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# CASPEROME<sup>®</sup>

LOGO USAGE GUIDELINES

# Allowed Color Variation

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

## Library Colors:

Black: *Pantone\** standard/process black

Brown: *Pantone\** 405 (Solid)

Yellow: *Pantone\** 7508 (Solid)

Green: *Pantone\** 361 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Yellow	0	15	40	4
Brown	0	10	33	72
Green	68	0	87	0

## RGB Colors:

	R	G	B
Black	26	23	27
Yellow	247	216	164
Brown	87	79	70
Green	93	174	72



Visit [Indena.com](http://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.

# ® Registered Trademark Positioning

The ® Registered Trademark symbol **must** be used on the Casperome® Logo in the following countries:

Argentina	Czech Rep.	Italy	Romania
Australia	Denmark	Japan	Russian Fed.
Austria	Estonia	Latvia	South Korea
Belgium	Finland	Lithuania	Spain
Brazil	France	Luxembourg	Sweden
Bulgaria	Germany	Malaysia	Switzerland
Canada	Greece	Malta	Slovakia
Chile	Hungary	Mexico	Slovenia
China	India	Netherlands	Thailand
Croatia	Indonesia	Poland	UK
Cyprus	Ireland	Portugal	USA

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

It is recommended to describe Casperome® as:

“*Boswellia serrata* gum resin extract formulated with soy lecithin containing  $\geq 25\%$  of total boswellic acids by HPLC”.

The following sentence must appear wherever the logo is used (i.e. on the package, on the website, on printed materials etc...) “Casperome® 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 Casperome®.

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 Casperome®.



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