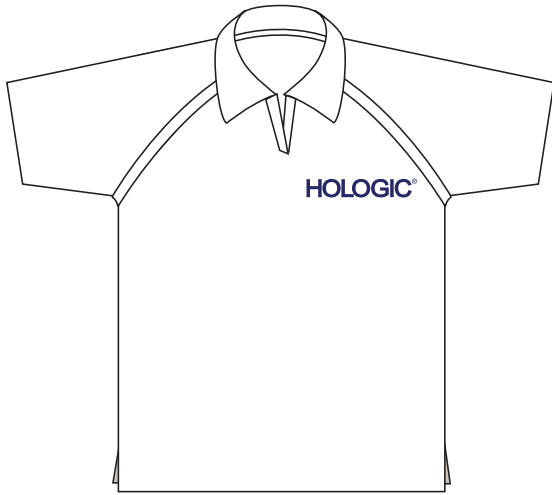


# Branded Merchandise



Example of embroidered shirt (no tagline)



In order to address various imprinting techniques and constraints, which differ from one promotional item to another, we have provided more than one option for displaying information on certain promotional items. For example, silk-screening the logo onto a T-shirt or coffee mug allows for more flexibility than does embroidering the logo onto a dress or golf shirt. To maintain consistency in how the Hologic brand is expressed on promotional items, it is important that you adhere to these guidelines (i.e. area of isolation, typography, color, etc.).



Examples of logo on various materials – note when material is blue please match as close as possible to corporate PMS2756



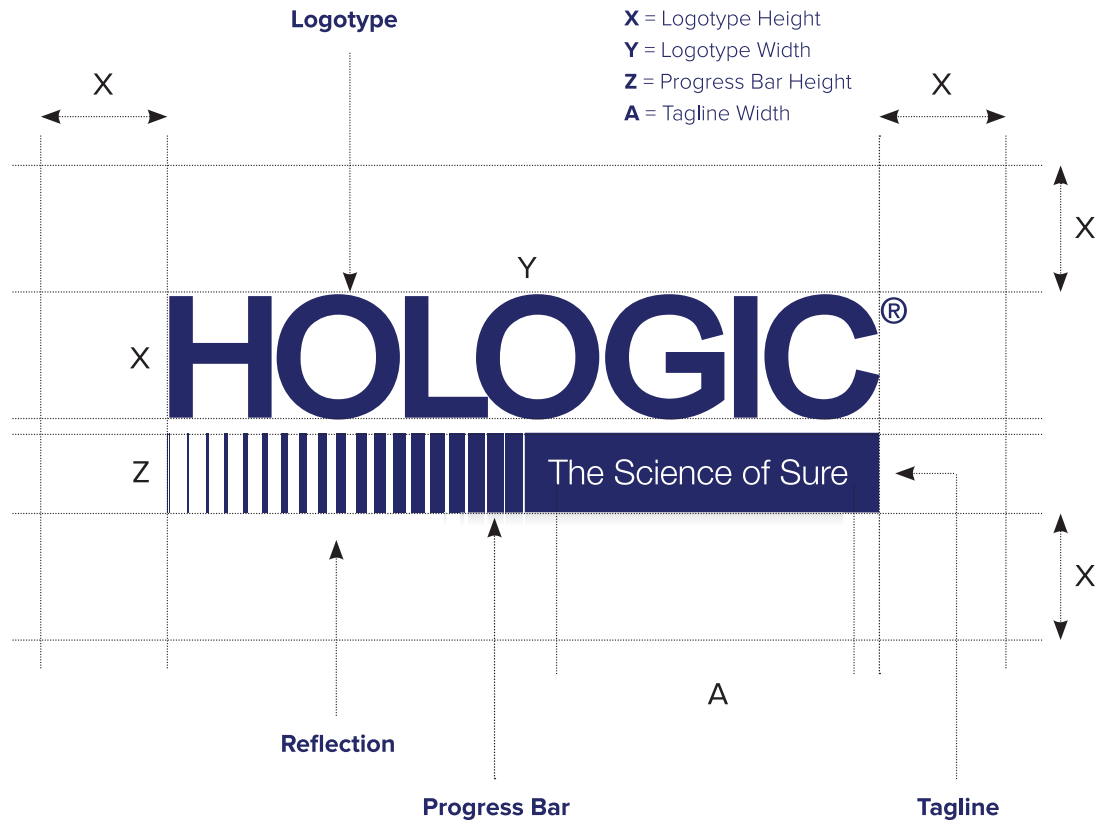
Example of imprinted shirt (with tagline)



Example of logo less than 1.25" width (no tagline)

# Branded Merchandise template guideline

Please reference the full Hologic Style Guide for more detailed examples and information on how to use the corporate identity



## Visuals

Promotional items are used to build the Hologic brand. By appearing in everyday uses – from water bottles to shirts – these items help to create a sense of community with our employees, customers and patients.

### Logo

Use only the approved logo colors (PMS2756 or white), preferred use of color is the Hologic blue logo on selected item or Hologic white (knockout) logo on a matching blue selected item

Hologic white logo can only be used on corporate blue items

Adhere to logo clear space requirements

Use the appropriate file type for the appropriate application

Size the logo appropriately, not less than 1.25 inches wide

Sizes smaller than 1.25 inches wide, use the Hologic logo without tagline

Embroidered items use the Hologic logo without tagline

Select items that complement the Hologic brand personality

Select items that are audience or culturally appropriate

Please reach out for guidance on material selection. The Hologic blue brand color must always be represented on each item. For more information on logo usage and application, please reference the Hologic Style Guide.