

# Logo Components

The Midmark logo consists of the following four components:

▪ **Impact Mark**

The graphic element which directs the eye to the wordmark.

▪ **Impact Frame**

Rectangular shape containing the impact mark and the Midmark wordmark.

▪ **Wordmark**

The Midmark designed typeface with digital breaks in the characters.

▪ **Tagline**

The “Because we care.” tagline is not always used with the logo (see Section 3.2 for tagline usage).

The impact frame and the wordmark are never to be used as individual elements when representing the corporate identity.



# Logo Usage - Pg 1 of 2

**The Midmark logo without the tagline should be used with the following applications:**

- Packaging
- Product
- Point-of-Sale Materials
- Stationery/Business Cards
- Corporate Materials (Invoices, Checks, Purchase Orders, Forms)
- Collateral Covers
- PowerPoint®/Electronic Presentations
- Interior/Exterior Signage
- Video

**The Midmark logo with the “Because we care.” tagline should be used with the following applications:**

- Collateral Sign-off Areas, such as the final page of a communication
- Advertising
- Vehicle Signage
- Personal Communications (Note Pads, Note Cards, Name Badges)
- Trade Show/Event Materials
- Sponsorships

*For questions or concerns, contact the Director of Corporate and Marketing Communications: [kdemange@midmark.com](mailto:kdemange@midmark.com).*

Midmark Logo without Tagline



Midmark Logo with Tagline



**NOTE:** Use only the approved art provided. The “Because we care.” tagline has been modified for negative applications. Do not re-create or alter approved art.

## Logo Usage - Pg 2 of 2

**The 3-D Midmark logo can be used with the following applications:**

- Corporate Web site
- PowerPoint®/Electronic Presentations
- Microsites
- Video
- Software Applications

**The 3-D Midmark logo should never be used with the following applications:**

- Packaging
- Product Labels
- Point-of-Sale Materials
- Stationery/Business Cards
- Email Signatures
- Corporate Materials (Invoices, Checks, Purchase Orders, Forms)
- Collateral Covers
- Exterior Signage
- Advertising
- Vehicle Signage
- Personal Communications (Note Pads, Note Cards, Name Badges)
- Printed Trade Show/Event Materials
- Interior Signage
- Sponsorships

The 3-D version of the Midmark logo should only be used when the reproduction methods ensure an optimal display quality.

The 3-D logo is a raster image, so extra care should be taken when re-sizing. Large reproductions may end up pixelated.

The preferred usage is to place the logo on an uncluttered, bright white background. The logo may be placed over other background colors or images; however, the background must be selected accordingly to maximize legibility. See section 3.9 for details.

A safe area around the Midmark logo is preserved to allow for maximum legibility of the logo. No other elements such as typography, other logos, graphics or photos may intrude upon this safe area. See section 3.4 for details.

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3-D Midmark Logo without Tagline



**NOTE:** Use the 3-D logo without tagline when the logo within the application will be used only once, or at the beginning of a video or presentation.

**NOTE:** Do not re-create or alter this logo in any way.

3-D Midmark Logo with Tagline



**NOTE:** Use the 3-D logo with tagline as a closing or at the end of a video or presentation.

# Logo Trademark Usage

## Logo Trademark Usage

The Midmark logo is protected by trademark law in the countries in which we operate. This provides Midmark with protection against others who might use a similar name or mark in our marketplace to gain entry into it. By law, Midmark has the right to actively pursue those who would intend to do so and views infringement or dilution of the mark, by commercial entities, as legally actionable.

We have chosen this logo to create a strong, visually distinctive mark that is easily protectable.

Please keep in mind that these usage policy are in place to ensure that the total logo remains a strong and identifiable mark

legally. Only by consistent use of the logo, as shown in its two configurations, do we continue to strengthen our right to this mark. Any dilution of the mark (indicated on the following pages as “unacceptable configurations”) may weaken our right to such protection.

## The Federal Registration “®” Symbol

On most applications, Midmark uses the “®” symbol to indicate our right to this mark; however, on applications where the ® would be oversized, or too small to be legible, the symbol is not used.

If the ® is not used, the registration should bear the statutory notice: “Registered in U.S. Patent and Trademark Office”.

- The ® must be used on all print materials.
- The ® is not used on electronic presentations or on specialty items (such as apparel, pens, premiums, Remarkables items, etc.) or on large materials (such as banners, signage, etc.).
- The ® symbol is not used in body copy when there is a logo present.

