

2.0 OUR LOGO.

The Medline logo is the anchoring visual asset of our brand from which all meaning emanates. The logo is configured of two graphic elements which are always contained in a square shape in fixed proportions. The “torch” and the Medline wordmark lean forward, in order to communicate our action-oriented, straightforward personality. The torch represents our passionate drive and devotion to our customers. Our royal blue color further symbolizes our loyalty and bravery. In total, the square shape with logo suggests that it is a formal stamp of approval and authenticity.



2.1 OUR LOGO: PROPER USE

Clear Space

Our brandmark must remain unimpeded by other content. The minimum amount of clear space is equal to 20% of the size of the logo you use, as shown below.



Minimum Size

.5"

Where economical use of the brandmark is deemed necessary, the brandmark can be reduced to no smaller than .5 inches or 12.7 mm.

Color Use

Whenever the logo is used in any corporate communication or corporate contact information it must be displayed with the corporate blue (PANTONE 287).

When the logo is represented in product and service marketing, the use of any color in the approved color collection is allowed.

NOTE: Always retrieve the Medline logo from the Brand Asset Library or from the PIM/DAM. Do not pick up the logo from any existing or older documents.



Equal space from points of torch to edge of container.









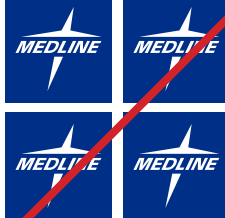


PANTONE 287 for corporate communications.



Logo in one of our approved colors collection for product and service marketing.

2.2 OUR LOGO: IMPROPER USE

					
Don't add drop shadows	Don't emboss	Don't add visual effects	Don't add color to the logomark	Don't make logomark color	Don't add rule around logo container
					
Don't use unapproved Medline colors	Don't add gradients	Don't rotate	Don't change size of logomark in container	Don't change dimension of the container	Don't add image to container
					
Don't change shape of container	Don't add inner glow	Don't shear or change perspective	Don't run type or images over logo	Don't use logo as pattern	Don't add multi-color gradients to logo