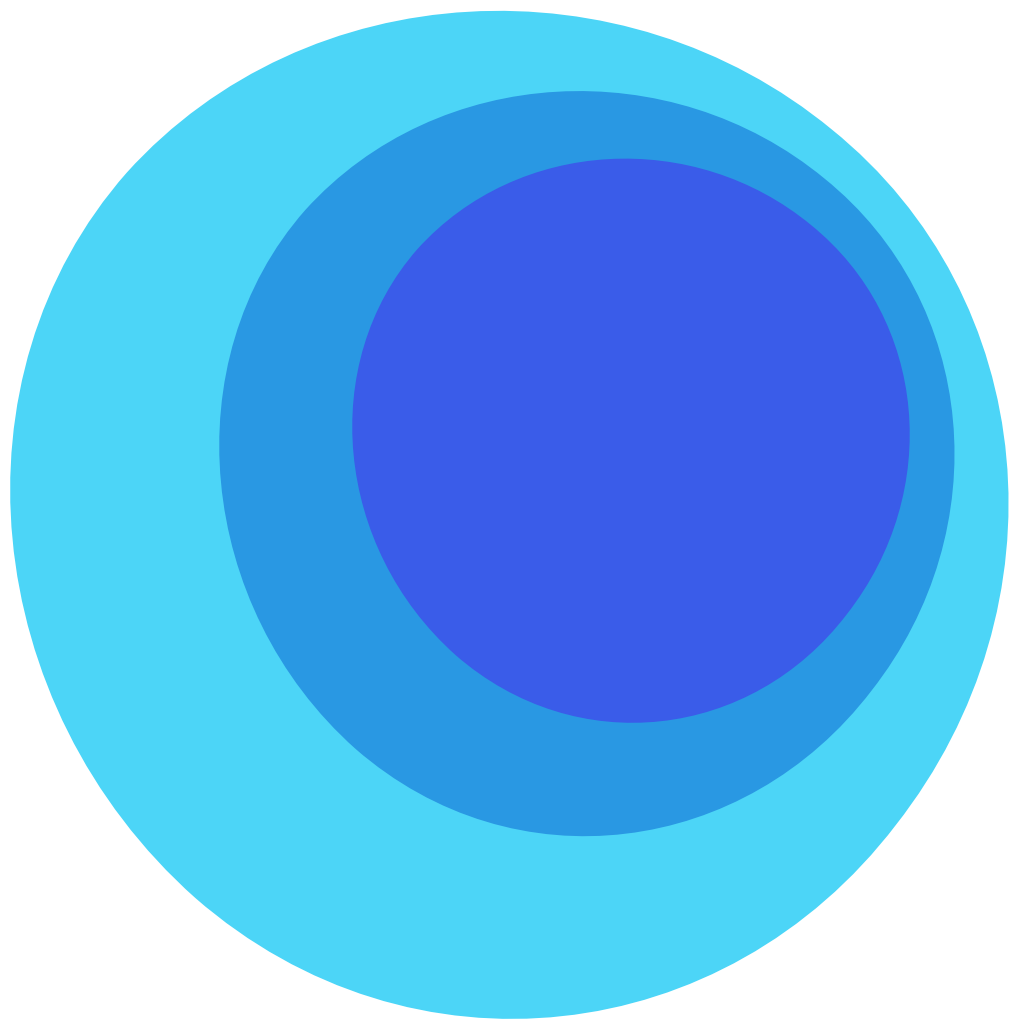


Logo Overview

The Labcorp brand mark is used on all communications, enabling us to build strong brand recognition. Through consistent, appropriate and uniform use, our brand mark is a critical tool for maintaining a strong and differentiated brand.

Symbol (Limited Use)



Horizontal Lockup (Primary)



Vertical Lockup (Limited Use)



Wordmark (Secondary)



Clear Space And Sizing

The Labcorp logo uses a defined clear space in order to ensure maximum presence and legibility. The clear space separates the logo from other graphic elements in the layout, such as text and imagery.

The minimum sizes for the Labcorp logo are defined on this page. To ensure quality reproduction, it must not be sized smaller than the minimum approved size.

