm getting best-in-class technical expertise to support the products and services that I buy. If I need guidance, I know I can get it from the people who know the science best."

03. Caring: We care about the animals, our customers, and their businesses.

So our customers feel:

"The person on the other end is just like me, they care about the animals just like I do. They understand my business and the challenges I'm facing and try to help me solve them. I feel heard and my needs are taken into account."

04. Making it easy: We give people time back to focus on their business.

So our customers feel:

"Zoetis is a seamless part of running and growing my business. Working with them is consistently smooth and simple. They anticipate my needs and have already addressed them."

03.

Our Brand Assets

Logo

01. The Origin

What can a name say? Quite a bit, actually. The word Zoetis comes from *zoetic*, which means, “pertaining to life.” Add on the classical root “-is,” and the result is a word that has transformed — and continues to transform — an entire industry.

02. The Wordmark

Our wordmark is a visual embrace of customers and animals. Its simplicity and universality reflect the innovation and optimism that define our company. And its vibrancy represents the bonds that we build every day.

03. Color Variations: Orange and White

When we optimize how we feature our logo, we optimize its impact. Use the wordmark in orange on white (or light gray) and white on orange to ensure clarity and legibility. And only use it in black when absolutely necessary due to color/print restrictions.

04. Brand Protection

Though we do not use the “TM” mark with our logo, we have filed for a trademark of the Zoetis logo in most countries.

The wordmark 'zoetis' is rendered in a bold, lowercase, italicized sans-serif font. The letter 'z' is stylized with a thick, curved underline that sweeps under the 'o' and extends slightly to the left. The entire wordmark is colored in a vibrant orange.

Orange on White

The wordmark 'zoetis' is rendered in the same stylized, lowercase, italicized sans-serif font as in the previous image. However, the letters are white, and the background is a solid, vibrant orange. The 'z' features the same thick, curved underline.

White on Orange

05. Clear Space

Our logo needs room to breathe, so it can stand out and shine. We should always surround it with a minimum margin of clear space away from any text or graphical elements. Use the height of the “e” in the Zoetis logo to establish this margin on all sides.

For small-format applications where the standard clear space is not available, you can reduce the margin to half of the “e” height.

Remember, these are minimums so allow for more space when possible.

06. Minimum Size

We want people to feel warmth and support when they view our logo. That’ll only happen if they can clearly see it. As you think about placement, focus on size and legibility. For our logo to have its full effect, it should be at least 0.4 inches wide (60px in digital applications).



zoetis
0.4"
60px

Logo *Continued*

07. Lower-Right Placement:

Placement is part of the payoff. You should place the Zoetis logo as our sign-off in the lower-right corner of your layouts.

Other placements to keep in mind:

- Top-Left: For digital scenarios that require scrolling — think web.
- Centered: For situations where the logo is the main piece of content — think promotional items or the end card of a video.



Logo *Continued*

08. Incorrect use

While we want you to focus on what you can do with our logo, we have a few don'ts that you need to know. Zoetis policy prohibits the alteration of the Zoetis logo and the use of the "Z" by itself. We do this to maintain consistency and to maximize impact. Don't stretch, condense or morph our logo in any way.



Don't distort or alter the logo.



Don't recreate the logo in another typeface.



Don't add a drop shadow to the logo.



Don't apply unapproved colors to the logo.



Don't lock up the logo with a species, region, business, department or program name.



Don't lock up the logo with "Animal Health."



Don't place the Zoetis logo on a color background.



Don't place the orange logo on a busy background or on a photographic background with insufficient contrast.



Don't use individual elements of the logo.

The Tab

01. Introducing the Tab

The tab is an engaging showcase for our signature orange while adding a contemporary edge to our design. It provides contrast over full-bleed photography, and a splash of color to a light background. You'll find that this simple element is as versatile as it is vibrant.

02. Always in the Lower-Right

Remember that conversation we had about logo placement? That applies here, too. The tab should always be in the lower-right of your layout. While the bottom edge of the tab lines up with the bottom of the frame/page, the space between the right edge of the tab and the page should equal the height of the Zoetis "e."

03. Minimum Size

To ensure quality reproduction and legibility, the tab must appear at least 0.6 inches wide (90px in digital).

Note: For additional design specifications, see pg. 34.



The Tab *Continued*

04. Incorrect Use

The tab is the ideal housing for our logo over full-bleed photography, or to anchor the logo on a light-colored background. We crafted its individual nuances with passion and precision, down to the spacing and rounded corners at the top. So, let's keep it consistent for it to be at its best. Please don't stretch, condense or morph the tab.



Don't distort or alter the logo.



Don't adjust the radius of the upper corners.



Don't remove the radius of the upper corners.



Don't add copy or text inside the tab.



Don't change the container color.



Don't reverse the colors of the logo and container.



Don't rotate the tab, so you can anchor it to the top or side of a layout.



Don't extend the tab shape to create a full-width bar.

01. Primary Palette

Our colors are the foundation of our brand. We display them proudly because they are part of who we are. Our primary palette echoes the passion, innovation and responsibility of our company. And we must include it in all of our visual communications.



Zoetis Orange: This is the core of our identity. Bright, dynamic and uniquely Zoetis — underscoring our leadership in animal care. Our orange should feature in all brand applications.



White: Reinforcing our smart and scientific approach, white mirrors our commitment to innovation. Use it as a background color and at full density within type over imagery.



Dark Gray: Use this gray to add contrast and a touch of sophistication. You should primarily use it for copy.

*Please note that we slightly darkened the RGB and hex values to make Zoetis Orange compliant with accessibility standards. See pg. 23 for more details.

02. Primary Tints and Shades

Did you know that our colors have multiple tints and shades you can use? Now, you do. These options give you flexibility to create hierarchies that work for any application.

For background fills, go for white, light tints of gray and full-strength Zoetis orange. And when it comes to the different shades of orange, use them for data visualization or illustration — not for flooding large areas.



Reserve for added detail and necessary color variations (e.g., data visualizations and illustrations).



Suggested light neutral background fills for digital applications.

Black and shade of Dark Gray you should use for legibility contrast on the web.

03. Secondary Colors: Sea, Forest and Soil

We’re still an orange, white and gray brand, but we have an amazing spectrum of supporting options at your disposal. Just be sure to keep orange as the star.

One of the best things about nature is its color. And you can feel that organic influence throughout our secondary palette. While we’re focusing on science for our core colors, we want to embody care with our secondary (and even tertiary) options. Our secondary colors are excellent contrasting elements that you should use sparingly and always at 100% opacity.

04. Tertiary Colors: Sky, Grass and Barn

Our tertiary palette is all about appreciating nature. Use these options for web executions, data visualization and wherever else you need more selections to bring your content to life.

Unlike with our secondary options, feel free to use tints of Sky, Grass and Barn for tonal data visualization. We feel the tints here will work well, but you can try other levels, too.

Sea

PMS 7708 C
C 95 M 61 Y 38 K 19
R 3 G 87 B 113
Hex #035771

Forest

PMS 561 C
C 91 M 42 Y 67 K 33
R 0 G 90 B 77
Hex #005A4D

Soil

PMS 4625 C
C 44 M 73 Y 80 K 59
R 80 G 45 B 31
Hex #502D1F

Sky

PMS 7458 C
C 56 M 16 Y 16 K 0
R 111 G 176 B 199
Hex #6FB0C7

at 60%

at 30%

Grass

PMS 7737 C
C 64 M 15 Y 100 K 2
R 106 G 164 B 66
Hex #6AA442

at 60%

at 30%

Barn

PMS 7636 C
C 17 M 100 Y 64 K 5
R 195 G 28 B 74
Hex #C31C4A

at 60%

at 30%

Color *Continued*

05. Contrast and WCAG–Recommended Pairings

Our brand is inclusive. We want to reach as many people as possible. Web Content Accessibility Guidelines (WCAG) level 2 AA require a contrast ratio of at least 4.5:1 for regular text and 3:1 for large text. Large text is at least 18pt (24px) or 14pt bold (18.5px). Always check color contrast to verify that your design meets ADA color requirements.

Combinations Only for Large Text

These combinations and their inverses meet the minimum 3:1 contrast ratio, and you can only use them for large text.

White & Zoetis Orange	Very Light Gray & Zoetis Orange	Very Dark Gray & Zoetis Orange	Zoetis Orange & Soil
Zoetis Orange & White	Zoetis Orange & Very Light Gray (#F6F5F4)	Zoetis Orange & Very Dark Gray (#3A3A3A)	Soil & Zoetis Orange

Combinations for Regular and Large Text

These combinations and their inverses meet the minimum 4.5:1 contrast ratio, and you can only use them for regular or large text.

Note: We use secondary and tertiary colors sparingly.

White & Dark Gray (#585858) or any darker shade	Very Light Gray (#F6F5F4) & Dark Gray or any darker shade	Light Gray (#DEDEDE) & Dark Gray (#585858) or any darker shade	Mid Light Gray (#BBBBBB) & Very Dark Gray (#3A3A3A) or any darker shade
Sea & Very Light Gray (#F6F5F4) or white	Forest & Very Light Gray (#F6F5F4) or white	Soil & Very Light Gray (#F6F5F4) or white	Barn & Very Light Gray (#F6F5F4) or white

06. Incorrect Use

We have a simple request. Always think about these color principles and specifications when you design and create. If you do, we'll keep everything cohesive and consistent, which is what we all want, right?



Don't use color combinations that fail our minimum contrast ratio.



Don't use colors outside of our color palette.



Don't place the Zoetis logo against any secondary or tertiary colors.

Typography

01. **Arboria: A New Typeface for New Thinking**

Take a look at Arboria. It’s both warm and modern, approachable and geometric. In short, it’s a sans-serif typeface with a variety of versatile weights. You should pretty much flag Bold and Book as your go-tos.

Use Arboria for headlines, overlines, sub-heads and calls to action (more on these in a bit). Set the leading to equal the point size, tracking between -10 and 0. Adjust the kerning manually, especially on larger headlines.

When it comes to color, prioritize orange, white and gray to keep everything, consistent, crisp and legible. Always use text at 100% opacity over photography to make our messaging bright. In pieces that require more flexibility — such as longer brochures and reports — it is acceptable to use secondary and tertiary colors as chapter navigation.

Please refer to page 30 for font license guidance and how to access our licensed brand fonts.

Arboria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!@#\$%^&*(){}+=

Arboria Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!@#\$%^&*(){}+=

Typography *Continued*

02. Gotham Narrow: a Classic Fit

This is Gotham Narrow, a slightly condensed, sans-serif type family that's served our brand with honor and grace. It's the perfect partner for Arboria.

03. Arial Only When Necessary

Sometimes, you might not have access to one of our typefaces, or you'll be unable to embed them within an application (like PowerPoint or an email client). On those occasions, go with Arial Bold for headlines and Arial Regular for body copy. Refer to pg. 58 and our PowerPoint template for specific direction.

Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!@#\$%^&*(){}+=

Gotham Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.?!@#\$%^&*(){}+=

Typography *Continued*

04. Type Hierarchy

Arboria and Gotham Narrow help us tell our story of innovative care with more clarity and poise. Let’s talk about how we should pair the typefaces together.

Headlines

- Use Arboria Bold in title or sentence case and never in all caps.
- Remember to keep leading equal to the font size. And check the kerning, especially when going larger.
- Sub-heads also use Arboria Book, though they can flex between all caps and sentence case.

Overlines Above Headlines

- These are for navigation and wayfinding, and you should set them in Gotham Narrow Book using all caps.

Body Copy

- This is where Gotham Narrow comes in for support.
- For desktop use, the Book weight is our go-to, though when reversing out type over a color fill or photography, we can bump things up to Bold.

Overline Text
Gotham Narrow book 10/12

Headline 1
Arboria Bold 44/44

Sub-Head 2
Arboria Book 16/20

Body Sub-Head 3
Gotham Narrow Bold 10/14

Body
Gotham Narrow Book 10/14

Call To Action
Arboria Bold 10/14

Legal
Gotham Narrow Book 6/8

OVERLINE TEXT

Arboria Bold for headlines

Arboria Book in sentence case for Sub-Headings
and longer intro text Namus modit Imagnima gnimo
luptium quis dit que siminvelis eumquidel intiberum

Gotham Narrow Bold Sub-Head
Gotham Narrow Book for body copy // Lorem ipsum ugit, inctorum fugitis
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For more information on lorem ipsum
visit adipiscing elitum consectetur.

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ibernam eturita dit vollati at perrum vellorum nusci rae volum, iliquias aliquo imaxim exeria equis. velesti uscium et faccus

05. Desktop Font Use

Here, you’ll find our full list of desktop-licensed fonts. Arboria and Gotham Narrow are limited to the Latin alphabet, so alternative typefaces are used to cover the full spectrum of international languages.

For more information on font licenses, please see page 30.

