

Max Identity Design

Final logo and logo usage guidelines



Design
Center of Excellence



DISRUPTING AND TRANSFORMING
BUSINESS AT SCALE

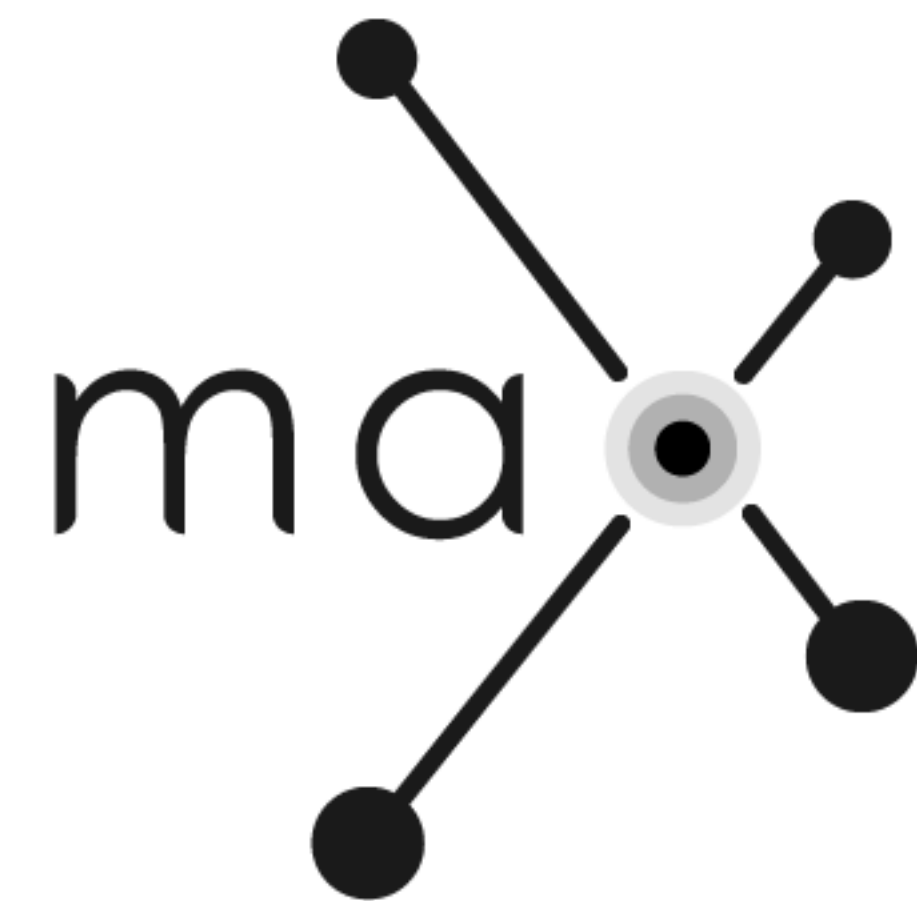
Primary Application
/ blue on white bg



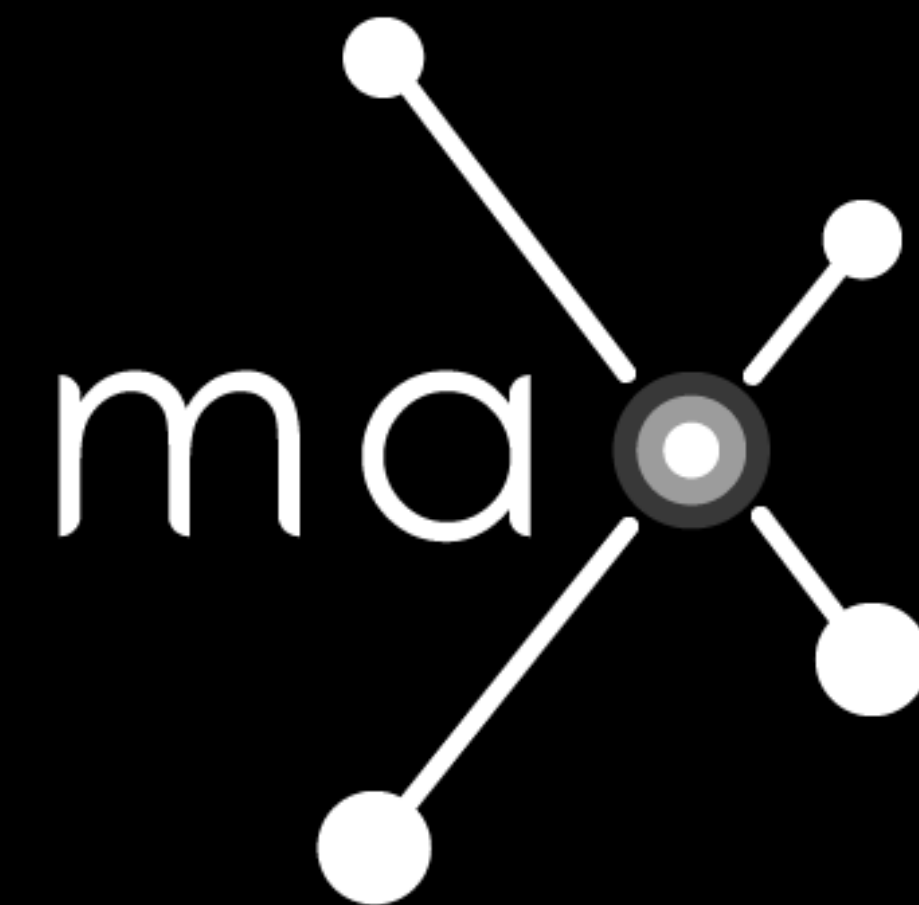
The logo depicts interaction between different and fragmented systems where Max acts as a central node for all relevant information.

