MaxPoint Branding Style Guide

Version 1 / May 2017

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MAXPOINT®

The MaxPoint Logo

The MaxPoint logo consists of the brandmark and logotype. It is a registered trademark in the United States. For other countries, use the unregistered logo version.

Logotype

Brandmark

Registered in the U.S.

Unregistered outside the U.S.

Logo Center Point

The center point of the logo does not include the registered trademark symbol (®).

✅ Do

❌ Don't

Uses of Logo

Below are acceptable and unacceptable 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 below.

Full Color (preferred)

Black and White

Reverse Color

One color logo on bright image

The logo should always be visible and never be paired with an image with excessive white space. Instead, add a dark overlay to bring the Reverse Color logo forward.

✅ Do

❌ Don't

Background color for legibility

The Full Color logo should never be paired with a background color that will affect any part of its legibility or cause visual vibration. Use the Reverse logo instead.

✅ Do

❌ Don't

Logo paired with text

The logo should never be in place of text as shown below. It should not be paired with text to read as a sentence. Use "We are MaxPoint" rather than "We are [Logo]."

✅ Do

❌ Don't

WE ARE MAXPOINT

Proper logo orientation

Both logotype and brandmark should not be altered in any way.
Stretching, tilting, or flipping of the logo is unacceptable.

❌ Don't

Repeating logos

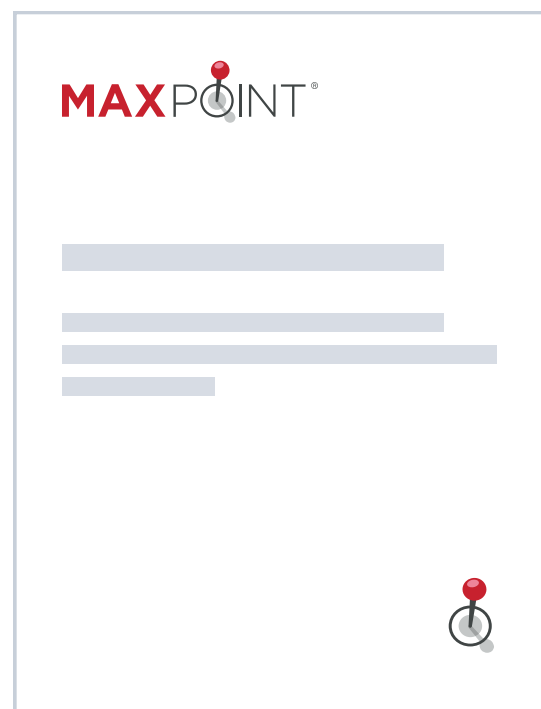The logo or brandmark should only be used one time on any page. Do not overuse it as a pattern, bullet points, or as any other decorative element.

✅ Do   ❌ Don't

Clear Space

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

Minimum Clear Space

Minimum Size

The minimum size requirements have been set to ensure legibility.

Do not reduce the logo below the recommended size.

Print

1 inch wide

Web

72 pixels wide

Copyright

The copyright line should be used in the footer of all 'copy' property of
MaxPoint such as Marketing materials, web use, PPT, PDFs, etc., US and UK.

Copyright line ——————— © 2017 MaxPoint Interactive, Inc.

Branding Colors

The MaxPoint corporate color palette consists of two core colors, three foundation colors, and two accent colors. Our Core Colors should be used by default, while Foundation and Accent Colors should serve as supporting colors.

