

MAXPRO Technologies, Inc.

Logo Specifications and Standards

The MAXPRO Technologies, Inc. logo has a variety of styles and applications. The design and colors of this logo should not be altered, and careful consideration should be used when placing the logo on company material. The size of this logo can be varied for maximum visual effectiveness, but to maintain clarity, should be no less than 1.125 inches wide.



PRIMARY LOGO: 3D

This logo should be used to represent MAXPRO Technologies, Inc. unless restrictions apply. The logo consists of 100% Black text, a line made of PMS 185, and a beveled edge treatment. If the logo is to appear on a black background, the text must be reversed to white. If the logo is to appear on a red background, it must contain the white halo as shown.



SECONDARY LOGO: FLAT

When the 3 dimensional logo cannot be utilized, a flattened version of the logo should be used (as shown above). The logo consists of 100% Black text and a line made of PMS 185. If the logo is to appear on a black background, the text must be reversed to white. If the logo is to appear on a red background, it must contain the white halo as shown.



SECONDARY LOGO: 1 COLOR (FLAT)

When restrictions are in place, a simple logo made of one color may be utilized. The primary one-color logo consists of 100% Black text with a 40% Black line. If the logo is to appear on a Black or colored background it should be displayed as shown to the right.



Secondary Application: 3D logo on Black



Secondary Application: 3D Logo on PMS 186 (with Halo)



Secondary Application: Flat logo on Black



Secondary Application: Flat Logo on PMS 186 (with Halo)



Secondary Application: White (with 40% Black) logo on Black



Secondary Application: White logo on PMS 186

MAXPRO Technologies, Inc.

Color Specifications and Standards

The MAXPRO Technologies, Inc. brand has a variety of styles and applications. The colors of the company brand should not be altered, and careful consideration should be used when using color in company material. This information may be provided to vendors who will be reproducing company materials for MAXPRO.

PANTONE 185

R 239 %	C 000 %
G 062 %	M 091 %
B 066 %	Y 076 %
	K 000 %

PANTONE 186

R 227 %	C 000 %
G 024 %	M 100 %
B 054 %	Y 081 %
	K 004 %

PANTONE 187

R 196 %	C 000 %
G 018 %	M 100 %
B 048 %	Y 079 %
	K 020 %

PANTONE 188

R 139 %	C 010 %
G 015 %	M 100 %
B 004 %	Y 090 %
	K 050 %

PRIMARY COLORS: REDS

The MAXPRO Technologies, Inc. brand is made up of 4 distinct reds. PMS 185 is used exclusively in the MAXPRO logo "line." PMS 186 is used in color fields and textual copy. PMS 187 is used exclusively with PMS 186 in the creation of the "Red Gradient" (see below). PMS 188 is used as a background color in images containing MAXPRO products.



RED GRADIENT

The Red Gradient is an important element within the brand identity. It is crucial that the gradient be created with the exact specifics as displayed above. Gradients must start with PMS 186 and make an even transition to PMS 187. Gradients may transition from left to right or top to bottom only (diagonal gradients not recommended).

PANTONE 2602

R 119 %	C 063 %
G 039 %	M 100 %
B 139 %	Y 000 %
	K 003 %

PANTONE 300

R 000 %	C 100 %
G 120 %	M 044 %
B 193 %	Y 000 %
	K 000 %

PANTONE 354

R 000 %	C 080 %
G 177 %	M 000 %
B 090 %	Y 090 %
	K 000 %

SECONDARY COLORS

When additional colors are necessary, the designated secondary colors should be used. However, the secondary colors should always remain subordinate to the brand reds and should never be used "in place of" a red. (If using one of these colors in a 2 color print, a black & white version of the logo should be utilized.)

MAXPRO Technologies, Inc.

Typeface Specifications and Standards

The MAXPRO Technologies, Inc. brand has a system of typefaces that allows for a variety of flexible applications. The typeface selections of the brand (listed below) should not be altered, and careful consideration should be used when utilizing them in company material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Switzerland Regular

Switzerland Light

Switzerland Bold

Switzerland Black

Switzerland Condensed

Switzerland Condensed Light

Switzerland Condensed Bold

Switzerland Condensed Black

PRIMARY TYPEFACE: SWITZERLAND

This typeface should be used in all MAXPRO Technologies, Inc. materials. There are a variety of fonts available within this typeface. Both the Roman and Condensed typefaces may be utilized in a variety of weights (Light, Regular, Bold, Black), as well as the italic variations. Please take care when selecting the different versions of Switzerland to insure your text is clear and legible.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Franklin Gothic Book

Franklin Gothic Medium

Franklin Gothic Demi

Franklin Gothic Heavy

ALTERNATE PRIMARY TYPEFACE: FRANKLIN GOTHIC (NOW INACTIVE)

Within the MAXPRO Technologies brand, Franklin Gothic has been used as an additional primary typeface. This typeface has been used in all weights (Book, Medium, Demi, Heavy), as well as italicized, in a few Maxpro materials, but has now been replaced as MAXPRO's primary typeface by Switzerland (see above). Franklin Gothic has been rendered inactive within the brand going forward, with the exception of additions/changes to the Valves, Fittings & Tubing catalog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Square Regular

Square Bold

SECONDARY TYPEFACE: SQUARE (REGULAR AND BOLD WEIGHTS ONLY)

When an additional typeface is necessary, Square should be utilized. This modern, geometric typeface serves as a compliment to the classic letter forms of Switzerland. However, Square should always be used in minimal applications (such as titles) and never in situations that require small text, or multiple lines of text (i.e. captions, paragraphs).