MEDTRONIC LOGO USAGE AND SPECS

LOGOTYPE (horizontal format)
Minimum width = 1 inch

SYMBOL
Medtronic Gray
Pantone: Cool Gray 8
C 48, M 39, Y 38, K 3
R 140, G 141, B 142
Web safe: HTML#8c8d8e

LOGOTYPE
Medtronic Blue
Pantone: 301
C 100, M 69, Y 23, K 7
R 0, G 81, B 149
Web safe: HTML#005195

*Based on Adobe Photoshop CS3

LOGOTYPE (vertical format)
Minimum width = 1 inch

APPROVED LOGO COLORS

Horizontal grey and blue

Horizontal black

White reversed out

CLEAR SPACE

AT LEAST 2M

AT LEAST 2M

AT LEAST 2M

AT LEAST 2M

AT LEAST 2M

LOGO USAGE – MISUSES

• Always use the symbol and logotype together.

• Do not scale, alter or reposition the elements in the logo.

• Do not alter or distort the logo.

• Do not use colors other than those specified for the logo.

• Do not fill in any of the logo elements with color.

• Do not use the logo as part of a sentence, text or headline.   Sponsored by .