Core Colors

MaxPoint Red

HEX	#C8102E	**CMYK**	2 100 85 6
RGB	200 16 46	**PMS**	186 C

Navy

HEX	#071D49	**CMYK**	100 90 13 71
RGB	7 29 73	**PMS**	2768 C

Foundation Colors

Purple

HEX	#5F259F	**CMYK**	82 97 0 0
RGB	95 37 159	**PMS**	267 C

Indigo

HEX	#5173D1	**CMYK**	72 57 0 0
RGB	81 115 209	**PMS**	2718 C

Teal

HEX	#0087B5	**CMYK**	84 36 14 0
RGB	0 135 181	**PMS**	7689 C

Accent Colors

Sky Blue

HEX	#40ADDC	**CMYK**	67 14 4 0
RGB	64 173 220	**PMS**	298 C

Sea Green

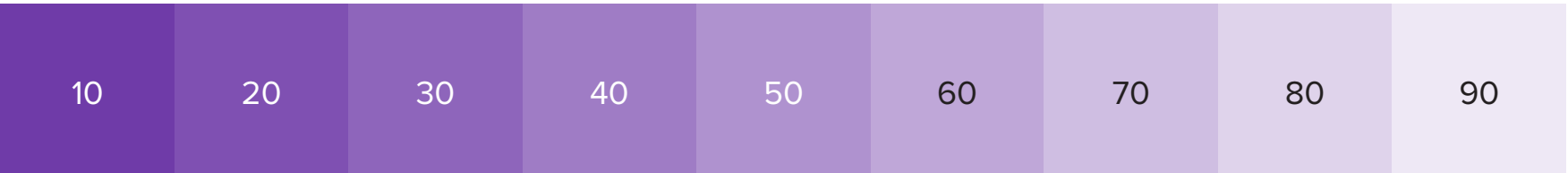|			
HEX	#43CEBD	**CMYK**	62 0 35 0
RGB	67 206 189	**PMS**	3248 C