LANGUAGE		RECOMMENDED TYPEFACE	AVAILABLE FROM
Bahasa (Indonesian)	Irish	Arboria (full font family)	fonts.adobe.com Brand Central www.monotype.com
Croatian	Irish Gaelic	Gotham Narrow Bold	
Czech	Italian	Gotham Narrow Bold Italic	
Dutch	Polish	Gotham Narrow Book	
English	Portuguese	Gotham Narrow Book Italic	
Finnish	Slovak		
French	Slovene		
Frisian	Spanish		
German	Swedish		
Hungarian	Turkish		
Russian		Arial Bold Arial Regular	Brand Central www.monotype.com
Greek		Arial Bold Arial Regular	Brand Central www.monotype.com
Japanese		Tazugane Info Bold Tazugane Info Book	Brand Central www.monotype.com
Chinese (Traditional & Simplified)		M Ying Hei HK W8 (Traditional) M Ying Hei HK W5 (Traditional) M Ying Hei PRC W8 (Simplified) M Ying Hei PRC W5 (Simplified)	Brand Central www.monotype.com
Korean		YD Gothic 500 540 YD Gothic 500 520	Brand Central www.monotype.com
Thai		Neue Frutiger Thai Modern Bold Neue Frutiger Thai Modern Book	Brand Central www.monotype.com
Arabic		Arial Bold Arial Regular	Brand Central www.monotype.com

06. Website and Mobile App Font Use

While similar to the fonts available for desktop use, note that the Arboria font family is limited for licensing purposes.

For more information on font licenses, please see page 30.

LANGUAGE		RECOMMENDED TYPEFACE	AVAILABLE FROM
Bahasa (Indonesian)	Irish	Arboria Bold	Brand Central www.monotype.com
Croatian	Irish Gaelic	Arboria Book	
Czech	Italian	Gotham Narrow Bold	
Dutch	Polish	Gotham Narrow Bold Italic	
English	Portuguese	Gotham Narrow Book	
Finnish	Slovak	Gotham Narrow Book Italic	
French	Slovene		
Frisian	Spanish		
German	Swedish		
Hungarian	Turkish		
Russian		Arial Bold Arial Regular	Brand Central www.monotype.com
Greek		Arial Bold Arial Regular	Brand Central www.monotype.com
Japanese		Tazugane Info Bold Tazugane Info Book	Brand Central www.monotype.com
Chinese (Traditional & Simplified)		M Ying Hei HK W8 (Traditional) M Ying Hei HK W5 (Traditional) M Ying Hei PRC W8 (Simplified) M Ying Hei PRC W5 (Simplified)	Brand Central www.monotype.com
Korean		YD Gothic 500 540 YD Gothic 500 520	Brand Central www.monotype.com
Thai		Neue Frutiger Thai Modern Bold Neue Frutiger Thai Modern Book	Brand Central www.monotype.com
Arabic		Arial Bold Arial Regular	Brand Central www.monotype.com

Typography *Continued*

Typeface designs are entitled to intellectual property protection. When you license a font you are paying for the time and dedication a designer put into creating the font and making sure it performs perfectly in your designs.

Font Licensing

07. License Types

All licensed fonts are governed by an End User License Agreement (EULA) covering the situations in which the font software can be used. Fonts must be licensed for the different environments where it will be used. The most common license types include:

Desktop License

Allows you to install a font on a computer for use in print or in static image formats, such as social media graphics, ads, and printed merchandise.

Webfont License

Allows you to embed the font in the actual code of your website.

Mobile App License

Allows you to embed the font in an app for use on iOS or Android devices.

08. Our Licenses

Desktop License

The full Arboria font family is licensed through Adobe. A smaller subgroup of the Arboria family (Book and Bold), along with all other fonts listed on page 28, are licensed through Monotype.

Webfont and Mobile App License

All fonts outlined on page 29 are licensed for enterprise-level webfont and mobile app use by Zoetis through Monotype.

Zoetis does not allow the use of Google fonts, iOS and Android fonts, and other system-native fonts. Please use our licensed fonts only.

09. Where to Access our Licensed Fonts

You can access the full Arboria font family for desktop use through Adobe Creative Cloud. All other desktop use fonts can be found on Brand Central under Resources > Fonts.

Web and mobile font files can also be found on Brand Central under Resources > Fonts.

If you are looking for a specific font file type for your website or app and cannot find it on Brand Central, please contact the brand team at corpbrand@zoetis.com.

Website developers will need to reach out to corpbrand@zoetis.com and request the required font embed codes.

Typography *Continued*

10. Incorrect Use

We'll keep this nice and quick. Always use typography to organize messaging and help people understand it more clearly. Basically, if you avoid the don'ts on the right of this page, you'll be on your way.

**FOCUSED
ON OUR
FIELD**

Don't use all caps for headlines.

Loyal
to you.
Loyal
to them.

Don't use unapproved typefaces.

D o i n g
the right
t h i n g
together

Don't justify or center-align any text.

**The
Right**

Don't add any effects to the text.

**Committed to
Veterinarians**

Don't rotate or place any text at an angle.

The Rail

01. Say Hello to the Rail

You’ve become friends with the tab. Now, it’s time to welcome the rail. Always use this element over full-bleed photography. Its orange color bolsters our branding while anchoring copy to the left edge of the layout. The rail complements the tab, but you can use each on its own.

02. Scaling Width

OK, think back to when we were discussing the tab. When using both the rail and the tab, scale the width of the rail to the height of the Zoetis “e.” Add another “e” length away from the rail for the headline.

For some applications (web, social or multi-page document), when we’re not using the tab but featuring our logo, the width of the rail should be half the left margin.

03. Height in Relation to Copy

The rail is dynamic, and we will always attach it to the left edge of any layout. It’ll stretch or shrink to match the height of the headline and sub-head — not the body copy — from the ascender of the first line to the baseline of the last line.

Overline copy should sit above the rail. You can include the call to action in the sub-heading or align it with the bottom of the Zoetis logo if it is a single line of text — like a URL.

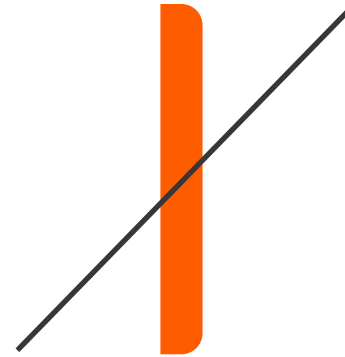


Width based on height of the Zoetis “e” (or half the margin when the tab is not present).

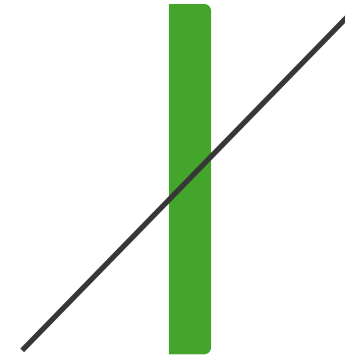
The Rail *Continued*

04. Incorrect Use

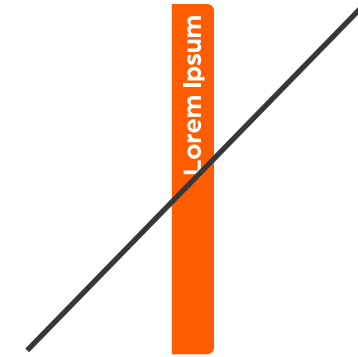
We carefully developed the rail to work seamlessly with our copy. While it can change in size depending on the circumstance, you should respect its rounded right corners and other fixed properties. Do not distort, recolor or manipulate it. Modifying the rail takes away from its impact and purpose as a key asset of the Zoetis brand.



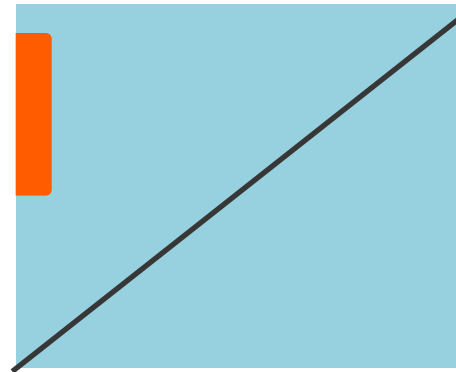
Don't adjust or remove the radius of the right-side corners.



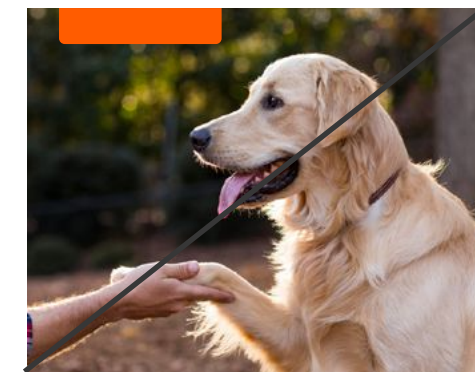
Don't change the color. The rail is always orange.



Don't add copy or text inside the rail.



Don't place the rail on a flood of any color.



Don't rotate the rail, so you can anchor it to the top, bottom or right side of a layout.

The Rail and Tab

05. Scaling the Rail and Tab

As a general rule, we scale the logo and tab to feel balanced within the layout. For print, we normally scale the tab to a width that is 20% of the document width. For digital, scale will vary depending on the project dimensions.

We treat the tab as a locked-up asset when possible, but if we need to recreate the radius, we can use this formula as a starting point:

Sample 1: Print, 9" x 11"

Tab = 1.8" (20% of the width)

Rail = 0.4 inches wide, based on the scale of the "e"

Resulting corner radius = 0.005"

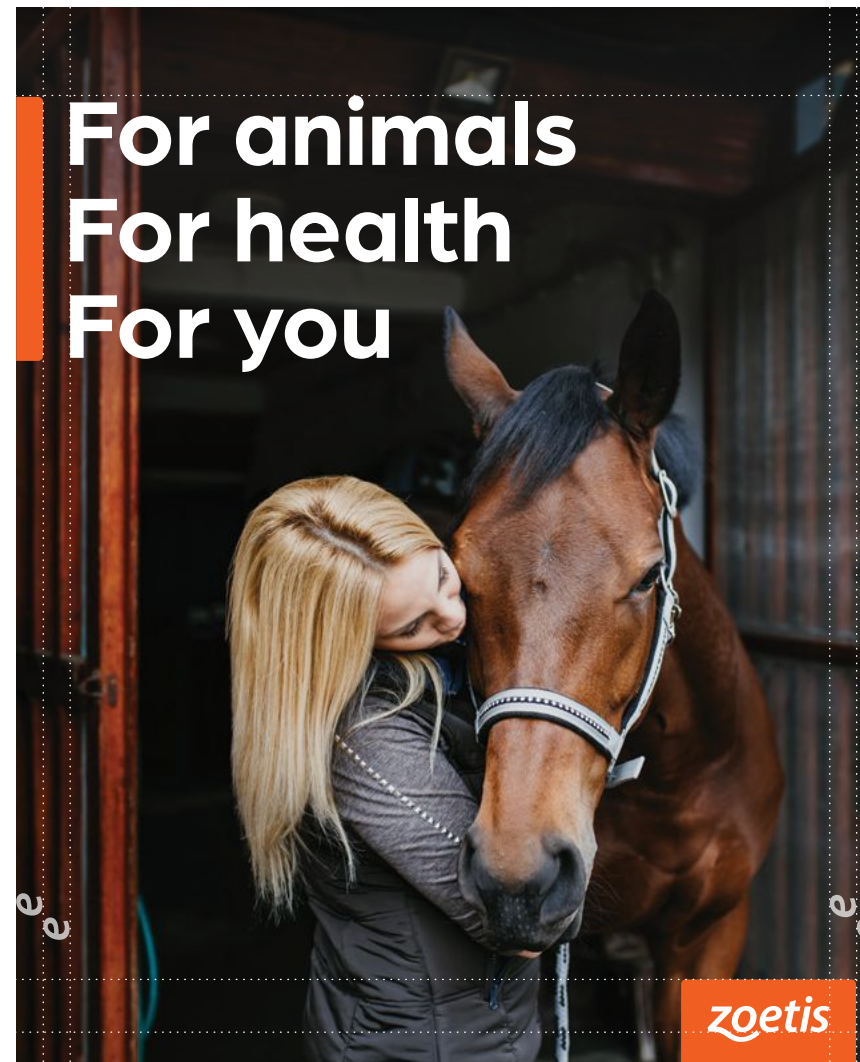
Sample 2: Digital, 300 x 600px

Tab = 125px (visually balanced within layout)

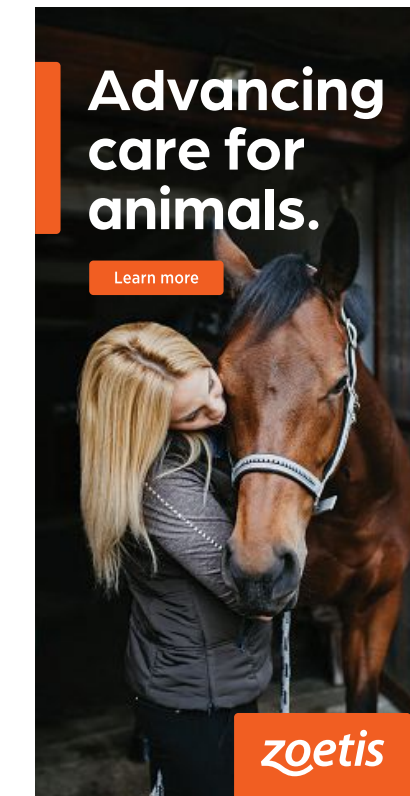
Rail = 19px wide, based on the scale of the "e"
(*use of rail in digital is optional*)

Resulting corner radius = 4px

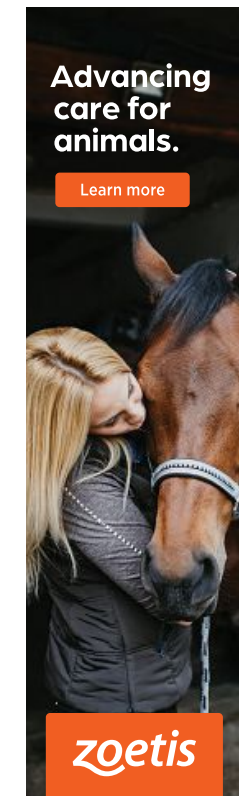
9 x 11"



300 x 600px



120 x 600px



Iconography

01. Icon Style and Color

Just like our logo, our icon style is all about care. We feature a single, continuous line to form a pair of animals — conveying a sense of connection and partnership.

