Carestream

MASTERBRAND MARK GUIDELINES

The Masterbrand Mark

The Carestream Masterbrand Mark is more than just our logo. It's the foundation on which our powerful brand communications are built.

Our Masterbrand Mark is the most important asset in the Carestream Brand Identity Guidelines. It embodies our key brand attributes – smart, innovative and humanistic. Our Mark is unique within the healthcare industry – bold in color, yet simple in design – creating an ownable, powerful and memorable brand 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 can only be placed on a WHITE background.
Should the Masterbrand Mark need to be placed on a background color other than WHITE, the only other color options for the Mark is BLACK or WHITE.

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The Carestream Masterbrand Mark - as shown on this page – is the brand mark representing Carestream Health.

The CARESTREAM name (when in all caps) is a sub-brand that is used to identify certain products (i.e. CARESTREAM DRX-Evolution)

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
• Reverse to 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.

When do I use the full-color brand mark?

Use the full-color mark as frequently as possible to maximize and strengthen our brand recognition and distinguish our company, products and services globally. In today's digital, on-demand printing environment – use of the full-color Masterbrand Mark is not only easy to replicate, but extremely cost-feasible.

NOTE

The Masterbrand Mark color – CARESTREAM ORANGE – can be created by using process color (CMYK), spot color (PMS) or web color (RGB).

The full-color CARESTREAM ORANGE Masterbrand Mark artwork may only appear on a white background.

1-Color Black Masterbrand Mark

A 1-color Masterbrand Mark can be used when cost or reproduction restrictions prevent the use of the full-color Masterbrand Mark.

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 dark background.

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NOTE

DO NOT reproduce the Masterbrand Mark in gray scale.

Masterbrand Mark Clear Space

Clear space visually separates our Masterbrand Mark from other surrounding elements. It helps the brand mark stand out and ensures the visual integrity of our primary asset.

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

Minimum size is the smallest the Masterbrand Mark should be reproduced. This minimum size has been established to ensure clarity in all applications.

There are two minimum size specifications. For printed material, the Masterbrand Mark must be no smaller than 1.0" in width. In digital applications, the width must be no less than 72 pixels.

As with all artwork, consult a production specialist to determine minimum size tolerance for a chosen reproduction medium. The minimum size given here will provide clear and accurate reproduction for the majority of applications.

1.0" (25.4mm)	72 pixels
Carestream	**Carestream**
For print applications	For digital applications

NOTE

Clear space requirements apply to all applications of the Masterbrand Mark – print, web, packaging, product tradedress and premium items.

Always use a measuring device to determine true minimum size. Do not size from the examples shown above.

Incorrect Masterbrand Mark Usage

There is only one Carestream Masterbrand Mark. Other marks, logos or symbols representing Caretream Health should not be developed and used in its place.

Compliance is essential to establishing a true global Carestream brand. The Carestream Masterbrand Mark is a registered trademark but does not appear with either a ® or ™ attached to it.

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

On this page, there are a few examples of incorrect uses of the Carestream Masterbrand Mark.

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 on 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 top of 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

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NOTE

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

Masterbrand Mark Color Palette

CARESTREAM ORANGE is the primary color for Carestream. Using the ORANGE color consistently across all communications will not only strengthen our brand recognition but also distinguish our company, products and services globally.
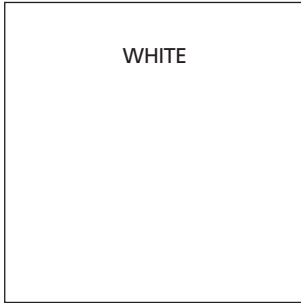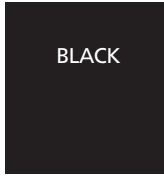
CARESTREAM ORANGE can also be used in expansive graphic areas to draw visual attention and highlight key messaging statements.

CARESTREAM ORANGE is contrasted with the use of prominent areas of white space to balance the page and maintain a clean, fresh look and feel to our Brand. WHITE is also used when headlines and the Masterbrand Mark are reversed out of CARESTREAM ORANGE.

BLACK is used when
• Cost or reproduction restrictions exist when reproducing the Masterbrand Mark
• Used for all body copy

Limit the use of BLACK in large fields or as a design element.

Primary

Copy

| CARESTREAM ORANGE | WHITE | BLACK |

Pantone 158C		White		Pantone Black C	
C 0	R 245	C 0	R 255	C 0	R 000
M 61	G 128	M 0	G 255	M 0	G 000
Y 97	B 37	Y 0	B 255	Y 0	B 000
K 0		K 0		K 100	

NOTE

The CMYK and RGB breakdowns shown throughout this guideline have NOT been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE formula guide. PANTONE® is a trademark of Pantone, Inc.

The information on this page provides specifications to manage the color palettes in PANTONE, CYMK and RGB color systems. Colors do look different depending on application, from spot color to 4-color process, from page to screen, and even from coated to uncoated paper stocks. When trying to match colors in other mediums, such as thread for stitching or silk-screen printing, use the PANTONE coated color swatch for best results.

For the most accurate and true colors, match all Pantone colors to coated chips.