

Medline logo guidelines

These guidelines demonstrate how to properly use Medline’s logo to accurately communicate Medline’s role and contribution to any marketing collaboration between Medline and another company or organization. We require that you comply with these guidelines when you’re authorized to use any Medline trademark.

As a healthcare leader and innovator, Medline routinely forms partnerships with customers, manufacturers, distributors, inventors, vendors and other entities. We use the term “co-branded” to describe the offerings and communications that emanate from these partnerships. We are happy to help you develop co-branded communications to convey a working relationship with Medline. These guidelines are in place to enable you to navigate co-branded communications with ease.

The Medline logo

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Logo basics

We appreciate your interest in using the Medline logo. Once you have read and signed our Asset Request form, if necessary, you're welcome to apply our logo to your project, provided it falls within the scope of acceptable use. For whatever reason you are using the Medline logo, we request that you follow these foundational rules. Thanks for your cooperation:

- The Medline torch and wordmark graphic are always presented together
- They always appear in white
- They are always contained in our blue holding square

Using the correct color profile

Print: PMS or CMYK

Vector format of these logo assets enable high-quality printing at any size without loss of quality. AI and EPS formats are available for download.

Web/digital: RGB or Hex

RGB logo is for web, video, TV, email signatures and Microsoft applications, etc. JPG and PNG formats are available for download. JPG and PNG logos and may only be scaled down in size. Never scale them up to larger sizes.



Primary logo

This is the main logo that should be used in all marketing material and signage.



PMS 2935 C
CMYK 100/60/0/0
RGB 0/82/204
HEX #0052CC

Clear space and minimum size

Clear space

To ensure instant readability/recognition and communicate respect for our brand, always surround the Medline logo with the proper minimum amount of clear space. Never allow text or graphic elements to violate the clear space area.

Minimum size

Never reduce the logo to less than .375" for printing and 0.5" for digital use. Always maintain the logo's aspect ratio when scaling. For most applications, the logo will be sized approximately .75".



Clear space

The clear space "X" is equal to the space between the top half of the torch and the bottom half of the torch.



Minimum size for print

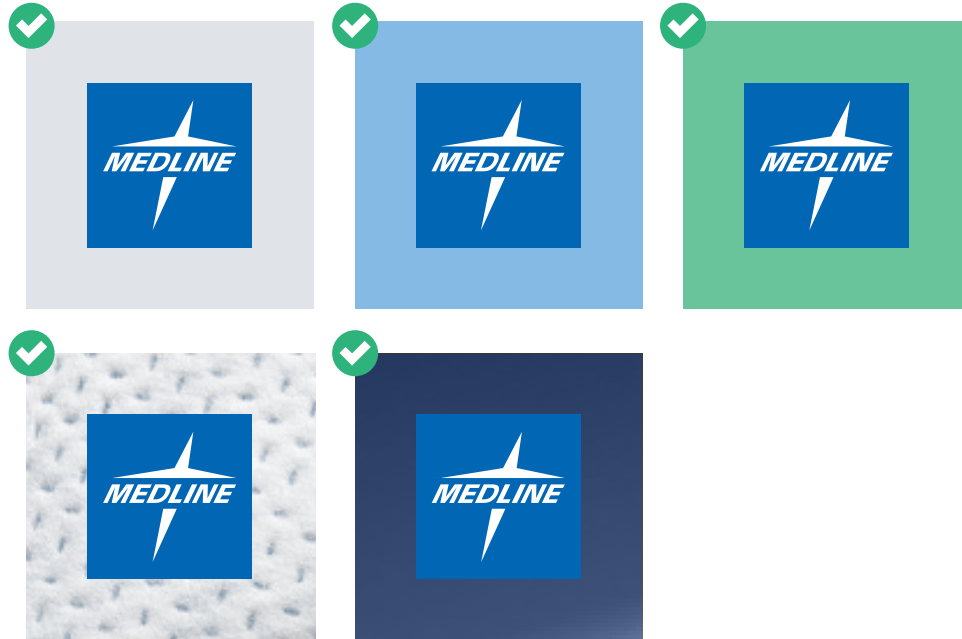


Minimum size for digital

Logo on backgrounds

Ensuring visibility

For instant identifiability/readability, place primary logos on backgrounds that provide sufficient contrast and legibility, such as solid light colors and simple textures.



