

# Graphic Standards



## The Max Brand Signature : Max Flame and Logotype



The relationship between the Max Flame and the logotype is fixed and must not be altered.



Smallest size of Brand Signature to be used in print applications like business cards



Smallest size of Brand Signature to be used for small 3D objects e.g. pens, etc.

### Recommended sizes

In order to be coherent at all times, the Max Brand Signature must not be used at a size that compromises its legibility and recognition. Typically, the business card is the smallest printed application of the signature. While branding 3D objects such as pens, pencils, etc, a very small size may be required. Please ensure that the reproduction of the Brand Signature / logo and logotype is always clear in these instances.

## How to reproduce the Brand Signature colour and grayscale versions

### Reproduction using two solid (special) colours

The 2-colour version uses two Pantone solid colours: Pantone 1505 CVC (orange) and Pantone 281 CVC (blue). This method gives the best colour fidelity and should be used wherever possible in print based applications such as stationery. Screen printing can also be done using colours matched to the above Pantone shades.



### Reproduction using four Quadrichrome (CMYK) colours

When the Brand Signature is to be used in newspapers, magazines, multicoloured brochures etc, it should be printed using the four process colours (CMYK) as shown alongside. Reproduction using CMYK can never match the intensity of the actual colours shown above in the 2-colour version. Orange in particular will not appear as vivid.



### The monochrome/grayscale symbol

When the logo appears in grayscale applications, for example newspaper advertisements, it should appear as shown alongside.



## Colour Palette

The Max colour palette consists of **Brand Colour s** and **Complementary Colour s**.

**Brand Colour s** : These refer to the Max Navy, Max Orange and Max Ivory shown below. Consistent use of these colours will over time, establish the look and feel of the Max brand. Therefore, they must be used as much as possible.



