

Bristol Myers Squibb

Asset Overview

Asset

CITRE | A Bristol Myers Squibb Company

- citre_bms_disclaimer_cmyk.ai
- citre_bms_disclaimer_spot_c.ai
- citre_bms_disclaimer_spot_u.ai
- citre_bms_disclaimer_rgb.ai
- citre_bms_disclaimer_150_rgb.png
- citre_bms_disclaimer_300_rgb.png

Usage guidelines

The disclaimer is carefully rendered artwork that should not be modified. The wordmark within the disclaimer is not a font, but a rendered piece of artwork that should not be adjusted in any way. Always use provided assets and never try to re-create the asset yourself.

Correct spot, CMYK and RGB color values are assigned in each artwork asset; choose the correct asset for the intended use.

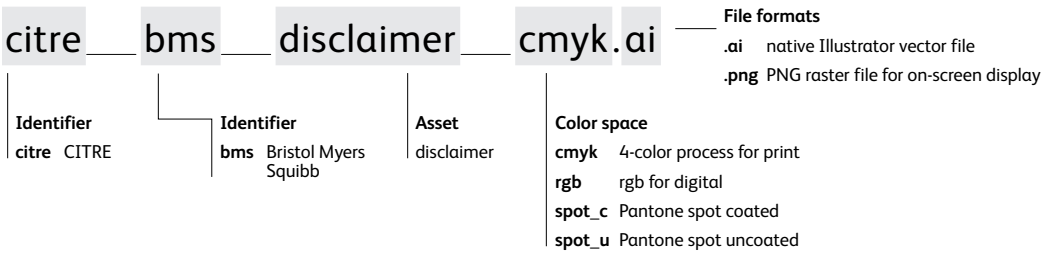
Minimum clear space has been built into the .ai artwork files. Sizes indicated in this PDF refer to the overall width of the visible artwork, and do not include the clear space.

For any specialty use needs, please contact the Bristol Myers Squibb Creative Services team at corporate.brand@bms.com for the appropriate artwork, review and approval.

Notes

- Always use the approved artwork asset files. Do not recreate, draw, typeset or alter any of the lockup elements. Never extract artwork from this overview PDF file.

File nomenclature for vector and raster files



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Clear space

Maintaining an appropriate amount of space around our disclaimers ensures that they are clear and legible. Always follow this spacing requirement and keep other graphic elements and text out of this area.

Clear space around our disclaimer is based on the height of the letter “B” of the Bristol Myers Squibb part of the disclaimer. It plays an essential role in ensuring that our disclaimers are easy to read and recognize.

Minimum sizes and when to use them

Print | CMYK and SPOT C/U

Minimum size is 1.64” wide.

CMYK and Spot files are set up for print use. Use CMYK for standard issue instances, such as internal documents that can be printed on a common printer or small batch professional orders that have color photos in use. Spot C and U are set up for print assets where using custom ink combinations are available. The C and U refer to the type of paper in use: coated or uncoated. When creating collateral, such as t-shirts, water bottles, pens, etc., default to using Spot C files.

Digital

Minimum size is 374px wide, or a 27px height.

RGB file is set up for digital use. The AI file is in vector format, and can be used freely, though PNG exports have been created for convenience. The 300ppi PNG is available for instances where the disclaimer is featured prominently and appears large on the screen, where as the 150ppi version is ideal for smaller instances. Please note, there is no built in clear space for the PNG files.

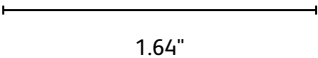
For the best legibility, display the disclaimer at a larger size whenever possible.

CITRE A Bristol Myers Squibb Company disclaimer clear space



Minimum size: Print

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1.64"

Minimum size: Digital

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374px