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Tints and Shades

The MaxPoint corporate color palette also includes each branding color's tints and shades. A **tint** is the mixture of a color with white, while a **shade** is the mixture of a color with black. Each color's tints and shades are combined to create more variety.
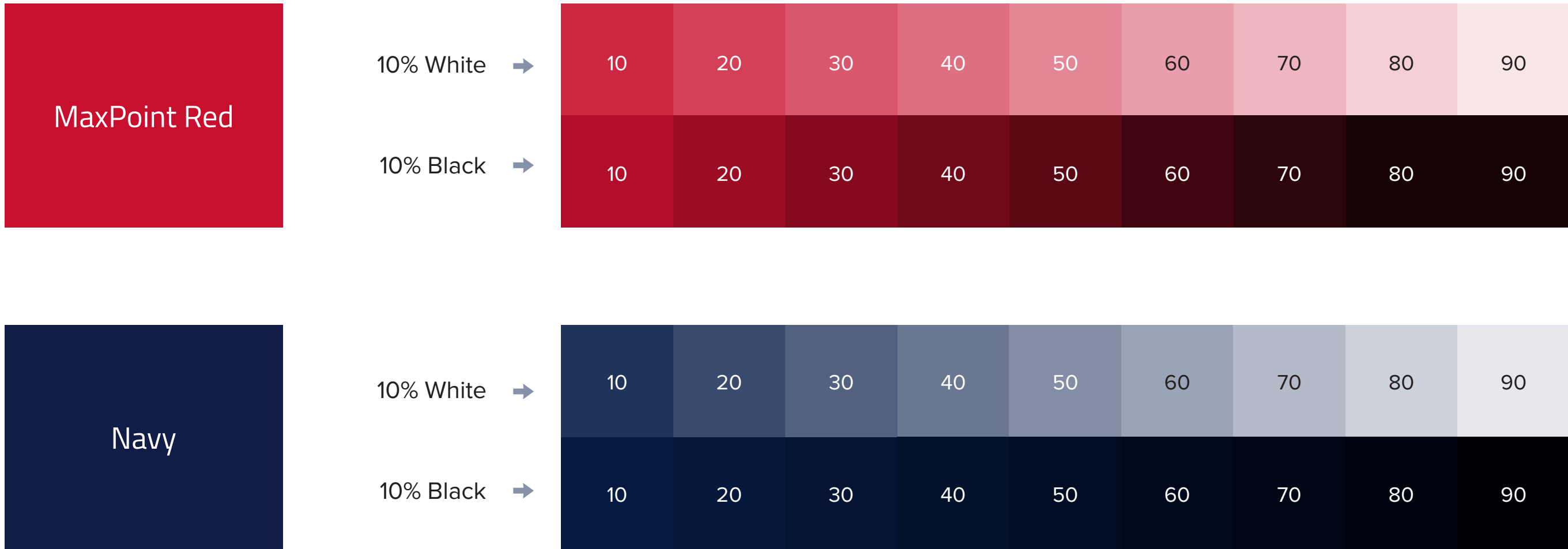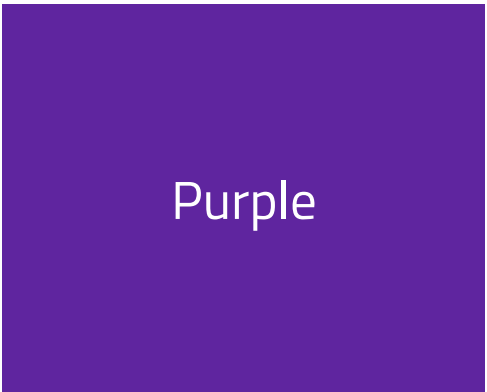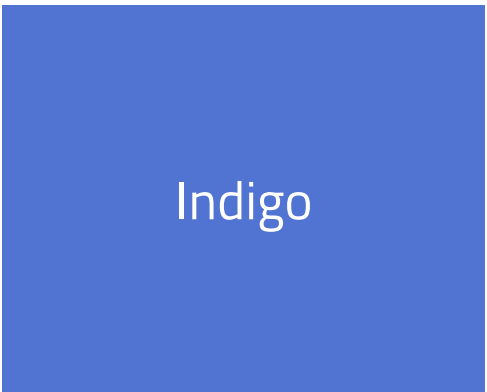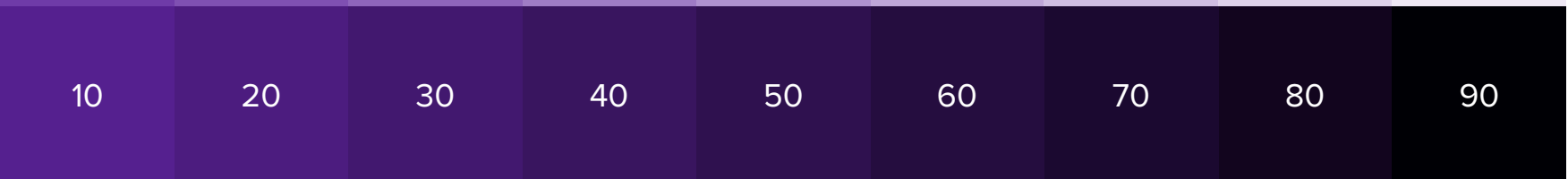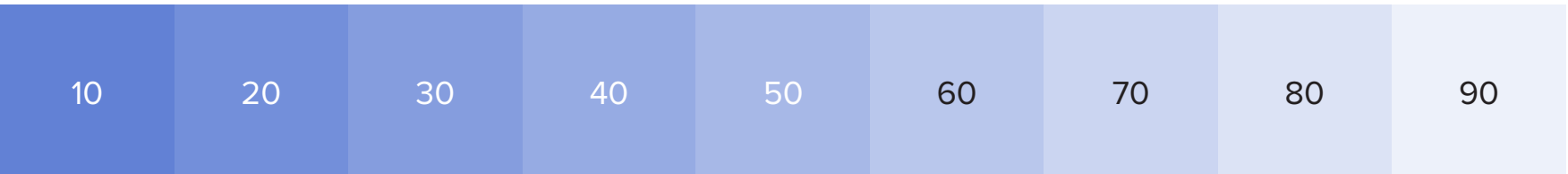
MaxPoint Red										
10% White ➡	10	20	30	40	50	60	70	80	90
10% Black ➡	10	20	30	40	50	60	70	80	90

Navy										
10% White ➡	10	20	30	40	50	60	70	80	90
10% Black ➡	10	20	30	40	50	60	70	80	90

