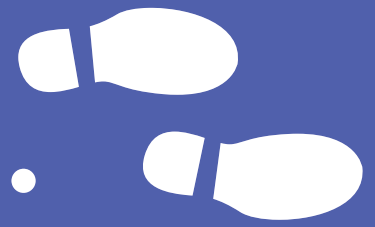
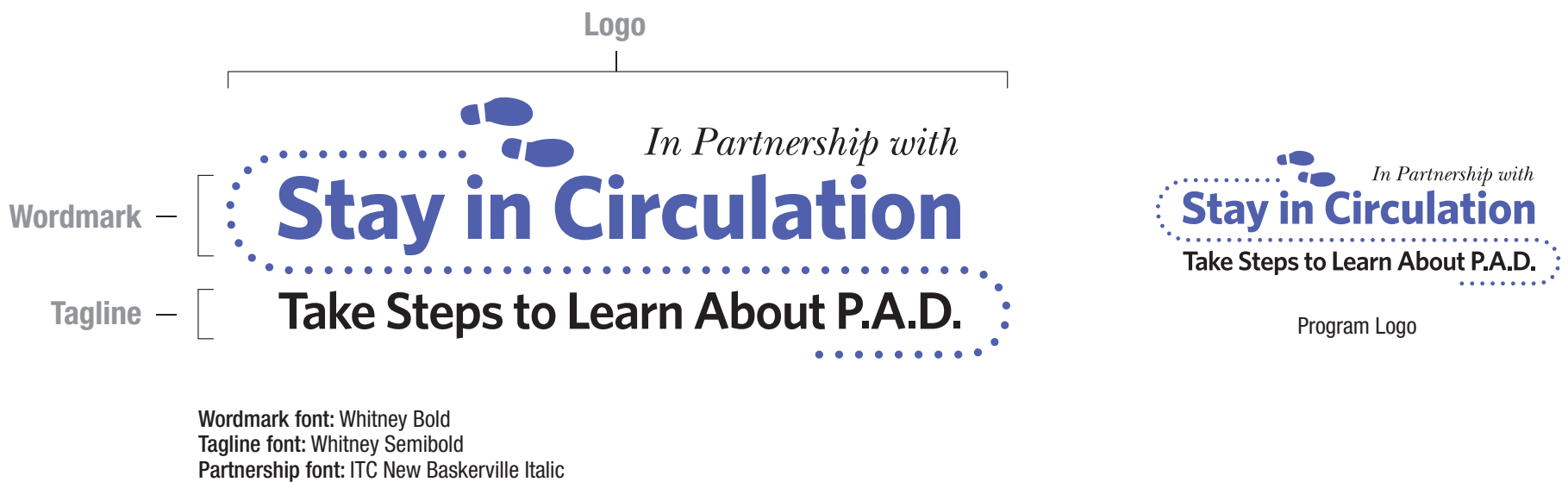


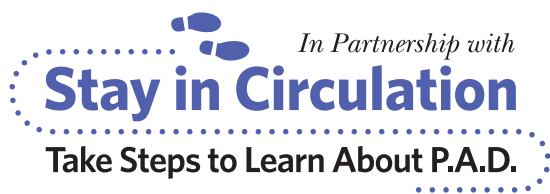
NHLBI - Stay in Circulation Logo Standards In Partnership with



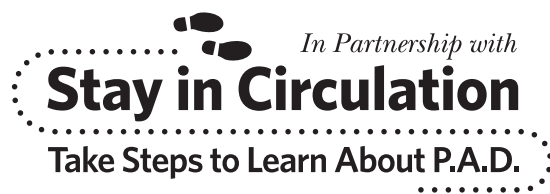
LOGO PARTS



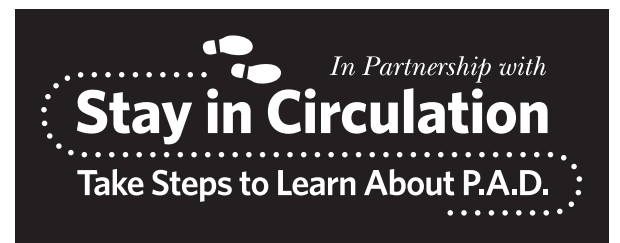
LOGO COLOR USES



2-Color Logo



1-Color Logo
(black)



White Logo
(reversed)

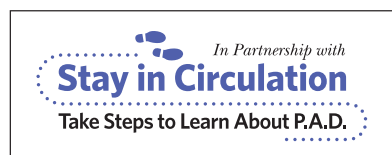
| Spot Color Printing |
|---|
| 2-Color Logo Purple (or PANTONE® 2725) Black |
| 1-Color Logo (See CMYK 1-Color Logo) |

| CMYK Process Printing |
|--|
| 2-Color Logo Purple = C:76 M:70 Y:0 K:0 Black = C:0 M:0 Y:0 K:100 |
| 1-Color Logo Black = C:0 M:0 Y:0 K:100 |

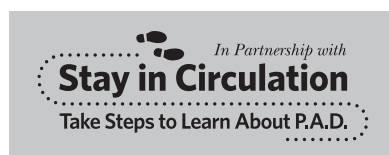
| Web Colors | |
|---|---|
| 2-Color Logo Purple #6459C4 R:100 G:89 B:196 Black #000000 R:0 G:0 B:0 | 1-Color Logo Black #000000 R:0 G:0 B:0 |

BACKGROUND COLOR USE

Use the 2-color or 1-color (black) version of the Stay in Circulation Logo when applying it to a white or light/mid-tone background. (See examples below)

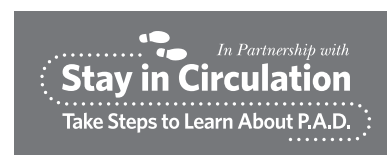


White Background

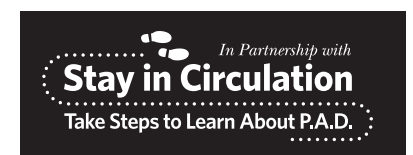


Light/Mid-tone Background

Use the white (reversed) version of the Stay in Circulation Logo when applying it to a mid/dark-tone or dark background. (See examples below)



Mid/Dark-tone Background



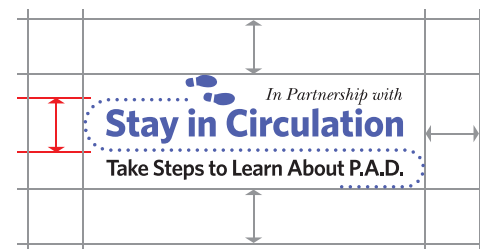
Dark Background

SIZING AND POSITIONING



1.25"

Logo should never be smaller than 1.25" wide.



Leave clear space equal to height of dotted path on all sides of the Logo.

DON'Ts (Prohibited Uses)



Do not alter the color of the Logo.



Do not alter the position of the Logo.



Do not alter or substitute the Wordmark font Whitney Bold or the Tagline font Whitney Semibold.



Logo must be re-sized in correct proportion.

