RepliCel™

Logo Standards & Usage

Logo Versions and Colour Specifications

RepliCel™

Logo Versions

Full Colour

RepliCel™

Greyscale	Reverse Greyscale
RepliCel™	RepliCel™

Monotone	White
RepliCel™	RepliCel™

Colour Specifications

Pantone 179

R 222	C 0	HTML
G 56	M 88	#DE3831
B 49	Y 84	
	K 0	

Pantone 187

R 167	C 5	HTML
G 25	M 100	#A71930
B 48	Y 71	
	K 22	

Pantone 311

R 12	C 68	HTML
G 198	M 0	#OCC6DE
B 222	Y 13	
	K 0	

Pantone 7540

R 94	C 40	HTML
G 97	M 30	#5E6167
B 130	Y 22	
	K 60	

File Types

PNG files
Use for electronic applications such as Microsoft Word/powerpoint and websites. PNG files support transparency. PNG files are raster files which means they can not be enlarged without quality loss.

JPEG files
Use for electronic applications only when a PNG is not suitable. JPEG files do not support transparency.

PDF/EPS files
PDF and EPS are vector files which means the logo can be scaled to any size without loosing quality. These files should be used for all high-resolution printed applications.

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Usage Guidelines

Space

A portion of white space is required around all sides of the the logo. This space is determined by 1/16 the width of the logo.

Composition

The RepliCel logo must be used in its entirety. It cannot be split up or modified. Graphics within the logo cannot be modified, nor can the font. Proportions of the logo are to be retained when re-sizing.

Improper Use

In order to maintain RepliCel's identity, the logo must not be distorted or altered in any way. Please use only the files provided by RepliCel Life Sciences for any and all uses. Please refer to the following images to avoid improper use of the logo.

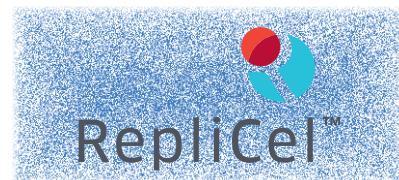Do not add drop shadows.

Do not remove items.

Do not bevel or emboss.

Do not use as a watermark.

Do not stretch or distort.

Do not place over a pattern.

Do not change colours.

Do not add elements.