Clear Space (Horizontal Lockup)

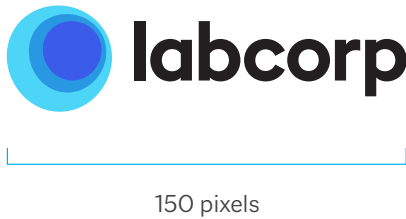


The horizontal lockup uses an exclusion zone of “x”, which is equal to the height of the “l” in the wordmark. No other graphic elements should occupy this space.

Minimum Size - Print (Horizontal Lockup)



Minimum Size - Digital (Horizontal Lockup)



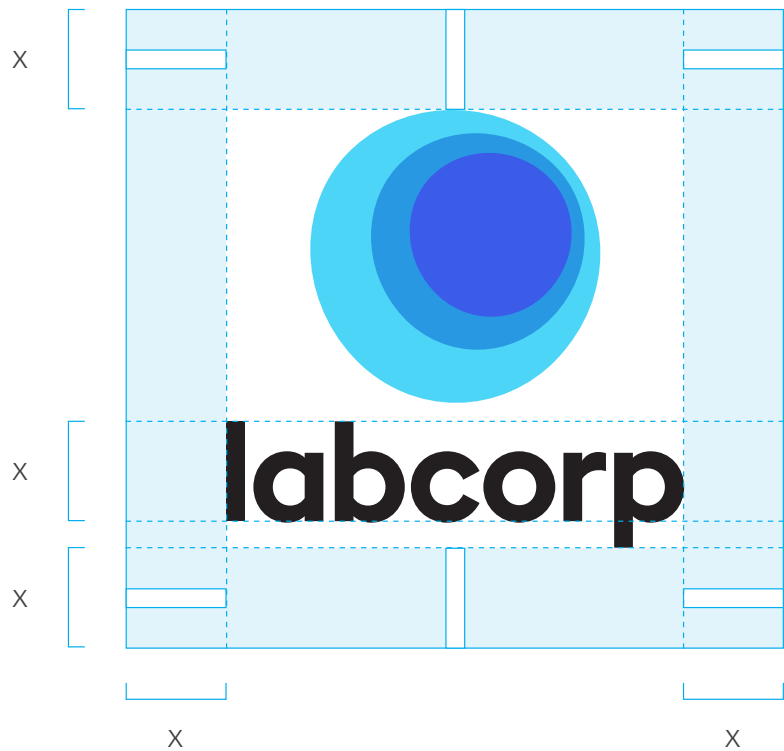
On print applications, the horizontal lockup should not be sized smaller than 2 inches wide. On digital applications, the logo should not be sized smaller than 150 pixels wide.

Clear Space And Sizing

The Labcorp logo uses a defined clear space in order to ensure maximum presence and legibility. The clear space separates the logo from other graphic elements in the layout, such as text and imagery.

The minimum sizes for the Labcorp logo are defined on this page. To ensure quality reproduction, it must not be sized smaller than the minimum approved size.

Clear Space (Vertical Lockup)



The vertical lockup uses an exclusion zone of “x”, which is equal to the height of the “l” in the wordmark. No other graphic elements should occupy this space.

NOTE: The vertical lockup should only be used in extreme cases where the layout size does not allow for the horizontal lockup (primary) to fit.

Minimum Size - Print (Vertical Lockup)



Minimum Size - Digital (Vertical Lockup)



On print applications, the vertical lockup should not be sized smaller than 1.5 inches tall. On digital applications, the vertical lockup should not be sized smaller than 75 pixels tall.

