MASTER SIGNATURE ARTWORK
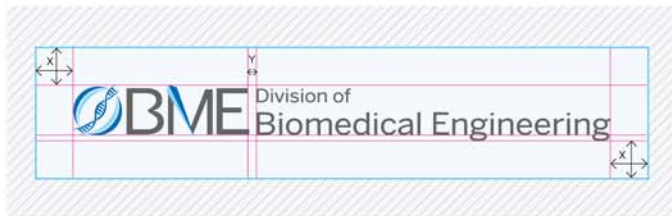
BME Division of
Biomedical Engineering

RECOMMENDED SIZE WITH CLEAR SPACE

Blue indicates **Clear Space** . The blue area must be kept free of other elements. Grey padding indicates **Safe Zone** . Magenta indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

FONTS USED IN LOGOTYPE

BentonSans Regular (Text width 110%)

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Width

BME
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Biomedical
Engineering

Website Favicon

Social Profile Images

BME

DONT ABUSE YOUR LOGO

Don't stretch or distort

Don't change element size

Don't change fonts / colour

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COLOUR PALETTE

Suggested Colour Splits

Suggested Pantone:	Pantone Black C	Pantone Cool Gray 10 C	Pantone Cool Gray 6 C
CMYK:	C0 M0 Y0 K100	C0 M0 Y0 K75	C0 M0 Y0 K40
HTML Codes:	#000000	#626366	#a7a9ab

Suggested Pantone:	Pantone 7683 C	Pantone 2975 C
CMYK:	C100 M56 Y0 K0	C40 M0 Y0 K0
HTML Codes:	#006ab6	#8dd7f7