



Logo Specification Guide

# Be Trū Wellness logo specification guide

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## FONT

The logo uses the font: Nevo Semibold

## COLORS

### PANTONE

Be Trū Wellness blue: Pantone 659 C  
Be Trū Wellness green: Pantone 2299 C  
Be Trū Wellness gray: Pantone Cool Gray 7 C

### CMYK

Be Trū Wellness blue: C51 M28 Y0 K0  
Be Trū Wellness green: C35 M0 Y100 K0  
Be Trū Wellness gray: C42 M35 Y34 K1  
Be Trū Wellness gray option: C0 M0 Y0 K45

### WEB

Be Trū Wellness blue: 7BA4DB  
Be Trū Wellness green: B2D235  
Be Trū Wellness gray: 97999B



## CLEAR AREA

Use a clear area around the logo that is the height of the letter "u" in the logo.



## ONE COLOR LOGO

Use this logo version when printing one color collateral.



## REVERSED LOGO

Use the reversed logo when the mark must appear over a dark or black colored background.