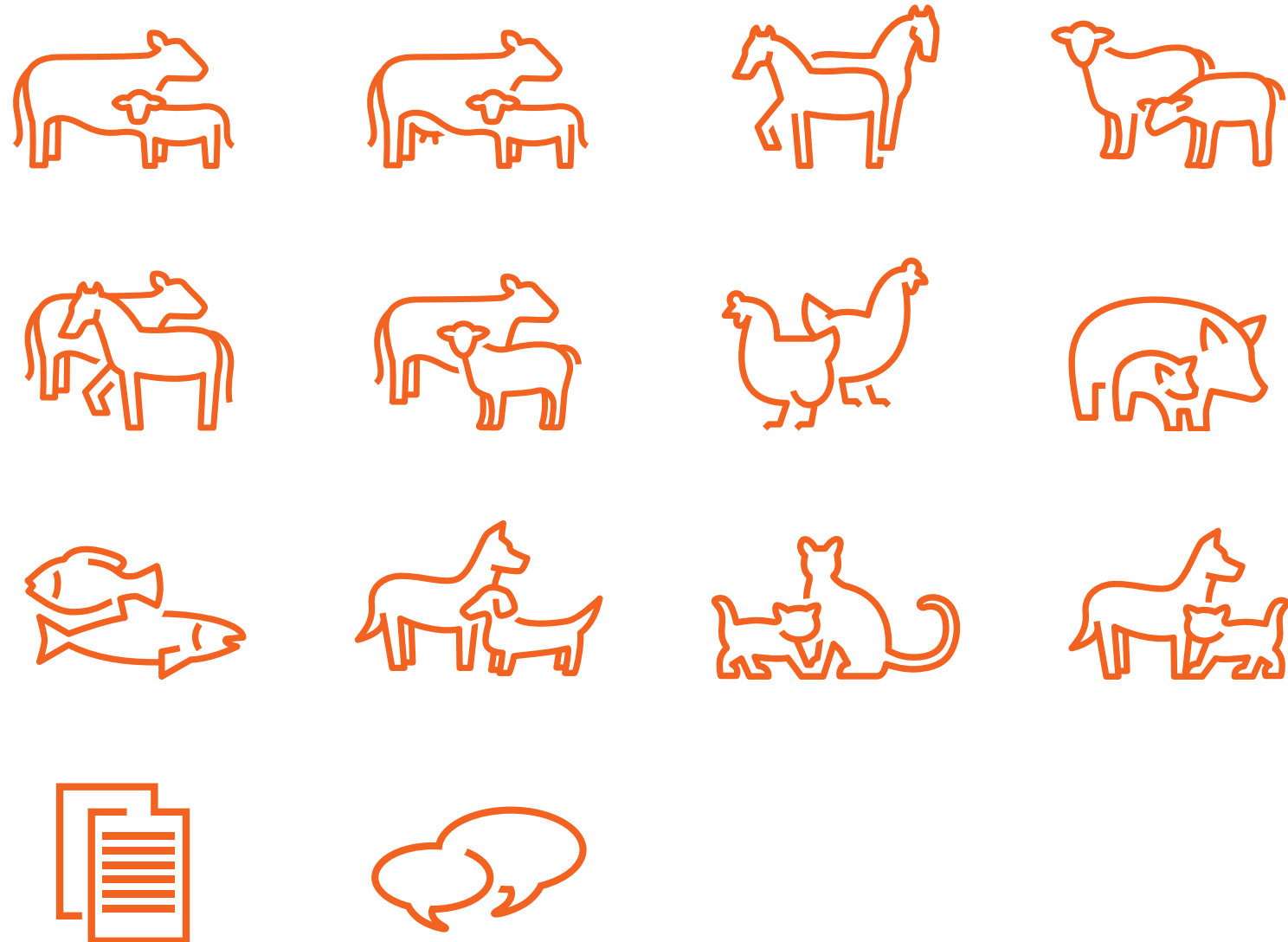
Our unique icons' primary goal is to represent different species of animals in a relatable and visually compelling way. In certain situations, we may create versions that go beyond pets and livestock to represent less tangible concepts, such as conversation and policy.

We prefer using orange for our icons. And when it comes to icons on full-color backgrounds or photography, use white.

02. Creating New Icons

When you design a new icon, think about the family it will be joining. Choose something that you can clearly illustrate and represent. Maintain our continuous-line approach. Keep things clean and simple, so anyone seeing the icon will immediately understand it.

When depicting animals, feature natural postures that are appropriate. Consider the proportion and composition of the two animals you're portraying.



Illustrations

01. Protected Use

You should only use these illustrations at the master-brand level, preserving their integrity.

02. Illustration Style

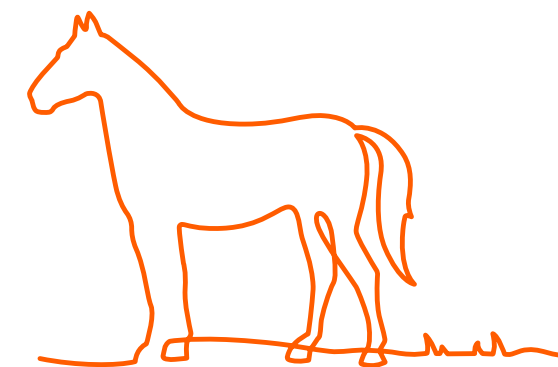
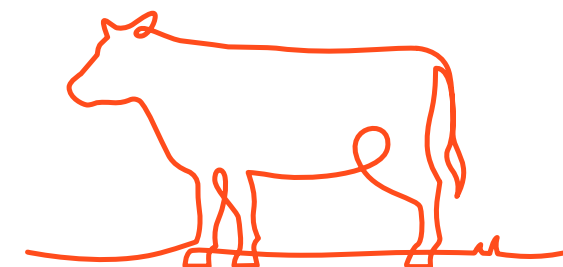
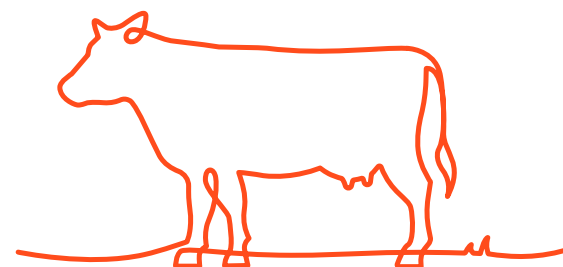
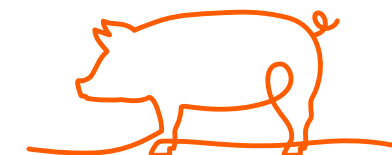
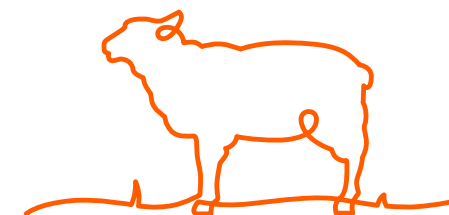
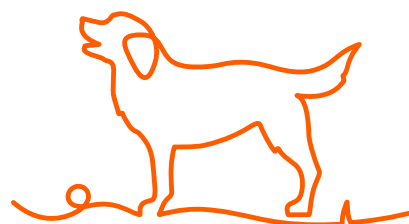
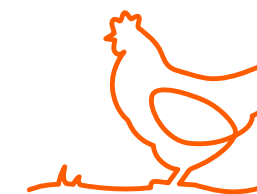
Our illustrations feature a single-line style that resembles our icons. But here, we're incorporating a hand-drawn aesthetic, with extended starting and ending points that epitomize form and fluidity. These added touches embody our continuum of care.

03. Creating New Illustrations

Like Zoetis, this approach has no limits. And like with our icons, we can showcase pairs of animals or expand to other relevant subject areas, including sustainability. It's all about staying consistent and continuous — through a single line — while keeping things simple and clear for our audiences. Maintain the relative line thickness when scaling or creating new illustrations to create the right impact.

04. Animation and Movement

Our continuous-line technique has a naturally fluid construction that's ideal for animation. Just imagine our illustrations moving and flowing into one another, making our branding even more dynamic. (More on pg. 57)

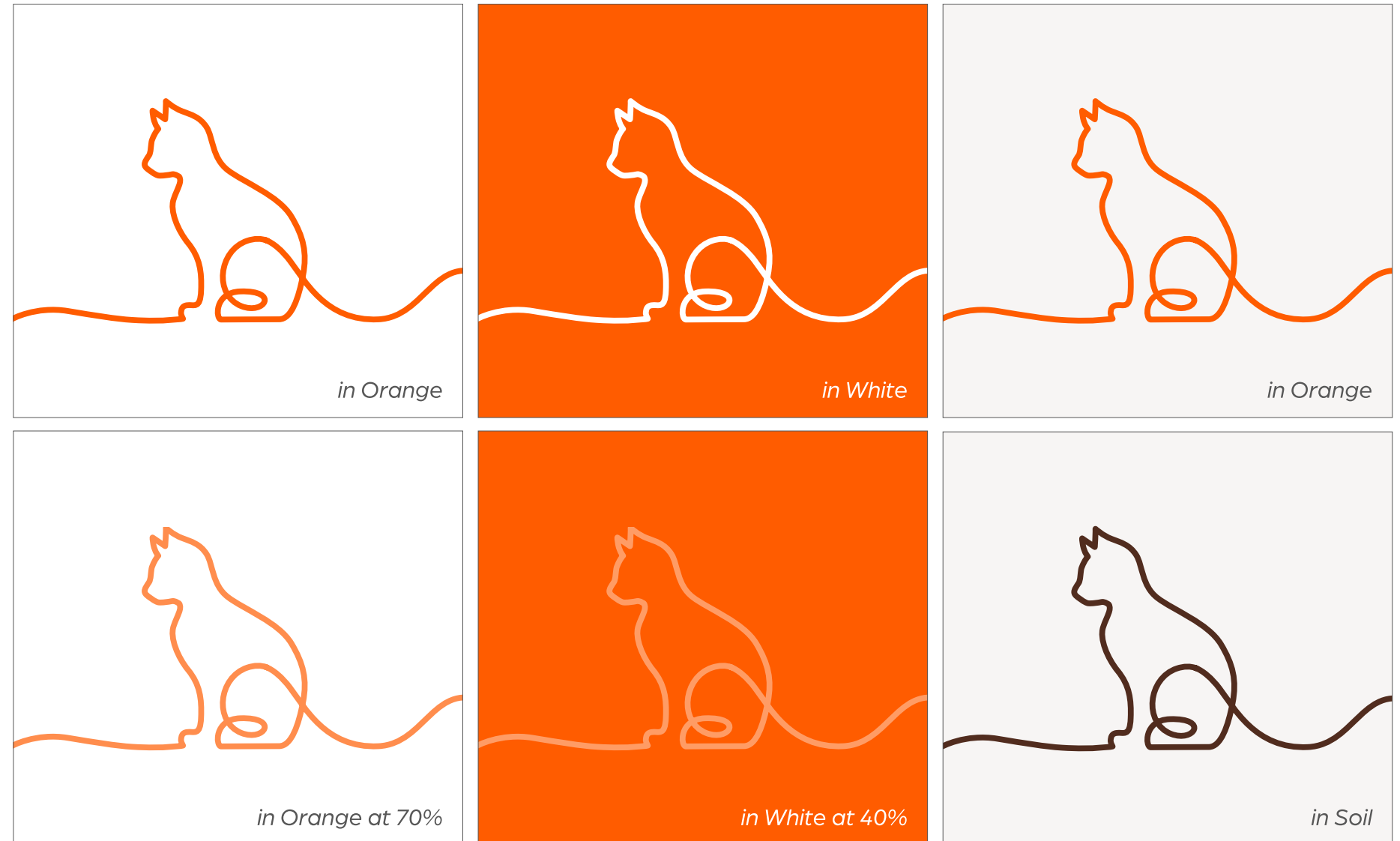


Illustrations *Continued*

05. Color

Our illustrations represent the essence of life and health. Their pure representation demands pure color. They should only be in white on orange or orange on white (or a light neutral).

