

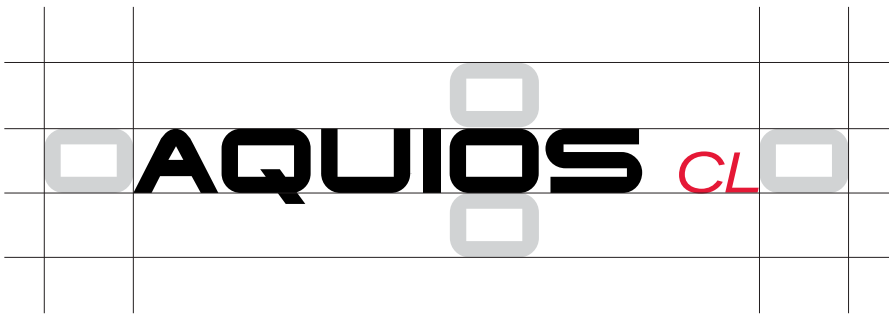
Beckman Coulter
Flow Cytometry Division
Equipment logo guidelines

Revision A 04/13

fast track to success.



AQUIOS *CL*



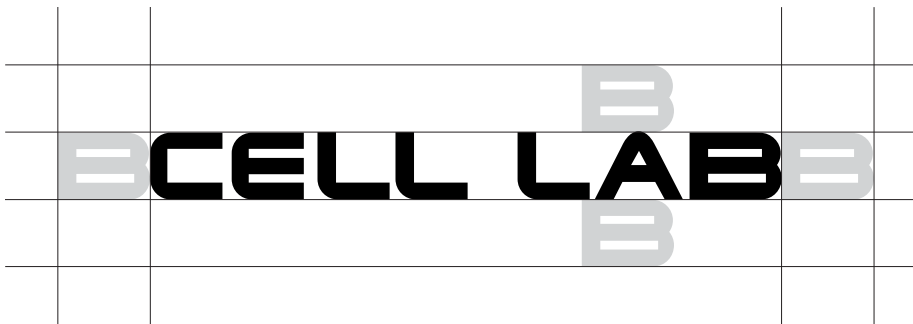
AQUIOS CL LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for Aquios CL logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "O" character in the Aquios CL logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule. While the word "Aquios" can be displayed as black, gray or white depending on the background color, the "CL" should always be displayed using Beckman Coulter Red (PMS-186C).

Regarding product marking, follow the guidelines in section 7 of the *Beckman Coulter Identity & Trademark Handbook*. The Fast Track tag/signature should not be used on actual Flow Cytometry products.

CELL LAB



CELL LAB LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for Cell Lab logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "B" character in the Cell Lab logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule.

Regarding product marking, follow the guidelines in section 7 of the *Beckman Coulter Identity & Trademark Handbook*. The Fast Track tag/signature should not be used on actual Flow Cytometry products.

GALLIOS



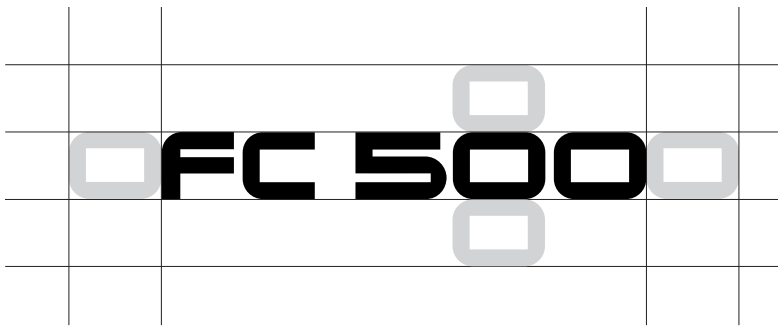
GALLIOS LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for Gallios logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "O" character in the Gallios logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule.

Regarding product marking, follow the guidelines in section 7 of the *Beckman Coulter Identity & Trademark Handbook*. The Fast Track tag/signature should not be used on actual Flow Cytometry products.

FC 500



FC 500 LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for FC 500 logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "0" character in the FC 500 logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule.

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NAVIOS



NAVIOS LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for Navios logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "O" character in the Navios logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule.

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MOFLO ASTRIOS *EQ*



MOFLO ASTRIOS EQ LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for MoFlo Astrios EQ logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "O" character in the MoFlo Astrios EQ logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule. While the words "MoFlo Astrios" can be displayed as black, gray or white depending on the background color, the "EQ" should always be displayed using Beckman Coulter Red (PMS-186C).

Regarding product marking, follow the guidelines in section 7 of the *Beckman Coulter Identity & Trademark Handbook*. The Fast Track tag/signature should not be used on actual Flow Cytometry products.

CDS

Custom Design Services



CDS LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for CDS logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "C" character in the CDS logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule.

Regarding product marking, follow the guidelines in section 7 of the *Beckman Coulter Identity & Trademark Handbook*. The Fast Track tag/signature should not be used on actual Flow Cytometry products.

CMS

Contract Manufacturing Services



CMS LOGO

An EPS vector file should always be used to maintain reproduction quality in print and manufacturing. JPEG or PNG files are recommended for digital media. Artwork for CMS logo is available by request only to Flow Marketing.

There should always be an area of clear space maintained around the logo equivalent to the height and width of the "C" character in the CMS logo. There will sometimes be instances where this ratio is difficult to maintain but wherever possible, the logo should either be reduced or the clear space should be expanded to accommodate this rule.

Regarding product marking, follow the guidelines in section 7 of the *Beckman Coulter Identity & Trademark Handbook*. The Fast Track tag/signature should not be used on actual Flow Cytometry products.