AIRS Medical CI Guideline

LOGO

Signature A

Signature B

CMYK for print

C 91 M 65 Y 0 K 0	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0
		(For BW logo)

RGB for screen

R 33 G 80 B 253 # 2150FD	R 0 G 0 B 0 # 000000	R 255 G 255 B 255 # FFFFFF
		(For BW logo)

*   This file was created in RGB mode, so **do not extract the color of this object directly** with color picker
    tool in Adobe illustrator. Please use
    "C 91 M 65 Y 0 K 0" and "C 0 M 0 Y 0 K 100" value when you use CMYK color.
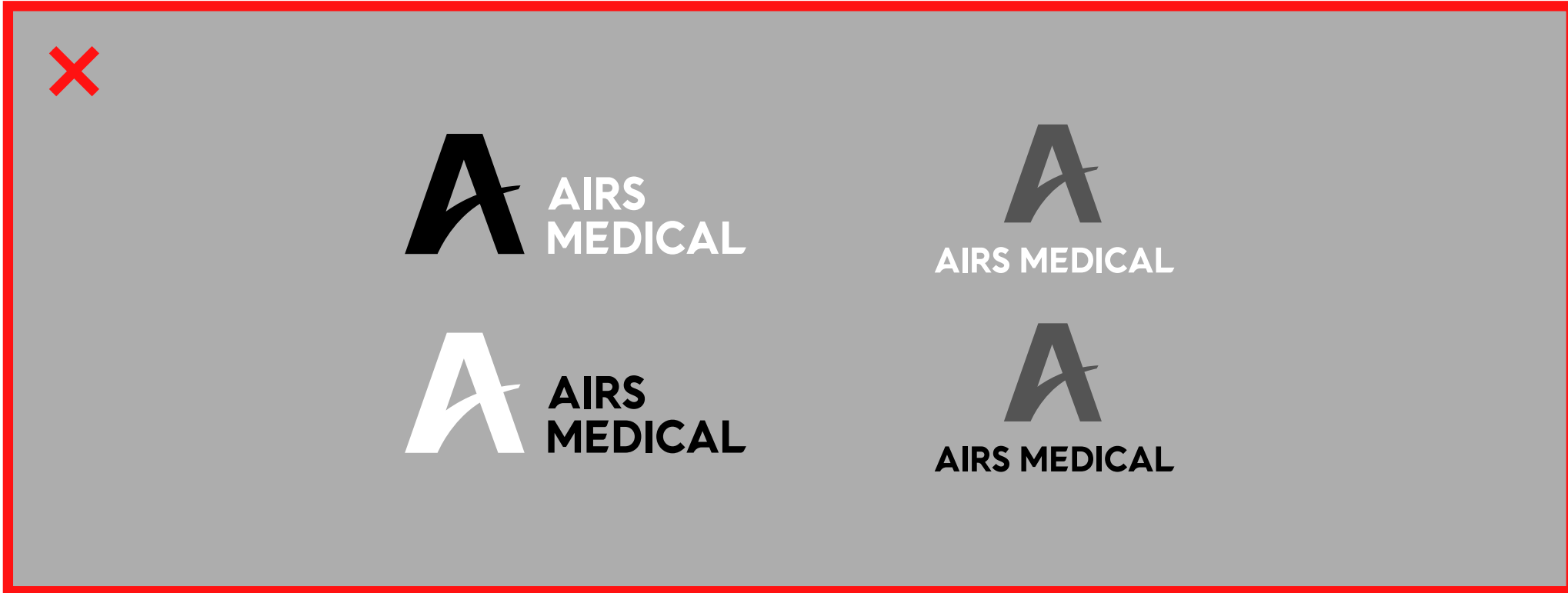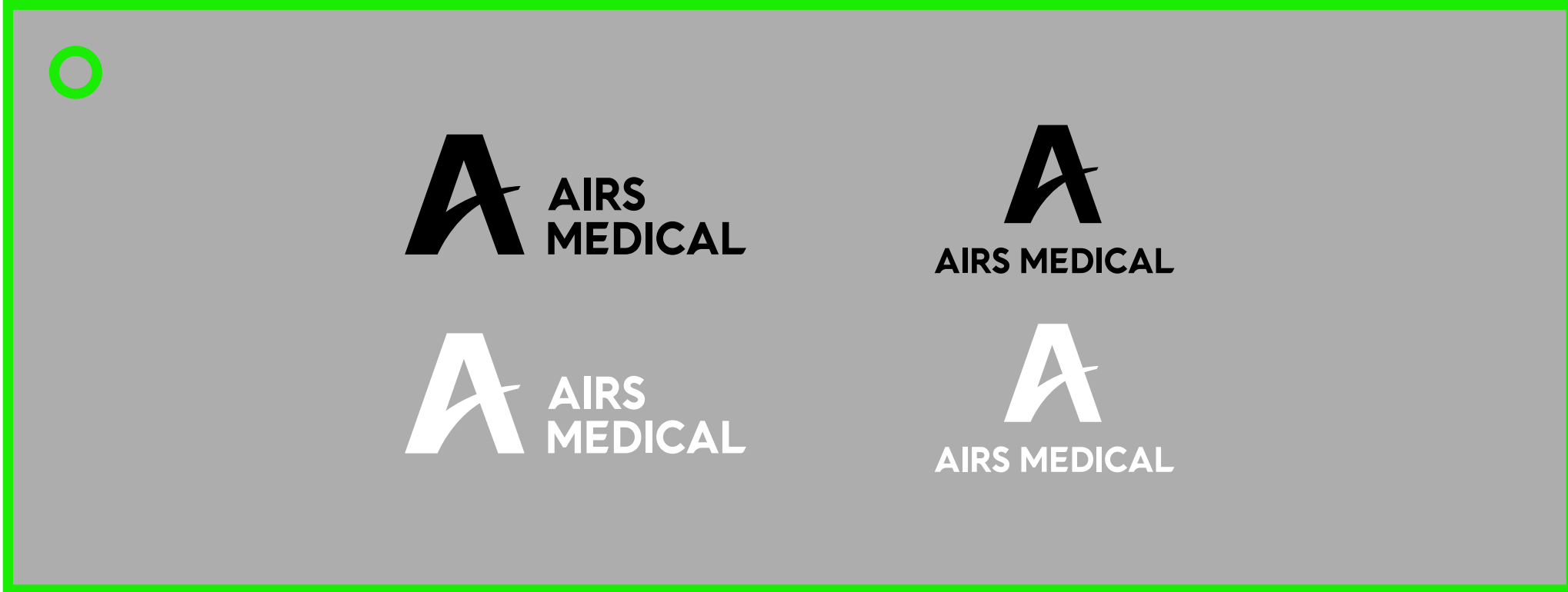
*   CMYK logo file attaced.