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Purple

10% White ➡

| 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |

10% Black ➡

| 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |

Indigo

10% White ➡

| 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |

10% Black ➡

| 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |

Teal

10% White ➡

| 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |

10% Black ➡

| 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 |

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Sky Blue

10% White ➡

10	20	30	40	50	60	70	80	90

10% Black ➡

10	20	30	40	50	60	70	80	90

Sea Green

10% White ➡

10	20	30	40	50	60	70	80	90

10% Black ➡

10	20	30	40	50	60	70	80	90

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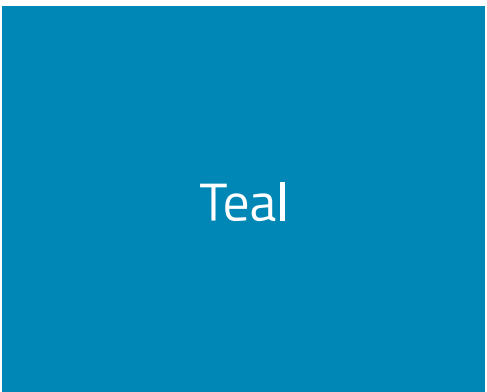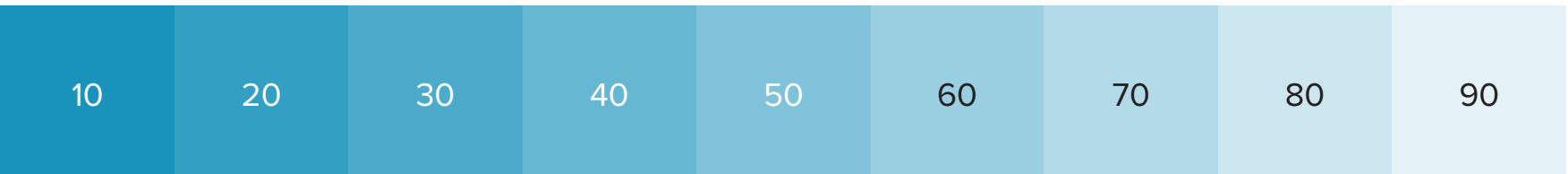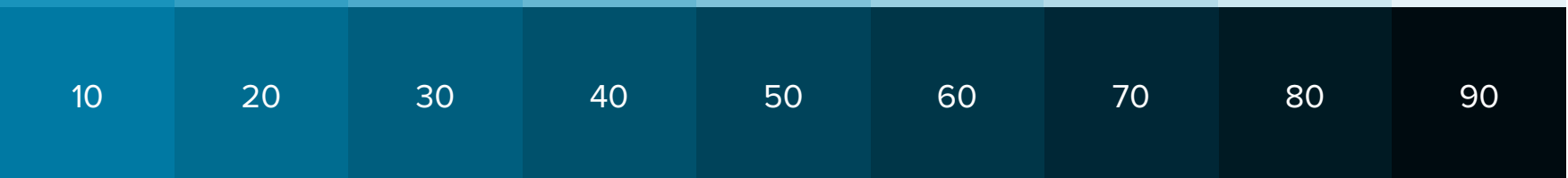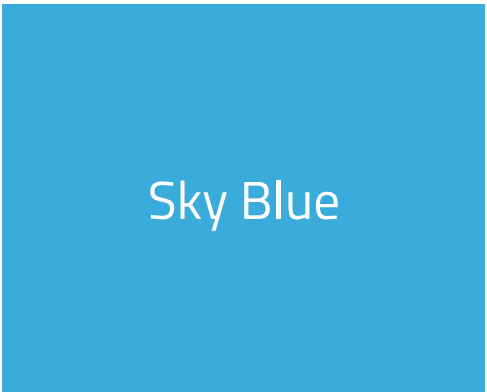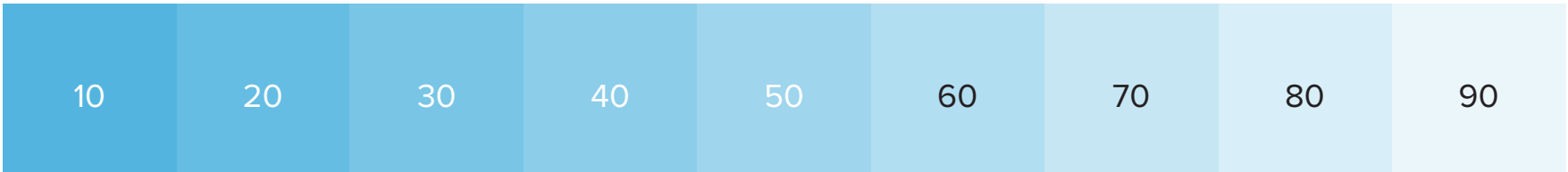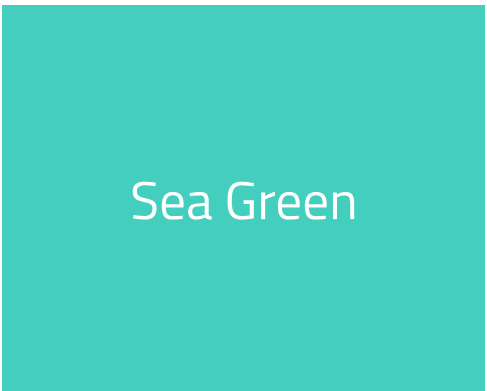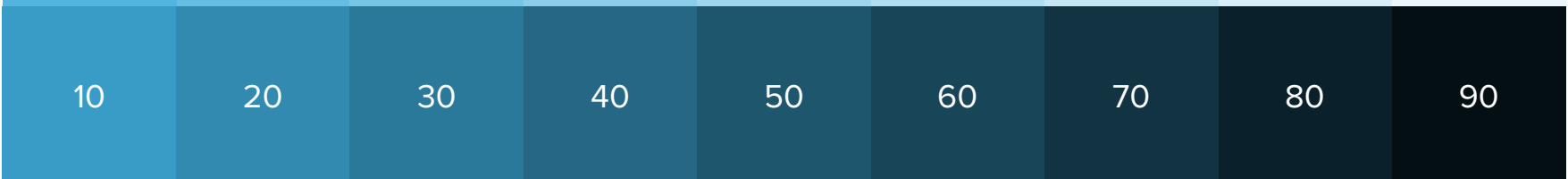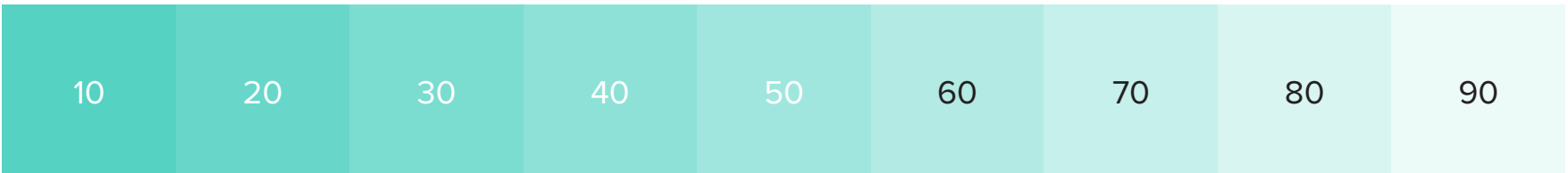
Typography

