



INDUSTRIA

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HEALTH - FOOD



SILIPHOS[®]

LOGO USAGE GUIDELINES

Allowed Color Variation

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

Library Colors:

Black: *Pantone** standard/process black

Green: *Pantone** 3435 (Solid)

Green: *Pantone** 361 (Solid)

CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Dark Green	100	0	8.4	60
Light Green	68	0	87	0

RGB Colors:

	R	G	B
Black	26	23	27
Dark Green	0	81	51
Light 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 Siliphos® Logo in the following countries:

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

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

It is recommended to describe Siliphos® as:

“Silybin-soy lecithin formulation containing 29,7% to 36,3% of silybin”.

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

“Siliphos® 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 Siliphos®.

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 Siliphos®.



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