<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Pantone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>CMYK 60 / 90 / 0 / 0</td>
<td>RGB 134 / 51 / 153</td>
<td>HEX 863399</td>
<td>Pantone PMS 2593 C</td>
<td>CMYK // For use with any standard 4-color print process, including offset, inkjet, laser, color copiers, and any digital printing.</td>
</tr>
<tr>
<td>Blue</td>
<td>CMYK 70 / 7 / 10 / 0</td>
<td>RGB 54 / 176 / 201</td>
<td>HEX 36B0C9</td>
<td>Pantone PMS 631 C</td>
<td>RGB // For use in any on-screen application, including websites, video, digital displays, ebooks, mobile apps, interactive kiosks, etc.</td>
</tr>
<tr>
<td>Green</td>
<td>CMYK 55 / 0 / 100 / 0</td>
<td>RGB 106 / 191 / 75</td>
<td>HEX 6ABF4B</td>
<td>Pantone PMS 360 C</td>
<td>Hexadecimal // For use only when working in HTML and other interactive and web-based applications.</td>
</tr>
<tr>
<td>Yellow</td>
<td>CMYK 0 / 35 / 85 / 0</td>
<td>RGB 255 / 181 / 72</td>
<td>HEX FFB548</td>
<td>Pantone PMS 1365 C</td>
<td>Pantone // For use with spot color and screenprinting output. These values are optically matched, and will not maintain perceptual accuracy if converted back to other color modes for use with other applications.</td>
</tr>
</tbody>
</table>
Bauhaus

Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
If necessary, the horizontal version can be used without the butterflies.
The LifeWise STL logo should always be surrounded by an area of unused space, where no type or other visual elements are present.

When using the horizontal variation, the minimum space should be no less than the height of the yellow butterfly. When using vertical variation, the minimum space should be no less than the height of the green butterfly.

Minimum desired heights are listed below. The height refers to the size of the “L”.

[Diagram showing spacing and sizing guidelines]

Logo Usage - Spacing + Sizing