



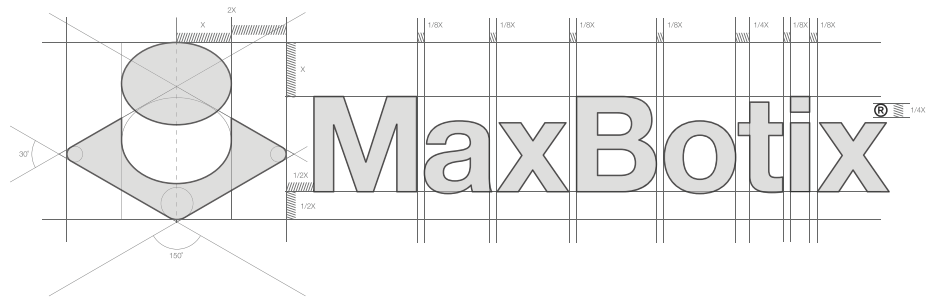
MaxBotix[®]

Logo & Brand Identity
Guidelines

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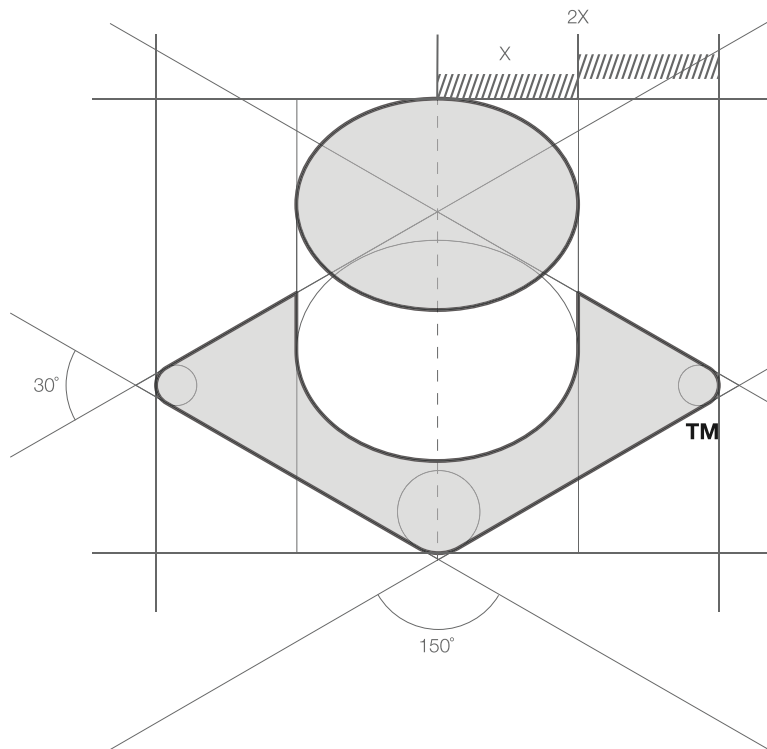
Logo Construction & Usage



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.



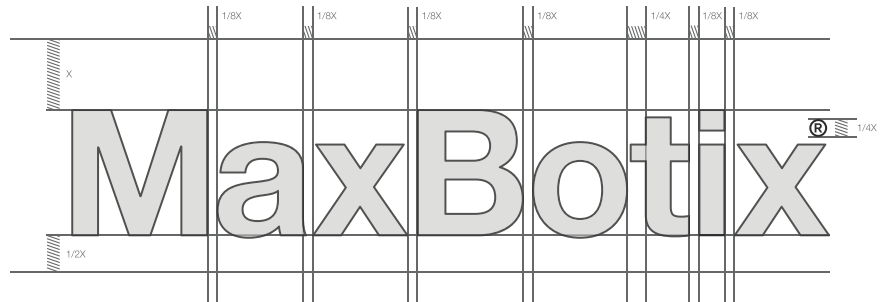
Brand Typeface

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.

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.

Helvetica 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 & \$ % ! ? . ,**

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.)

Helvetica 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 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

Circuit Green

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



Process **C43% M0% K41% Y41%**
Screen **R85 G150 B89**
Web **HTML #559659**

Zap Green

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



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

Sonar Black

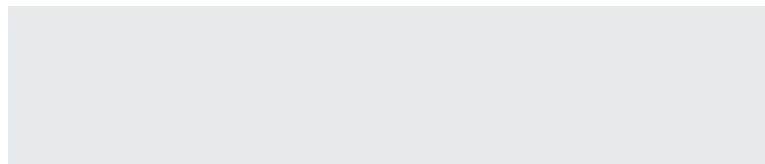
Sonar Black is a slightly faded black color, that is more pleasing to look at compared to true black.



Process **C0% M0% K80% Y0%**
Screen **R32 G32 B32**
Web **HTML #323232**

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.



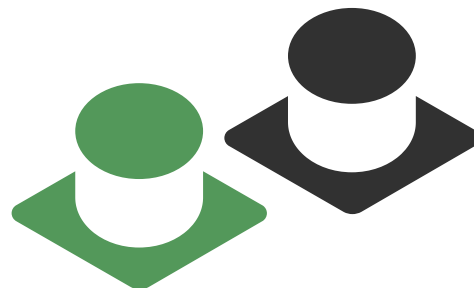
Process **C0% M0% K10% Y0%**
Screen **R230 G230 B230**
Web **HTML #e6e6e6**

Logo Practices

Logo Usage

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



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



Logo & Wordmark Variations





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