Whenever the visual hierarchy requires the illustrations to take a step back, you can use them in a subtle tone-on-tone treatment (orange or white at reduced opacity) or in one of our secondary colors.



Data Visualization

01. Facts Should Tell a Story

People don't just want to see numbers. They want reasons to believe. Highlight key figures and compare points through digestible two-dimensional graphics. Keep the clutter away from your layouts, and use data to make your story more engaging.

02. Simplified Color

More colors can equal more confusion. When possible, select one family of colors to present your data with a tonal look.

For most executions, use our core orange and its related shades, along with our gray as a supporting element. And for multi-page documents (brochures, presentations, etc.), your tonal approach can incorporate secondary and tertiary colors from a single family (e.g., Sea and Sky in the blue group).

Start with our primary palette, using tints of orange and gray.

Big numbers

with supporting information

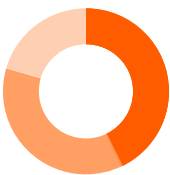
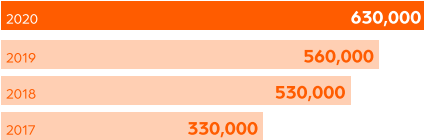
Lots

of charts

99%

Lorem ipsum

Infographics

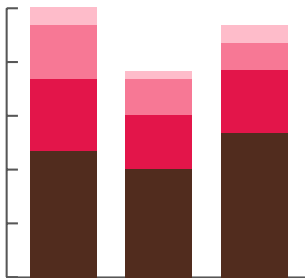
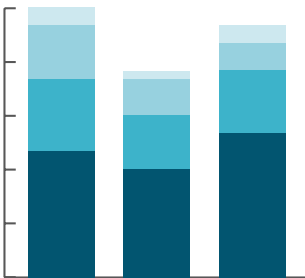
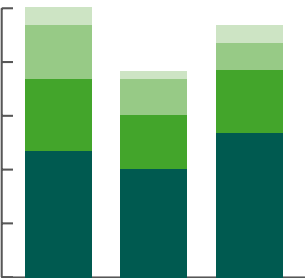


Charts

- One
- Two
- Three



Use secondary and tertiary families to extend your tonal approach.

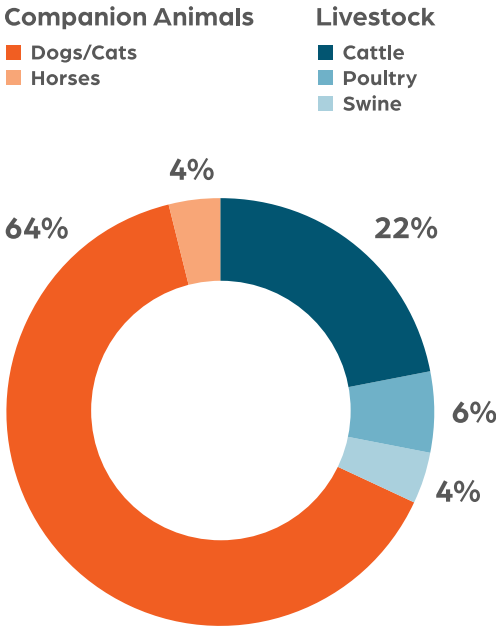


Data Visualization

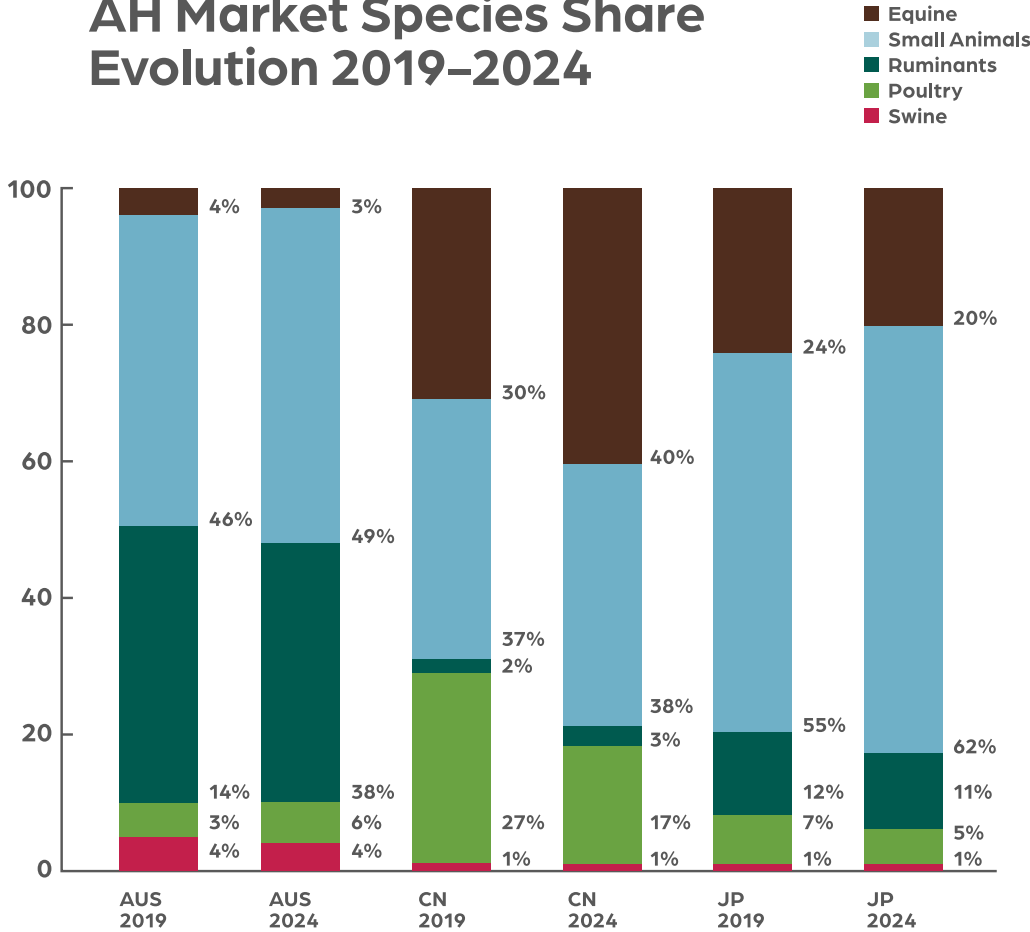
03. More Complex Applications of Simplified Color

If the data requires using multiple colors, leverage tonal options within sub-categories of the data. If we need more variation, you can leverage secondary and tertiary colors. Prioritize contrast when colors are side by side.

2020 U.S. Revenue by Species



AH Market Species Share Evolution 2019–2024



Photography Basics

01. Principles to Follow

These principles will ensure a consistent feel for the photography we feature across our touchpoints, reflecting imagery that is bright, caring and committed.

- **Diversity:** We deliver solutions for many people around the world. Our photography should reflect different people (vets, suppliers, pet owners and colleagues) around the globe and their unique perspectives, along with the broad range of native animal species we support.
- **Casting:** Include a comprehensive range of people from different communities — externally and internally — while avoiding generalizations in your process.
- **Relationships:** Capture authentic moments of connection (more on this in a couple of pages).
- **Depth of field:** Keep it shallow with your focus on the subject(s).
- **Background:** Showcase real and natural environments (outside of a studio), with nuances that represent global regions.
- **Animal expressions:** Energetic and healthy are what it's all about.
- **Lighting:** Go with something open, realistic and bright. Just be sure to avoid that overly processed look.
- **Color temperature:** Your sweet spot is somewhere between neutral to warm.



Photography Basics

Continued

02. Incorrect Use

When you stick to the principles on the previous slide, we'll be able to better build brand recognition through distinctive communications. Be mindful when you select photography, and study the examples on the right carefully, so you know what not to do.



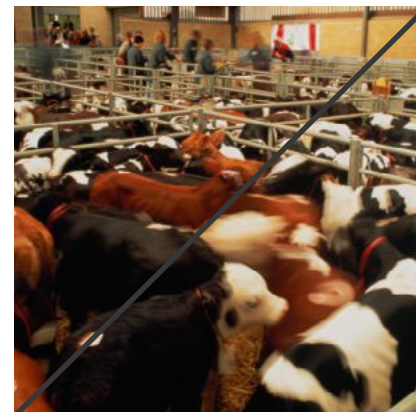
Don't use photography that appears overly staged, posed or cliché.



Don't use photography of animals in unusual situations.



Don't use previous brand vignette photography and avoid studio portraiture.



Don't use photography that depicts signs of mass animal care or unpleasant treatments.



Don't use photography with complex compositions or without focus.



Don't create photographic montages or overly manipulate the photographs.

Photography Styles

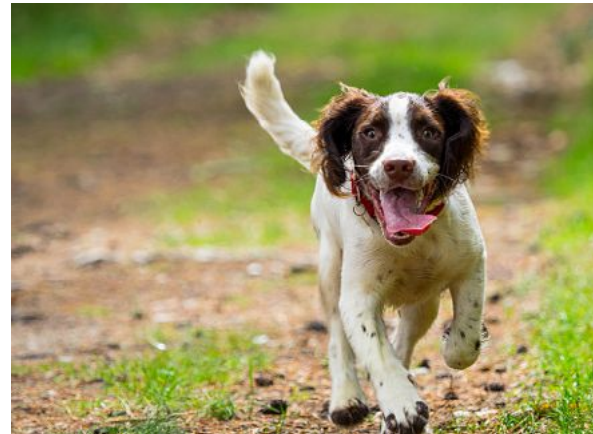
Many different people rely on our products and services all over the world. And our photography library has to reflect them just as much as our solutions. We want to represent a diverse range of vets, suppliers, pet owners and our own people — along with the animals in our care.

Our photography should focus on **moments of connection** that will serve as threads uniting our imagery and supporting our brand across channels and regions.

So, when you look for a shot, go for the real. Keep context and audiences in mind. Authentically show the responsible ways our customers are raising livestock. Use photos that will reinforce our messaging while accurately depicting the world and animals that are special to us.

Our casting should follow these same lines of thought, representing diverse individuals and backgrounds while avoiding generalizations. Zoetis serves all people and all animals. Our photography should symbolize that mindset.

01. Animal — Viewer



02. Animal — Human



03. Human — Human



04. Animal — Earth



05. Human — Science



Photography Styles *Continued*

01. Animal — Viewer

This moment of connection actively draws the viewer to the animal through direct eye contact, building empathy and bringing attention to the Zoetis brand.

The style is flexible — either up close and tight or at a bit of distance, depending on the application and copy approach. But at least one animal should make eye contact with the camera.



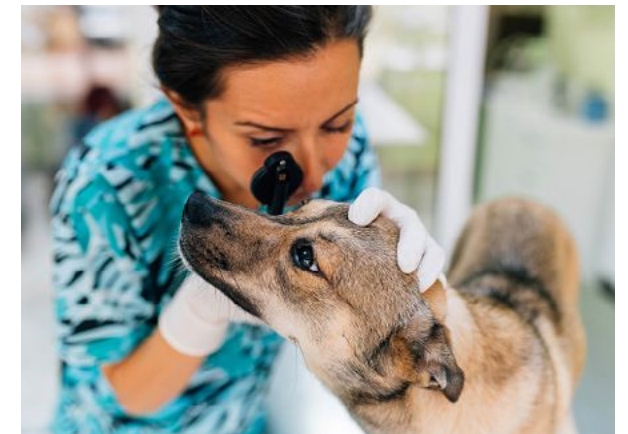
Photography Styles

Continued

02. Animal — Human

This moment of connection has two sub-categories for applications, both centering on the strong bond between animals and people:

- **Relationships with Respect:** Focuses intimately on the animal while also depicting visible human interactions (touching, holding, feeding, etc.). Implied out-of-frame eye contact can strengthen the visual as well.
- **Quality in Care:** Captures the visible relationship between person and animal (giving both equal weight). While the background is more visible, the depth of field should maintain the focus on the exceptional care taking place.



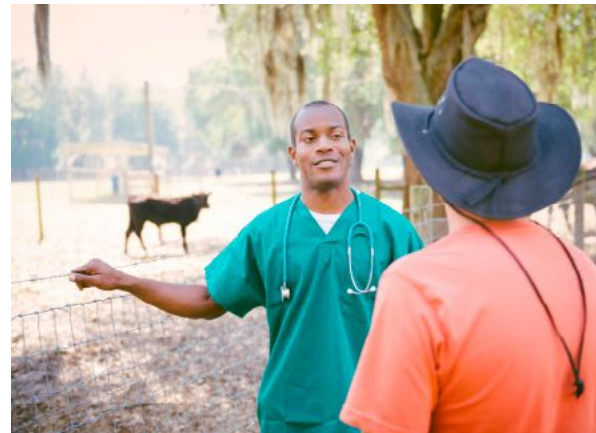
Photography Styles

Continued

03. Human — Human

This moment of connection captures indelible points in time among our customers — suppliers, veterinarians and pet owners — whether with each other or with Zoetis colleagues in the field. Animals should also be present and receiving care. The imagery here has the opportunity to emphasize the global reach we have with our solutions, impacting lives in so many different places.