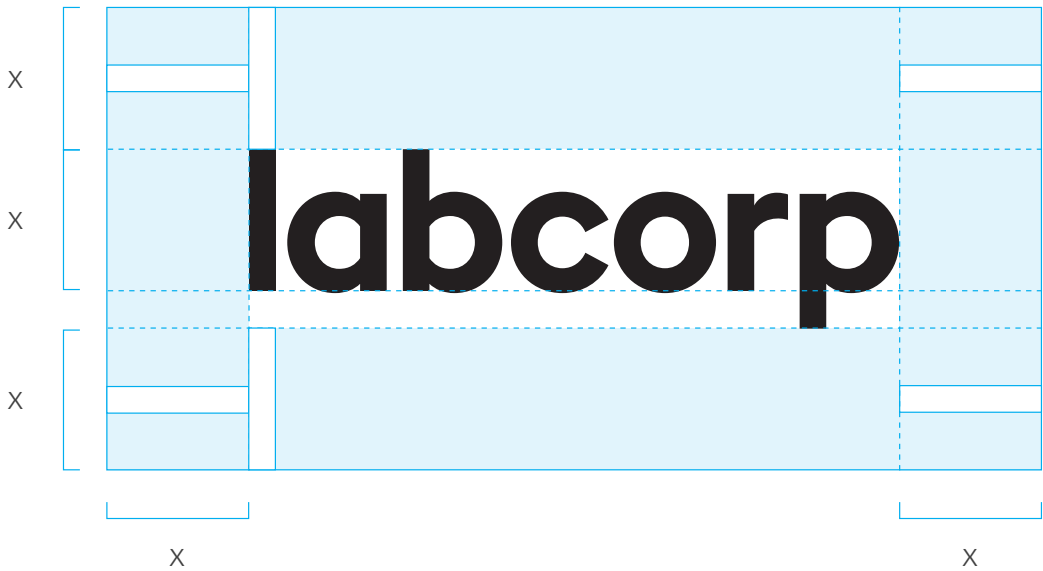
Clear Space And Sizing

The Labcorp logo uses a defined clear space in order to ensure maximum presence and legibility. The clear space separates the logo from other graphic elements in the layout, such as text and imagery.

The minimum sizes for the Labcorp logo are defined on this page. To ensure quality reproduction, it must not be sized smaller than the minimum approved size.

The wordmark should only be used in combination with the supergraphic. Please refer to Section [6.3—Graphic Elements As Supergraphic](#) for more detailed information on this relationship.

Clear Space (Wordmark)

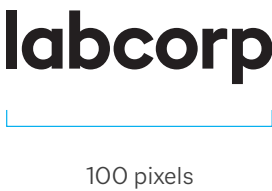


The wordmark uses an exclusion zone of “x”, which is equal to the height of the “l” in the wordmark. No other graphic elements should occupy this space.

Minimum Size - Print (Wordmark)



Minimum Size - Digital (Wordmark)



On print applications, the wordmark should not be sized smaller than 1.5 inches wide. On digital applications, the wordmark should not be sized smaller than 100 pixels wide.

Logo Color

There are four versions of the Labcorp logo: color, 1-color blue, 1-color black and white reversed. The primary version of the Labcorp logo is the color version. The 1-color blue and white reversed versions should be used more sparingly while the 1-color black version should be limited to instances where color output is unavailable. Make sure there is adequate contrast between the logo and the application background to ensure legibility, especially on reverse versions.

Color (Primary)



1-Color Blue (Secondary)



White Reversed (Secondary)



1-Color Black (Limited Use)



Background Contrast

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

These examples demonstrate the acceptable use of the logo on various backgrounds. The preferred option is to show the logo against a white background.

Color (Primary)



Please refer to [Section 3—Color](#) for color specifications.

Always use master artwork for reproduction.

Please refer to [Section 8—Master Artwork](#) for Master Artwork information.

Light Backgrounds



Dark Backgrounds



Image Backgrounds



DO NOT place the logo on top of busy or complex imagery. The logo should be easily visible on all communications.

DO NOT place the logo on imagery with insufficient contrast. Use the examples above to determine which logo version to use in order to ensure adequate contrast.

Logo Placement

Imagery, copy, and graphic elements should inform the placement of the Labcorp logo. To ensure consistency across communications, the logo can be anchored along the left and right-hand corners or centered within the layout.

Preferred Placement

The preferred placement of the logo is along the bottom left or right corners.

Digital

For digital applications such as the website or mobile app, the logo should be placed along the top left corner.

Display

In cases that require more visual impact (i.e. trade show banners, at-home testing kits), the logo can be slightly larger in size and centrally aligned within the layout.

