



**indena**<sup>®</sup>

INDUSTRIA

DERIVATI

NATURALI

HEALTH - FOOD

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# PHYTOSOME<sup>®</sup>

LOGO USAGE GUIDELINES

[phytosomes.info](http://phytosomes.info)

# Allowed Color Variation

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

## Library Colors:

Black: *Pantone\** standard/process black

White: *Pantone\** 11-0601

Dark Blue: *Pantone\** 3005 (Solid)

Light Blue: *Pantone\** 2376 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
White	0	0	0	0
Dark Blue	100	90	0	0
Light Blue	100	34	0	0

## RGB Colors:

	R	G	B
Black	26	23	27
White	255	255	255
Dark Blue	0	55	139
Light Blue	0	124	195



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 Phytosome® Logo in the following countries:

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

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

The following sentence must appear somewhere on the package, on the website or on printed materials:

**“Phytosome® 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 Phytosome®.

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 Phytosome®.



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