MEDTRONIC LOGO USAGE AND SPECS

LOGOTYPE (horizontal format)
Minimum width = 1 inch

SYMBOl
Medtronic Gray
Pantone: Cool Gray 8
C 48, M 39, Y 38, K 3
R 140, G 141, B 142
Web safe: HTML#8c8d8e

LOGOTYPE
Medtronic Blue
Pantone: 301
C 100, M 69, Y 23, K 7
R 0, G 81, B 149
Web safe: HTML#005195

LOGOTYPE (vertical format)
Minimum width = 1 inch

*Based on Adobe Photoshop CS3

APPROVED LOGO COLORS

Horizontal grey and blue

Horizontal black

White reversed out

CLEAR SPACE

AT LEAST 2M

LOGO USAGE – MISUSES

• Always use the symbol and logotype together.

• Do not scale, alter or reposition the elements in the logo.

• Do not alter or distort the logo.

• Do not use colors other than those specified for the logo.

• Do not fill in any of the logo elements with color.

• Do not use the logo as part of a sentence, text or headline.