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Logo & Brand Identity Guidelines

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Logo Construction & Usage
**Logo Construction**

With MaxBotix’s logo system, we’ve laid out a simple base measurement that was used to construct everything from the Wordmark spacing to white space.

The X measurement refers to the radius of the transducer representation in the logo. Many visual elements surrounding the logo took that measurement into account in their design.

**Logo Usage**

To avoid any confusion and mis-representation of the brand name, the logo has a minimum requirement for how close graphical elements can come to the logo. In instances where subtitles may be used, specific placement will be clearly specified.
Brand Typeface
The Typeface Family

MaxBotix now uses the typeface Helvetica throughout all brand applications. Alternative typefaces for some circumstances including windows machines or web applications will be specified.

When to Use:

Helvetica Neue LT Std Bold is to be used at standard spacing for headings and as the standard bold typeface for all paragraphs. (Italicized variants may also be used if needed.)

When MaxBotix is represented in paragraphs Bold standard spacing is to be used.

When to Use:

Helvetica Neue LT Std Light is to be used at standard spacing for some headings and as the main body text for all paragraphs. (Italicized variants may also be used if needed.)

The Wordmark

MaxBotix®
Type Usage & Exceptions
Typeface Usage

In both web applications and print, the light variant of Helvetica should be used for paragraphs and headings. The italicized variant should be used when adding emphasis.

The Bold variant of Helvetica should be used as a sub-heading for when bold type is required. This may also be used for graphical poster or marketing materials.

Typeface Exceptions

MaxBotix is still a small company and not all people creating content for the company has the necessary fonts/typefaces. Some alternatives for paragraph text could be Arial Regular or Roboto Light.

The same typeface Families apply to Bold font usage, Arial Bold and Roboto Bold.

Please use these as a last alternative. MaxBotix strives to create a consistence image and it’s usage of type is one of it’s key ways of doing so.

Paragraph Usage & Hierarchy

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Exceptions

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Brand Colors
MaxBotix features a limited color pallet to invoke a professional appearance. Our main green, Circuit Green, is the stand-out, bold color.

**Circuit Green**

Zap Green is our alternative bold color. This can be used in tandem with our primary green or by itself.

**Zap Green**

Sonar Black is a slightly faded black color, that is more pleasing to look at compared to true black.

**Sonar Black**

This tone is used to break up a web-page or print material as a background for the other colors. This is never to be used for text.

**Sense Gray**
Logo Practices
MaxBotix features a versatile logo that may be used in various graphical instances. In spite of this, strict rules are also in place to keep the logo/brand from being misrepresented.

**Correct Logo Usage**

- ![Correct Logo Usage](image1)
- ![Correct Logo Usage](image2)
- ![Correct Logo Usage](image3)

**Incorrect Logo Usage**

Some Logo Misuses may be, lack of contrast, not company colors, too bright, or messing with the size, dimensions, or placement of the logo itself.

- ![Incorrect Logo Usage](image4)
- ![Incorrect Logo Usage](image5)
- ![Incorrect Logo Usage](image6)
Logo & Wordmark Variations