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Midmark Logo with ®



Midmark Logo without ®



Midmark Logo and Tagline with ®



Because we care.

Midmark Logo and Tagline without ®



Because we care.

## Section Three

### The Midmark Corporate Identity

3.4

# Safe Area

A safe area around the Midmark logo is preserved to allow for maximum legibility of the logo. No other elements such as typography, other logos, graphics or photos may intrude upon this safe area.

There may be some instances when the Midmark logo must appear close to a trimmed or cropped edge, such as on a printed business card, or an electronic document such as a PowerPoint® masthead. In these cases, the logo may be as close to the edge as 1/2 "X".

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**NOTE:** The gray "frame" surrounding the logo is for demonstration purposes only. It represents a safe area clear of any elements and does not print.

# Logo Sizes

### Size Usages

The Midmark logo has been prepared for various size applications to maximize legibility at any size reproduction. Examples of these applications are identified below.

All printed collateral and corporate correspondence materials must use the Midmark logo with the ®.

Logos have been prepared for small and large format applications. These applications do not require the ® usage.

*Small format* applications are primarily used on specialty items (such as apparel, etc.). The "Because we care." tagline is not to be used in small format applications.

*Large format* applications are to be used on oversized posters, banners, vehicles and signage.

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### Minimum and Maximum Sizes with ®



**NOTE:** The ® must be used on all print materials. Use only the approved art provided.

The ® is not used on specialty items or large items such as banners, signage, etc. Use only the approved art provided as modifications have been made to this version.

Do not re-create or alter these logos in any way.

### Small Format



### Large Format



3" minimum size, maximum size is unlimited

# Corporate Color Overview

The Midmark logo must be reproduced only in black, reversed out of a background color to white or printed to match Pantone® 541 C.

The preferred usage is to place the logo on an uncluttered, bright white background. The logo may be placed over other background colors or

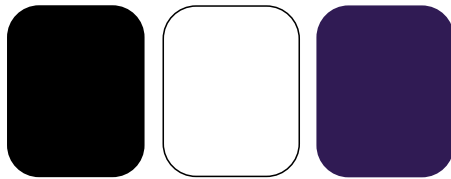
images; however, both the logo and background must be selected accordingly to maximize legibility.

On a dark background, the impact frame is negative (white) with the impact mark transparent to show the background over which it is placed. The wordmark must print black.

On a light background, the impact frame is positive (black or Pantone® 541 C), with the impact mark transparent to show the background over which it is placed. The wordmark must reverse out of the background to white.

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### Midmark Corporate Color Palette



Black

White

Pantone® 541 C

CMYK: 100 / 60 / 0 / 50

RGB: 6 / 31 / 62

**NOTE:** When you are matching Pantone® 541 C in 4/C process, be aware that this is a color-critical application. The formula given in this guide may differ slightly from your printer's output. Please manage the 4/C match so it is color correct.

When you are printing Pantone® 541 C on uncoated stock (as 4/C process or as a spot color), please match the specified ink mix provided by the Creative Services Department.

### Midmark Logo on a Dark Background



**NOTE:** The Midmark wordmark must appear black or white when used on colored backgrounds. See "Background Textures, Colors and Images" on page 3.9 for examples.

### Midmark Positive Black Logo



### Midmark Logo on a Light Background



### Midmark Positive Pantone® 541 C Logo



## Logo Configurations – Acceptable

### Acceptable Logo Configurations

The Midmark logo is made up of several distinct elements, which may be used as separate graphic elements. For examples of these approved applications, see Sections 3.10, 6.4 and 6.5.

Refer to “Corporate Color Overview” in Section 3.6 for acceptable color usage.

### Color Usage with the “Because we care.” Tagline

It is preferable to use the Pantone® 541 C logo with a black tagline. However, in one-color applications it may be necessary for the logo with tagline to appear either all black, all white or all Pantone® 541 C.

Approved art has been created for all logo variations. Do not re-create or alter approved art.

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#### Acceptable Configurations



# Logo Configurations – Unacceptable

## Unacceptable Logo Configurations

The Midmark logo is never to be altered outside of its acceptable usage, see Section 3.7. Below are some examples of unacceptable distortions and colorations of the Midmark logo.