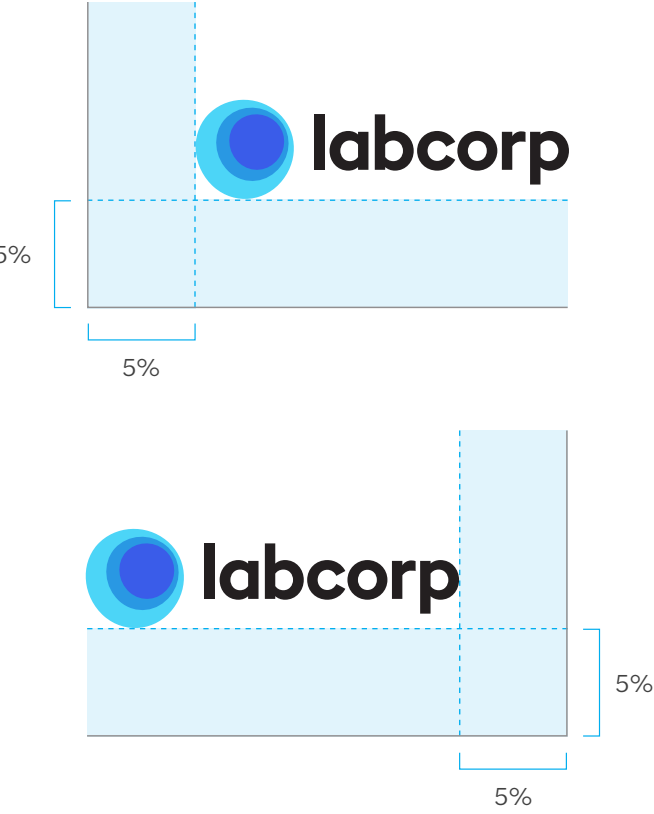
Preferred Margins

For most applications, the size of the margins is 5% of the length of the composition. For instance, an 8.5”x 11” composition has a .85” margin on all sides.

Logo Placement Examples



Preferred Margins



Logo With Partner Brand

This page illustrates how a Partner Brand logo might appear alongside the Labcorp logo.

It's important to note that each co-branded application may vary in endorsement situations. Consider any partner brand guidelines as well when defining a co-branded relationship.

Co-Branded Partner Relationship (Horizontal Lockup)



Co-Branded Partner Relationship (Vertical Lockup)



Labcorp In Copy

While our brand mark features an all-lowercase spelling of our company name, we use a capital “L” spelling (Labcorp) in regular copy. Please note: the lowercase “c” in the center of the word is an intentional update from previous spelling rules in order to soften the read overall.



In Copy

We believe data can save lives.

In reality, data is only as valuable as the insights you can draw from it. And at **Labcorp**, we have a comprehensive view across both diagnostic testing and drug trials that gives us a unique perspective on the patterns and details that drive medicine forward.

Sub-Categories: Overview

The evolution of the Labcorp brand will include a reimagined brand architecture comprised of four new sub-categories: Labcorp Diagnostics, Labcorp Drug Development, Labcorp Data Solutions, and Labcorp Patient Services. This master brand approach helps establish differentiation within our distinct lines of business while continuing to build equity in the new identity.

Sub-Category Logos



Sub-Categories: Clear Space And Sizing

The Labcorp sub-category logos use a defined clear space in order to ensure maximum presence and legibility. The clear space separates the logo from other graphic elements in the layout, such as text and imagery.

The minimum sizes for the Labcorp sub-category logos are defined on this page. To ensure quality reproduction, it must not be sized smaller than the minimum approved size.

Clear Space (Sub-Category Logos)



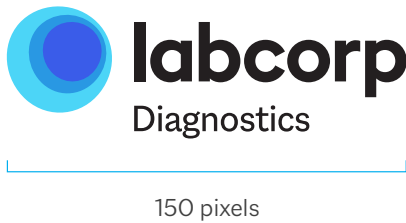
The sub-category logo lockups use an exclusion zone of “x”, which is equal to the height of the “l” in the wordmark. No other graphic elements should occupy this space.

Minimum Size (Sub-Category Logos)

Print



Digital



On print applications, the sub-category logo lockups should not be sized smaller than 2 inches wide. On digital applications, the vertical lockup should not be sized smaller than 150 pixels wide.

Covance By Labcorp

In the immediate term, the Covance logo has been supplemented with a “by labcorp” graphic addition to help demonstrate the relationship between the two brands. Once the drug development business evolves to “Labcorp Drug Development,” this interim lockup will no longer be used.

