

## 1. Versions

A.) The Remedy logo has different versions for dark and light background. Versions meant to be used with dark background should never be inverted for use on light background or vice versa (they are not identical). Rule of the thumb: "You are using the correct version if the bullet inside the R is the darkest thing".



B.) The Remedy logo comes in two different shapes: 1. text below the oval shape and 2. text right from the oval shape. Bare Remedy text should never be separated from the oval shape. Use of the bare oval shape can be considered rarely and only when it is very clear that the sign is the remedy sign (ie. company T-shirt, company web pages or similar). Changing proportions or the positions of the text and sign is not allowed. Preferred minimum print sizes are indicated below.

Version 1



Width of this version should preferably not go below 20 mm





Version 2



Width of this version should preferably not go below 70 mm

## 2. Colors

The sign should be printed using some of the following colors. If possible, background color should be chosen from the same list. Preferred colors for the sign are white (when printing on a dark background) and the darkest blue (when printing on a light background). Also black can be used if the printed material is black and white or if the general design of the printed material favors the use of black.

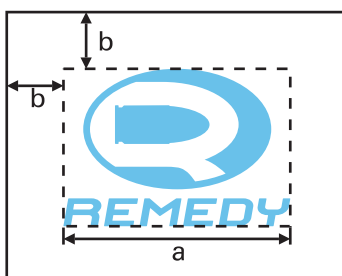
|   |         |         |         |       |        |  |
|---|---------|---------|---------|-------|--------|--|
|  | Pantone | n/a     | (white) |       |        |  |
|   | CMYK    | C:0.0   | M:0.0   | Y:0.0 | K:0.0  |  |
|   | RGB     | R:255   | G:255   | B:255 |        |  |
|  | Pantone | 297     |         |       |        |  |
|   | CMYK    | C:51.0  | M:0.0   | Y:0.0 | K:0.0  |  |
|   | RGB     | R:160   | G:218   | B:245 |        |  |
|  | Pantone | 301     |         |       |        |  |
|   | CMYK    | C:100.0 | M:43.0  | Y:0.0 | K:18.5 |  |
|   | RGB     | R:0     | G:52    | B:106 |        |  |
|  | Pantone | 296     |         |       |        |  |
|   | CMYK    | C:100.0 | M:47.0  | Y:0.0 | K:69.0 |  |
|   | RGB     | R:0     | G:23    | B:62  |        |  |



## 3. Margins

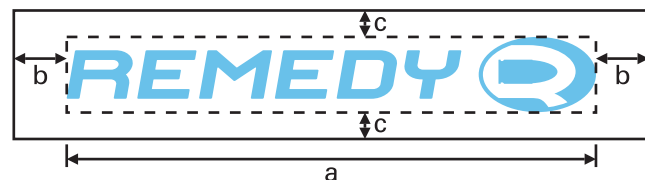
The sign should always have enough free space around it.

Version 1



Margin around the sign should be at least 25% of the width of the sign ( $b \geq 0.25 * a$ ).

Version 2



Margin should be horizontally at least 10% of the width of the sign ( $b \geq 0.1 * a$ ) and vertically at least 5% of the width of the sign ( $c \geq 0.05 * a$ ).