

Carragelose[®] brand design booklet



Carragelose[®]

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1.1. Carragelose Logo

Requirements:

The logo of the patent-protected Carragelose® containing product portfolio is for worldwide recognition of the product line. It must not be cut or edited in its proportions (1.00:5:85).

On editable prints, such as Instructions for use, presentations, etc. ... it has to be printed in the original coloured version.

Examples:

Carragelose®
Carragelose™

Examples:

Instructions for use

COLDAMARIS

Throat Spray with Carragelose®



1.2. Fonts & Colours

Font:

Helvetica Neue Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

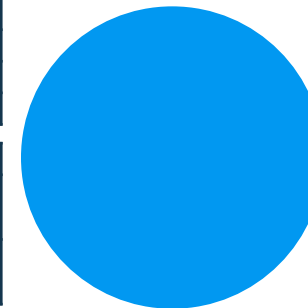
Colours:

RGB online	pink	blue
Red	205	1
Green	0	152
Blue	110	241

RGB print	pink	blue
Red	236	0
Green	0	173
Blue	141	238

CMYK	pink	blue
C	0	100
M	100	0
Y	0	0
K	0	0

Pantone	pink	blue
online	Process Magenta C	Process Cyan C
prints	Process Magenta U	Process Cyan U



2.1. Carragelose Logo on Artworks

Requirements:

If the font colour is mainly black, the logo should be in a black or black-grey variation.

If the font colour is mainly white or if black fonts are hard to read, a complete white or a white-coloured variation is possible.

Examples:

Carragelose®

Carragelose™

Examples:

Throat Spray
with Carragelose®

Rachenspray
mit Carragelose®



2.1. Carragelose Logo on Artworks

Requirements:

If the font colour is neither black nor white, the entire logo must be printed in the same colour as the main font colour.

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