COLOR

On dark background : only in all white

On a dark background that makes it hard to recognize the logo,
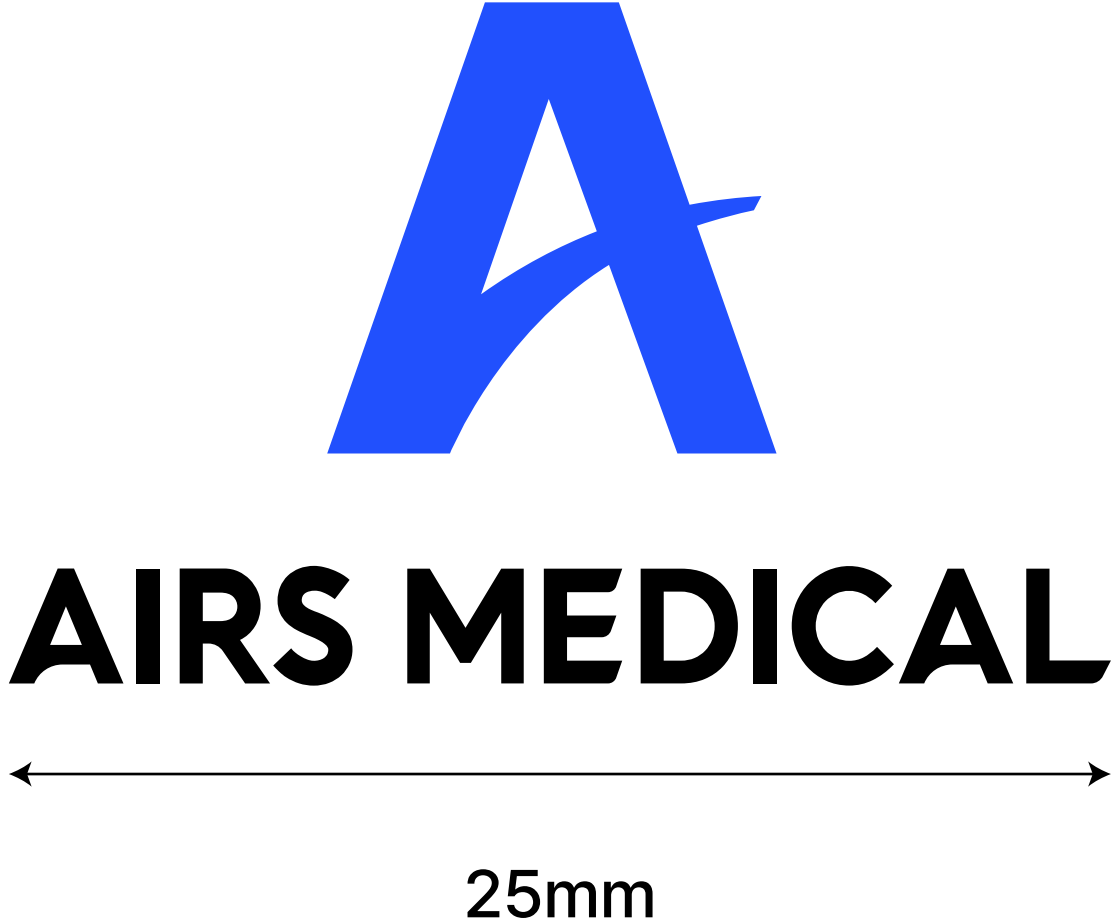use the white version of the logo. Do not use blue and white together.

When printing in black & white

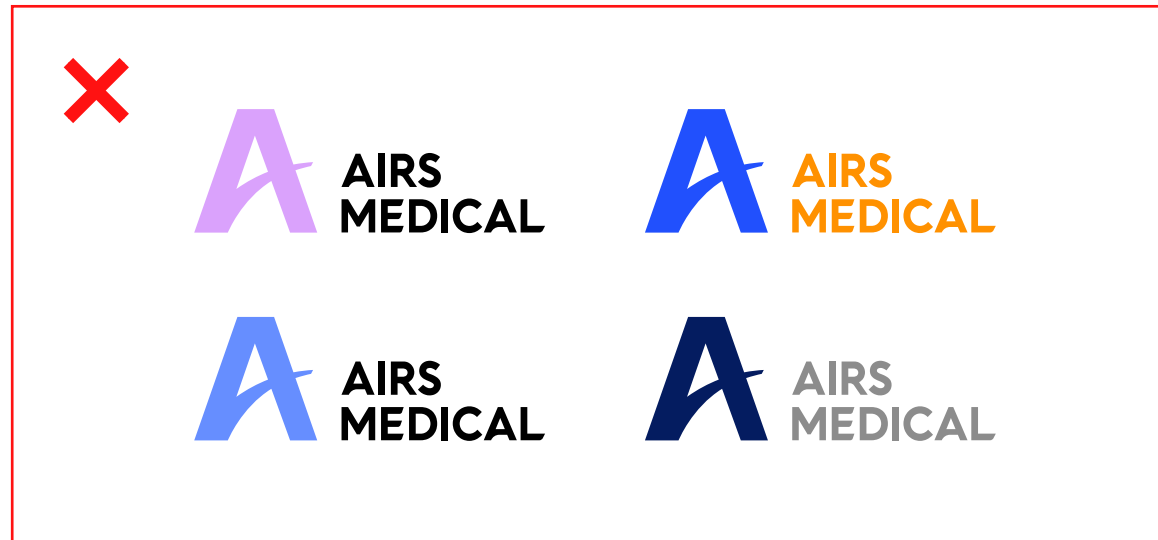Can only use all black or all white. Do not use gray color when printing in black & white.