Below are two provided lockups and guidance on clear space and sizing.

Covance By Labcorp Logo (Horizontal Lockup)



Covance By Labcorp Logo (Vertical Lockup)



Clear Space



The Covance By Labcorp logos use an exclusion zone of “2x”, which is equal to 2 times the height of the “C” in the Covance logo. No other graphic elements should occupy this space.

Minimum Size

Print



Digital



On print applications, the Covance By Labcorp logos should not be sized smaller than 2 inches wide. On digital applications, the Covance By Labcorp logos should not be sized smaller than 150 pixels wide.

Sub-Categories: Color

There are three versions of the Labcorp sub-category logos: color, 1-color black and white reversed. The primary version of the Labcorp sub-category logos is the color version. The white reversed version should be used more sparingly while the 1-color black version should be limited to instances where color output is unavailable. Make sure there is adequate contrast between the logo and the application background to ensure legibility, especially on reverse versions.

Sub-Category Logo Lockups (Primary)



White Reversed (Secondary)



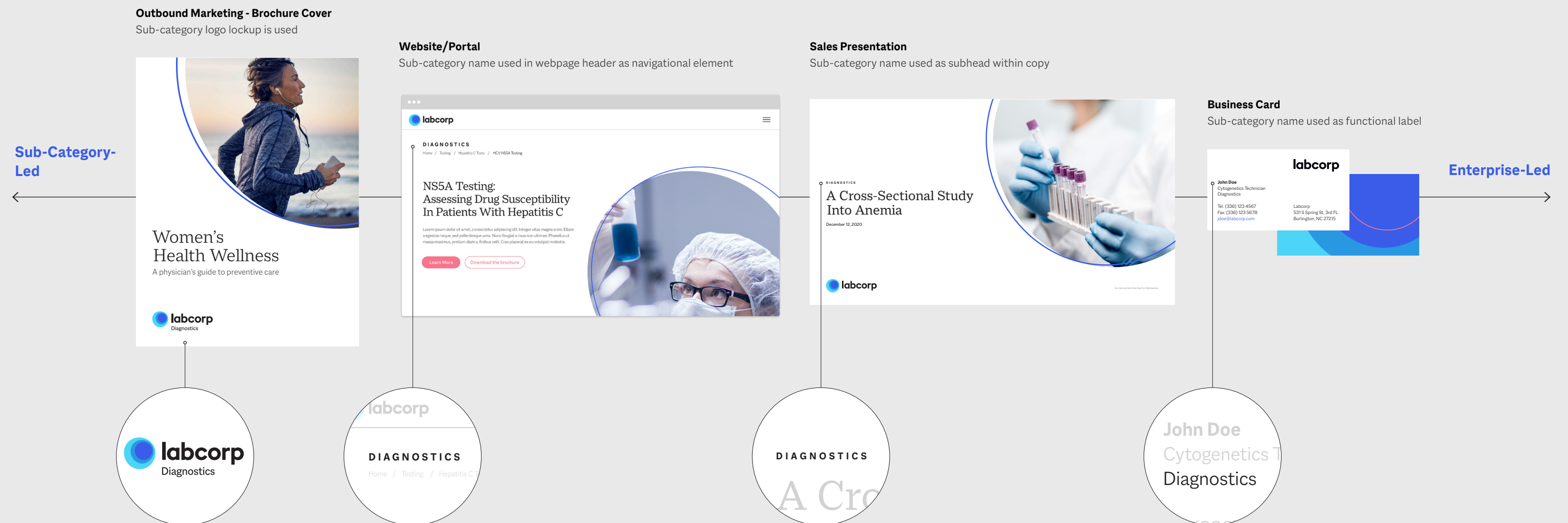
1-Color Black (Limited Use)



Sub-Categories: Usage

It's important to think about when to use the enterprise-level branding (Labcorp) and when to use sub-category logos (Labcorp Diagnostics, Labcorp Drug Development, etc.)—in most cases, using the main enterprise-level logo is recommended unless a piece is targeted directly to an audience that will appreciate the distinction. Keep in mind that using the enterprise-level branding still leaves room to call out a sub-category in copy.

The diagram below illustrates how the Labcorp sub-category names can be dialed up or down depending on their intended use and target audience.