NOTE: We prefer to use original photography featuring interactions between Zoetis and an audience. Field employees should display visible branding when possible.



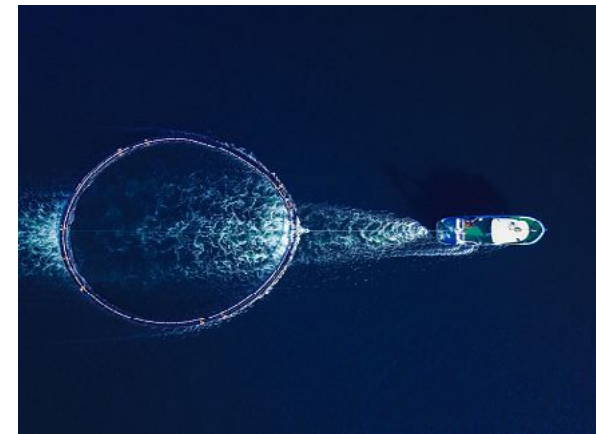
Photography Styles *Continued*

04. Animal — Earth

This moment of connection presents a wider landscape, where animals engage with nature. Unlike our “Animal — Viewer” style, the animals here aren’t making eye contact with the camera. Instead, they may be grazing, walking (away or to the side is OK) or just hanging out.

Suppliers, vets or pet owners may also be present to add more dimension, symbolizing the intersection of animals, humans and our planet.

We should feature this type of photography within our sustainability communications, making sure it accurately depicts our customers’ respective regions.

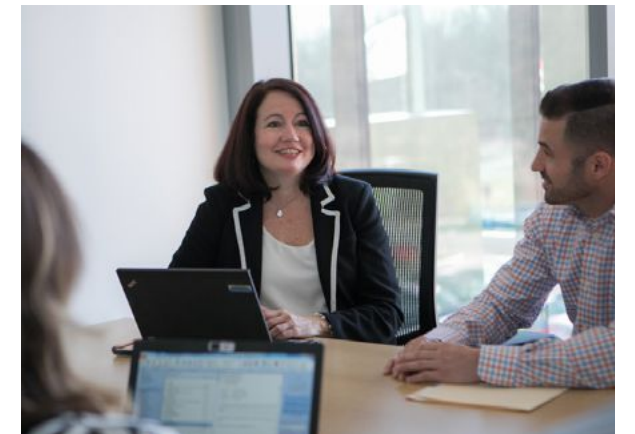


Photography Styles_{Continued}

05. Human — Science

This moment of connection captures Zoetis employees dedicated to their work — in the lab, in the office, in the field — with a candid, documentary feel. This style of photography should commemorate the diverse group of passionate individuals at Zoetis, along with their actual places of work (not in studios). When possible, these images should contain visual references to Zoetis (logos, products, spaces), making these assets even more unique and ownable.

NOTE: The stock imagery on this page is for reference only. Photography should feature real Zoetis employees and locations when possible.



Brand Asset Summary

What happens when you bring all our dynamic brand elements together? You get the core of the Zoetis brand. Every piece has its place, championing our commitment to customers and care.

Logo



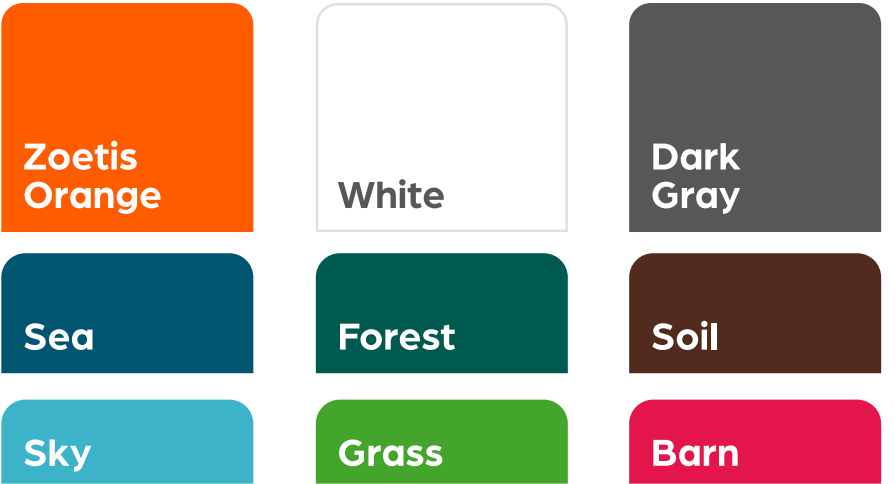
Typography

Arboria Bold
for headlines

ARBORIA BOOK FOR SUB-HEADS

Gotham Narrow Book for body copy // Lorem ipsum harionsed quo que eiusam ut eaqui odis eiuri con poritat iantecercit, quam veni te coribusam reprepe lendant iusdae et haria sunt, incia conem remperuptatibeaquia nonempor re intinum re nim audisit.

Color



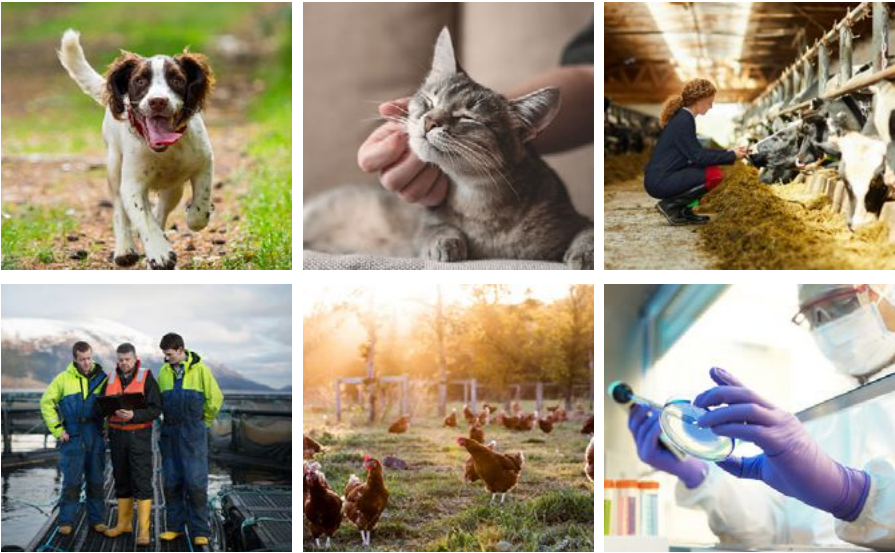
Icons & Illustrations



Rail & Tab



Photography (Moments of Connection)



04.

Our Brand Assets in Action

Digital

01. Banner Ads

We’ve thrown the terms dynamic and impactful around a bit, but that’s what our branding should feel like. The same applies here. Our banner ads need to engage our audiences. If you leverage our primary palette and follow our guidelines for photography, illustrations and messaging, you’ll be all set.

Animate headlines to drop down vertically with faster pacing. Adjust the speed for longer headlines — and in general — to make sure people can read the copy.

Mobile Banner



300 x 250px



728 x 90px



728 x 90px

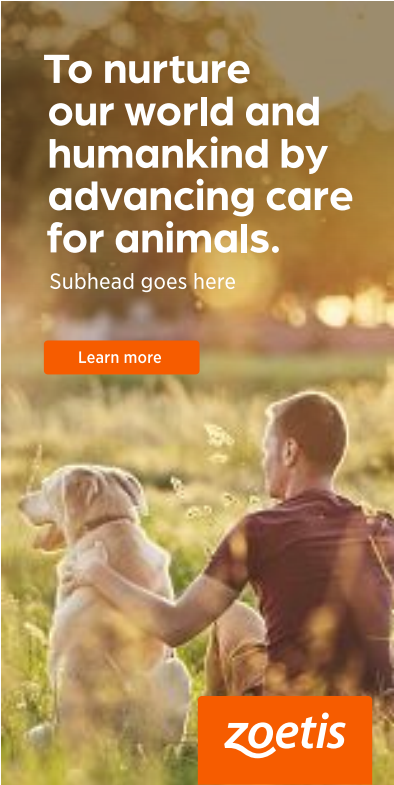
300 x 250px



300 x 250px



300 x 600px



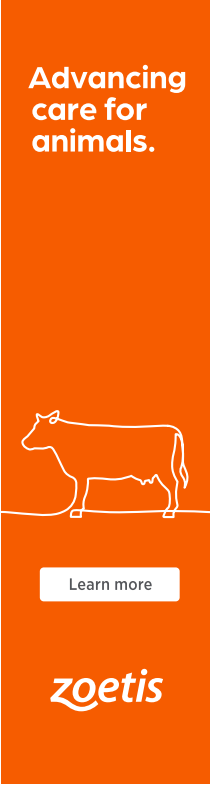
120 x 600px



300 x 600px

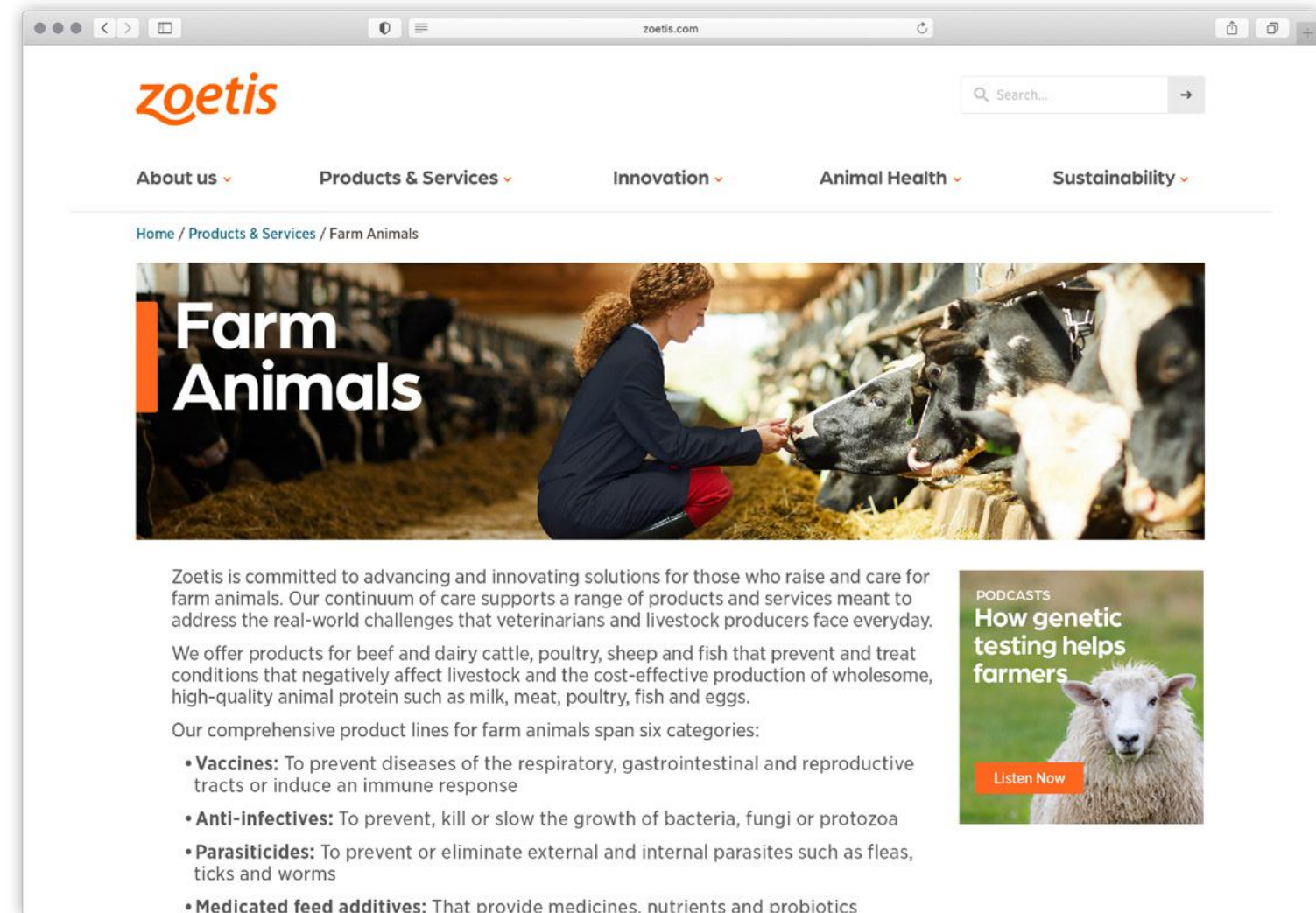


120 x 600px



02. Website

Our website is the perfect canvas for our brand assets to stand out, including our photography, illustrations, icons and typography.