Max Navy c100 + m70 + y0 + k40  
PMS 281

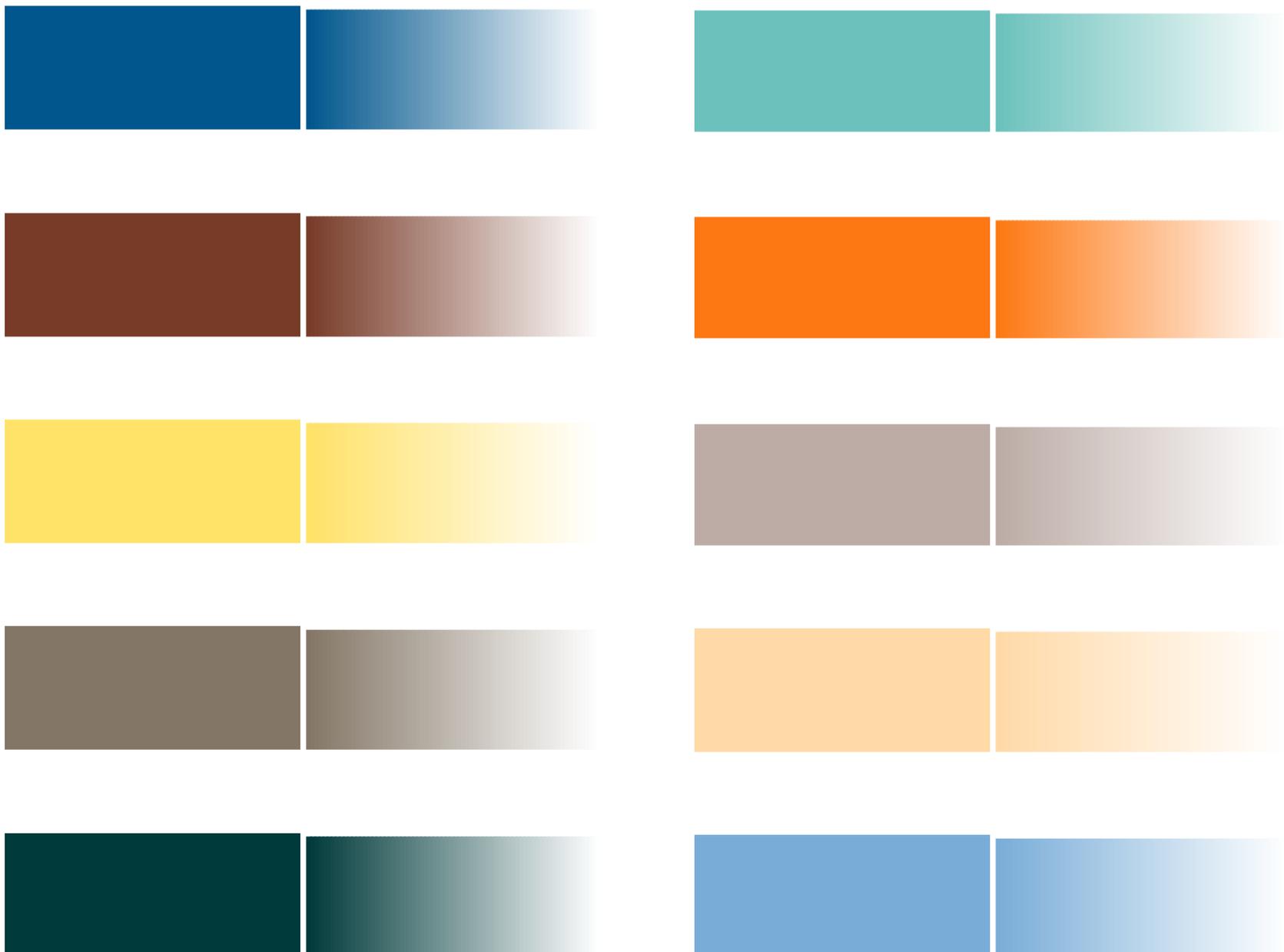


Max Orange c0 + m65 + y100 + k0  
PMS 1505



Max Ivory c0 + m0 + y20 + k0  
PMS 1205

**Complementary Colour s** : The Complementary Colour palette consists of a set of harmonious colours that complement the Brand Colours. Colours have been specified based on the Pantone Matching System codes as well as in equivalent CMYK combinations, where tints of the colours may be used.



## Examples of Incorrect Use

In order to maintain the visual integrity of the Max Brand Signature, it is important to always use it correctly. Incorrect use of the Brand Signature dilutes the brand and jeopardises its legal position.

Do not ever attempt to redraw the logo or typeset the logotype. The unit must always be reproduced only from authorised digital files of the master artwork.



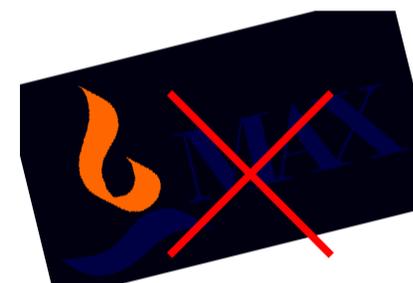
Do not change the relationship of the logo and logotype



Do not alter the logotype by attempting to typeset it



Do not change the sizes of the elements within the Brand Signature



Do not position the Brand Signature diagonally



Do not combine the Brand Signature or its elements with other graphic elements



Do not enclose the Brand Signature in a shape



Do not distort the Brand Signature



Do not use the Brand Signature as part of a sentence

## Brand Signature on Coloured Backgrounds

When the Brand Signature appears on coloured backgrounds, it is important to ensure there is a sufficient amount of contrast between the signature and the background. Isolation zones should also be carefully maintained.

Shown alongside is the use of the Brand Signature against light coloured backgrounds. In general the logo looks best on muted flat colours that do not interact adversely with the hues of the orange and blue.



acceptable

Shown alongside are examples of incorrect use of the Brand Signature against inappropriate backgrounds.

Backgrounds would be considered inappropriate if they interact adversely with the logo. This would imply that the colours of the logo are affected so as to lose fidelity and compromise brand identity.



inappropriate

## The Max House Style

Two fonts have been identified as key to the Max House Style:

1. ITC Fenice Light and Regular: This is the principal font of the house style and should be used in all collateral for headlines and text where the sizes are reasonably large.
2. Rotis Semi Sans, Light and Bold: These are supporting fonts to be used for body-copy or text where a sans-serif look is preferred. Avoid using Rotis Semi Sans for headlines.

The use of layouts with text columns that are left aligned is recommended. Centred typography and right aligned layouts must be avoided.

ITC Fenice Light

ITC Fenice Regular

Rotis Semi Sans Light

Rotis Semi Sans

Rotis Semi Sans Bold