Do place the logo on solid color or simple photographic background



Don't place the logo on a complicated background that reduces its visibility.

Logo don'ts

Misuse of our logo devalues our brand.

We treat our logo with great care and respect. We expect our partners to do the same. Please avoid these logo don'ts to maintain its visual integrity.



Don't change the relationship of torch and wordmark to the blue holding square.



Don't change the color of the torch or wordmark.



Don't use colors outside the approved Medline palette.



Don't add background images or textures to the blue holding square.



Don't use the torch and wordmark without the blue holding square.



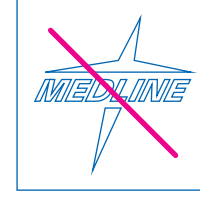
Don't add visual effects.



Don't crop or change the blue holding square.



Don't distort the logo.



Don't outline the logo.



Don't rotate the logo.



Don't use RGB for print.

Appropriate third-party logo usage

Third-party use of the Medline logo requires that the business relationship with Medline is clearly indicated by the logo's placement, prominence and explanatory text. Medline's business collaborations and contributions can include a wide range of activities, such as event participation, presentations, proposals, direct marketing and print-based and web-based collateral.

When working with the Medline logo, make sure you follow these usage rules:

- Always use the Medline logo with descriptive text to clearly identify Medline's role or contribution. For instance, use the Medline logo near a paragraph or statement describing Medline's role and contribution.
- Always place the Medline logo in a secondary position within the body of the communication. The logo should not appear in a fixed area, such as the masthead of a newsletter or in the main navigation of a web page.
- When the Medline logo is used with multiple third-party logos, Medline's collective role should be identified in associated text. Examples of Medline roles include sponsor, supporter or board member.
- Where Medline's logo is displayed with third-party trademarks, the Medline logo may not be subordinate to or dominant over those of the other equivalent third-party logos. For instance, the displayed logos should all be equally prominent with no individual logo dominating the others. Medline asks for equal visual weight, not equal size, since the size, color and shape of different trademarks will impact their prominence.
- If the Medline logo is used as a linking device on the internet, it must always link to www.medline.com.

Co-branding overview

Three scenarios

Your first step in developing co-branded communications is to identify which of these scenarios applies to you. Then turn to the appropriate drill-down page for design guidance.

■ = Medline ● = Partner ● = Third-party



Scenario #1: Partner-led

Balance:

80% Partner
20% Medline

Structure: You lead. Medline plays a supporting role.

Rationale: Sometimes, in co-branding, we let you take the leading role. It may be because you have more brand recognition with respect to the product offering. It may also be because of an agreement or contractual obligation.

Example: A hospital system informing its employees that Medline is now the prime vendor and directing them to contact their Medline Sales Representative to place orders.



Scenario #2: Medline-approved

Balance:

95% Partner
5% Medline

Structure: Our role in the relationship is to endorse you. We're simply affirming that "Yes, this is Medline-approved."

Rationale: This scenario usually applies to Medline-approved vendors promoting services to Medline employees.

Example: A health insurance provider or financial services company distributing marketing materials to Medline employees.



Scenario #3: Medline as sponsor

Balance: Medline logo displayed with equal visual weight to other displayed logos

Structure: Medline's logo is displayed with multiple other third-party logos, and Medline's collective role is identified in associated text. Examples of Medline roles include sponsor, supporter or board member.

Rationale: This scenario applies when Medline acts in a sponsoring role with third party.

Example: Medline sponsors Habitat for Humanity or the Illinois Food Bank and the organizations want to acknowledge Medline's sponsorship