Font choices vary by use. For example, typography that is ideal for web may not present well for UI or print, etc. Below are recommendations for font choices by use case.
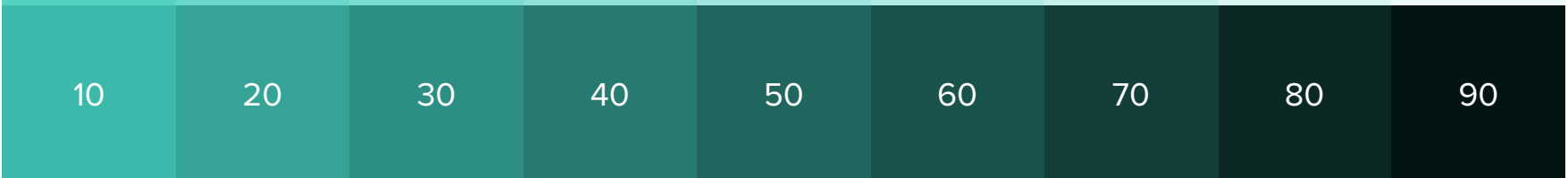
Primary Typefaces

Our primary typefaces are used for our website and print collaterals, as well as in our product UI.

Proxima Nova

Light

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

Regular

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

Bold

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

Titillium

Light

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

Regular

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

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Secondary Typefaces

Our secondary typefaces are used for PowerPoint decks. Use secondary typefaces when primary is unavailable to ensure cross-platform support, as custom fonts are not supported by Microsoft products on PC.

Arial

Regular

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

Regular

MaxPoint elevates client success with products built on a complete view of consumer, place, and purchase.

