

# Wordmark specifications

Global Brand, Communications & Digital, December 2018

# Before you start

Check on Our Brand if there are guidelines or templates available for the touchpoint you are creating, as branding information is often included. Use this manual for quick reference or for when the required touchpoint guideline is not available.

Examples of touchpoints that use the freestanding wordmark are: events, in-store displays, signage and flags, and stationery.

Advertising, publications and in-store communications use the wordmark in the Philips Shape.



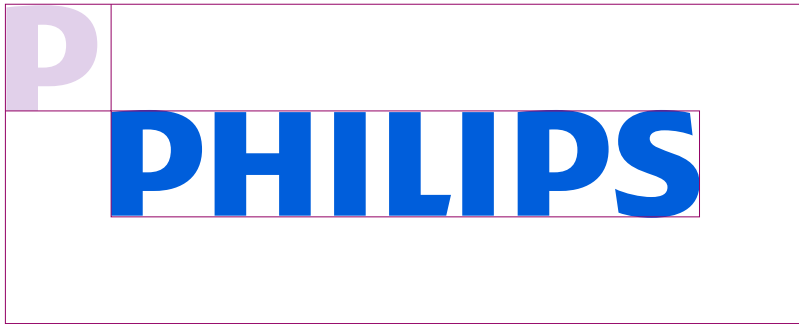
**Philips wordmark**

**More information**  
[ourbrand.philips.com](https://ourbrand.philips.com)

# Using the wordmark

## Clear zone

Minimum 1P (height of the wordmark)



## Distance to other trademarks

Minimum 2P

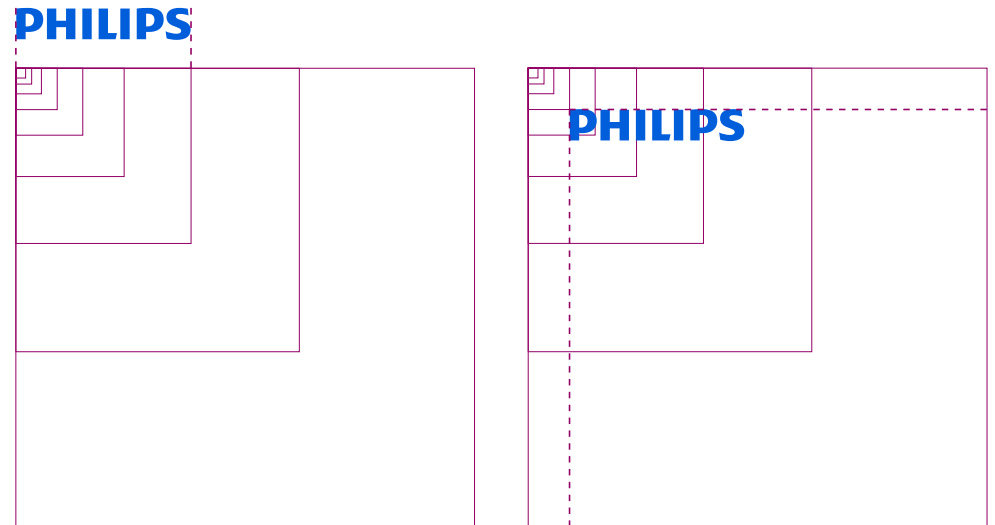
## Philips blue

|         |                |
|---------|----------------|
| Pantone | 300 C          |
| CMYK    | C100 M44 Y0 K0 |
| RGB     | R11 G94 B215   |
| RAL     | 5015           |

Reserved for the wordmark and shield

## Size and position

Apply the [Philips Ratio template](#) to your canvas to determine the size and position:



Set the **width** on one of the steps of the ratio

Place it in a corner aligned with one of the steps, or center it

## Minimum width

|         |       |
|---------|-------|
| Print   | 15 mm |
| Digital | 88 px |
| Product | 9 mm  |



# We never do this



*Use the wordmark with another visual element*



*Apply the wordmark to a colored background*



*Use the wordmark within text*



*Use the wordmark in any shape other than the Philips Shape*



*Lock up the wordmark with the brand line*



*Use the old wordmark*



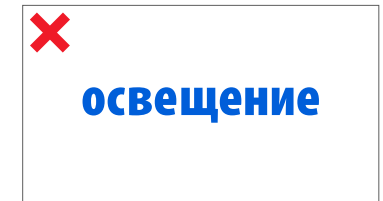
*Use the Philips name in a product or program name*



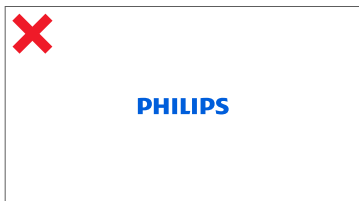
*Combine the wordmark with a product name*



*Use part of the wordmark to create a new name or abbreviate the wordmark*



*Translate the wordmark*



*Reduce the wordmark to less than 15 mm on print*



*Use any other color*



*Change the design or typeface of the wordmark*



*Add a drop shadow or any graphic treatments*



*Apply the wordmark to an image background*