PureForm CBD
Logo Usage Guidelines

Trademark and Logoype applications

Introduction
These usage guidelines explain how to apply the **PureForm CBD**TM logotype to your retail packages which feature the ingredient.

The artwork formats in these guidelines include both print and digital formats.

Vector .eps files of the **PureForm CBD**TM logo are available for use in any print method (lithography, flexography, gravure, or screenprinting, on printed labels, boxes, and other packages, as well as for direct-on-container printing.

Vector .eps format as well as a .png file and a .jpeg are provided for digital applications, for example, on your company website.

Clear Space
The **PureForm CBD**TM logo needs to be surropunded by an uninterrupted clear space. Any background inside this space should be even and un-patterned, and ideally, free from typography or other graphic elements. If the logo is used on a photographic image, the clear space area should provide a minimum contrast of 40% (lighter or darker) between the background and the **PureForm CBD**TM logo.

To ensure legibility, application of the **PureForm CBD**TM logo should be surrounded by clear space equal to the height of the "P" in "PureForm."

Sizing
The minimum logo size is required for legibility.

The stacked logo should always appear at at least .5" (1.27 cm) in width.

The horizontal logo should always appear at least .75" (1.9 cm) in width.

If in doubt when sizing the logo, always make it large enough for a clear and legible appearance. The use of the **Pure-Form CBD**TM logo is always measured by the horizontal distance between its two vertical sides.

Color Usage

Approved colors for the **PureForm CBD**™ logo

The **PureForm CBD**™ logo is provided in a range of sizes and color options. This variety is intentional - it allows your designer to use the logo version that best fits your package, and in a color or color combination that works graphically with your package design.

PureForm Black and Blue logo.

Use Pantone Black C and Pantone 285 C, blue.
In CMYK, use 100 Black and 100 Cyan, 50 Magenta for blue.

PureForm White and Silver and Blue logo.

Use White and Pantone 877 Silver, and Pantone 285 C, blue.
In CMYK, use White and 20 Black (for Silver) and 100 Cyan, 50 Magenta for blue.

PureForm White and Silver and Green logo.

Use White and Pantone 877 Silver, and Pantone 348 C, green.
In CMYK, use White and 20 Black (for Silver) and 100 Cyan, 22 Magenta, 100 Yellow for green.

PureForm Black and White and Gray logo.

Use White and Black, and Pantone 427, Gray.
In CMYK, use White and Black and 20 Black for gray.