Social Media

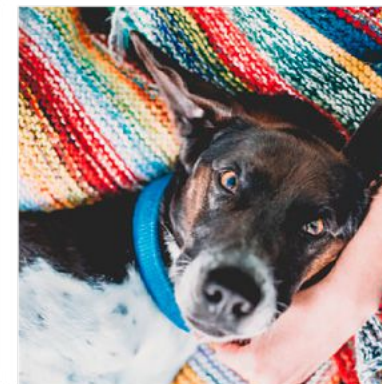
01. Profile Icons and Cover Images

Our branding is crisp and elegant. It's just perfect for social media. Use our white Zoetis logo against our orange for profile icons.

For cover images, use approved brand photography to add some realness and amp up that personal connection. Formats typically involve an elongated proportion, so be sure the subject and composition work within the horizontal crop.

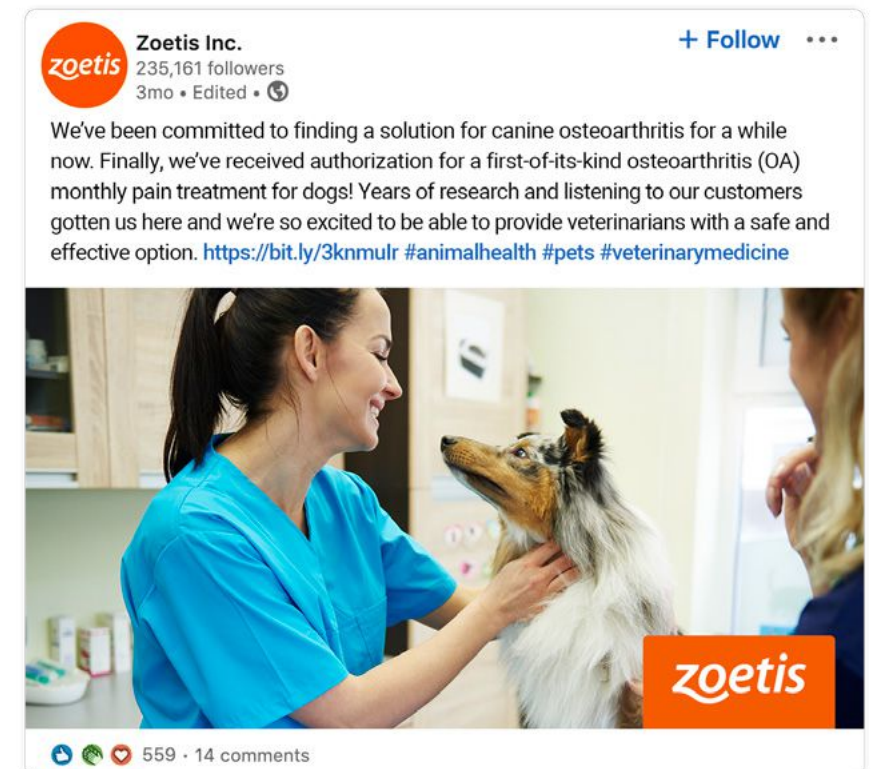
02. Social Posts

For posts within these platforms, our assets — primary colors, type, photography and illustration — should serve as your toolbox to support messaging within posts. This allows for flexibility while maintaining consistency from post to post.



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non nibh euismod."

— Lorem Ipsum



Video and Motion Design

We designed our brand to grab people's attention in different ways and in different media. For video and other applications that feature motion, we should leverage our core brand assets with a few key optimizations.

01. Opener and Closer

Videos should open and close with the animated Zoetis logo if applicable. Openers will have the logo fade out, while closers will have the logo fade in. If a video is under 30 seconds, you may use only a closer to keep the clip short.

Two variants of the opener and closer are available on Brand Central: white logo on orange, and orange logo on white. They can be found under Resources > Video and Audio.

Opener sequence, white logo on orange



Closer sequence, orange logo on white



Video and Motion Design *Continued*

02. Title Screens and Headlines

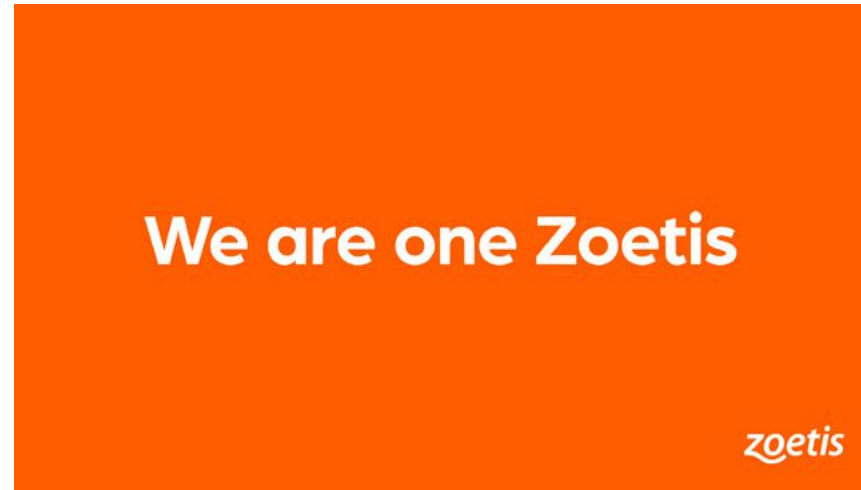
Use Arboria Bold in sentence or title case, with Arboria book for subheads. Center or left-align your headlines.

Zoetis branding in the bottom-right corner is optional. We prefer you go with white on orange.

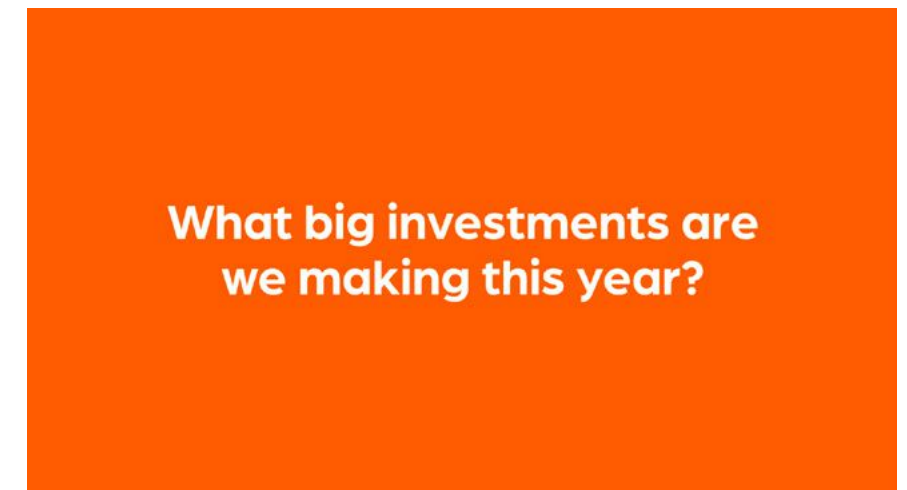
03. Text Cards

Type is flexible within videos, and it can contrast with our title cards (orange text on white). Center or left-align your copy (title safe). Avoid cluttering art cards with small images or distracting graphics.

Title screen examples



Text card examples



Video and Motion Design *Continued*

04. Lower Thirds

Three pre-made options are available for lower thirds, each varying in complexity. For shorter videos, we recommend using version 1 for its faster animation time.

Lower thirds can fade out after sufficient time is given to read the person's name and title.

Editable files for lower thirds can be found on Brand Central under Resources > Video and Audio.

Lower third 1 sequence



Block slides in from left



Text fades in



Final view

Lower third 2 sequence



Line draws in from right to left



Line grows, becomes block behind text



Text fades in, final view

Lower third 3 sequence



Block slides in from bottom with text



Block and text reverse colors from right to left



Orange stays as bar on left, final view

Video and Motion Design *Continued*

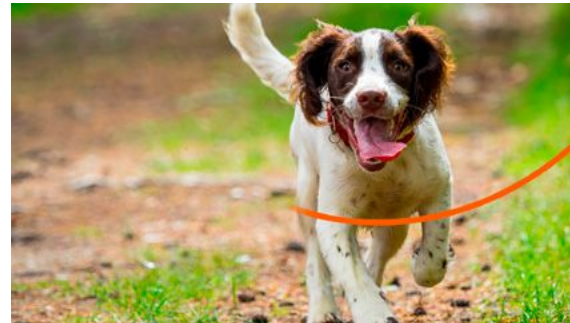
05. Transitions

Two pre-made options are available for transitions. These transitions effectively reduce any jarring effect when moving between segments, such as transitioning between two separate testimonials or switching between drastically different subjects.

For simpler transitions, like transitioning between two images in a slideshow, a simple fade transition can be used.

Editable files for transitions can be found on Brand Central under Resources > Video and Audio.

Transition 1 sequence



Line draws in from right to left

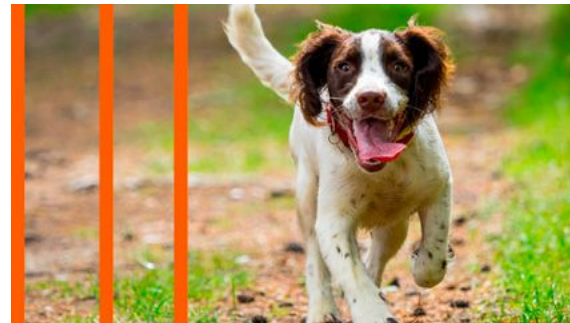


Line stretches, covers slide



Line separates from center

Transition 2 sequence



Vertical lines slide from left side to right side



Line merge, followed by white block



White block slides right

Video and Motion Design *Continued*

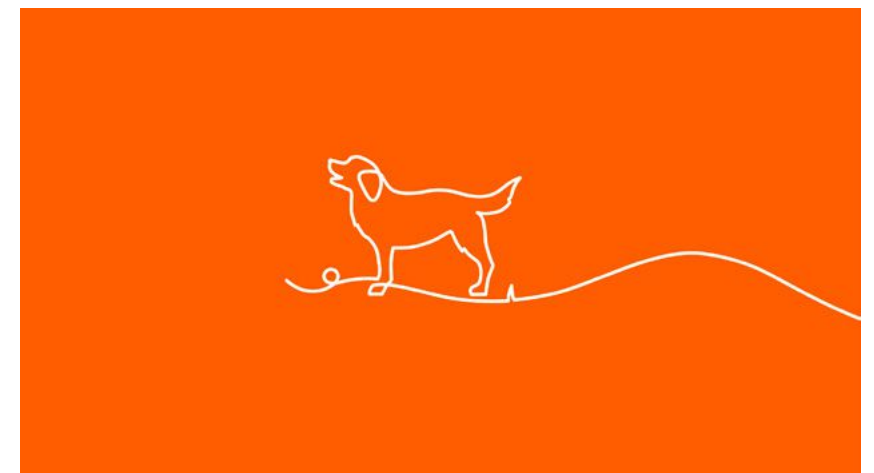
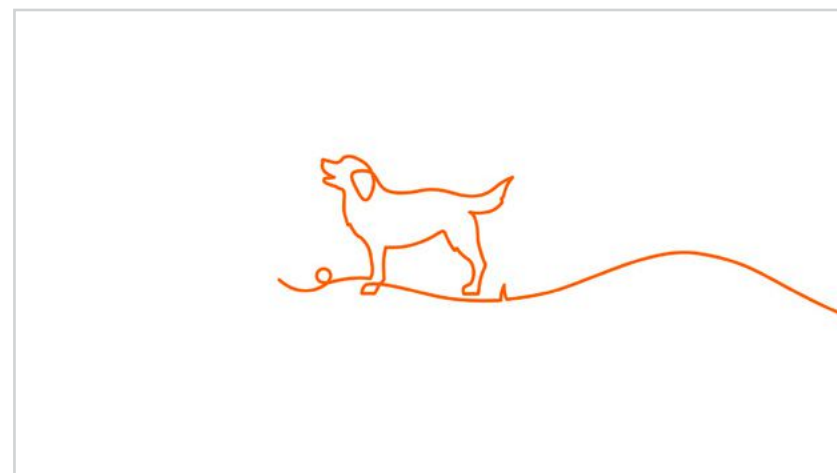
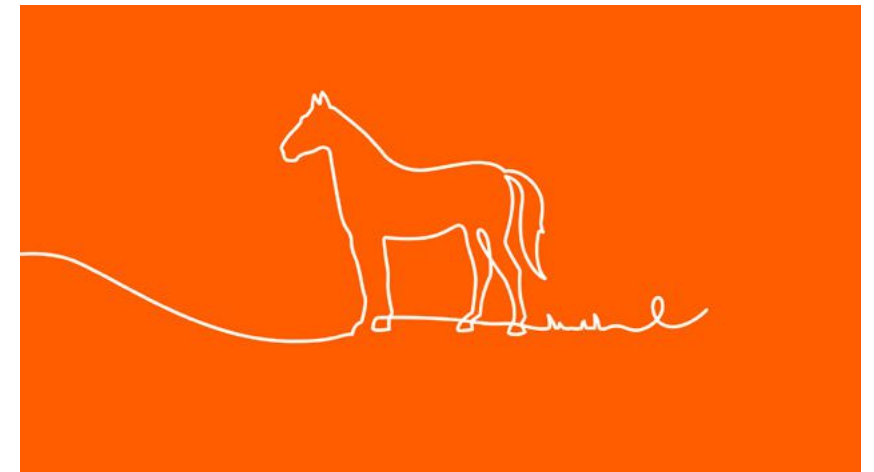
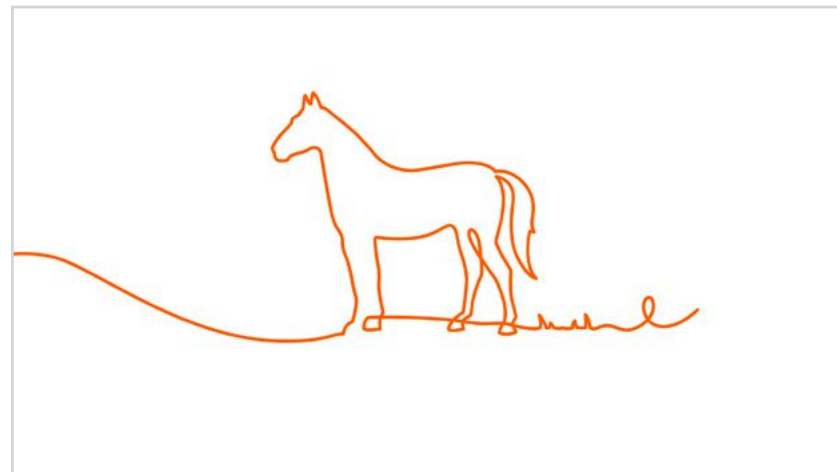
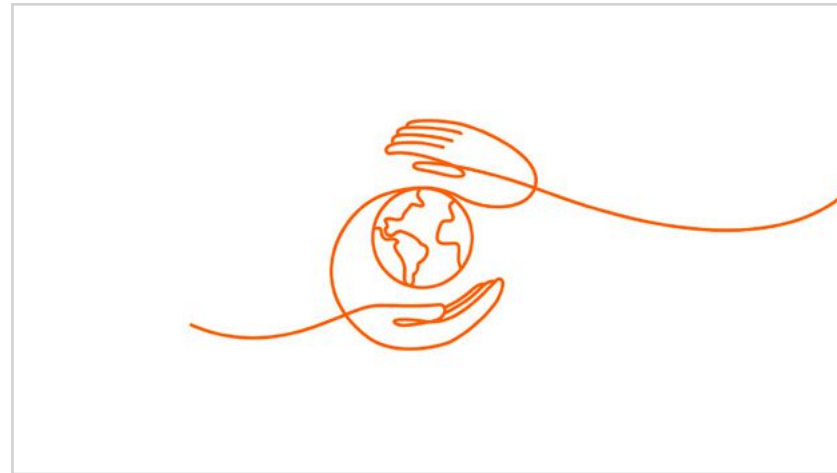
06. Illustration Animation

