MAXFORCE

# Logo & Brand Identity Guidelines

**Version 1.1**

| | |
|---|---|
| 3 | About |
| 4 | Logo |
| 5 | Clear Space |
| 6 | Logo Variations |
| 7 | Logomark Variations |
| 8 | Colors |
| 9 | Typeface |
| 10 | Logo Do-Not’s |
| 11 | Brand Examples |
| 12 | Contact Info |

**MaxForce – Built for the Way You Work.**

That is more than a tag line. It is the two core principles that created us:

1. We provide turn-key solutions that we know work for the application you do. Proven by testing and experience. Our customer don't have to figure things out, or learn by the school of hard knocks. MaxForce products come ready to work!
2. MaxForce equipment is ready to work as hard as you do. We do not take short cuts and use only the best components. Our designs focus on maximizing productivity and reducing down time. When you're ready to get to work your equipment will be too.

MaxForce is a brand of CJ Spray, Inc a leading distributor, integrator and manufacturer of spray equipment and fluid handling systems. For more information please visit www.cjspray.com or our industrial focused company The Paint Project at www.paintproject.com

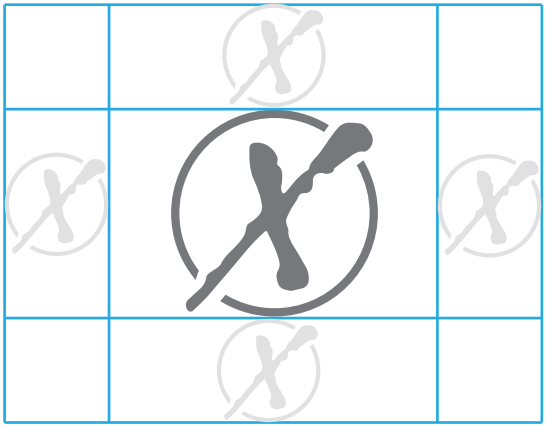
## Logomark / Icon

Our logomark is used to enhance brand identity as a symbol used to represent MaxForce. This graphic element is used as a secondary mark to create strong branding identity in smaller spaces.

## Primary Logo

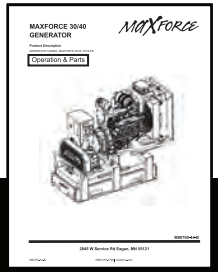
## Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter X.



## Logo variation

The MaxForce logo used on an application will often depend on the background and production method. Work to achieve high contrast logo against variable background as seen to the right. Do not use black on white or reverse with the exception of black and white owner's manuals.




White Background

Dark Gray Background

Black Background

Light Gray Background

Dark Photo Background

Light Photo Background

## Icon Background

The same rules apply to the MaxForce logomark - used on an application will often depend on the background and production method. Never use black on white or reverse.

White Background

Dark Gray Background

Black Background

Light Gray Background

Dark Photo Background

Light Photo Background

## Primary Colors

CMYK 75, 68, 67, 90
RGB 000
HEX 000000
PMS Black

CMYK 55, 46, 44, 10
RGB 119, 120, 123
HEX 77787b
PMS Cool Gray 11C

CMYK 19, 15, 16, 0
RGB 204, 204, 203
HEX cccccb
PMS Cool Gray 1C

## Secondary Color

CMYK 6, 0, 95, 0
RGB 255, 253, 1
HEX fffd01
PMS 13-0630 TN

## The Typeface Family

The MaxForce Brand uses the Open Sans Font family, and should only be used at Black (100%) or Black (80%). The font may be Cool Gray when used against a dark background. Please note, the fonts below may not be readily installed on most devices. Use alternative fonts listed if primary fonts are not available.

**Headers**

**Open Sans (Extra Bold)**

**Copy**

**Open Sans (Bold)**

Open Sans (Semibold)

*Open Sans (Semibold Italic)*

Open Sans (Regular)

*Open Sans (Italic)*

**Alternate**

**Arial (Bold)**

Arial (Regular)

**Do Not: Logomark**

The MaxForce logo and logomark never appear together.

**Do Not: Fonts**

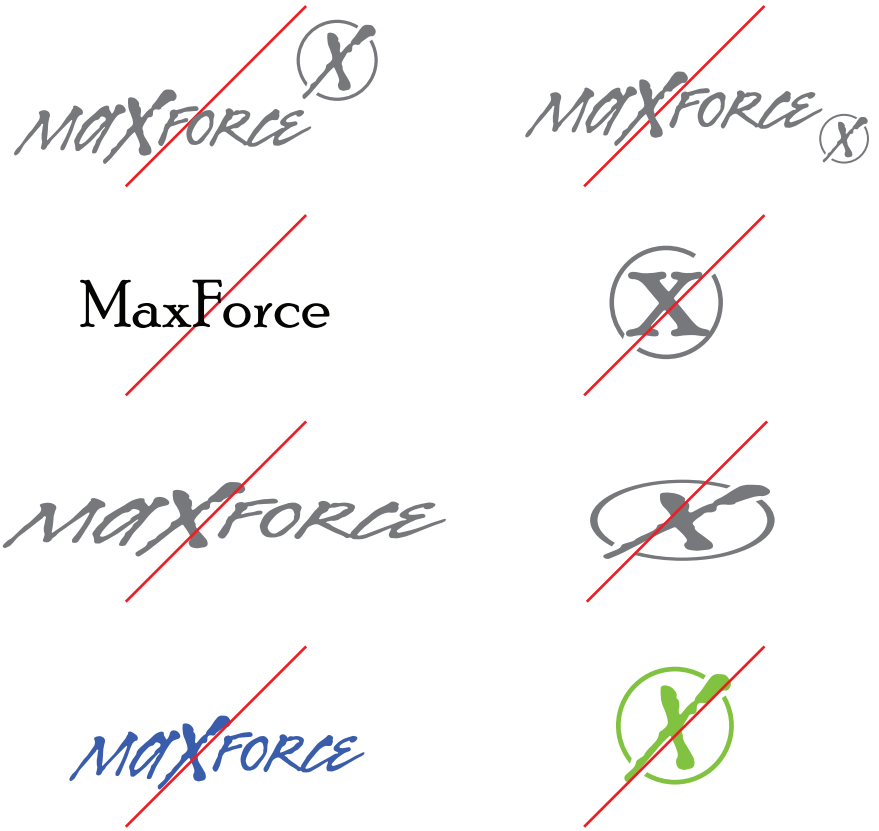
Do not use any other font, no matter how close it might look to Open Sans.

**Do Not: Sizing**

Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not: Color**

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.



MAXFORCE AC SERIES

GH4030AC

L10449-99

MAXFORCE COMMANDER FLATBED

www.maxforce.com
info@maxforce.com
651-789-8717

MAXFORCE