



TANDEM™
DIABETES CARE

BRAND GUIDELINE
Light Version

HORIZONTAL LOGO



TANDEM™
DIABETES CARE

Pantone 7470 C
CMYK 90 20 10 45
RGB 0 97 130
WEB SAFE #006182

K 100
RGB 0 0 0
WEBSAFE #000000



TANDEM™
DIABETES CARE



TANDEM™
DIABETES CARE



VERTICAL LOGO



TANDEM™
DIABETES CARE

Pantone 7470 C
CMYK 90 20 10 45
RGB 0 97 130
WEB SAFE #006182

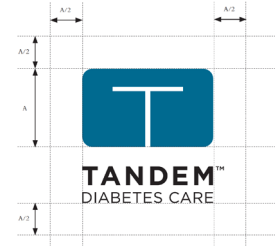
K 100
RGB 0 0 0
WEBSAFE #000000



TANDEM™
DIABETES CARE



TANDEM™
DIABETES CARE



BRAND COLORS

MAIN COLORS

PMS 7470 C
CMYK 90 20 10 45
RGB 0 97 130
WEB SAFE #006182

PMS 8001 C
CMYK 46 39 41 4
RGB 143 140 138
WEB SAFE # 8f9c8a

SECONDARY COLORS

PMS 408 C
CMYK 0 10 11 34
RGB 179 165 159
WEB SAFE #b3a59f

PMS 7527 C
CMYK 0 2 6 7
RGB 237 231 222
WEB SAFE #ede7de

PMS 416 C
CMYK 0 0 16 50
RGB 149 148 132
WEB SAFE #959484

PMS 444 C
CMYK 15 0 15 42
RGB 139 155 146
WEB SAFE #8b9b92

TANDEM FONTS

abcdefghijklmnop
ABCDEFGHIJKLMN OP
0123456789
Gotham Bold: Headlines

abcdefghijklmnop
ABCDEFGHIJKLMN OP
0123456789
Bembo Italic: Highlights

abcdefghijklmnop
ABCDEFGHIJKLMN OP
0123456789
Bembo Regular: Body copy

abcdefghijklmnop
ABCDEFGHIJKLMN OP
0123456789
Bembo Bold Italic: Highlights

Headline1 Goes Here
Body copy after head idolo...
Headline2 Goes Here
Caption - Gotham Book Top
Headline3 Goes Here