

Logo Specifications for Longevity medical Aesthetics

BRAND LOGO — Main Logo



LONGEVITY LOGO_CMYK_pos for white background 4 colour print process



LONGEVITY LOGO_CMYK_pos for colored background,



LONGEVITY LOGO__Grey_pos for white background single colour printing,
Web, film or video



Longevity_K_rev for dark background single colour printing,
Web, film or video



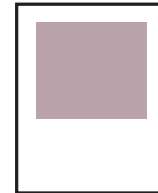
LONGEVITY LOGO_K_pos for light colour background 4 colour print-
ing, Web, film or video

Background graphic

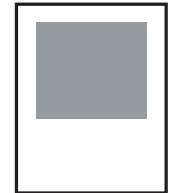


NO EDITS OR CHANGES TO LOGOS ARE ALLOWED.

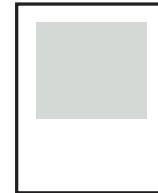
PRIMARY COLOUR PALETTE



Pantone 5215



Pantone 430



C: 2 M: 3 Y: K: 15

Brand Colors specification to be used
on all advertising web print video
etc.

TYPEFACE SELECTIONS: On all advertising

Primary Typeface — FUTURA T MEDIUM

Brand, Body Type FUTURA
Medium and Demi

1234567890 !@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU
VWXYZ

Secondary Font Used only where applicable:
Bodoni Svty Two ITC TT, Book, Italic, Bold

1234567890 !@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU
VWXYZ

Longevity Mark Only: Sansation Light

1234567890 !@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTU
VWXYZ