Incorrect Use

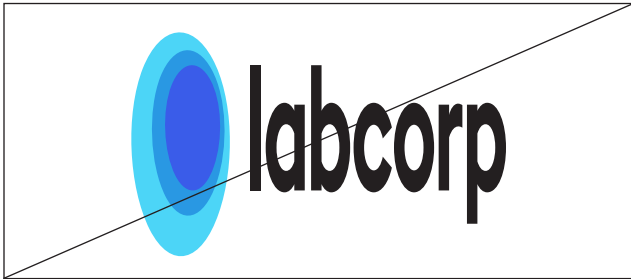
The Labcorp logo should be reproduced using the files provided in this style guide. The integrity of the logo must be respected at all times.

Several examples of unacceptable color configurations, manipulations and treatments are shown to the right. This list is not exhaustive.

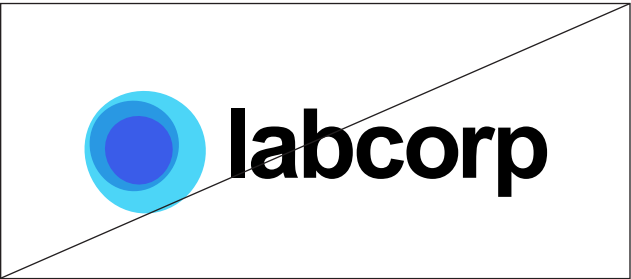
*** Promotional Merchandise**

For certain promotional applications with a vertical aspect ratio (e.g. water bottle), the horizontal lockup (primary) may be rotated -90° to fit the desired layout.

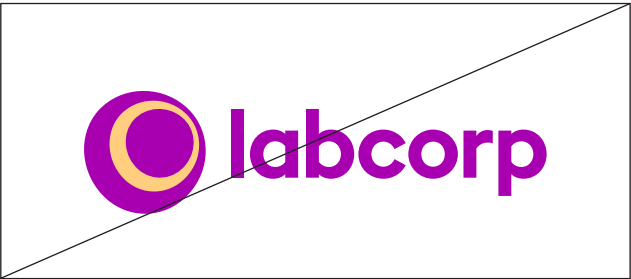
Alternatively, the vertical lockup (limited use) may be used in such instances.



DO NOT stretch or distort the logo.



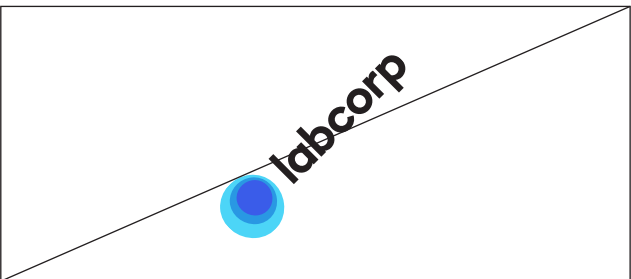
DO NOT recreate the logo.



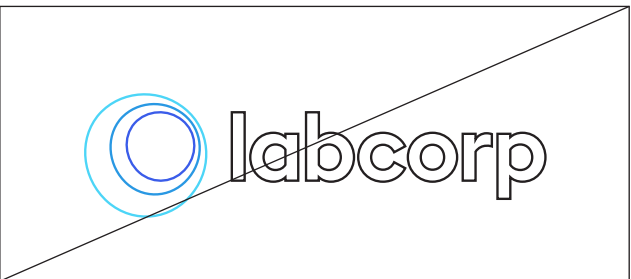
DO NOT reproduce the logo in any colors other than those prescribed in these guidelines.



DO NOT place the logo on non-approved colors.



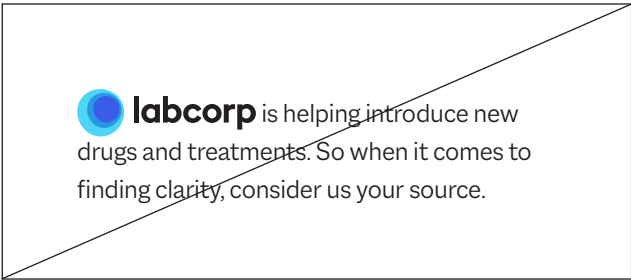
DO NOT rotate or display the logo in any position that will compromise its image.*



DO NOT create outline versions of the logo that are not prescribed in these guidelines.