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Color

While headers and titles may consist of various color treatments, the body copy should always remain neutral. Use 10-60% tints of Navy as text color, avoiding tints above 60% to maintain the text's legibility. Body copy should never be solid black to avoid harsh contrast. This does not apply to text paired with a background color other than white. If the use of gray is necessary, these specified tints of Navy below are acceptable as grays.

Tints 10-60%

10	20	30	40	50	60

✅ Do

Measurement

Measure how well your media increases real-world visits with unique insight into offline consumer activity

❌ Don't

Measurement

Measure how well your media increases real-world visits with unique insight into offline consumer activity

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Weight

Light font weight should only be used for text that is on one line, such as dates, categories, or short titles. Be wary of using Light font weights in print design as it can easily be washed out, especially when set in smaller type sizes. Avoid using Light on a reversed background with white text.
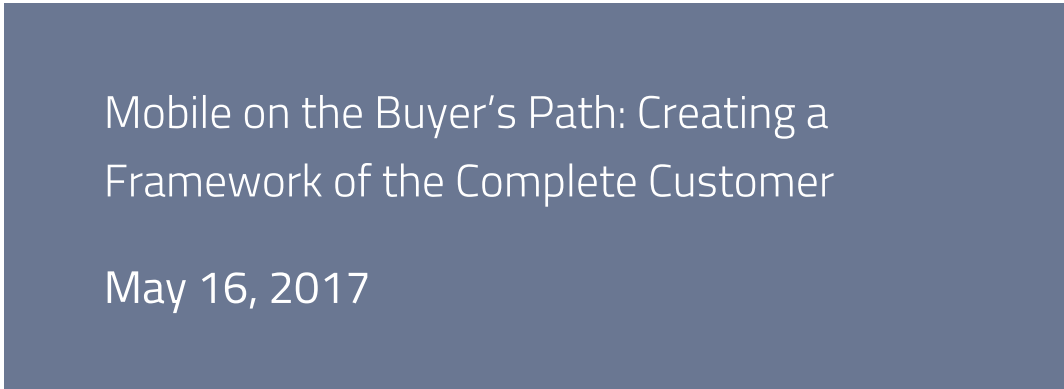
✅ Do

❌ Don't

Susie Que | May 16, 2017

Mobile on the Buyer's Path

Mobile on the Buyer's Path: Creating a Framework of the Complete Customer

May 16, 2017

Web

Print

Type Treatment

These are examples of type hierarchy and treatment used on web and mobile. Use it as a reference for existing patterns or future type pairings.

		Web	Mobile
1	**Section Header**	Titillium | Light, 22pt	Titillium | Regular, 15pt
2	**Header**	Titillium | Regular, 50pt	Titillium | Regular, 32pt
3	**Subheader**	Titillium | Regular, 28pt 42pt line height	Titillium | Regular, 18pt 25pt line height
4	**Body Copy**	Proxima Nova | Regular, 18pt 28pt line height	Proxima Nova | Regular, 17pt 27pt line height
5	**Link**	Proxima Nova | Bold, 16pt Uppercase, 0.7px letter spacing	Proxima Nova | Bold, 14pt Uppercase, 0.7px letter spacing

1 Measurement

2 ## Sales Impact

3 Measure the effect your advertising has on driving sales at the register, down to the SKU level

4 Understand how well your advertising drives sales at the store level. Use audience profiles by store to know the unique preferences of each buyer group.

5 **LEARN MORE**

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Brand Elements

Brand identity is important to us at MaxPoint. Consistency throughout all web and print collateral is our goal. The MaxPoint brand used throughout all of our designs help create a more familiar and trustworthy experience.

Slash

Slashes are used to create dynamic overlaps between image and content. It's most commonly used as solid blocks of color paired with text or an image, or with an image placed inside. Use them for introductory pages such as cover pages or heros, or to draw attention to areas of text such as pull-quotes.

Degree of Angle

There are two standard degrees of the angle of the slash, Vertical and Horizontal. These degrees depend on the level of copy and white space. Use these as starting points.

Vertical Slashes are 75° and used on designs with a **landscape orientation**. Horizontal Slashes are 15° and are used on designs with a **portrait orientation**. These degrees should remain the same regardless of the size of its container.