Secondary Application
/ white on blue bg

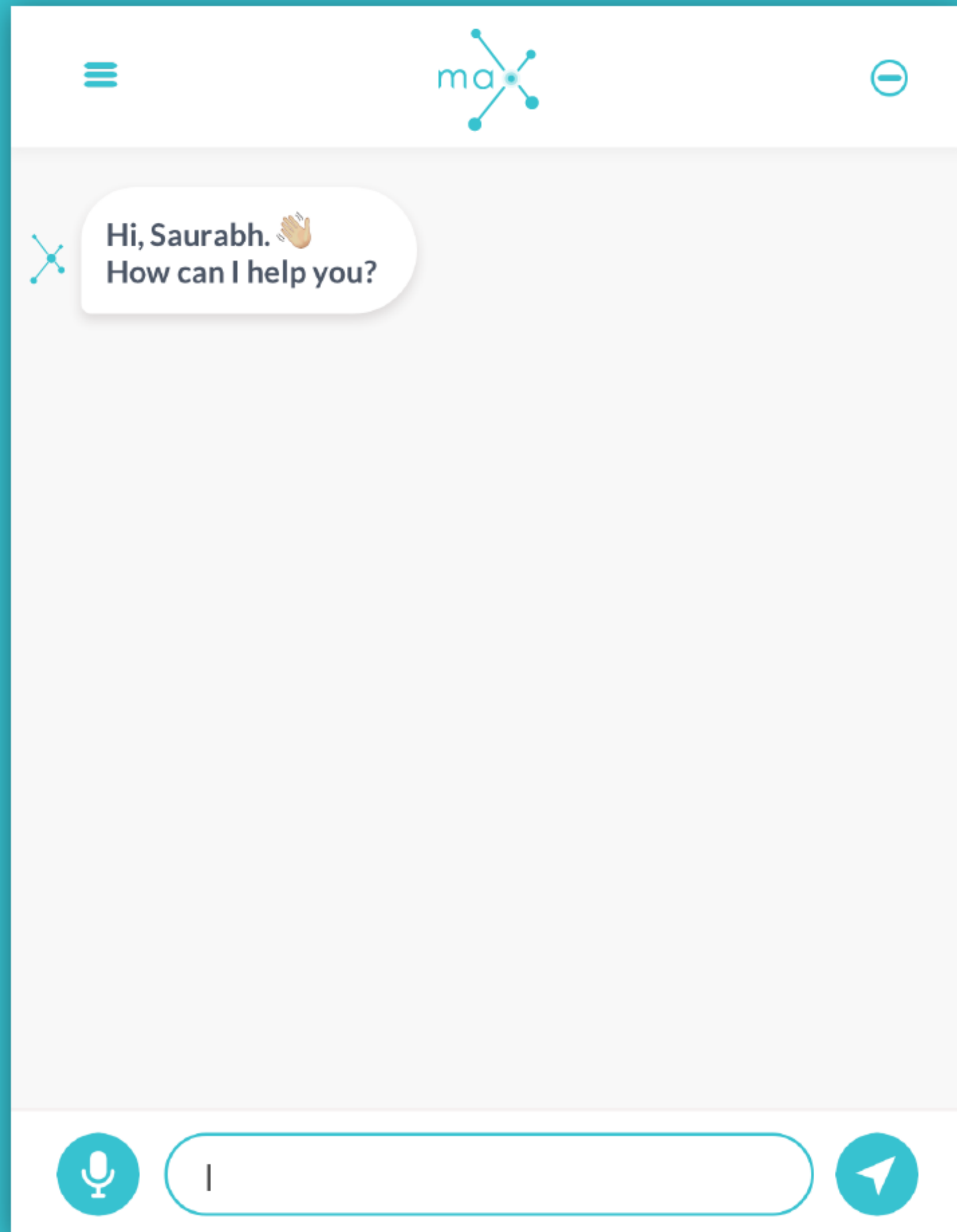




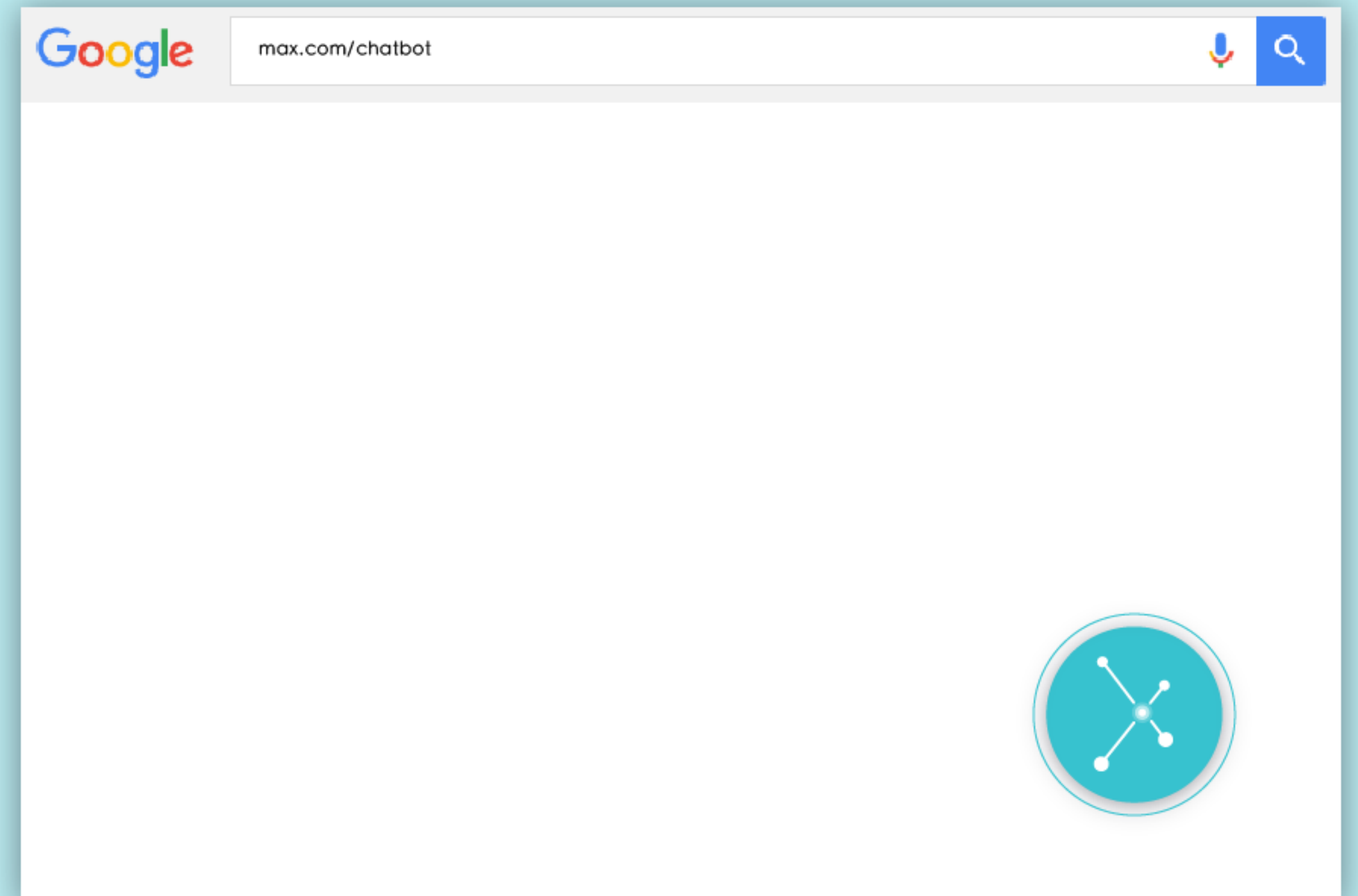
Tertiary Application
/ black n white



Tertiary Application
/ black n white



/ Usage on UI



/ Usage on collaterals



Connected to Customers



Thank you