Refer to Section 3.3 for legal considerations.

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### Unacceptable Configurations



## Background Textures, Colors and Images

The preferred background for the Midmark logo is white. In situations where the Midmark logo must be placed on a graphic background or photographic image, there must be sufficient contrast between the logo and the background to ensure

readability and impact. The background must not be visually “busy” in the area behind the logo. When the logo is used in the positive form (black or Pantone® 541 C), the wordmark within the impact frame must be white. Never allow the background image to show

through the wordmark. When the logo is used in its negative form (white), the wordmark should be black.

### Acceptable Backgrounds



### Unacceptable Backgrounds



**NOTE:** When applying the logo to specialty items (such as apparel, pens, premiums, Remarkables items, etc.), it will not always be possible to make the wordmark white or black. In those cases make sure the color of the item has sufficient contrast with the logo to ensure legibility.

## Section Three

### The Midmark Corporate Identity

3.10

# “Because we care.” Tagline

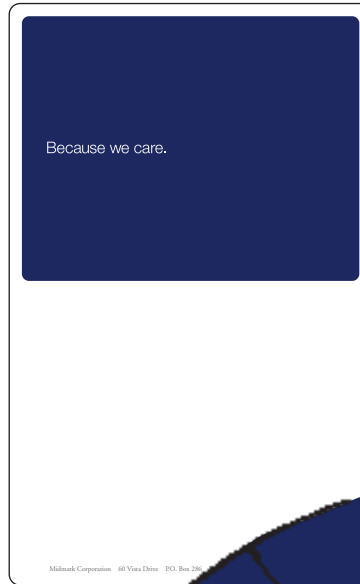
“Because we care.” is Midmark's long-standing tagline, which truly captures the essence of the Midmark brand and attitude of the corporate family. Due to its internal familiarity and the passionate nature of those who use it, there are some selected situations where the tagline can be used separately from the Midmark logo to elicit more of an impact or for greater ease of use.

Exceptions for using “Because we care.” without the corporate logo are:

- Business cards
- Notecards
- Tradeshow
- Premium items

The tagline should always appear in 45 Helvetica Neue Light for printed applications or 55 Helvetica Neue Roman for embroidery applications. It must be reproduced only in black, reversed out of a background to white or printed to match Pantone® 541 C.

Note Card Interior



Business Card Back



# Descriptor Typography

The Midmark Design System allows for use of additional lines of primary descriptor text to be positioned beneath the impact frame of the Midmark logo. This can identify various entities within Midmark, such as business units or product categories. Descriptors are only to be used together with the Midmark logo. This will ensure that the logo will be viewed as a single unit, regardless of multiple levels of information.

The use of descriptors should be limited to situations where their use adds clarity and value.

Applications include documents where it is essential to identify a business unit or secondary facility signage. The descriptor font is *46 Helvetica Neue Light Italic*.

The maximum recommended line length is 20 characters, with the option of extending to a second line, if necessary.

The descriptor placement must always align flush left with the “I” in Midmark. Precise measurements are shown below. See Section 3.4 for the “Safe Area” policy surrounding the logo.

It is preferable to use the Pantone® 541 C logo with a black descriptor. However, in one-color applications it is acceptable for the logo with descriptor to appear either all black, all white or all Pantone® 541 C.

Approved art has been created for all logo variations. Do not re-create or alter approved art.

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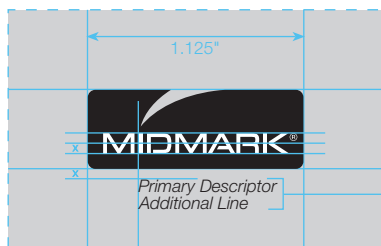
### Acceptable Two-Color Format



### Acceptable One-Color Formats



### Primary Descriptor Spacing Rules



The primary descriptor aligns flush left with the “I” in the Midmark wordmark and prints black, white or Pantone® 541 C depending on application.

$X = 1/2$  the height of the “M” in the Midmark wordmark

Point Size: 6.5 points  
Leading: 6.5

**For Positive Applications:**  
46 Helvetica Neue  
Light Italic

**For Negative Applications:**  
56 Helvetica Neue  
Roman Italic

**NOTE:** Use these measurements as a starting point when creating a new primary descriptor. The Midmark logo and primary descriptor may then be scaled proportionately as a unit.

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