



Logo Usage Guidelines



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MERIVA[®]
BIOAVAILABLE CURCUMIN

www.phytosomes.info

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** 7409

CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
White	0	0	0	0
Orange	0	30	95	0

RGB Colors:

	R	G	B
Black	26	23	27
White	255	255	255
Orange	250	187	72

Additions:

“An Indena product” may also be added to the Logo.



Please contact Indena to get the original Logos and the most updated registration status.

® Registered Trademark Positioning

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

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

*Pantone is a registered trademark of Pantone, Inc.

Whenever the Logo is used, Meriva® **must** be clearly stated.

The following sentence **must** appear somewhere on the package, on the website or on printed materials:
“Meriva® is a trademark of Indena S.p.A.”

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 Indena's ingredients. 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 Indena's ingredients

Any Logo usage should be submitted to Indena for final approval.