



INDUSTRIA

DERIVATI

NATURALI

HEALTH - FOOD

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# VIRTIVA<sup>®</sup>

LOGO USAGE GUIDELINES

# Allowed Color Variation

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

## Library Colors:

Black: *Pantone\** standard/process black

Light green: *Pantone\** 375 C

Green: *Pantone\** 361 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Light green	41	0	100	7
Green	68	0	87	0

## RGB Colors:

	R	G	B
Black	0	0	0
Light green	138	181	29
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.

# ® Trademark Positioning

The ® Trademark symbol **must** be used on the Virtiva® Logo in the following countries:

Australia	Estonia	Latvia	Russian Fed.
Austria	Finland	Lithuania	South Korea
Belgium	France	Luxembourg	Spain
Bulgaria	Germany	Malta	Sweden
Canada	Greece	Malaysia	Switzerland
China	Hungary	Netherlands	Slovakia
Croatia	India	Norway	Slovenia
Cyprus	Ireland	Poland	UK
Czech rep.	Italy	Portugal	USA
Denmark	Japan	Romania	

Whenever the Logo is used, Virtiva® **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...)  
“Virtiva® 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 Virtiva®.

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 Virtiva®.



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