2.0
OUR LOGO.

The Medline logo is the anchoring visual asset of our brand from which all meaning emanates. The logo is configured of two graphic elements which are always contained in a square shape in fixed proportions. The “torch” and the Medline wordmark lean forward, in order to communicate our action-oriented, straightforward personality. The torch represents our passionate drive and devotion to our customers. Our royal blue color further symbolizes our loyalty and bravery. In total, the square shape with logo suggests that it is a formal stamp of approval and authenticity.
2.1 OUR LOGO: PROPER USE

Clear Space
Our brandmark must remain unimpeded by other content. The minimum amount of clear space is equal to 20% of the size of the logo you use, as shown below.

Minimum Size
Where economical use of the brandmark is deemed necessary, the brandmark can be reduced to no smaller than .5 inches or 12.7 mm.

Color Use
Whenever the logo is used in any corporate communication or corporate contact information it must be displayed with the corporate blue (PANTONE 287).

When the logo is represented in product and service marketing, the use of any color in the approved color collection is allowed.

NOTE: Always retrieve the Medline logo from the Brand Asset Library or from the PIM/DAM. Do not pick up the logo from any existing or older documents.
2.2 **OUR LOGO: IMPROPER USE**

- Don't add drop shadows
- Don't emboss
- Don't add visual effects
- Don't add color to the logomark
- Don't make logomark color
- Don't add rule around logo container
- Don't use unapproved Medline colors
- Don't add gradients
- Don't rotate
- Don't change size of logomark in container
- Don't change dimension of the container
- Don't add image to container
- Don't change shape of container
- Don't add inner glow
- Don't shear or change perspective
- Don't run type or images over logo
- Don't use logo as pattern
- Don't add multi-color gradients to logo