

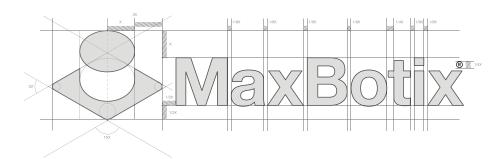
Logo & Brand Identity Guildlines

## Contents

1	Logo Construction	&	Usage
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- **3** Brand Typeface
- 5 Type Usage & Exceptions
- **7** Brand Colors
- 9 Logo Practices

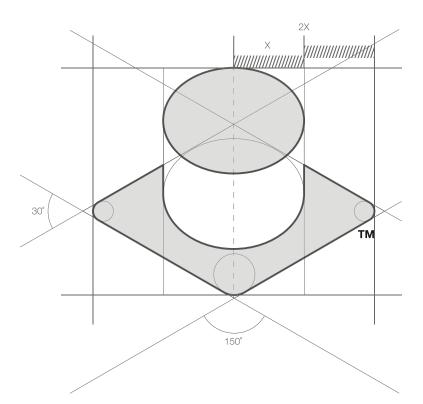
# Logo Construction & Usage



#### **Logo Construction**

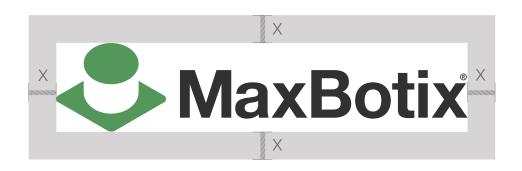
With **MaxBotix**'s logo system, we've laid out a simple base measurment that was used to construct everything from the Wordmark spacing to white space.

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



#### Logo Usage

To avoide 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.



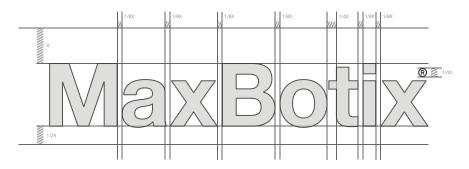
## Brand Typeface

#### The Typeface Family

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

#### The Wordmark

# MaxBotix



#### 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:

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.)

Helvetica Neue LT Std Light is to

#### **Helvetic Neue LT Std Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 & \$ %!?.,

#### **Helvetic Neue LT Std Light**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 & \$ %!?..

# Type Usage & Exceptions

#### **Typeface Usage**

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

The Bold varient of Helvetica should be used as a sub-heading for when bold type is required. this may also be used for graphical poster or markerting 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 consistance 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**

#### **Circuit Green**

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

#### Zap Green

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

#### **Sonar Black**

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

#### **Sense Gray**

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.

Process C40% M0% K46% Y0% Screen R157 G209 B163
Web HTML #9dd1a3



## Logo Practices

#### Logo Usage

MaxBotix features a versitle 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**













#### **Incorrect Logo Usage**

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

#### **Incorrect Logo Usage**















## Logo & Wordmark Variations



