

Cook Medical Logo Guidelines for Distributors

A key component of our visual brand

[Download Cook Medical logos](#)

For questions or variant logo requests

EMAIL: DISTRIBUTORS@COOKMEDICAL.COM

VISUAL COMPONENTS

The Cook Medical logo

The logo is our company's primary visual identifier. It is the keystone of our brand and acts as a visual representation of who we are and what we do. **We protect it, use it with care, and apply it consistently.**

▶ Signature logo

The red logo is the signature of our brand identity. It gives our marketing pieces an instantly recognizable face and acts as a visual anchor across media.

▶ Alternative logos

The signature logo should be used whenever possible, but alternative logos are available for circumstances where a full-color print or display isn't possible or when the signature logo does not best serve the goals of the design.

SIGNATURE LOGO



ALTERNATIVE LOGOS



HORIZONTAL



STROKED



STROKED HORIZONTAL

THE COOK LOGO

Basic use

We protect the integrity of our logo by adhering to its designated clear space, minimum size, and placement standards.

File types

.eps files are best for print and can be scaled up or down without losing quality. A specialized graphic editing program is needed to open these files.

.jpg and .png files are best for digital applications. These can be scaled down without losing quality

.svg files are best for digital and can be scaled up or down without losing quality.

► Minimum size

For print, the minimum size of a Cook logo is 0.375 inches high. In digital media, the minimum height of a standard Cook logo is 30 pixels.

PRINT LOGO MINIMUM SIZE

 0.57 x 0.375 inch
OR 13.75 x 9 mm

DIGITAL LOGO MINIMUM SIZE

 30 x 45.8 px

Don't take me literally!

The pictured logos are approximately to scale. They may appear differently in real-case scenarios.

► Clear space

The clear space around our logo is based on a fraction of the logo's full height (H). The minimum clear space for all sides of the logo is 25% of the logo height, or 1/4 H.

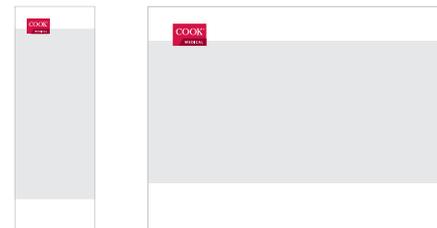


► Placement standards

In most marketing materials, the standard logo placement is one logo height from the bottom edge of the page and one logo width from the left edge of the page.



However, some materials are best suited by a logo that sits at the top of the piece. Placing the logo in the upper-left corner helps to ensure the logo's visibility on materials where the lower-left corner might become obscured. The most common examples of pieces that use upper-left placement are tradeshow booth graphics and pull-ups.



THE COOK LOGO

Colors

▶ Digital colors

The following are the colors used in the logos in a digital environment.



Red
#ce0d1c
RGB | 206 13 28



Burgundy
#850f16
RGB | 133 15 22

▶ Print colors

The following are the colors used in the logos on printed materials.



Red
PMS 200
CMYK | 0 100 63 12



Burgundy
PMS 202
CMYK | 0 100 61 43

THE COOK LOGO

Logo backgrounds

We protect the integrity of our logo by adhering to its designated clear space, minimum size, and placement standards.

► Logo backgrounds

Ideally, the logo should be placed on a white background or partially nested within a blue color band footer. If a piece uses a grayscale background darker than 15% black, consider either adding a white stroke around the signature logo or using an alternative logo.

LOGO BACKGROUNDS



Note: The white stroke around the signature logo should be scaled to the approximate width of the letter "i" in the word "medical" of our logo.



THE COOK LOGO

Do not modify any Cook logo.

Do not make any modifications to a Cook logo, including modifications to fonts, shape, color, transparency, orientation, margins, shadows, gradients, or blend modes.

This list of restrictions may not specifically address all modifications that may occur intentionally or unintentionally.

As you can tell...

We take our logo seriously. That is because we know, in the minds of our customers, our logo is more than a name. Our logo represents who we are and what we do.



THE COOK LOGO

Variants used for IFUs, packaging, and labeling

Sometimes the signature, full-color logo and the stroked version are not options due to limitations in printing or substrate. The following alternative logos are available for these instances in specific and **limited uses**.



TABBED
Best for print materials when full color is not available



REVERSE TABBED
Best for print materials when full color is not available



FILLED
Best for single spot color applications and Instructions for Use



HORIZONTAL TABBED



HORIZONTAL REVERSE TABBED



HORIZONTAL FILLED

THE COOK LOGO

Size tables

▶ EMEA, APAC, and Latin America

DOCUMENT SIZE (MM)	LOGO HEIGHT (MM)	PRODUCT LOCKUP SCALE
A5 (148 x 210)	9	42%
A4 (210 x 297)	13	60%
A3 (297 x 420)	18	83%
A2 (420 x 594)	26	120%
A1 (594 x 841)	37	171%
A0 (841 x 1189)	68	315%
Pull-ups	136	314%
Embrace booth asset	248.92	None
Expand booth asset	248.92	None
Smartwall (6m) booth asset	124.46	None
Smartwall (3m) booth asset	248.92	None

