



# Logo Usage Guidelines



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**mirtoselect**<sup>®</sup>

an  **indena** product

[www.mirtoselect.info](http://www.mirtoselect.info)

# Allowed Color Variation

This Logo must be reproduced in black, gray, blue and green whenever possible.

## Library Colors:

Black: *Pantone\** standard/process black

Gray: *Pantone\** Cool Gray 7

Blue: *Pantone\** 2728 (Solid)

Green: *Pantone\** 361 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Gray	0	0	0	37
Blue	87	70	0	0
Green	68	0	87	0


## RGB Colors:

	R	G	B
Black	26	23	27
Gray	184	185	187
Blue	47	84	158
Green	93	174	72


## Black & White:

the Logo may be also used in gray scale.

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Please contact Indena to get the original Logos and the most updated registration status.

# ® Trademark Positioning

The ® Trademark symbol **must** be used on the Indena's Mirtoselect Logo in the following countries:

Australia	Estonia	Latvia	South Korea
Austria	Finland	Lithuania	Spain
Belgium	France	Luxembourg	Sweden
Bulgaria	Germany	Malta	Switzerland
Canada	Greece	Netherland	Slovakia
China	Hungary	New Zealand	Slovenia
Cyprus	Ireland	Poland	UK
Czech Rep.	Italy	Portugal	USA
Denmark	Japan	Romania	

\*Pantone is a registered trademark of Pantone, Inc.

Whenever the Logo is used, Mirtoselect<sup>®</sup> **must** be clearly stated on the "ingredient list".

It is recommended to describe Mirtoselect<sup>®</sup> as: "Bilberry fruit (*Vaccinium myrtillus* L.) standardized extract 36% of anthocyanins".

The following sentence **must** appear somewhere on the package, on the website or on printed materials:

**"Mirtoselect<sup>®</sup> is a trademark of Indena S.p.A."**

## Logo on packaging and print materials:

placement of the color Logo on the front panel is preferred. The black and white version of the logo can also be used.

## Minimum size:

the minimum width of the Logo is 13 mm.



## Print materials:

the Logo is recommended to be used in print materials that promote your product containing Indena's bilberry extract.

The Logo should appear close to or on the same page as your product logo.

## Web sites:

the Logo should appear on the same webpage as your product containing Indena's Mirtoselect<sup>®</sup>.

Any Logo usage should be submitted to Indena for final approval