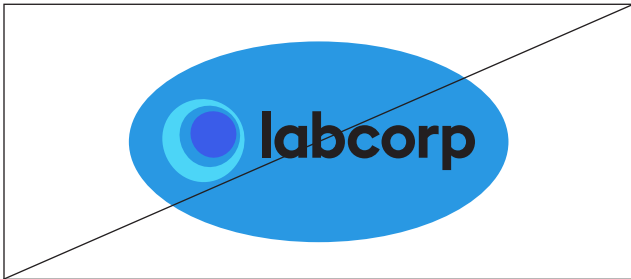
DO NOT use graphic effects such as drop shadows.



DO NOT use the logo as read-through in text.



DO NOT modify the proportions of the logo.



DO NOT place the logo in a graphic or container.



DO NOT separate or remove areas of the logo.

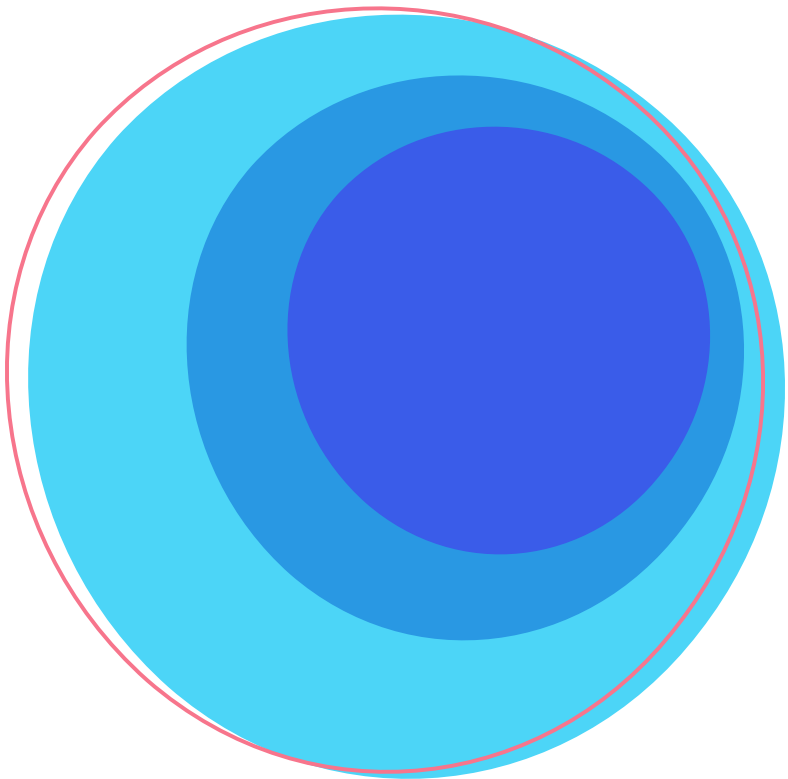


DO NOT mask images or textures within the logo.

