



COLOR PALLETE



#1d2645



#d3ba78



#ffffff



#222222

MAIN FONT

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT

GARET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Logo and Colour Do's and Don'ts



Do's

1. Maintain Clear Space

- Always leave a minimum clear space around the Maverick North logo equal to the height of the letter “M” in Maverick.

2. Use Official Colours Only

- *Deep Navy*: #1d2645
- *Heritage Gold*: #d3ba78
- *Pure White*: #ffffff
- *Charcoal Black*: #222222

3. Use High-Resolution PNGs

- Always use the official logo files provided, including transparent and light/dark background versions, to maintain sharpness, detail, and clarity of the eagle symbol and typography.

4. Use Logo on Clean Backgrounds

- For maximum legibility, place the logo on solid light tones or other neutral backgrounds that do not compete with the wordmark.

5. Centre or Align Purposefully

- Align the logo centrally or with clear left/right alignment that fits your layout structure.

Don'ts



1. Don't Stretch or Distort the Logo

- Do not alter proportions, squish, squeeze, or skew the logo in any way.

2. Don't Rotate the Logo

- The Maverick North logo must always appear upright and horizontal. The eagle and wordmark should never be angled.

3. Don't Add Effects

- Avoid shadows, bevels, embossing, glows, or any 3D effects. Keep the brand clean and modern.

4. Don't Use Off-Brand Colours

- Stick to the defined palette. Don't use neons, reds, purples, or other saturated tones outside the brand system.

5. Don't Place on Busy Backgrounds

- Avoid placing the logo over textured images, cluttered scenes, or low-contrast areas.

6. Don't Change the Fonts

- Never recreate, modify, re-space, or redraw the Maverick North wordmark.
- Only use the official logo files exactly as provided.