

# Hexvix product logo

## for promotional material (ex packaging)

JB1941 – Approved by job bag (Europe) on 22 March 2006

### COPYRIGHT INFORMATION

Always use ® and include the following information:

Licensed from PhotoCure ASA.

Hexvix is a registered trademark of PhotoCure ASA.

### COLOUR – PRODUCT LOGO

PMS: blue 7455

CMYK: 80-53-0-0

RGB: 65-87-173

HEX #: 3E57AD



### ARTWORK – PRODUCT LOGO

Use only the original artwork.

Can be obtained from

[www.marketingmediabank.com](http://www.marketingmediabank.com) (password required)

or by contacting [lena.nielsen@ge.com](mailto:lena.nielsen@ge.com)

Promotional material, advertising,  
web, give-aways etc

**HEXVIX**<sup>®</sup>  
HEXAMINOLEVULINATE

ONLY to be used on exhibition panels  
(or large banners)

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### MINIMUM SIZE on printed material

x-height = 2mm

33.7% of original EPS file

ABPI code 2006:

4.3 In addition, the non-proprietary name of the medicine or a list of the active ingredients using approved names where such exist must appear immediately adjacent to the most prominent display of the brand name in bold type of a size such that a lower case 'x' is no less than 2mm in height or in type of such a size that the non-proprietary name or list of active ingredients occupies a total area no less than that taken up by the brand name.

42mm

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x-height