Summary of graphic standards for the Calona logo

POSSIBLE VERSIONS

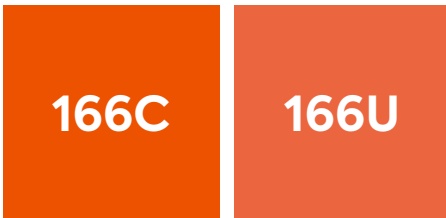**Colour**

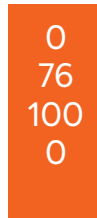**CALONA**®

CALONA®

Black and white

CALONA®

CALONA®

OFFICIAL COLOUR

Pantone		COATED CMYK	UNCOATED CMYK	RGB	HEX/HTML
166C	166U	0 76 100 0	0 71 100 0	227 82 5	E35205

CLEARANCE SPACE

X/3
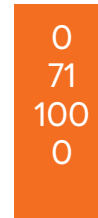
CALONA®

DO NOT . . .

Change the colour

CALONA®

Add a background that could affect readability

CALONA

Deform

CALONA®

Add an outline

CALONA®

MINIMUM SIZES

With ® or ™ symbols
9 mm (0.375") high

CALONA®

Without ® or ™ symbols
3 mm (0.125") high

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