Scenario #1: Partner-led

■ = Medline ● = Partner

Structure

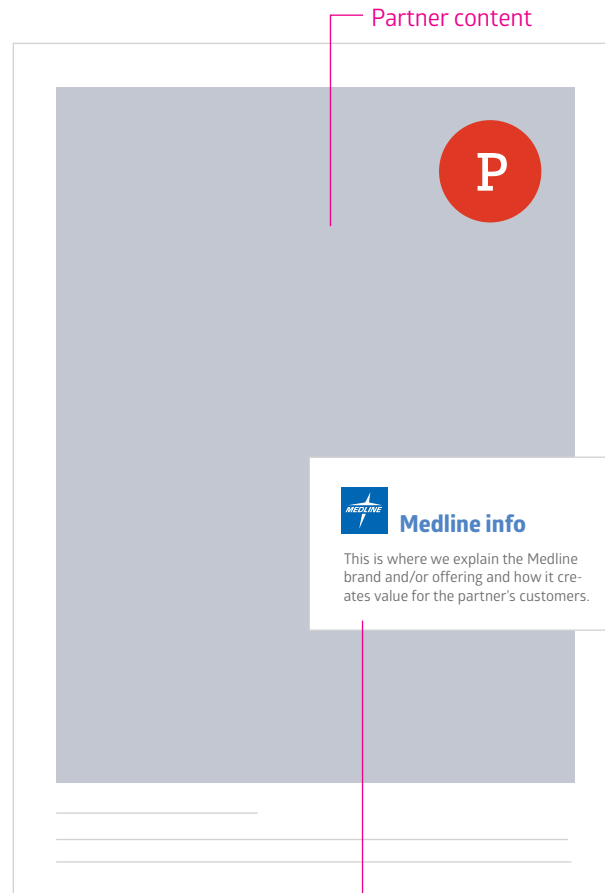
80% Partner
20% Medline

You lead, with Medline in a supporting role.

Design approaches

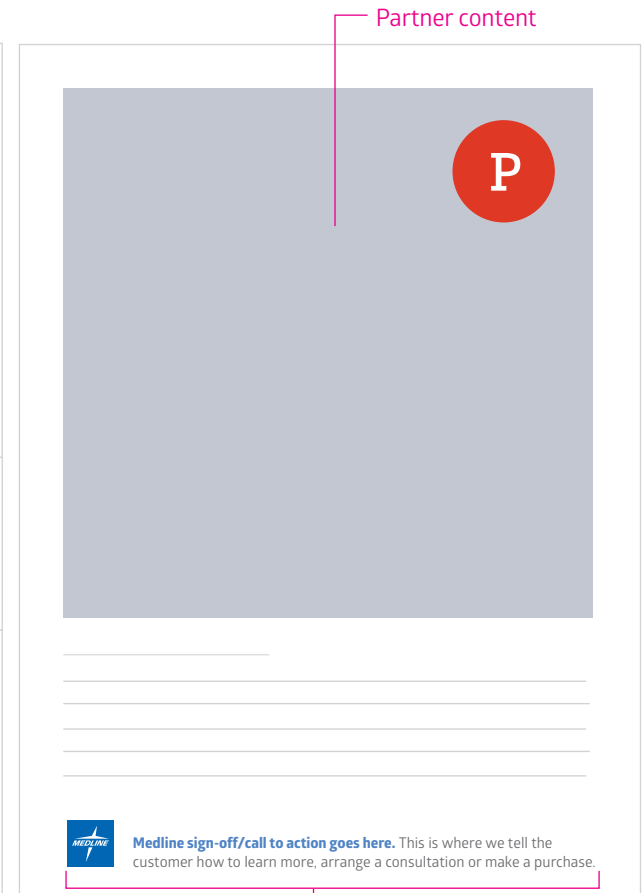
- **Overlay**—Give Medline its own section (we call it an “overlay”) within the body of the design. The overlay should equal 20% of the total layout. Medline will provide the verbiage that will go in the overlay as part of the agreement.
- **Sign-off**—Treat Medline as a sign-off at the end (or bottom) of the layout. Medline will provide the call to action as part of the agreement.

