

PROFOUND PRIMARY LOGO:



The ProFound logo represents the product platform and suite of solutions. Consistency in visual and written application is important across all marketing materials, campaigns, and elements.

In written word:

- ProFound is always written with an uppercase “P” and “F”.
- “AI” is no longer used in conjunction with the product or platform name. Rather, as a descriptor when applicable in body copy.
- First reference includes ® with subsequent as ProFound.
- ProFound may be used in conjunction with:
 - ProFound Detection
 - ProFound Density
 - ProFound Risk
 - ProFound Platform

PROFOUND SECONDARY LOGO:



The ProFound reverse out version is only meant to be used with color backgrounds to maintain legibility and contrast.