USE

Minumum size

10mm

AIRS MEDICAL

25mm

USE

Don't

Do not change the color of the logo. Use the exact RGB and CMYK color values. When printing, be careful to use CMYK color, not RGB color.
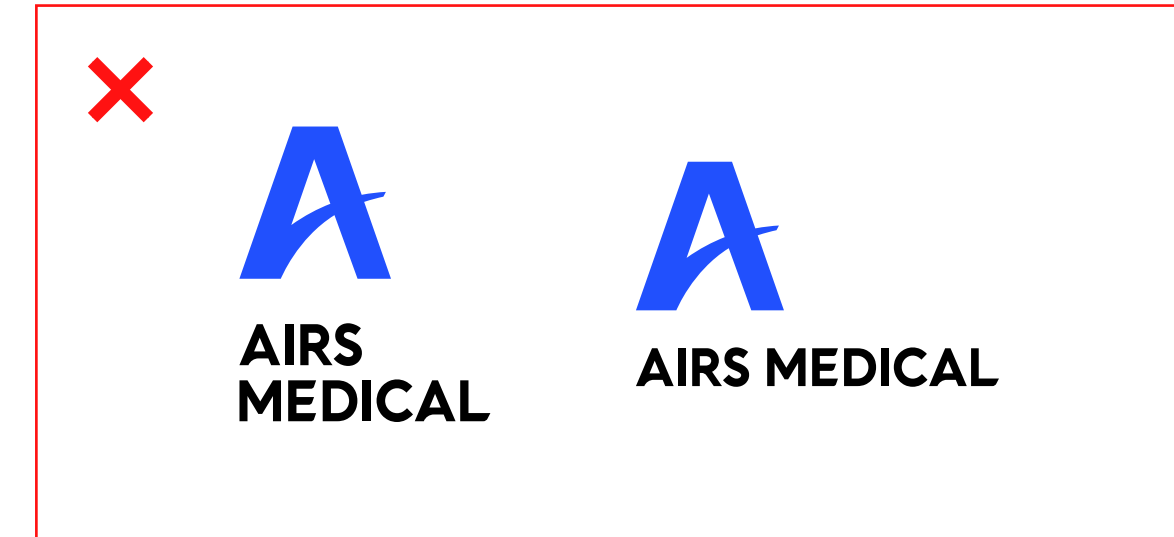

Do not use the logo only in blue.

Do not change size of symbol or logotype.

Do not change the signature to any other forms.

