



Logo Usage Guidelines



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Allowed Color Variation

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

Library Colors:

Black: *Pantone** standard/process black

White: *Pantone** 11-0601

Green: *Pantone** 361 (Solid)

CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
White	0	0	0	0
Green	68	0	87	0

RGB Colors:

	R	G	B
Black	26	23	27
White	255	255	255
Green	93	174	72



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

® Registered Trademark Positioning

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

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

*Pantone is a registered trademark of Pantone, Inc.

Whenever the Logo is used, Indenaselect® **must** be clearly stated.

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

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 Indena's ingredients. 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 ingredients

Any Logo usage should be submitted to Indena for final approval.