

May 2006

Logo Guidelines:

1. Use logo with green box and 'formerly Park & Siebold' for first year or until brand is firmly established.



2. Gradually transition into version without the 'formerly...' tag



3. Fonts used in 'your vision for life':
ITC Century Book Condensed Italic (although they are built into the logo)
and Folio Bold; track: 200
(although they are built into the logo)
4. In advertising, fonts used are in the proprietary Baush & Lomb family:
all condensed versions, with ITC Century Book Condensed Italics for
points of emphasis.
5. See color chart for CMYK, RGB, WEB, and pantone color translations.



MARINE BLUE



CARGO GREEN



KIWI



WEDGEWOOD