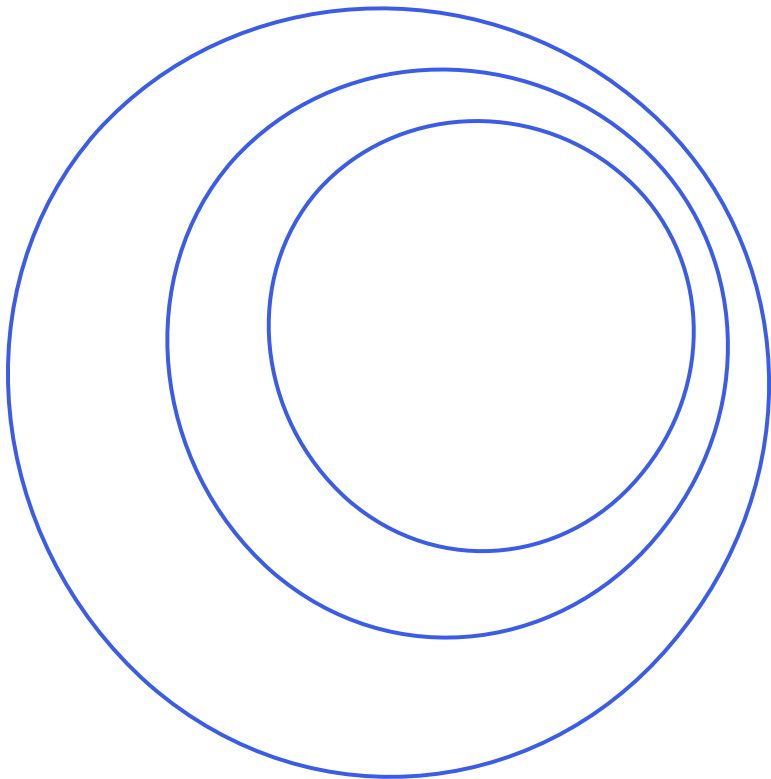
Graphic Elements As Supergraphic

The supergraphic is a dynamic graphic element. It is exclusively reserved for use in applications that require more visual impact, such as the front cover of a brochure, the cover slide of a presentation and a hero module on the website. There are three versions of the supergraphic: color (primary), 1-color blue (secondary) and white reversed (secondary).

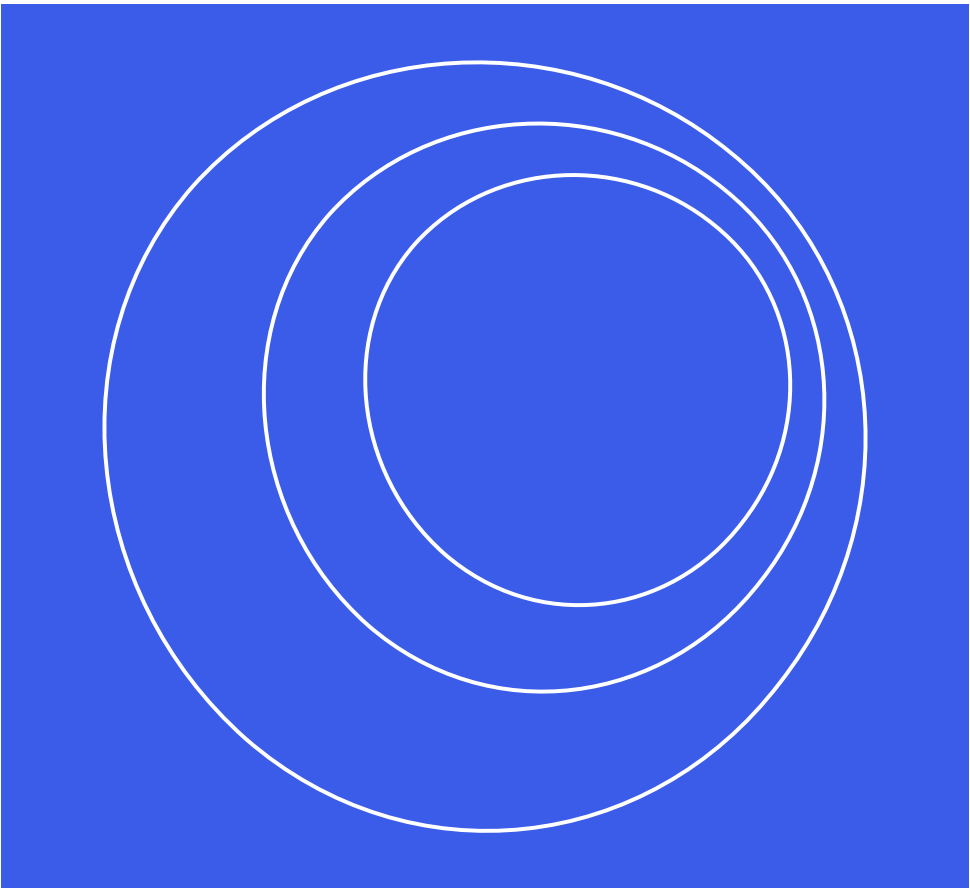
Color (Primary)



1-Color Blue (Secondary)



White Reversed (Secondary)



Please refer to [Section 3—Color](#) for color specifications.

Always use master artwork for reproduction.
Please refer to [Section 8—Master Artwork](#) for Master Artwork information.