

**Carestream**

MASTERBRAND  
MARK

**The Masterbrand Mark**

The Masterbrand Mark is made up of custom letter forms and spacing – joined together to create a unique and ownable brand mark.

The Masterbrand Mark should:

- ONLY be represented in ORANGE, WHITE or BLACK.
- NEVER be modified.
- Always be used horizontally.
- NEVER be recreated or represented in a different color or font.
- NEVER be tilted, rotated, elongated or distorted.
- NEVER be used in a headline or body copy.

**The CARESTREAM ORANGE Masterbrand Mark must only be placed on a WHITE background.**

Should the Masterbrand Mark need to be placed on a background color other than WHITE, the only color options for the mark are BLACK or WHITE.



# Carestream

**Full-Color Preferred Masterbrand Mark**

The full-color brand mark is the preferred visual expression of the Carestream Masterbrand Mark. There are two versions of the full-color brand mark:

- CARESTREAM ORANGE Masterbrand Mark on a white background
- WHITE Masterbrand Mark on CARESTREAM ORANGE

The rectangle shape shown here DOES NOT represent a specific shape in which the Masterbrand Mark is to be confined – it's only a means to illustrate the use of a WHITE Masterbrand Mark on a CARESTREAM ORANGE background.

# Carestream



**Masterbrand Mark Clear Space**

To create maximum visual impact for the Masterbrand Mark, always maintain an area of clear space around the Mark equal to the height of the "C" in Carestream.

**Masterbrand Mark Minimum Size**

For **print** materials = no smaller than 1.0".

In **digital** applications = no smaller than 72 pixels.



1.0" (25.4mm)

Carestream

Print Materials

72 pixels

Carestream

Digital Applications

**Incorrect Masterbrand Mark Usage**

The Carestream Masterbrand Mark must never be altered in any way. Always use the Masterbrand Mark electronic artwork that has been approved.

Compliance is essential to maintaining a strong and consistent global brand identity. The Carestream Masterbrand Mark is a registered trademark, but does not appear with either a ® or ™ attached to it.



DO NOT reproduce the Masterbrand Mark using unauthorized colors.



DO NOT reproduce the Masterbrand Mark in gray scale.



DO NOT outline the Masterbrand Mark.



DO NOT reset the word mark using another font.



DO NOT use drop shadows or other graphic embellishments with the Masterbrand Mark.



DO NOT place the Masterbrand Mark over images.



DO NOT add any text or other graphic elements to the Masterbrand Mark.



DO NOT place the Masterbrand Mark on top of a pattern.



DO NOT turn vertical or stack the Masterbrand Mark.



DO NOT use a BLACK Masterbrand Mark on a CARESTREAM ORANGE background.



DO NOT place the CARESTREAM ORANGE Masterbrand Mark on a background color.




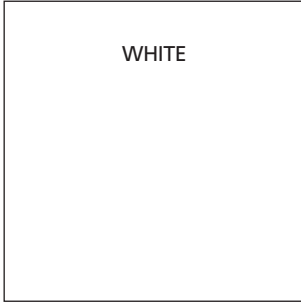
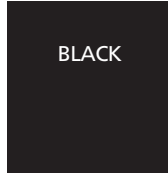
DO NOT place the CARESTREAM ORANGE Masterbrand Mark on a black background.

**Masterbrand Mark Color Palette**

CARESTREAM ORANGE is the primary color for Carestream. It can also be used in expansive graphic areas to draw visual attention and highlight key messaging statements.

CARESTREAM ORANGE is contrasted with prominent areas of white space to balance the page and maintain a clean, fresh look and feel to the Brand.

BLACK is used when cost or reproduction restrictions exist when reproducing the Masterbrand Mark. BLACK is also used for all body copy.

Primary		Copy
		
<p>Pantone 158C</p> <p>C 0    R 245</p> <p>M 61    G 128</p> <p>Y 97    B 37</p> <p>K 0</p> <p>HEX #EE7623</p>	<p>White</p> <p>C 0    R 255</p> <p>M 0    G 255</p> <p>Y 0    B 255</p> <p>K 0</p> <p>HEX #FFFFFF</p>	<p>Pantone Black C</p> <p>C 0    R 000</p> <p>M 0    G 000</p> <p>Y 0    B 000</p> <p>K 100</p> <p>HEX #000000</p>