Overlay approach



Medline treated as an overlay

Sign-off approach



Medline treated as a sign-off/call-to-action

Scenario #2: Medline-approved

■ = Medline ● = Partner

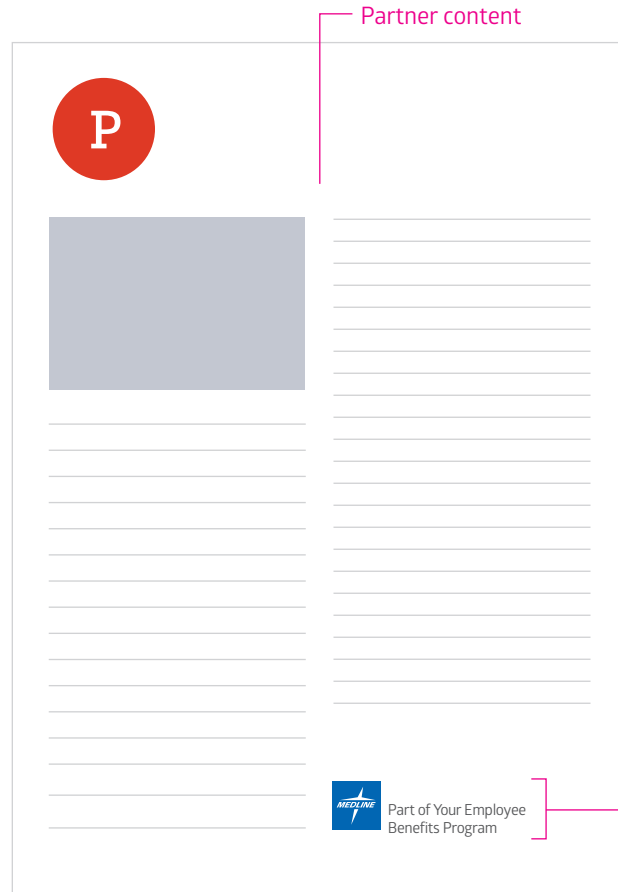
Structure

95% Partner
5% Medline

Your content is dominant, with a Medline logo endorsing the offering.

Design approach

We provide approved suppliers/vendors with a Medline logo lockup for use in marketing materials. Placement of the Medline logo should adhere to the standards defined earlier in these guidelines.



Partner content

Text should identify Medline's relationship to the partner.