Let's go back to our conversation about our continuous-line illustrations. Much like our openers and closers, we can leverage that style to create more dynamic and engaging stories with animation. Our line represents the continuum of care, and it's ownable to Zoetis as a company.

Some animated animal illustrations can be found on Brand Central under Resources > Icons and Illustrations > Illustrations > Animated.

Color can be white on orange or orange on white. And we can combine elements with type (Arboria Bold). Just be sure to maintain balance when doing so.

Avoid using secondary colors in animation at the master-brand level.



BRAND ASSETS IN ACTION

PowerPoint Presentations

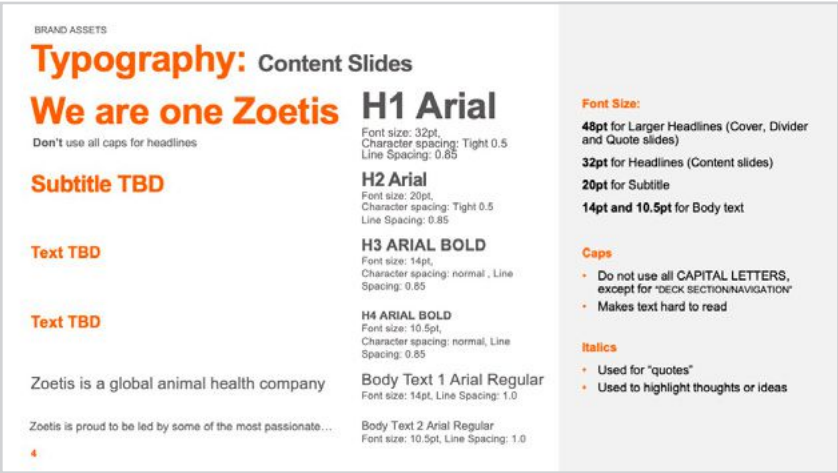
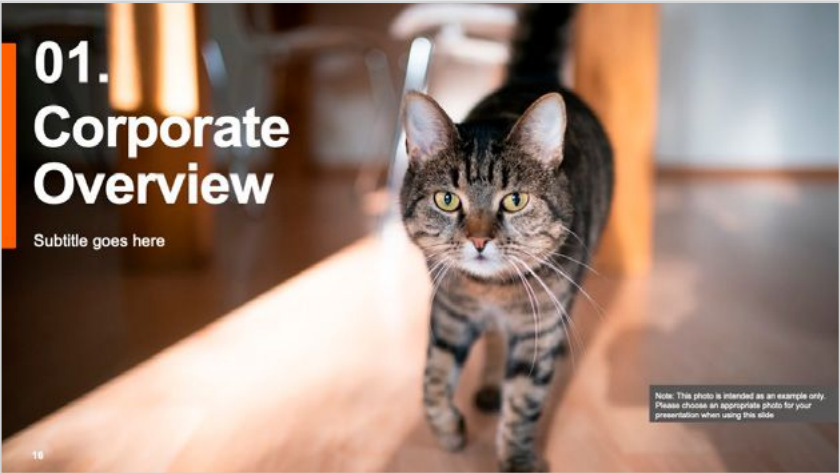
01. Start with our Template

Use our flagship PowerPoint template, which properly incorporates our brand assets, as your foundation.

02. Simpler is Better

Streamline your content. Use your slides to support your talk track and not as your literal script. Short, punchy bullet points are more memorable. And don't be afraid to split things up into multiple slides to keep your story active and interesting.

Follow the same approach with your visuals. The simpler you keep them, the more effective they will be.

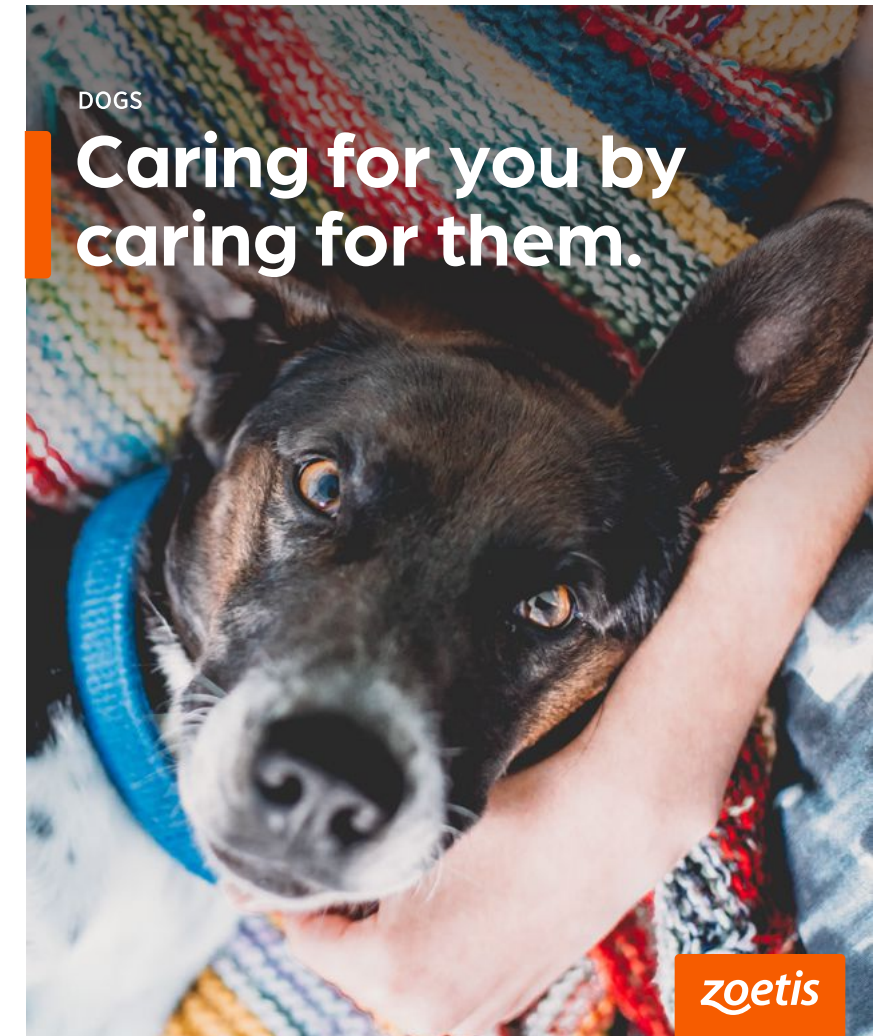
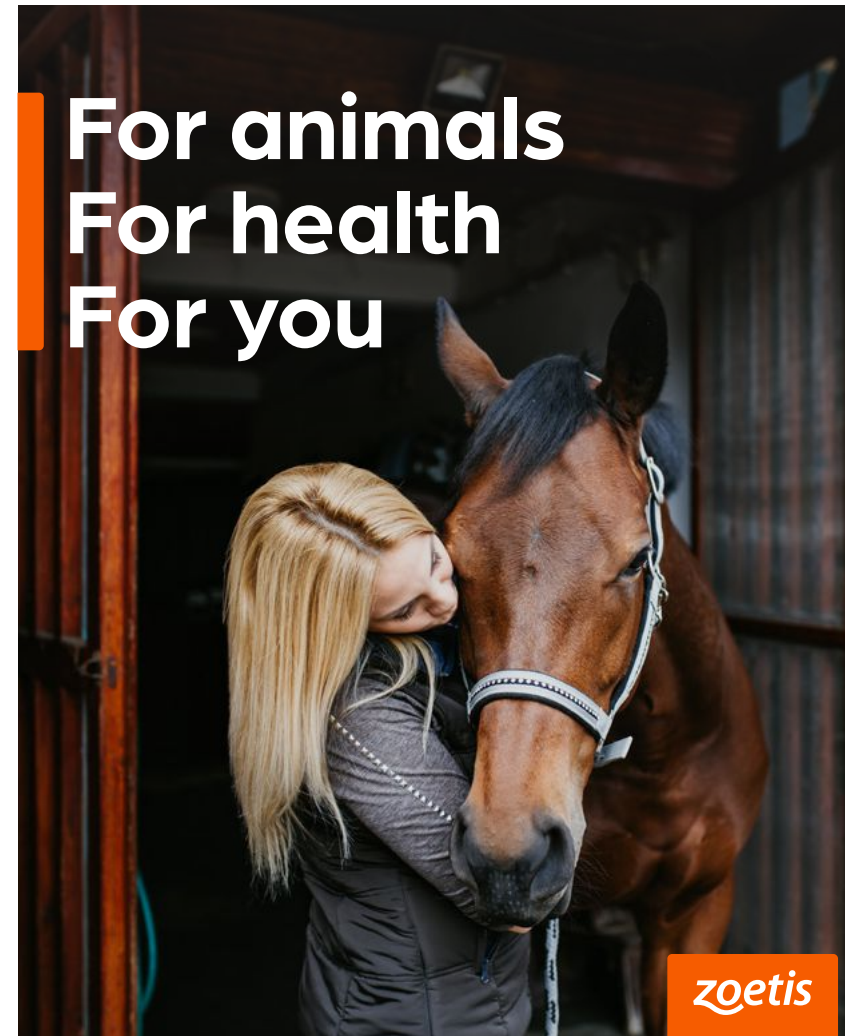


Print

01. Posters and Brochure Covers

Our rail and tab are your best friends here. Leverage them over full-bleed images (and only over these types of shots) for print covers or posters.

- **Headlines:** Set these in white Arboria Bold at 100% opacity, with tight leading matching the type size (e.g., 80pt type with 80pt leading). For photography with a light background, Zoetis orange is an acceptable alternative for type.
- **Overline:** You can include a species or a topic name above the headline in more specialized brochures. Set your type using smaller Arboria Book in all caps.
- **Photography:** Images should have a clear and natural space for copy placement. Focus on shots with depth of field or solid color areas that can enhance contrast and legibility. Be sure to test contrast levels for sufficient accessibility and legibility of type. You can adjust the photography to enhance contrast, though any tweaks you make should look realistic.

