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# MIRTOSELECT<sup>®</sup>

LOGO USAGE GUIDELINES

# Allowed Color Variation

This Logo must be reproduced in black, gray and blue whenever possible in accordance with the following color specifications.

## Library Colors:

Black: *Pantone\** standard/process black

Blue: *Pantone\** 2728 (Solid)

Green: *Pantone\** 361 (Solid)

## CMYK Colors:

	C	M	Y	K
Black	0	0	0	100
Blue	90	70	0	0
Green	68	0	87	0

## RGB Colors:

	R	G	B
Black	26	23	27
Blue	0	83	159
Green	93	174	72

 M I R T O S E L E C T <sup>™</sup>

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AN  indena PRODUCT

Visit [Mirtoselect.info](http://Mirtoselect.info) to get the original Logos, Logo Usage Guidelines and the most updated registration status.

Please note that this trademark and logo may only be used if so expressly authorised by Indena S.p.A. in writing. Any unauthorised use will be considered as an infringement of Indena Intellectual Property rights and appropriate action will be taken.

# ® Registered Trademark Positioning

The ® Registered Trademark symbol **must** be used on the Mirtoselect® Logo in the following countries:

Australia	Latvia	Lithuania	Romania
Austria	Finland	Luxembourg	South Korea
Belgium	France	Malaysia	Spain
Bulgaria	Germany	Malta	Sweden
Canada	Greece	Mexico	Switzerland
China	Hungary	Netherlands	Slovakia
Cyprus	Indonesia	New Zealand	Slovenia
Czech Rep.	Ireland	Norway	UK
Denmark	Italy	Poland	USA
Estonia	Japan	Portugal	

Whenever the Logo is used, Mirtoselect® **must** be clearly stated on the “ingredient list”.

It is recommended to describe Mirtoselect® as:  
“Bilberry fruit (*Vaccinium myrtillus* L.) standardized extract 36% of anthocyanins”.

The following sentence must appear somewhere on the package, on the website or on printed materials:  
“**Mirtoselect® is a Registered Trademark of Indena S.p.A., Italy**”

## Logo on packaging and print materials:

placement of the color Logo on the front panel is preferred.

## Minimum size:

the minimum width of the Logo is 20 mm.



## Print materials:

the Logo is recommended to be used in print materials that promote your product containing Mirtoselect®.

The Logo should appear close to or on the same page as your product logo.

## Web sites:

the Logo should appear on the same webpage as your product containing Mirtoselect®.



**HEADQUARTERS - INDENA S.p.A.**

Viale Ortles, 12  
20139 Milan, Italy  
ph. +39 02.574961

**INDENA BIOTECHNOLOGY (Shanghai) Co., Ltd**

Unit 03, 16/F, Cross Tower, 318 Fu Zhou Road  
Shanghai 200001 - China  
ph. +86.21.22815900

**INDENA S.A.S.**

23, Rue de Madrid  
75008 Paris - France  
ph. +33 1 45229128

**INDENA JAPAN Co., Ltd.**

KDDI Bdl. 21F. 1- 8-1 Otemachi  
Chyoda-Ku Tokyo 100-0004 Japan  
tel. +81.3.3243 9924

**INDENA USA Inc.**

Two Union Square  
601 Union Street, Suite 330  
Seattle, WA 98101 - USA  
tel. +1.206.340.6140

**INDENA Brasil Ltda**

Rua Bandeira Paulista, 600  
CEP 04532-001  
São Paulo - Brasil  
tel. +55.1.127.690.624

indena.com