Scenario #3: Medline as sponsor

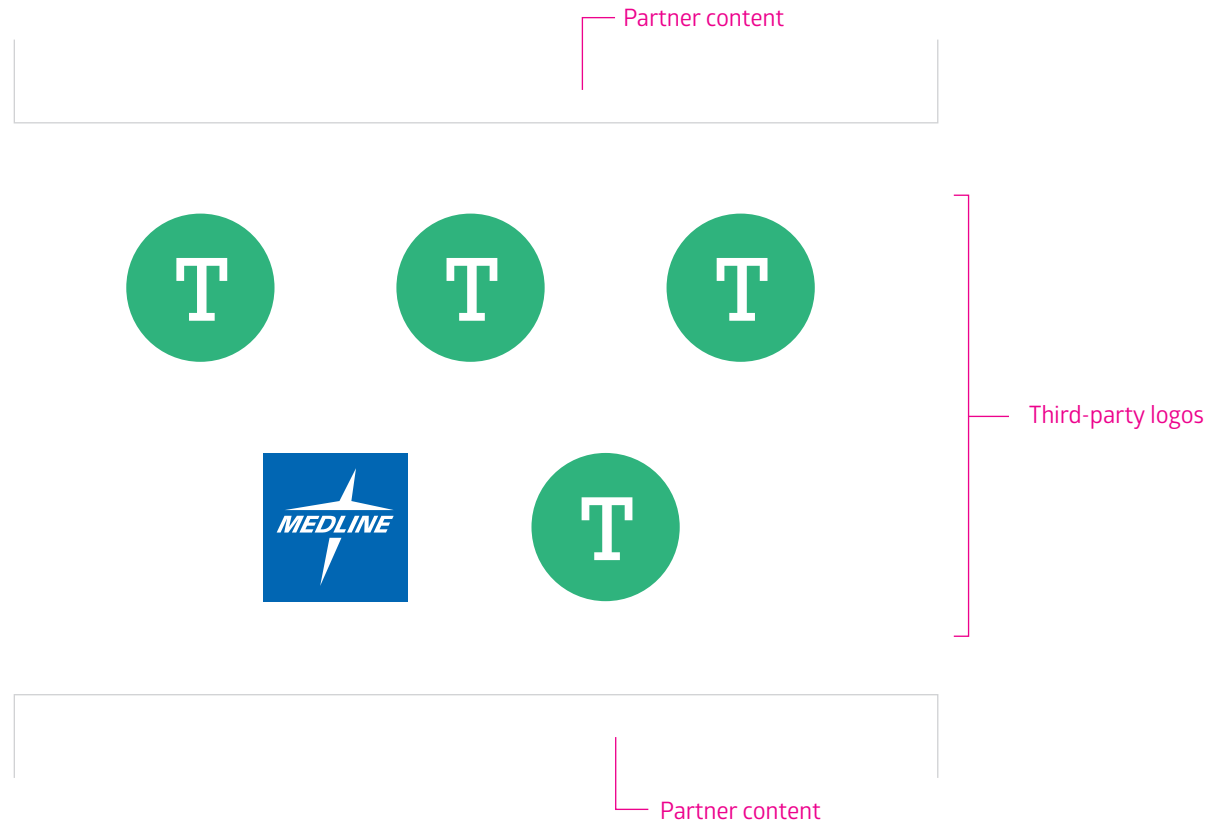
■ = Medline ● = Third-party

Structure

Medline logo displayed with equal visual weight to other displayed logos.

Design approach

Medline's logo is displayed with multiple other third-party logos, and Medline's collective role is identified in associated text. Examples of Medline roles include sponsor, supporter or board member.



Medline Asset Request

Grant of permission



1. Requestor shall use the multi-media/company logo solely in connection with the authorized use of Medline's products, pursuant to the parties' distribution agreement dated _____, and solely for the purpose of lawfully promoting such products.
2. Requestor is requesting to use:
Images Product Descriptions Product Demonstration Videos
Product Literature Other:
3. Requestor shall use the Multi-media/company logo only in the following media:
Print Catalogue Online Catalogue Print Brochure Online Brochure
Other:
4. Number of multi-media requested:
5. List all multi-media requested, including company logo:

6. Check this box if additional assets are being requested. Provide a complete list of multi-media in an Excel spreadsheet along with this form, including the Medline SKU. For image requests, all images are set to 4" and 300 dpi.
7. Requestor shall not claim any ownership of the multi-media/company logo or any other intellectual property rights in the multi-media, their contents, or the items shown in the multi-media. Requestor acknowledges that Medline owns all intellectual property rights and other interests in the multi-media/company logo, other than as may be owned by any third parties. Requestor agrees never to challenge Medline's rights in the multi-media/company logo.
8. Requestor shall only use the multi-media/company logo for the duration of the parties' distribution agreement. Upon termination of that agreement, Requestor shall immediately cease such use. Further, Medline shall be entitled to terminate this grant of permission at any time, for any reason, upon thirty (30) days' notice.
9. This grant of permission may not be assigned or transferred by Requestor to any other party.
10. This constitutes the entire agreement between the parties with respect to Requestor's use of the multi-media.* Any prior agreements, understandings and negotiations relating to the multi-media are merged into this Agreement.

Medline Industries, LP

Signature:

Print Name:

Title:

Date:

Requestor

Signature:

Print Name:

Title:

Date:

Please email completed form to Medline for review and approval. Send to WebCatalog@medline.com Phone: (847) 643-3672



Terms of Use

Company acknowledges the ownership of the Logos by Medline Industries, LP (hereafter referred to as Medline), and agrees that it will do nothing inconsistent with such ownership and that all use of the Logos by Company shall inure to the benefit of Medline (except as to all footage recorded in connection with the Website, all rights of and to which shall inure to Company). It is agreed that Medline retains all rights in the Logos, and that any and all goodwill associated with the Logos vests in Medline.

Company agrees that it shall not knowingly or intentionally alter the Logos, or manipulate any image(s) thereof, either by blurring, distortion or other means of reproduction or display. Company further agrees that it will not take any action that would tend to diminish the goodwill of the Logos or bring the Logos or Medline into public disrepute.

Medline acknowledges that nothing herein requires Company to use the Materials or Logos in or in connection with the Website.

If Company uses the Materials or Logos in or in connection with the Website, Company agrees to furnish Medline with a copy of that portion of the Website depicting the Materials and/or Logos ("Website Excerpts"). Medline and its affiliated organizational entities shall have the right to use, copy, display and distribute the Website Excerpts internally to their employees.

Company agrees, upon Medline's request, to terminate all use of the Logo, Materials and any and all other references to Medline.