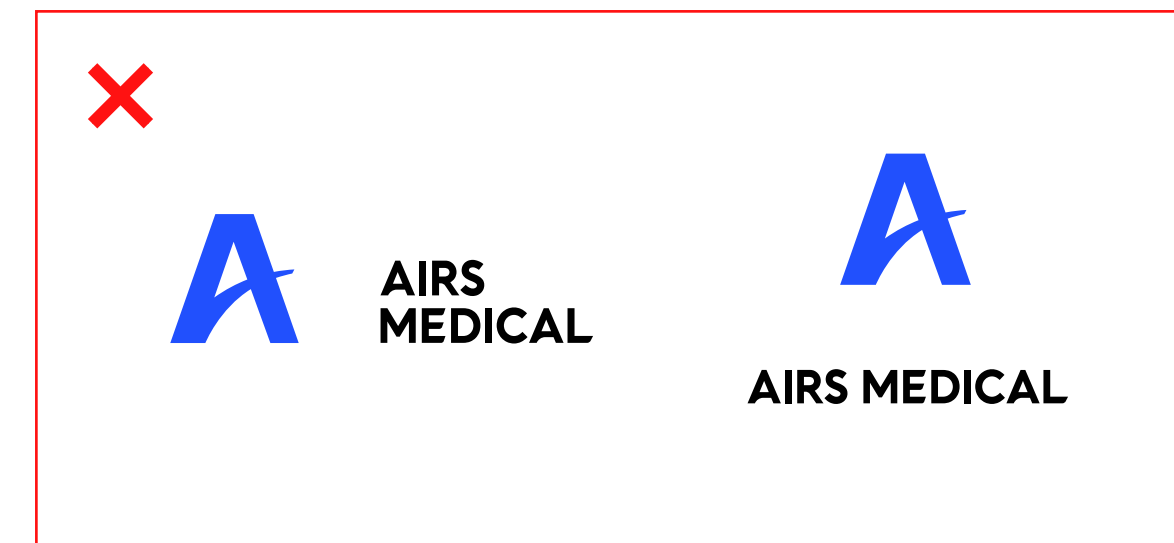

Do not use the logo on a background that makes it difficult to recognize, such as a pattern or a color that is too dark or too light.

Do not change the position of the symbol and logotype.

AIRS Medical BI Guideline
SwiftMR™

LOGO

COLOR

CMYK for print

C 65	C 0	C 0
M 10	M 0	M 0
Y 5	Y 0	Y 0
K 0	K 100	K 0
		(For BW logo)

RGB for screen

R 69	R 0	R 255
G 189	G 0	G 255
B 238	B 0	B 255
# 45BDEE	# 000000	# FFFFFF
		(For BW logo)

* This file was created in RGB mode, so **do not extract the color of this object directly** with color picker
tool in Adobe illustrator. Please use
"C 65 M 10 Y 5 K 0" and "C 0 M 0 Y 0 K 100" value when you use CMYK color.

* CMYK logo file attaced.

COLOR

On a dark background that makes it hard to recognize the logo,
use the white and blue version of the logo.

When printing in black & white

Can only use all black or all white. Do not use gray color when printing in black & white.
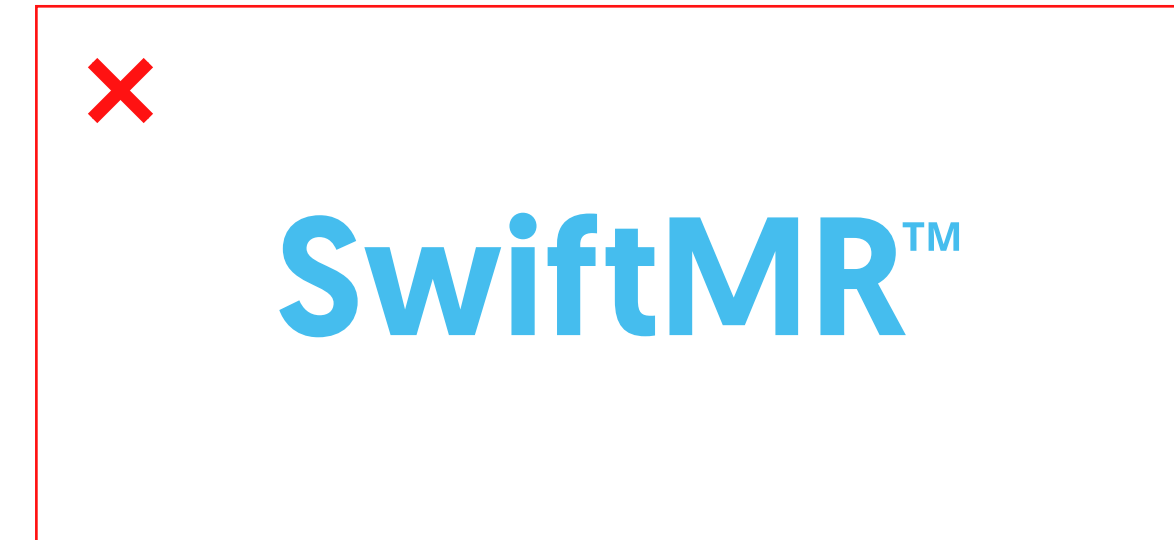
USE

