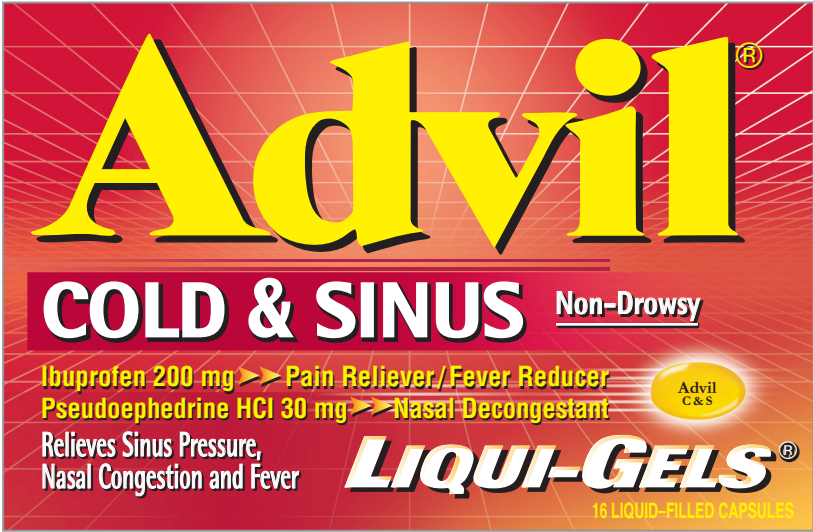
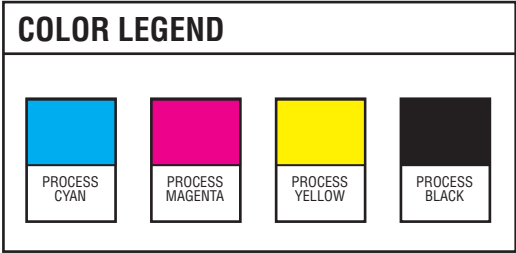
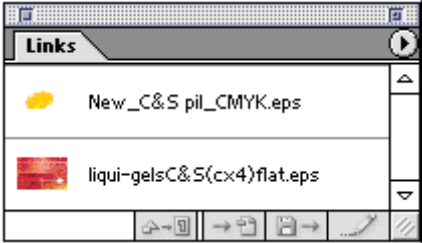


Advil® Cold & Sinus Liqui-Gels

Color and Graphics Standards

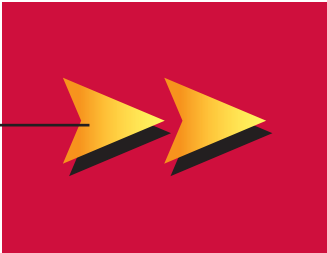


PDP Background with pill glow: 4 Color Process linked PhotoShop EPS file
Liqui-Gel Capsule: 4 Color Process linked PhotoShop EPS file
Advil® logo: Y=100
COLD & SINUS, Non-Drowsy & Relieves Sinus Pain text: K/O White
Ibuprofen 200mg...& pill count text: Y=100
Text on capsule: K=100
All dropshadows: K=100
Drug Facts/Barlines/Hairlines: print K=100 in a K/O white box



Gradient Arrows:

left: C=0 M=50 Y=100 K=0
to
right: C=0 M=0 Y=75 K=0



Gradient bars:

left: C=0 M=60 Y=60 K=0
middle: C=21.57 M=99.61 Y=64.71 K=14
right: C=21.57 M=99.61 Y=64.71 K=8.24



Gradient behind copy:

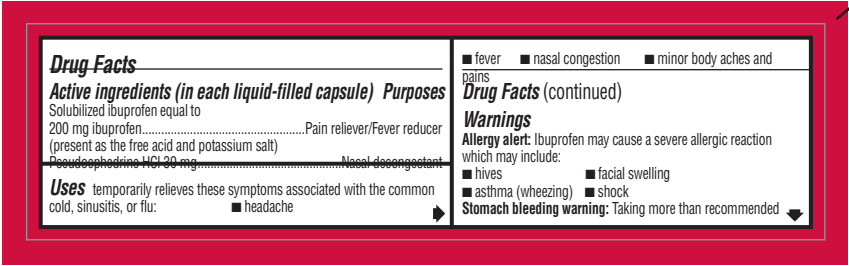
left: C=0 M=100 Y=69 K=45
to
right: C=0 M=100 Y=65 K=10

Gradient:

Top: C=0 M=22 Y=81 K=0
to
Bottom: K/O white



Drug Facts



Color bleeds around

Drug Facts Box:
C=0 M=100 Y=69 K=14

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