



Logo Guidelines

version 1.0 | 03.06.13

LOGO: COLOR BREAKDOWN

Below are the Maxwell Systems logo colors in their CMYK, Pantone, RGB and Hexadecimal formulations, as well as a breakdown for the black and white version.

Full Color



CMYK: 0 56 100 0
RGB: 245 137 31
Pantone: 151C
Hex: F5891F

CMYK: 0 0 0 75
RGB: 98 99 102
Pantone: Cool Gray
11C
Hex: 626366

Black & White



CMYK: 0 0 0 30
RGB: 179 179 179

CMYK: 0 0 0 75
RGB: 64 64 64

LOGO WITH TAGLINE: COLOR BREAKDOWN

Below is the Maxwell Systems logo with tagline colors in its CMYK, Pantone, RGB and Hexadecimal formulations, as well as a breakdown for the black and white version. Always use the source files provided and never try to recreate this logo lock-up.

Full Color



EMPOWERING
CONSTRUCTION

CMYK: 0 56 100 0
RGB: 245 137 31
Pantone: 151C
Hex: F5891F

CMYK: 0 0 0 75
RGB: 98 99 102
Pantone: Cool Gray
11C
Hex: 626366

Black & White



EMPOWERING
CONSTRUCTION

CMYK: 0 0 0 30
RGB: 179 179 179

CMYK: 0 0 0 75
RGB: 64 64 64

LOGO: MINIMUM SIZE AND ZONE OF ISOLATION

To create optimum impact, the Maxwell Systems logo should always be “inoculated” from other copy or art elements.

Minimum Size in Print

The Maxwell Systems logo may never be used in print in proportions any smaller than indicated below.



Minimum Size Online

The Maxwell Systems logo may never be used online in proportions any smaller than indicated below.



Zone of Isolation

Whenever possible, isolate the logo from other copy or graphic elements by creating an empty “zone” around it equal to the distance indicated by the “X” in the diagram. (See diagram 1). The size of “X” should never be smaller than the width of the “M” in the logo mark. (See diagram 2). **If the logo is smaller than .75”, the “X” should still be at least .40”.**



Diagram 1



Diagram 2

LOGO: PMS and White Logo Applications

When creating Maxwell Systems branded premiums and other PMS applications, the 2-color logo should only be used on a light background. When positioning the logo on a darker background, always use the knocked out, white version.

Knockout logo used on dark background



2-color logo used on light background



LOGO: INCORRECT USAGE

Only approved Maxwell Systems logo art should be imported into graphic materials. The logo should not be optically or proportionally distorted in any way. Do not alter the logo art or recreate it. **Avoid the incorrect usages shown below.** **Never surprint the logo on a color field or over an image.**



Do not distort



Do not distort



Do not change color



Do not surprint in full color on a solid color or tint



Do not rotate



Do not reposition the logo mark or type



Do not change color



Do not surprint on a gradation or tint



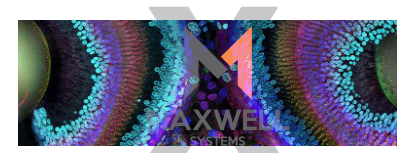
Do not screen the logo in a manner which dilutes the colors



Do not change the type



Do not change the relationship between logo mark and type



Do not overlay the logo on an image that is not associated with Maxwell Systems branding