



INDUSTRIA

DERIVATI

NATURALI

HEALTH - FOOD

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# INDENASELECT<sup>®</sup>

LOGO USAGE GUIDELINES

# 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.*

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 Indenaselect® Logo in the following countries:

Australia	Estonia	Japan	Portugal
Austria	Finland	Latvia	Romania
Belgium	France	Lithuania	South Korea
Brasil	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

Whenever the Logo is used to identify an Indena's Indenaselect® extract, Indenaselect® **must** be clearly stated on the "ingredient list".

The following sentence must appear wherever the logo is used (i.e. on the package, on the website, on printed materials etc...)  
**"Indenaselect® 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 an Indenaselect® 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 an Indenaselect® extract.



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