Minumum size
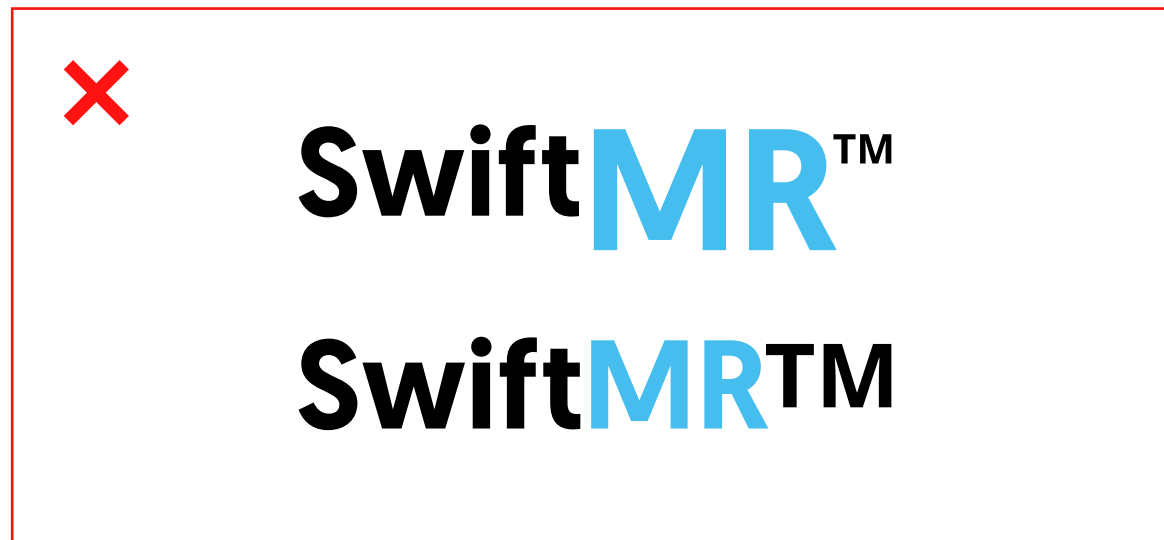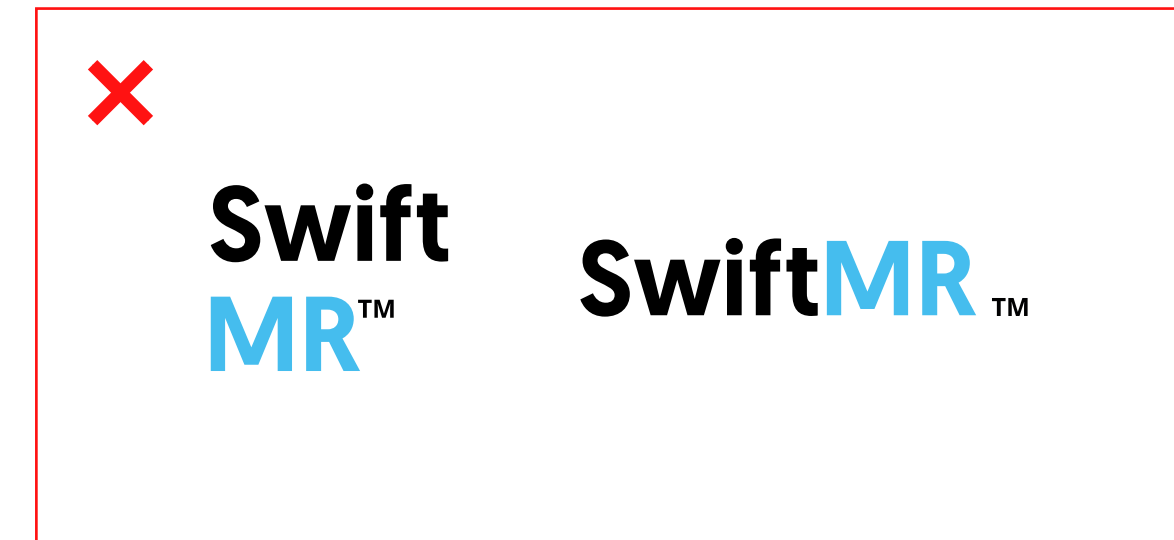
SwiftMR™ 10mm

