



HEALTH - FOOD

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# MERIVA<sup>®</sup>

LOGO USAGE GUIDELINES

# Allowed Color Variation

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

## Library Colors:

Black: *Pantone\** standard/process black

White: *Pantone\** 11-0601

Orange: *Pantone\** 166

Green: *Pantone\** 361 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Orange	0	64	100	0
Green	68	0	87	0

## RGB Colors:

	R	G	B
Black	26	23	27
Orange	237	119	3
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 Meriva® Logo in the following countries:

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

Whenever the Logo is used, Meriva® **must** be clearly stated. The following sentence must appear wherever the logo is used (i.e. on the package, on the website, on printed materials etc...) **“Meriva® 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 Meriva®. 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 Meriva®.



**HEADQUARTERS - INDENA S.p.A.**

Viale Ortles, 12  
20139 Milan, Italy  
ph. +39 02.574961

**INDENA BIOTECHNOLOGY (Shanghai) Co., Ltd**

Unit 03, 16/F, Cross Tower, 318 Fu Zhou Road  
Shanghai 200001 - China  
ph. +86.21.22815900

**INDENA S.A.S.**

23, Rue de Madrid  
75008 Paris - France  
ph. +33 1 45229128

**INDENA JAPAN Co., Ltd.**

KDDI Bdl. 21F. 1- 8-1 Otemachi  
Chyoda-Ku Tokyo 100-0004 Japan  
tel. +81.3.3243 9924

**INDENA USA Inc.**

Two Union Square  
601 Union Street, Suite 330  
Seattle, WA 98101 - USA  
tel. +1.206.340.6140

**INDENA Brasil Ltda**

Rua Bandeira Paulista, 600  
CEP 04532-001  
São Paulo - Brasil  
tel. +55.1.127.690.624

indena.com

