

COMPANY BRAND STANDARDS

# Logo Usage Guidelines

Biodex Medical Systems, Inc.

**BIODEX**

Biodex Medical Systems, Inc.  
20 Ramsey Road, Shirley, New York, 11967-4704

## LOGO COLOR

The Biodex logo is available in the following colors: gray, web gray, black. Choice of color is based on an assessment of the contrast between the logo and the background. The logo should appear as clearly as possible.

### NOTE:

- When the logo appears on a white or light background, use our primary, authorized Biodex WEB GRAY version.
- A one color logo is the only acceptable format. Logo should not be recolored or altered in any way.
- The logo may be reversed to white on a background that provides suitable contrast, as well as dark areas within photographs.
- The black logo is allowed when media reproduction is black only, or if sized smaller than 1.5” in print, or 100px for digital production.

Choose the logo most appropriate for your application.

### LIGHT GRAY

BIODEX

C:45 M:36 Y:35 K:1

R:147 G:149 B:152

WEB HEX: #939598

### WEB GRAY

BIODEX

C:66 M:59 Y:58 K:41

R:71 G:71 B:71

WEB HEX: #474747

### BLACK

BIODEX

C:0 M:0 Y:0 K:0

R:0 G:0 B:0

WEB HEX: #000000

## CLEAR SPACE:

The logo should always contain enough space to ensure a clean and clear visual image. The logo should never be disturbed by other elements that can reduce its clarity.

The amount of clear space varies in direct proportions to the logo size and is calculated using the symbol itself.

## LOGO SIZING:

Do not horizontally or vertically scale the Biodex logo.

To ensure legibility, the width of the logo must always be at least 72 pixels for digital/web, or 1" for print. The height of the logo must always be at least 22 pixels for on-screen or 0.275" for print.

**Minimum Height**  
Digital/Web: 100px  
Print: 0.275"

The logo symbol consists of a square bracket on the left and the word "BIODEX" in a serif font to its right.The logo symbol is shown with a horizontal line underneath the word "BIODEX" to indicate the minimum width.

**Minimum Width**  
Digital/Web: 22px  
Print: 1"

## LOGO FOR PRINT:

If the Biodex logo is needed for print and requires additional contact information, follow specifications below.

### DOMESTIC USE

The logo for domestic use includes the word "BIODEX" in a large serif font, followed by the website "www.biodex.com", the phone number "1-800-224-6339" in a bold sans-serif font, and the text "Int'l call 631-924-9000" in a smaller italicized font.

**BLACK LOGO - 1.25" WIDE**

Web Address: Type - Garamond 3 Bold, 11pt.

Phone: Type - Eras Ultra, 10pt.

International Phone: Type - Garamond 3 Bold Italic, 6pt.

### INTERNATIONAL USE

The logo for international use includes the word "BIODEX" in a large serif font, followed by the website "www.biodex.com", the phone number "1-631-924-9000" in a bold sans-serif font, and the email address "info@biodex.com" in a smaller italicized font.

**BLACK LOGO - 1.25" WIDE**

Web Address: Type - Garamond 3 Bold, 11pt.

Phone: Type - Eras Ultra, 10pt.

Email: Type - Garamond 3 Bold Italic, 7pt.

### INCORRECT LOGO USAGE:

We ask that you please DO NOT:

- Add effects like shadows, dimensions or gradients
- Compress the logo
- Add anything to the logo
- Alter the color specifications or logo type

### DOWNLOAD LOGOS:

Make a color selection below and download zipped files of Biodex logos for print and digital use.

BLACK ↓

WEB GRAY ↓

LIGHT GRAY ↓

**BIODEX**

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The zipped files contain the following:

Vectors: PDF, AI, APS

Images: 300dpi – JPG, 72dpi – JPG and PNG (transparent background)

### QUESTIONS REGARDING USE OF BIODEX LOGO?

Please email [marcom@biodex.com](mailto:marcom@biodex.com). Thank you.