

NELSON LABS MARK

Usage Guidelines

February 2022



Safeguarding Global Health.
- with every test we complete.

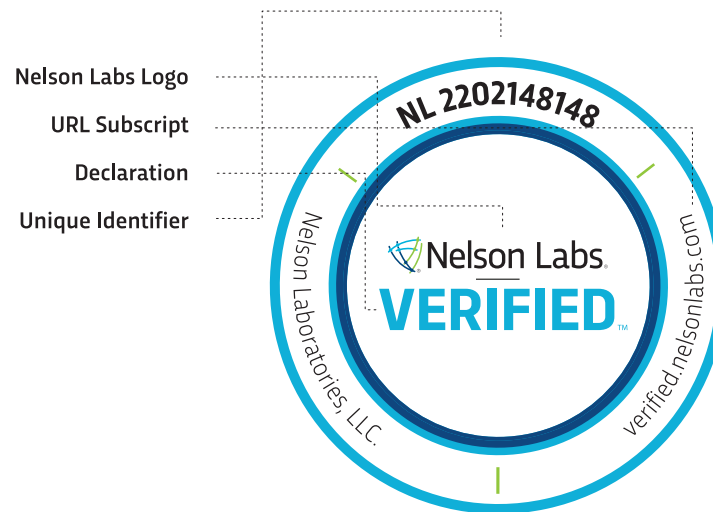
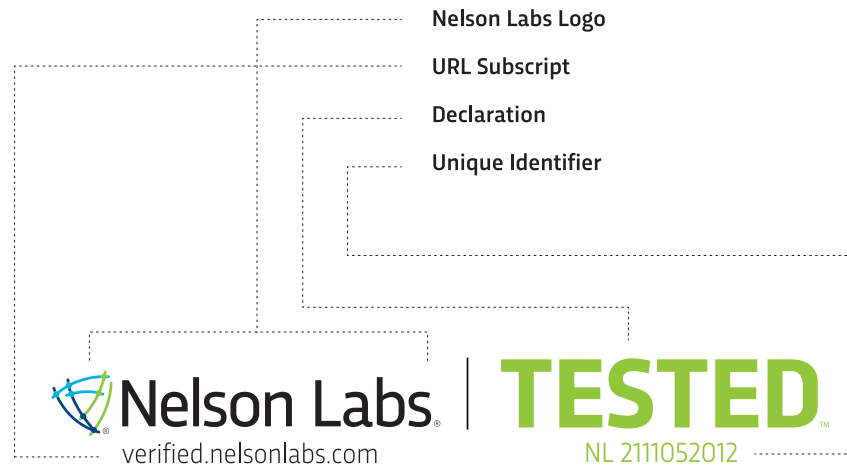
Congratulations

Congratulations for verifying your commitment to the highest standards of quality and reliability! Consumers can now search for your tested and verified product on our easy-to-use online database, ***verified.nelsonlabs.com***. You can also begin to use your custom Nelson Labs mark in promotional and advertising efforts.

This guide will walk you through the correct usage of your Nelson Labs Tested™ or Nelson Labs Verified™ mark. It is important that you use the Nelson Labs Mark only as outlined in this guide and your service term agreement in order to ensure the accuracy and consistency of this program. If you have any questions regarding the correct usage of your custom Nelson Labs Mark, please email ***verification@nelsonlabs.com***

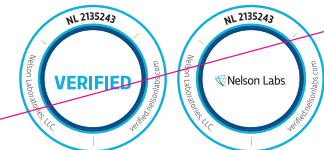
Nelson Labs Mark

When using your Nelson Labs Mark, ensure that you have used the mark in its entirety. The Mark logo should always include all elements of the mark—the Nelson Labs logo, the verified.nelsonlabs.com subscript, the Tested or Verified declaration, and your unique identifier. Modification of your Nelson Labs Mark is not permitted.



Nelson Labs Mark Options

The Nelson Labs Mark options are below. You should never attempt to re-create our Mark logo. Instead, use only approved logo artwork.



Products & Packaging Placement

The Nelson Labs mark can be placed on the product or product packaging materials. Placement should not mislead consumers that Nelson Labs has manufactured or partnered with the product. Specifically, the Nelson Labs Mark cannot be larger than your own company name or logo. The mark must also be placed on the side or back of the product or product packaging.