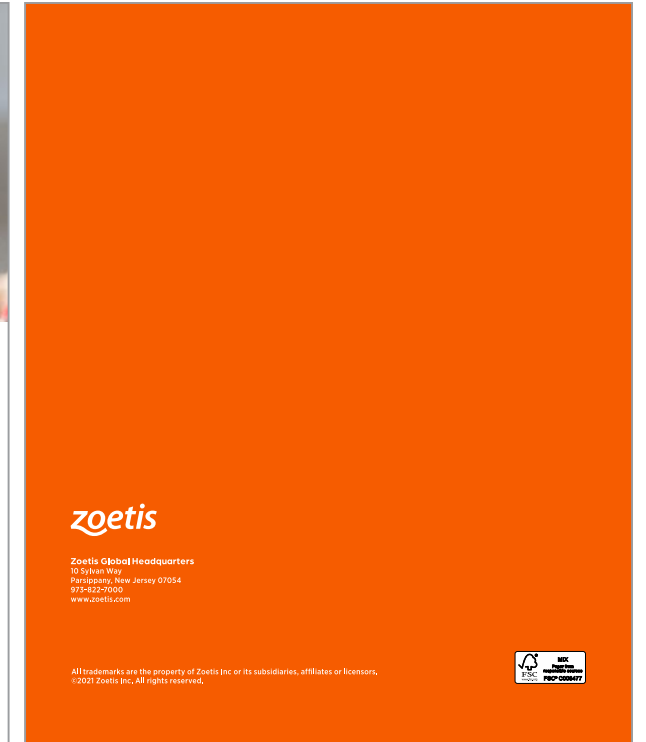


For interior spreads, maintain a clear hierarchy of information. Headlines should have significant presence and impact while body copy should be legible and visually pleasing.

Always check our principles on how to effectively use our brand assets, so you can achieve a unified and consistent look and feel. They exist to help and inspire you.

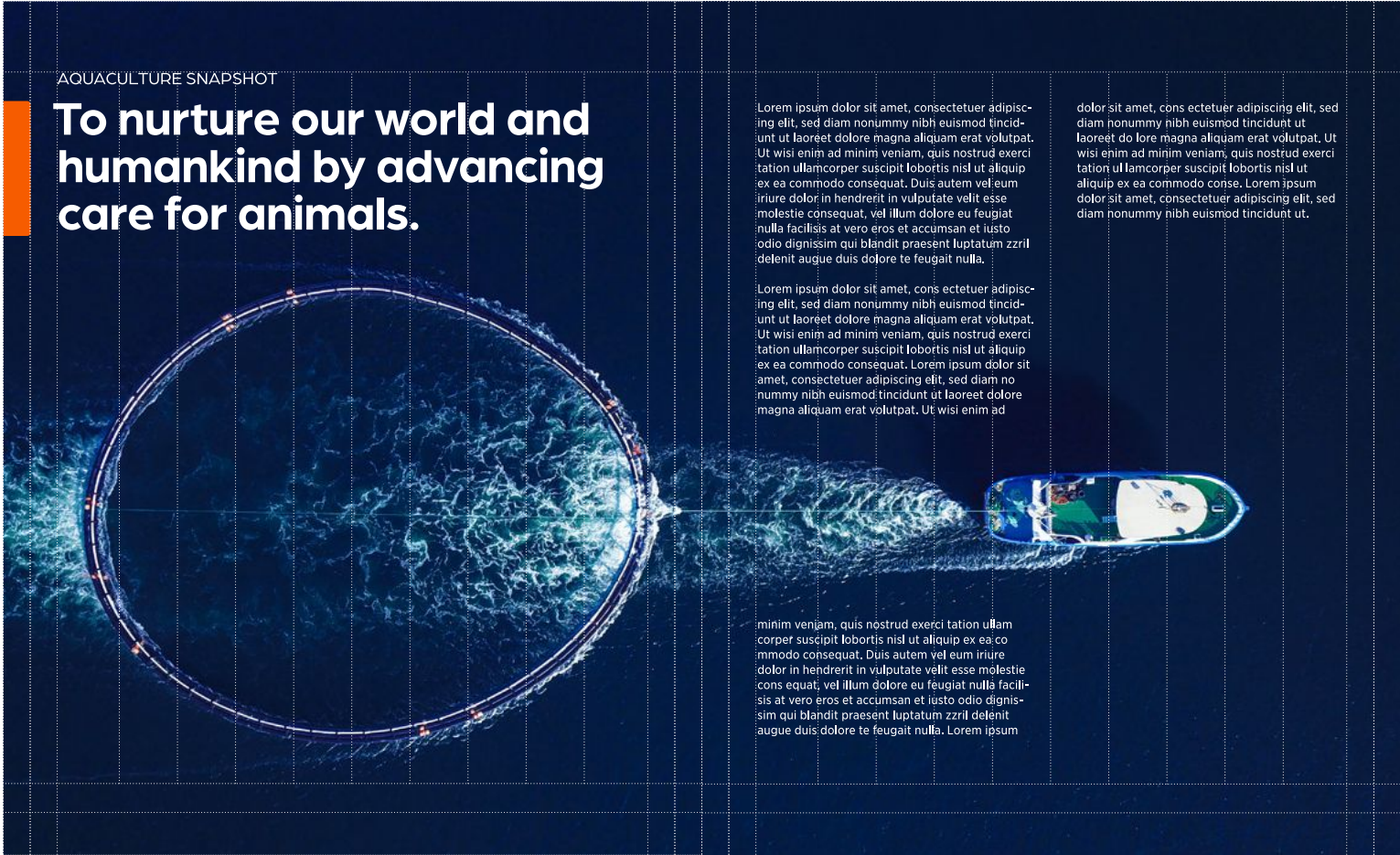
In addition to the primary color palette, you can bring secondary and tertiary options to multi-spread documents, enhancing your storytelling and providing variety within chapters. Just use these colors in moderation please.

Keep the back cover simple with a flood of orange, prominent branding and a clear hierarchy of additional information.



04. The grid

Use the rail and tab as starting point to establish your margins. Build content within a 10-column grid.



BRAND ASSETS IN ACTION

Stationery

Like our other assets, our stationery has a clean and open layout. Make a habit of following the type specifications for each template, so you can follow the appropriate hierarchy of information and maintain a consistent look and feel throughout our communications.

zoetis

Name Lastname

Title Line 1

Title Line 2

Legal name if required

Address Line 1

Address Line 2

T 000 000 0000 F 000 000 0000

M 000 000 0000 E name.lastname@zoetis.com

Legal name if required

Address line 1

Address line 2

Fax

zoetis

TO

Name Lastname

FROM

Name Lastname

F

000 000 0000

F

000 000 0000

T

000 000 0000

T

000 000 0000

DATE

Month Date, Year

TOTAL PGS

#

SUBJECT

Subject line goes here

Dear Addressee:

Body copy set in 10pt Arial Regular, text aligned left.

Legal name if required

Address line 1

Address line 2

T 000 000 0000

F 000 000 0000

zoetis

Month Date, Year

Company Address

Street Address

City, State, Zip code

Dear Addressee:

This is a sample of the Zoetis U.S. standard letterhead. The clean, organized structure of the flush-left format gives our business communications a highly professional profile. Type all body copy in 10pt Arial Regular, sentence case, on 14pt of leading.

Set the left margin of the page at 1.00" and the right margin at 1.00". Type the date 2.5" from the top of the page. Skip one line before typing the Addressee's name and address. Skip one line between the last address line and the salutation. Then skip one line between the salutation and the body of the letter.

Do not indent at the beginning of paragraphs and always skip one line between paragraphs.

When your letter is complete, skip two lines before the closing. Then skip four lines between the closing and the Sender's typed name to allow space for the Sender's signature. Finally, skip two lines between the Sender's last title line and any additional information if necessary.

Sincerely,

Name Lastname

Title

Legal name if required

Address line 1

Address line 2

Memo

zoetis

TO

Name Lastname

FROM

Name Lastname

DATE

Month Date, Year

SUBJECT

Subject line goes here

Dear Addressee:

Body copy set in 10pt Arial Regular, text aligned left.

zoetis

Address line 1

Address line 2

BRAND ASSETS IN ACTION

Trade Shows

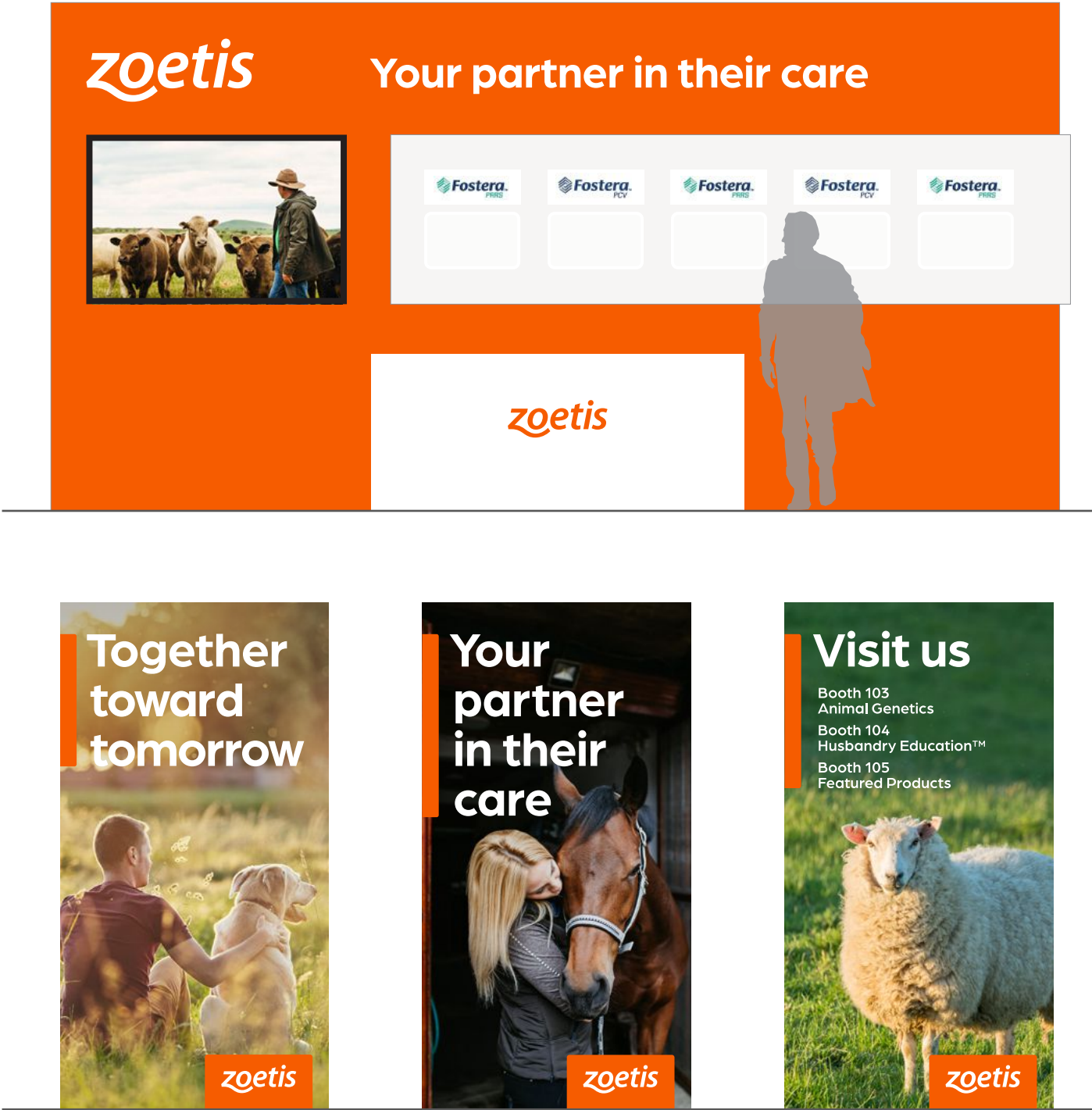
Our visual system extends to all sorts of applications and environments, including trade shows. Always consider the audiences and context for these situations. Employ design elements and messages that synergize well, so we can reach our audiences quickly and effectively through the unique look and feel of the Zoetis brand.

01. Exhibit Back Walls

Use our orange prominently on the primary back wall to build engagement and brand recognition, so we can further distinguish ourselves from competitors.

02. Pop-Up Banners

Remember that toolbox. Photography, color, messaging and data should culminate in banners with stopping power. Use our primary palette and full-bleed vignette photography to attract attendees and onlookers.



Promotional Items

People enjoy freebies and tchotchkes. And they'll love ones that actually stand for something.

Our promotional items need to match the quality of our products and services. Select high-quality items that align with our brand attributes.

Use our orange, along with neutrals, such as gray or white, to further build brand recognition. And make sure the colors on the merchandise are accurate.

The Zoetis logo should always have prominence. Avoid placing it somewhere that might reduce its importance or negatively affect its readability.



05. Resources and Contacts

Visit Zoetis Brand Central at <http://brandcentral.zoetis.com> for more tips and information or to access artwork files, including the Zoetis logo suite, icons and application templates.

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