



INDUSTRIA

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NATURALI

HEALTH - FOOD



OPEXTAN[®]

LOGO USAGE GUIDELINES

opextan.info

Allowed Color Variation

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

Library Colors:

Black: *Pantone** standard/process black

Green: *Pantone** 450 (Solid)

Green: *Pantone** 361 (Solid)

CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Green	60	50	100	22
Green	68	0	87	0

RGB Colors:

	R	G	B
Black	26	23	27
Green	105	100	33
Green	93	174	72



Visit 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 Opextan® Logo in the following countries:

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

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

It is recommended to describe Opextan® as:
“Olive (*Olea europaea* L.) dry polyphenolic extract containing at least 2% of verbascoside and at least 4.5% of total content of hydroxytyrosol and derivatives by HPLC”

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

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 Opextan®.



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