

3.1 The Medline logo

The Medline logo is the foundation of our brand identity and the single most powerful identifier of our company.

Created in the mid-1960s, our logo has withstood the test of time. It is the enduring symbolic expression of who we are and what we stand for.

Our logo is comprised of two interconnected graphic elements — the iconic Medline “torch” and wordmark contained in our blue holding square.

The torch represents passion, bravery, drive, ingenuity and wisdom. The torch and wordmark lean forward as an expression of our action-oriented and entrepreneurial brand culture. The blue holding square signifies logic, pragmatism and stability.

Logo basics	2
Clear space and minimum size	3
Logos on backgrounds	4
Don'ts	5

Logo basics

Good brand stewardship begins with mindful, consistent application of our logo usage guidelines, which in turn, begins with three foundational rules:

- The Medline torch and wordmark graphic are always presented together.
- They always appear in white.
- They are always contained in our blue holding square.

Using the correct color profile

Print: PMS or CMYK

Vector format of these logo assets enable high quality printing at any size without loss of quality. AI and EPS formats are available for download.

Web/digital: RGB or Hex

RGB logo is for web, video, TV, email signatures and Microsoft applications, etc. JPG and PNG formats are available for download. JPG and PNG logos and may only be scaled down in size. Never scale them up to larger sizes.

Logo formats are available for download at [link here](#).



PMS 2935 C
CMYK 100/60/0/0
RGB 0/82/204
HEX #0052CC

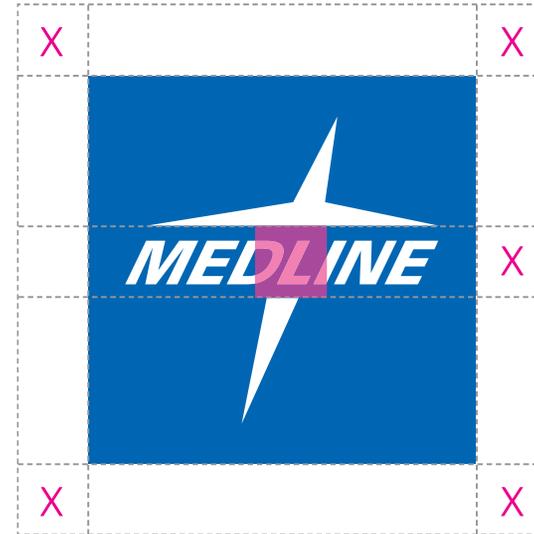
Clear space & minimum size

Clear space

To ensure instant readability/recognition and communicate respect for our brand, always surround the Medline logo with the proper minimum amount of clear space. Never allow text or graphic elements to violate the clear space area.

Minimum size

Never reduce the logo to less than .375" for printing and 0.5" for digital use. Always maintain the logo's aspect ratio when scaling. For most applications, the logo will be sized approximately .75".



Clear space

The clear space "X" is equal to the space between the top half of the torch and the bottom half of the torch.



Minimum size for print



Minimum size for digital

Logo on backgrounds

Ensuring visibility

For instant identifiability/readability, place primary logos on backgrounds that provide sufficient contrast and legibility, such as solid light colors and simple textures.



Do place the logo on solid color or simple photographic background



Don't place the logo on a complicated background that reduces its visibility.

Logo don'ts

Misuse of our logo devalues our brand.

We treat our logo with the great care and respect it deserves. Avoid these logo don'ts to maintain its visual integrity — and to reaffirm the trust that our customers place in Medline.

The torch and wordmark combination without our blue holding square are still in circulation. Every effort should be made to update these instances to current standards as soon as possible.



Don't change the relationship of torch and wordmark to the blue holding square.



Don't change the color of the torch or wordmark.



Don't use colors outside the approved Medline palette.



Don't add background images or textures to the blue holding square.



Don't use the torch and wordmark without the blue holding square.



Don't add visual effects.



Don't crop or change the blue holding square.



Don't distort the logo.



Don't outline the logo.



Don't rotate the logo.



Don't use RGB for print.