Vertical Slash

75°

75°

75°

Horizontal Slash

15°

15°

15°

MAXP⦿INT

Direction and Position

The standard direction of the slash is angled towards the upper-right side of the page, and should always touch three edges of the page. However, it is acceptable to position it to the left as long as it is relative to the content.

Legibility is our primary goal—always **allow the content of the page to determine its position**.

The slash should never be overpowering or cramping the text. Proper margins should be given to text the slash is paired with, additionally the slash should never exceed more than half of the total design.

✅ Do

1

2

3

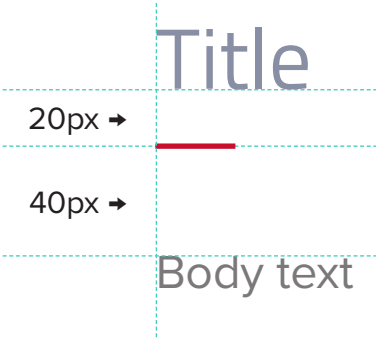❌ Don't

1

2

✅ Do
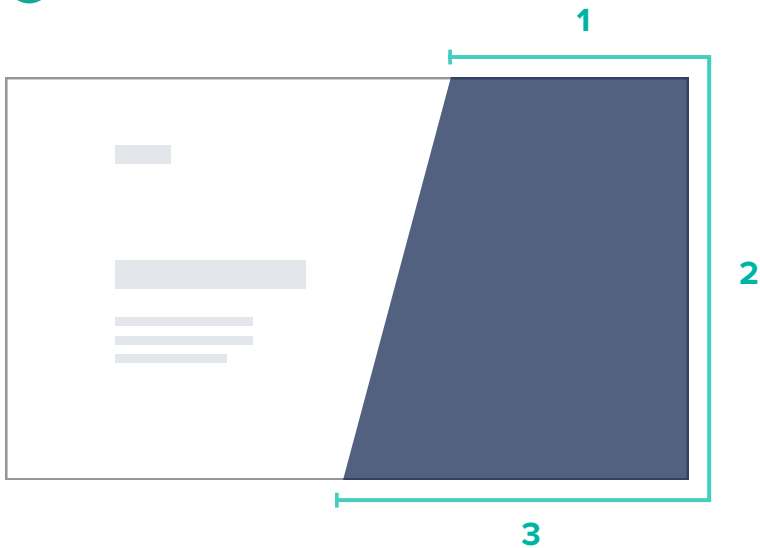
❌ Don't

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Dash

Dashes are paired with text to create a visual break from header to body, or to separate sections of content. These dashes add visual balance and hierarchy. Below are two attributes to keep in mind when using the dash.
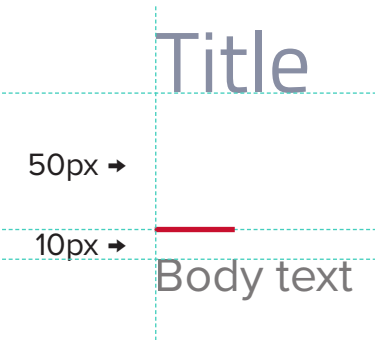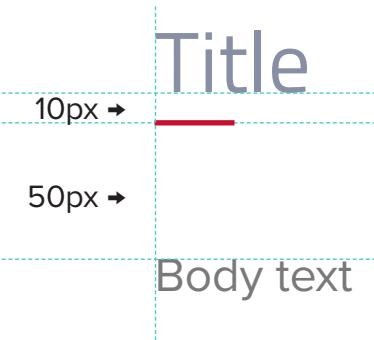
Vertical Spacing

The dash should always be closer in proximity to the title rather than its subtext. When in doubt, stick to the rule of thirds—there should always be more space after the dash.

✓ Do

✗ Don't

Title

20px →

40px →

Body text

Title

10px →

50px →

Body text

Title

50px →

10px →

Body text

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Length

Dashes are typically paired with titles, but not always. It can also be used as a visual break. Determining the length of each dash depends on the font size of its title. Strokes also vary by size, but is typically 2-3px. Dashes should be around 2-3 letters in length. Always round its length to the nearest multiple of five.

Left Aligned (Titles)

2-3 letters length

25px text

It's Time for Marketing to Embrace the True You

30px length
2px stroke

2-3 letters length

45px text

It's Time for Marketing

60px length
3px stroke

Center Aligned (Pattern)

55px length
2px stroke

24px text

"I love the vibrant atmosphere here at MaxPoint! We tackle new challenges every day, and we never stop learning. It is an incredibly fun and exciting place to work."