SwiftMR™ 25mm

USE

Don't

Do not change the color of the logo. Use the exact RGB and CMYK color values. When printing, be careful to use CMYK color, not RGB color.
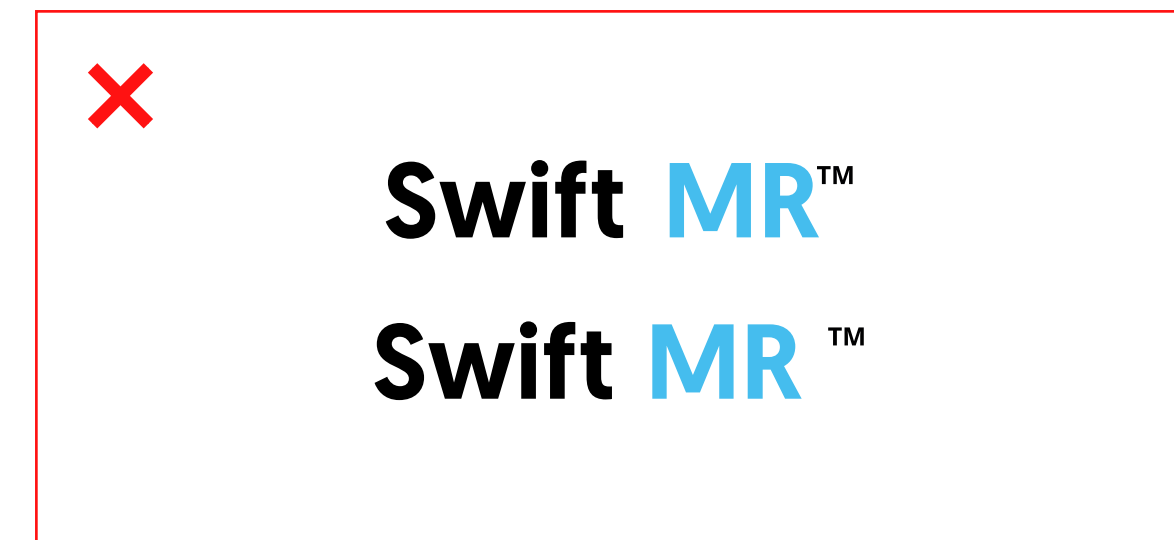

Do not use the logo only in blue.

Do not change size of symbol or logotype.

Do not change the signature to any other forms.

Do not use the logo on a background that makes it difficult to recognize, such as a pattern or a color that is too dark or too light.

Do not change the position of the symbol and logotype.

USE with CI