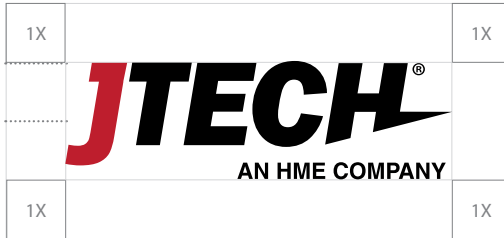


Branding Guidelines

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