Correct:

Mark should be placed on the back or side of container



Incorrect:

Mark should NOT be placed on the front of package or container



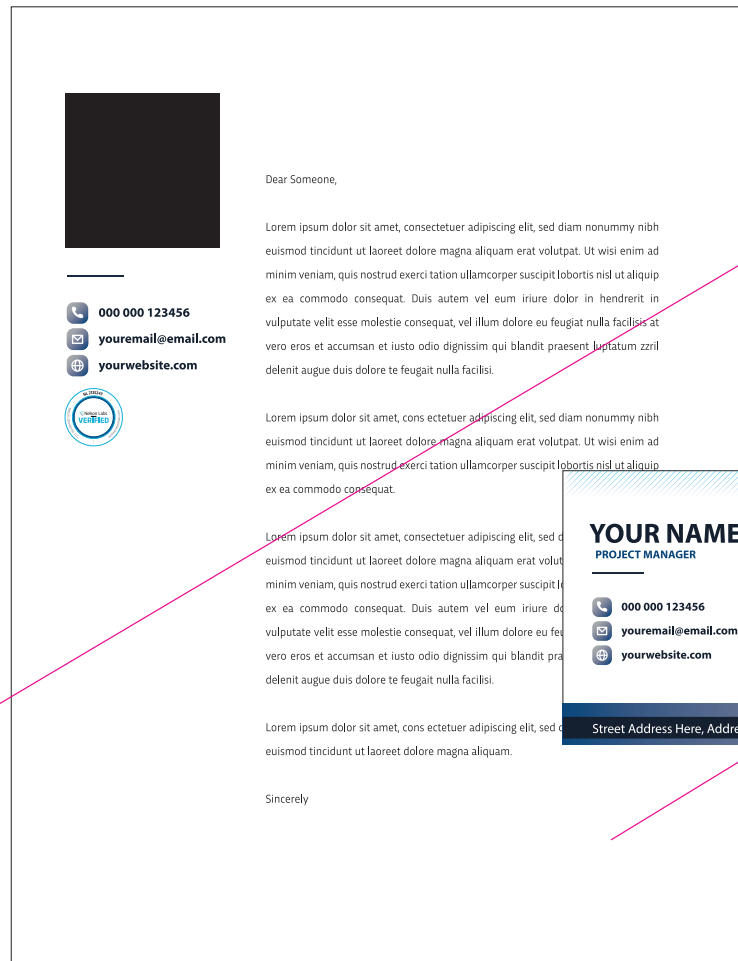
Acceptable Usage

The Nelson Labs mark can also be used on websites, social media, ads, or trade booths.



Incorrect Usage

It cannot be used on letterhead, fax covers, email signatures, stationary or business cards, vehicles, branded items or clothing.



YOUR NAME
PROJECT MANAGER

000 000 123456
youremail@email.com
yourwebsite.com



References to Testing Verification Services

Language used on websites, press releases, blog posts, social media, and all other promotional materials should only include that the product the product is Nelson Labs Tested™ or Nelson Labs Verified™. Where applicable, test results can also be relayed. All representations of the Nelson Labs Mark must be accurate, and representative of the services rendered.

The Nelson Labs Mark does not constitute an “approval,” “certification,” or “endorsement”.



Correct Usages:

Tested by Nelson Labs
Verified by Nelson Labs
Nelson Labs Tested™
Nelson Labs Verified™



Incorrect Usages:

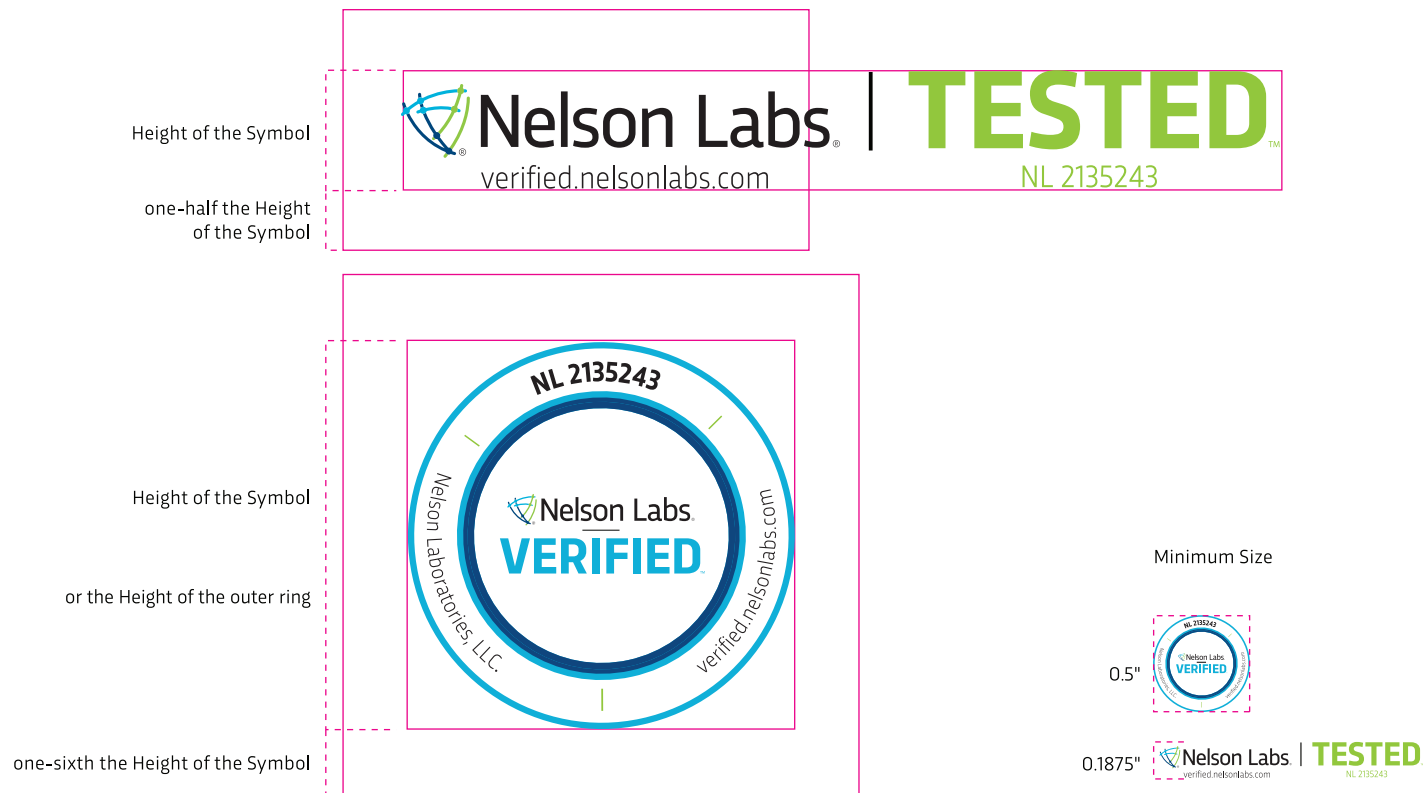
Certified by Nelson Labs
Approved by Nelson Labs
Endorsed by Nelson Labs
Nelson Labs Certified
Nelson Labs Approved
Nelson Labs Endorsed

Size & Placement

To ensure the legibility and visibility of our logo, never stretch the Nelson Labs Mark and retain the product's original aspect ratio. Maintain an area of clear space around the logo when using it in an application. This area must remain free from surface edges, typography, imagery and other graphic elements.

Define our logo's clear space by measuring the height of the symbol and establishing a perimeter around the edges of the logo that is equal to one-half that height. The legal mark can fall within the clear space.

To preserve the integrity of our logo, we have established a minimum size the logo can appear. The height of the shield symbol should never be smaller than 0.1875".



Acceptable Variations & Authorized Colors

The color specifications shown here have been tested and must be followed consistently to maintain the integrity of our Nelson Labs visual brand identity. Do not introduce additional colors to the color formations below. We have included color variations for use on dark and light backgrounds, as well as for digital and printed materials.

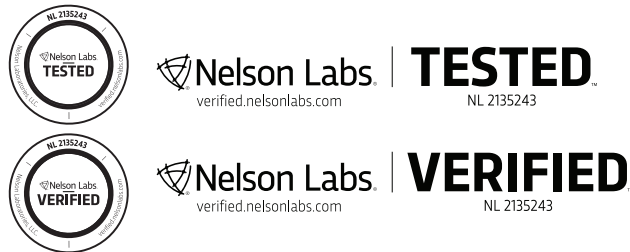
✓ Positive Color (preferred)



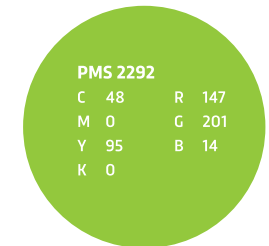
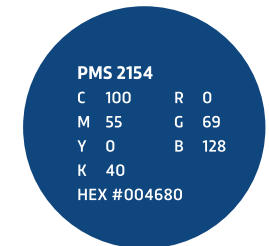
✓ Positive Grayscale



✓ Positive Black



Brand Colors



Incorrect Variations

We created our logo and its specified variations to ensure consistent and accurate representation of our brand. Acceptable variations and applications are outlined on the previous pages—all other uses, including the below, are considered misuses.



Do not interchange the colors of the symbol/logotype or replace with off-brand colors



Do not change the position/location of the symbol.



Do not stretch, skew or scale the logo disproportionately.



Do not rotate the logo.



Do not separate the symbol from the logotype



Do not alter the size relationship between the symbol/logotype.



Do not outline the logo.



Do not use drop shadows or other visual effects on the logo.



Do not separate the logotype from the symbol.



Do not alter/re-typeset the logotype.

Questions?

If you have any questions about the usage of your Nelson Labs Mark, please contact verification@nelsonlabs.com.



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- with every test we complete.