



The Logo

The MaxPoint Interactive logo consists of the brandmark and the logotype.



Clear Space

The MaxPoint logo should always have ample space around it to keep it clear of other visual elements and colors. The minimum clear space around the logo should be the height of the 'M.'



Print: 1 inch wide

Web: 72 pixels wide

Minimum Size

The minimum size requirements have been set to ensure legibility. Do not reduce the logo below the recommended sizes.

Full Color Logo – Preferred



One Color Logo



Reversed Logo



Acceptable Uses of the Logo

Above are acceptable uses of the logo. The preferred version of the logo is full color on a white background. However, it is also acceptable to use the other versions shown above.



A. Do not reverse the color balance of the logo.

B. Do not use the red for a one color version of the logo.

C. Do not use any other color combination for the logo.

D. Do not use the logo on low contrast backgrounds.

E. Do not stretch, squish, or skew.

F. Do not delete parts of the logo.

Examples of Restricted Uses

Above are examples of restricted uses of the logos. This is not a complete list; however, it should provide a broad enough sampling of possible misuses.

Primary Color Palette



MaxPoint Red

PMS: 484 C
CMYK: 0 90 100 40

RGB: 156 48 34
HTML: 9c3022



MaxPoint Gray

PMS: 446 C
CMYK: 0 0 0 80

RGB: 62 69 69
HTML: 3e4545

Secondary Color Palette



MaxPoint Teal

PMS: 5473 C
CMYK: 82 0 28 52

RGB: 0 106 113
HTML: 006a71



MaxPoint Light Gray

PMS: 430 C
CMYK: 0 0 0 45

RGB: 130 138 143
HTML: 828a8f

Corporate Color Palette

The MaxPoint corporate color palette consists of two primary colors. White space is also an important part of the MaxPoint palette. Not only is it modern, but when used correctly, it conveys a sense of visual comfort and openness inviting the audience into the design while influencing hierarchy through clear space.