▶ United States and Canada

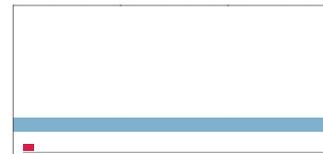
DOCUMENT SIZE (IN)	LOGO HEIGHT (IN)	PRODUCT LOCKUP SCALE
5.5 x 8.5	0.375	44%
8.5 x 11	0.5	59%
11 x 17	0.75	88%
17 x 22	1	118%
22 x 34	1.5	177%
Pull-ups	5.35	314%
Embrace booth asset	9.8	None
Expand booth asset	9.8	None
Smartwall (6m) booth asset	4.9	None
Smartwall (3m) booth asset	9.8	None

▶ Irregular sizes

For other document sizes that are not represented in these tables, use the specifications for the document size that most closely matches your piece.

▶ Wide-format pieces

For wide-format pieces, use the chart's measurements for the document size with a height closest to your piece. For example: a document that is three times wider than a standard document of the same height should use the measurements for a document of standard height.



THE COOK LOGO

Digital applications

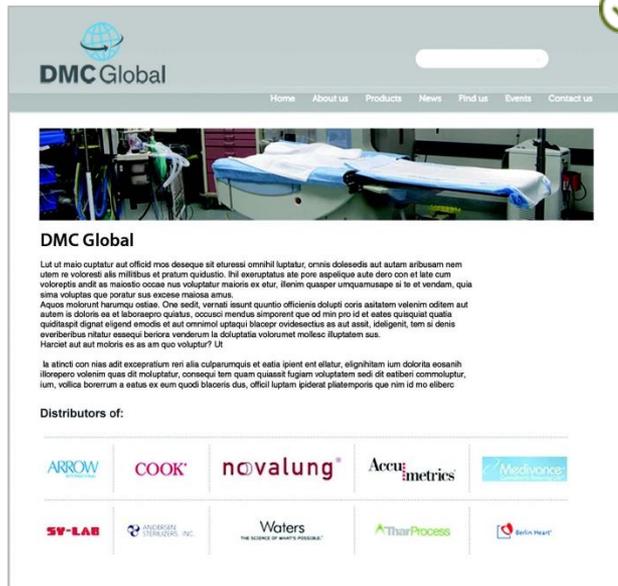
Using the Cook corporate logo for digital, electronic, and web applications

► Digital logo file formats

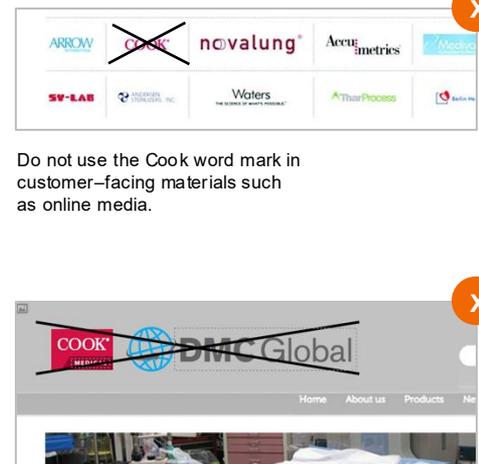
In digital, electronic, and web applications, **do not use the standard logo file that is used for print materials.** Use the .jpg, .png, or .svg file formats for digital applications.

This print version of the logo does not accurately represent the logo colors on a digital screen. A digital version of the logo has been created for digital use only. The colors have been converted to RGB so that they are accurately represented on screen. Please use the digital version of the logo for websites and other electronic media (e.g., email, web banners).

CORRECT APPLICATION OF COOK LOGO



INCORRECT APPLICATION OF COOK LOGO



Do not use the Cook word mark in customer-facing materials such as online media.

Do not use the Cook logo in close proximity to your logo. Placing the logos close to one another confuses the viewer about the relationship between the distributor and the manufacturer.

THE COOK LOGO

Tradeshow booth applications

Applying the Cook corporate logo to an exhibit or tradeshow booth

► Cook-focused booths

On a Cook-focused booth, the Cook corporate logo should be larger and more prominent than the distributor's logo, especially when Cook has the most brand recognition, investment, and involvement.

► Distributor-focused booths

On a distributor-focused booth, the Cook corporate logo should be smaller than the distributor's logo, especially when the distributor has more brand recognition. Place the Cook logo in close proximity to Cook product names to clearly indicate which company is the manufacturer and which company is the distributor.

Positioning the distributor logo

The position and size of the distributor logo will vary depending on the focus of the booth. On a Cook-focused booth, the distributor's logo should be smaller and lower than the Cook logo. This sizing and positioning creates a clear hierarchy and helps customers understand which company is the manufacturer and which company is the distributor.

BOOTH EXAMPLES



A Cook-focused booth with one distributor: The Cook corporate logo is the prominent logo. The distributor's logo is smaller and lower.



A distributor-focused booth with Cook Medical: The distributor's logo is prominent. The Cook Medical logo is smaller and is on or near product photography and literature so that the relationship of the distributor and manufacturer is clear.