

# MEDIC FIRST AID® Logo and Photo Usage Guidelines for Training Centers

## Introduction

In striving to establish a consistent and recognizable look for all of our MEDIC FIRST AID products and services, we have established standards and guidelines for the usage of MEDIC FIRST AID Training Programs logos, MEDIC FIRST AID Training Center logos, and MEDIC Health & Safety™ logos. To maintain the consistency and integrity of our brand identity, these logos may not be altered or modified in any way. The following sections feature logo examples, logo specifications, and logo usage information for all media. The final section explains similar matters regarding the use of photographs supplied by MEDIC FIRST AID. If you have any questions about any of these standards or guidelines, please contact the MEDIC FIRST AID Publications Department at 800-800-7099, or email [logo@medicfirstaid.com](mailto:logo@medicfirstaid.com).

## The MEDIC FIRST AID Training Programs and Training Center Logos



## Logo Color

“MEDIC FIRST AID Blue” is the standard color for the Training Programs and Training Center logos. The specification of MEDIC FIRST AID Blue depends on what printing process and paper is to be used.

For spot color printing on coated paper, use Pantone 300 ink.

For spot color printing on uncoated paper, use Pantone Process Blue ink.

For four-color process printing on coated or uncoated paper, use 100% cyan, 35% magenta, 0% yellow, and 0% black.

For the Web, use #004DFF or color values of Red 0, Green 77, Blue 255.

If printing in color is not practical for a particular project, our logos may be printed in black ink.

## Silver and Gold Training Center Colors

For spot color or four-color process printing, use either a silver foil (on coated or uncoated paper) or Pantone 877 (on coated paper only) for the border around the Silver Training Center logo. Use either gold foil (on coated or uncoated paper) or Pantone 871 (on coated paper only) for the border around the Gold Training Center logo.

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## **Background Color**

When using MEDIC FIRST AID logos, you must use a white or light gray background. If you wish to use a background color other than white or light gray, you must use a “reversed” version of our logo. Please see the examples below showing a “reversed” logo with both a blue and a red background.



## **Clear Space Around Logos**

Please maintain a generous amount of clear space around all edges of the logos. This clear space should be, at minimum, a distance equal to the height of the “M” in MEDIC.

## **Other Information**

You are permitted to use these logos and the MEDIC Health & Safety™ logo under the following conditions:

- a. The logos may only be used by a current MEDIC FIRST AID Facilitator or a training organization to which a current MEDIC FIRST AID Facilitator provides training services.
- b. The logos may only be used when related to the use of MEDIC FIRST AID products or services.
- c. The logos cannot be used for a product or service similar to or competing with any MEDIC FIRST AID product or service.
- d. The logos cannot be used to create works that might be interpreted as obscene or libelous.

When using the name “MEDIC FIRST AID” in a document, MEDIC FIRST AID must always appear in all caps. The first time the name appears on a page it must be followed by the registered trademark symbol: MEDIC FIRST AID®.

If you are using the MEDIC FIRST AID name or the MEDIC FIRST AID logo, one of the following statements must appear somewhere on the document:

- a. “MEDIC FIRST AID is a registered trademark of MEDIC FIRST AID International, Inc.” if using the MEDIC FIRST AID name only.
- b. “The MEDIC FIRST AID logo is a registered trademark of MEDIC FIRST AID International, Inc.” if using the MEDIC FIRST AID logo only.
- c. “MEDIC FIRST AID and the MEDIC FIRST AID logo are registered trademarks of MEDIC FIRST AID International, Inc.” if using both the MEDIC FIRST AID name and the MEDIC FIRST AID logo.

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## *The MEDIC Health & Safety™ Logo*



### ***Logo Color***

For spot color printing on coated or uncoated paper, use Pantone 108 (for the yellow) and black ink.

For four-color process printing on coated or uncoated paper, use 0% cyan, 10% magenta, 100% yellow, and 0% black (for the yellow) and black ink.

For the Web, use #FFF5000 or color values of Red 255, Green 245, Blue 0 (for the yellow).

If printing in color is not practical for a particular project, the MEDIC Health & Safety logo may be printed in black ink.

### ***Background Color***

When using the MEDIC Health & Safety logo, you must use it on a white or light gray background.

### ***Clear Space Around Logos***

Please maintain a generous amount of clear space around all edges of the logo. This clear space should be, at minimum, a distance equal to the height of the "M" in MEDIC (same as for the MEDIC FIRST AID Training Programs and Training Center logos).

### ***Other Information***

When using the name "MEDIC Health & Safety" in a document, MEDIC must always appear in all caps with "Health & Safety" being initial capped. The first time the name appears on a page it must be followed by the trademark symbol: MEDIC Health & Safety™.

If you are using the MEDIC Health & Safety name or the MEDIC Health & Safety logo, the following statements must appear somewhere on the document:

- a. "MEDIC Health & Safety is a trademark of MEDIC FIRST AID International, Inc." if using the MEDIC Health & Safety name only.
- b. "The MEDIC Health & Safety logo is a trademark of MEDIC FIRST AID International, Inc." if using the MEDIC Health & Safety logo only.
- c. "MEDIC Health & Safety and the MEDIC Health & Safety logo are trademarks of MEDIC FIRST AID International, Inc." if using both the MEDIC Health & Safety name and the MEDIC Health & Safety logo.

# **MEDIC FIRST AID® Logo and Photo Usage Guidelines for Training Centers**

## ***Usage Guidelines for MEDIC FIRST AID Photographic Images***

MEDIC FIRST AID Facilitators and training organizations can use selected photographic images to help create print, electronic, or multimedia communications (e.g., computer presentations, video, and Web page design).

Because different commercial printers and printing processes have varying requirements for full color printing of photographic images, the photographic images that MEDIC FIRST AID provides for offset printing are left in RGB mode. If you plan to use any of these images on a commercially printed piece, your print shop must convert these files to CMYK mode and adjust the files for their specific printing processes and equipment.

There are no fees if you follow the usage guidelines below. You are permitted to download and publish the images under the following conditions:

- a. The images may only be used by a current MEDIC FIRST AID Facilitator or a training organization to which a current MEDIC FIRST AID Facilitator provides training services.
- b. The images may only be used when related to the use of MEDIC FIRST AID products or services.
- c. These images may not be sold or licensed or used on items or materials that are sold or licensed.
- d. Your Web pages and/or presentations cannot give permission to download and save any of the images.
- e. The images cannot be used for a product or service similar to or competing with any MEDIC FIRST AID product or service.
- f. The images cannot be used to create works that might be interpreted as obscene or libelous.
- g. When used for electronic or multimedia purposes, the resolution of the images must be no less than 72 pixels per inch (PPI). When used for print purposes, images must be used at a resolution no less than 225 PPI, 300 PPI if possible.
- h. The following credit should be given when using an image: "© [YEAR] MEDIC FIRST AID International, Inc."

## ***Note***

Thank you for helping us maintain our brand identity by following these standards and guidelines. If you have any questions about logo or photo usage, please contact the MEDIC FIRST AID Publications Department at 800-800-7099, or email [logo@medicfirstaid.com](mailto:logo@medicfirstaid.com).