

# Using the Cardinal Health logo for media professionals

The Cardinal Health logo is trademarked worldwide to ensure legal protection. **Always use official master art for our logo — never recreate it.** Official logo files can be requested by writing to [brand@cardinalhealth.com](mailto:brand@cardinalhealth.com) or calling 614.757.5595.

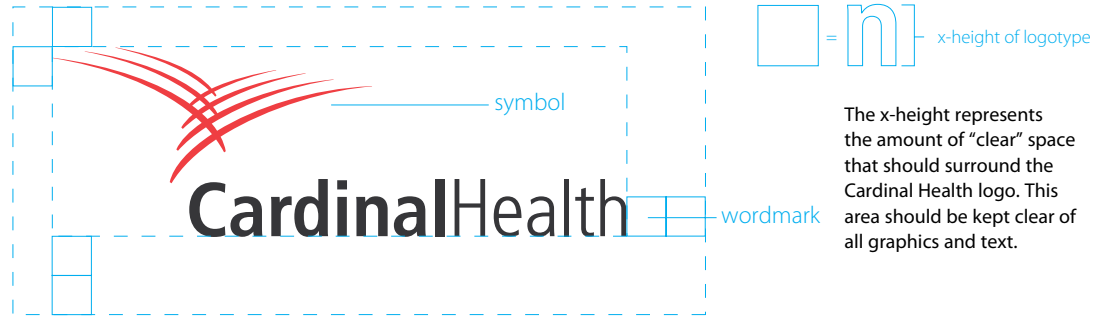
We are pleased to share our brand guidelines with you to ensure Cardinal Health is clearly and accurately identified in the media.

### Our name is Cardinal Health

Always refer to our company as “Cardinal Health” in spoken and written communications. Our company name is not “Cardinal” and Cardinal Health is always written as two words. Do not replicate the wordmark portion of the logo.

### Official logo, tagline and protection space

Our logo is the combination of both *symbol and wordmark together*.



### Logo colors

**Minimum logo sizes**  
For consistency, the logo should always be scaled proportionately as a single unit (symbol + wordmark). To ensure visibility, the minimum size for reproduction is a .675” (17.2mm) wordmark.



#### Full-color logo: Standard

Wingspan symbol – Pantone® 185; C:0, M:91, Y:76, K:0; #EE0000  
Black wordmark – Pantone® Black; C:0, M:0, Y:0, K:100; #000000



#### Full-color reverse logo: Alternate

Wingspan symbol – Pantone® 185; C:0, M:91, Y:76, K:0; #EE0000  
White wordmark – #FFFFFF



#### One-color logo: Alternate

Pantone® Black; C:0, M:0, Y:0, K:100; #000000



#### One-color reverse logo: Alternate

White – #FFFFFF

# Using the Cardinal Health logo for media professionals

To maximize recognition of the Cardinal Health logo, it should not be altered or distorted in any way. Even well-intentioned changes can result in confusion. Illustrated here are common mistakes to avoid.



Do not change the size or position of the Wingspan symbol or the Cardinal Health wordmark.



Do not use outdated versions of the Cardinal Health logo.



Do not use our symbol alone. Our logo is most recognized when the symbol and wordmark are used as a single unit.



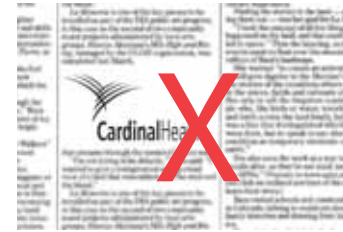
Do not use the wordmark alone.



**Correct logo use:** Place the logo on a solid background — not in a box.



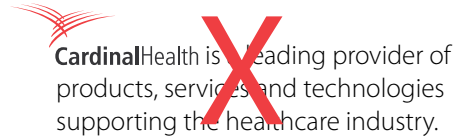
Do not place the logo in a box. To use the logo at a larger size, reverse the logo out of dark backgrounds. See page A3 (Appendix A - Logo and identity) for color options.



Do not stretch or distort the logo to fit it within a column of text.



Never lock-up text — including captions, headlines, product or service names — with the logo.



Do not use the logo as part of a headline or text.



Do not reproduce the symbol and wordmark in red. Do not reproduce the logo in unauthorized colors.



Do not stack the logo.



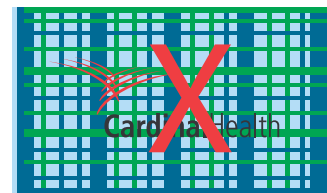
Do not use unauthorized artwork for reproduction, e.g. photocopied artwork or Internet downloads.



Do not use special effects such as drop shadows.



Do not create patterns with the logo.



Do not place the logo on distracting backgrounds.