



INDUSTRIA

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# BEANBLOCK<sup>®</sup>

LOGO USAGE GUIDELINES

# Allowed Color Variation

This Logo must be reproduced in black and brown whenever possible in accordance with the following color specifications.

## Library Colors:

Black: *Pantone\** standard/process black

Brown: *Pantone\** 7412 C

Green: *Pantone\** 361 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Brown	14	40	79	1
Green	68	0	87	0

## RGB Colors:

	R	G	B
Black	0	0	0
Brown	203	138	58
Green	93	174	72

**BEANBLOCK™**

**BEANBLOCK™**

AN  **indena** PRODUCT

Visit [Indena.com](https://www.indena.com) to get the original Logos, Logo Usage Guidelines and the most updated registration status.

Please note that this trademark and logo may only be used if so expressly authorised by Indena S.p.A. in writing. Any unauthorised use will be considered as an infringement of Indena Intellectual Property rights and appropriate action will be taken.

# ™ Trademark Positioning

The ™ Trademark symbol **must** be used on the Beanblock® Logo in the following countries:

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

Whenever the Logo is used, Beanblock® **must** be clearly stated on the “ingredient list”.

It is recommended to describe Beanblock® as:  
“Purified bean (*Phaseolus vulgaris* L.) extract”.

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

**“Beanblock® is a Registered Trademark of Indena S.p.A., Italy”**

## **Logo on packaging and print materials:**

placement of the color Logo on the front panel is preferred.

## **Minimum size:**

the minimum width of the Logo is 20 mm.

## **Print materials:**

the Logo is recommended to be used in print materials that promote your product containing Beanblock®.

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 Beanblock®.



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