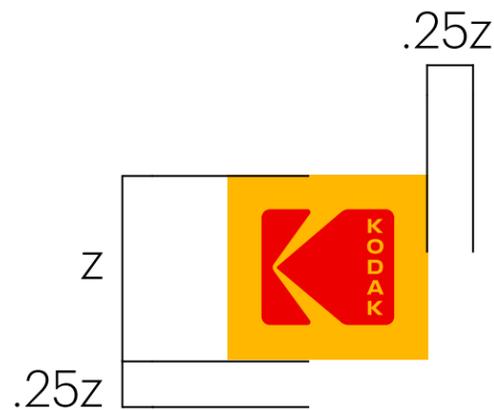


Kodak Logo Guideline

The Kodak logo must always be represented in the best possible quality and resolution and be shown in Kodak's red and yellow trade dress colors. Please adhere to the guidelines below for use.

Clear space

The Kodak logo must have a minimum clear space surrounding the yellow field equal to $.25z$. The red K of the logo always sits on a field of Kodak Yellow.



Minimum size

The smallest the logo can be used is $3/5''$ (15mm) or 80 pixels.



Minimum height for print = $3/5''$ (15mm)

Minimum height for digital = 80 pixels

Kodak Trade Dress Colors

Kodak Yellow



PRINT TO MATCH: PANTONE® 1235C

CMYK: 0 | 27 | 100 | 0

RGB: 255 | 183 | 0

HEX: #FFB700

Kodak Red



PRINT TO MATCH: PANTONE® 485C

CMYK: 0 | 100 | 100 | 0

RGB: 237 | 0 | 0

HEX: #ED0000

NOTE: Color chips are not to be used as reference for color proofing. The colors shown on this page, have not been evaluated by Pantone, LLC for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of PANTONE, LLC.