

## Branding Guidelines

### LOGO

CLEAR SPACE



1/2 height of box = 1x

1x Indicates clear space to be left around logo when possible

FORMAT



PREFERRED FORMAT  
(red/black) on white/light colors  
LOGO AT [HTTPS://GOO.GL/9LUAQM](https://goo.gl/9LUAQM)



BLACK  
(flat 100% black) for 1 color printing/copying only



PREFERRED REVERSED FORMAT  
(red/white) knocked out of med/dark colors or images  
LOGO AT [HTTPS://GOO.GL/9LUAQM](https://goo.gl/9LUAQM)



REVERSED  
(white) knocked out of med/dark colors or images

SPECIALTY



SILK SCREENED LABELS ONLY  
PMS spot colors - uses alternate Bright Red



SILK SCREENED LABELS ONLY  
PMS spot colors - uses alternate Bright Red  
Remove tag line when smaller than 12 pt font

ALTERNATE ID



SOCIAL MEDIA PROFILE



FAVICON

# Branding Guidelines

## COLORS

### PRINT & DIGITAL

Rich Black for solids, angle graphic & logo



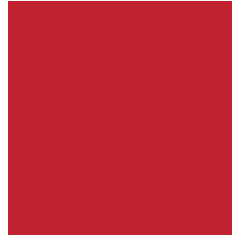
CMYK 40-40-30-100  
RGB 8-8-11 #08080b  
PMS 426

Dark Blue for accents, captions & sub-subheads



CMYK 92-66-19-5  
RGB 55-84-143 #37548f  
PMS 653

Red for logo & call-to-action



CMYK 18-100-91-7  
RGB 164-38-50 #a42632  
PMS 1797

Flat black for subhead & body



CMYK 0-0-0-100

Gray for accent font & graphics



CMYK 0-0-0-60  
RGB 128-129-132 #808184

### WEB

Black for body text



# 000000

Medium Gray for headlines



# 525252

Dark Blue for subheads & product names



# 003876

Bright Red for logo & some links



# de1d23

Cool Gray for menu font & graphics



# 55677a

Bright Blue for some links



# 3574e3

NOTE:  
HEX NUMBERS BASED  
ON COLOR SAMPLED  
FROM SCREEN CAPS

### LABELS

Light Gray for graphics



PMS 423

Medium Gray for graphics



PMS 425

Dark Gray for graphics



PMS 426

Bright Red for logo & product name



PMS Bright Red

Light Blue for medical graphics only



PMS 660

White for fonts, medical graphics & logo



White

# Branding Guidelines

## FONTS

PRINT & DIGITAL | HEADLINES & SUBHEADS

# Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PRINT &  
DIGITAL

PRINT & DIGITAL | SUB-SUBHEADS & CAPTIONS

# Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PRINT & DIGITAL | BODY COPY

# Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

WEB

WEB ONLY | HEADLINES & BODY COPY

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

WEB ONLY | SUB-SUBHEADS & CAPTIONS

# Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LABELS

LABELS ONLY | PRODUCT NAME & BUTTONS

# ***Calibri Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LABELS ONLY | NUMBERED BUTTONS

# **Calibri Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz