

# Guidelines for *Professionals*

## BMS Logotype

This is Bristol-Myers Squibb's logotype. This logotype must be used in all our communication, both print and electronic.

If possible, always place the logotype at the right down corner with generous space around it (minimum 8 mm from the right end and BMS BlueLine). See example below (1).

When needed, a black or negative logotype can be used.



Blue, PMS: 301  
CMYK: 100% C, 43% M, 0% Y, 18% K



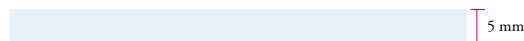
Black, PMS: 100% black  
CMYK: 0% C, 0% M, 0% Y, 100% K



Negative  
CMYK: 0% C, 0% M, 0% Y, 0% K

## BMS BlueLine

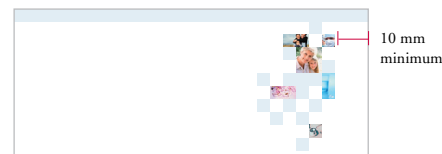
Always place the BMS BlueLine 5 mm at the top and bottom in all communication, such as folders, ads, mailings, roll-ups, etc. See example below (2).



BMS BlueLine  
Lightblue  
CMYK: 10% C, 3% M, 2% Y, 0% K

## BMS Collage

Use BMS Collage, when there is space, in materials such as folders, ads, mailings, roll-ups, etc. Place and attach the BMS Collage under to the BMS BlueLine, always to the right and with a minimum of 10 mm space from the right end. See example below (3).



BMS Collage

## BMS Mission

Use the logotype together with the BMS Mission when there is space. See example below (4).



BMS Mission



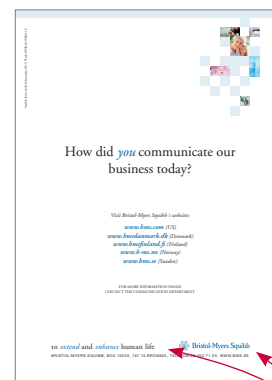
(1) Place logotype at the right down corner in all materials



(2) Place the BMS BlueLine at the top and bottom of all materials



(3) Attach the BMS Collage under the BMS BlueLine when suitable



(4) Use the logotype together with BMS Mission to the left when there is space

# Guidelines for *Professionals*

## BMS Fonts

### Headline:

Use Garamond Regular and Garamond Italic, black and blue  
To highlight words, use Garamond Italic in blue  
See example below (5).

### Body text:

Use Garamond Regular black See example below (6).

### Subtitle:

Use Garamond Italic black. See example below (7).

Garamond Regular

*Garamond Italic*

Garamond Semibold Regular

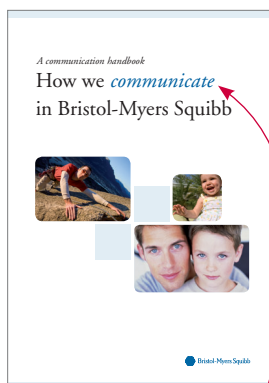
*Garamond Semibold Italic*



Black, PMS: 100% Black  
CMYK: 0% C, 0% M, 0% Y, 100% K



Blue, PMS: 301  
CMYK: 100% C, 43% M, 0% Y, 18% K



(5) To highlight words use  
Garamond Italic in blue



(6) Body text: Garamond regular black  
(7) Subtitle: Garamond Italic black

For print and electronical use, please download logotypes from [www.bms.se/media](http://www.bms.se/media)

For any questions, please contact: Communications, Bristol-Myers Squibb Nordic, or Anki Edenström, XGS,  
+46 8 704 71 00, [anki.edenstrom@bms.com](mailto:anki.edenstrom@bms.com)