Morgan, Account Manager

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Color

The primary use of dashes are in the MaxPoint red color – use this whenever possible. However, it is also acceptable to use Foundation or Accent colors as long as there is enough contrast.

MaxPoint Red

It's Time for Marketing to Embrace the True You

It's Time for Marketing to Embrace the True You

Foundation/Accent Color

It's Time for Marketing to Embrace the True You

It's Time for Marketing to Embrace the True You

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Icons

Our icon style is simple, composed of regular shapes with a consistent **stroke weight, 1.5px**. They are designed to match the look and feel of the more complex graphics on the site. For the complete library of icons, please contact **dl_branding@maxpoint.com**.

Product Icons

Media & Audience

Measurement

Customer Catalyst

PathPoint

Product Snapshots

Benefits

Features

How It Works

A Closer Look

Brand Protection

Performance

Best Customers

Insights

MAXPOINT®

Example of Icon Use

PathPoint Product Page

Benefits

Improve store performance with insights that increase sales, improve operations, and grow loyalty.

LEARN MORE

Features

Analytics quantify shopper movement, revealing customer behavior and preferences.

LEARN MORE

How It Works

MaxPoint provides an end-to-end solution, from sensor installation to analytics and insights.

LEARN MORE

Why PathPoint?

Gain insights from marketing intelligence technology experts.

LEARN MORE

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Photography

Photography should tell a story and reflect our company vision. It should be expressive, authentic, and connect with our audience. Use these guidelines to help you select imagery that best represents the MaxPoint brand.

Style

Our photography should maintain a consistent style in terms of color, tone, light, and simplicity. Clean lines, unique angles, and a sense of movement can add interest to an image.

People

People should look natural and real, with an appropriate mix of race, age and gender to reflect the audience. They should show interaction or engagement in something (activity, focus, interest). They should not look staged and is best if it seems to capture a real-life moment in time.

Mood

ENERGETIC   **FUN**   **OPTIMISTIC**

FRIENDLY   **OPEN**   **INVITING**

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Environment

Places should be carefully chosen to correlate with products or audiences. We tend to work with big brands and large department or grocery stores. Avoid photos that depict boutique stores and coffee shops because our customers won't relate to these images.

In General
Think about global users and avoid images that could offend or be controversial. When selecting an image, be aware of background objects that could be distracting to the focus of the message.

Copyright

When using externally sourced photos or graphics, you must ensure that you have permission or the correct license to use legally. If permission is granted, you must give the copyright owner credit and link back to the original source.

Stock Photography
You may also use photos that are available under license from stock photography websites or if they fall under a "Creative Commons" license. For a breakdown of the different levels of attribution required for CC licenses, visit https://creativecommons.org/licenses.

Photography Examples
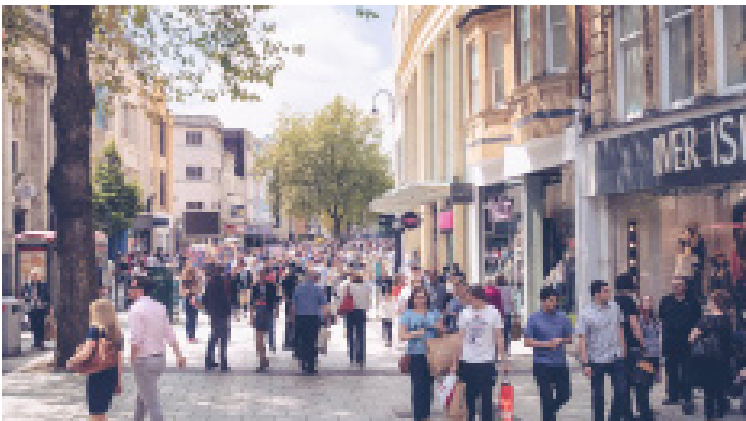
People

Places

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Photo Guidelines

The following are general guidelines to follow when selecting photography. If you would like an image library with pre-approved photographs or have questions about image choice, please reach out to **dl_branding@maxpoint.com**.

Children and Devices

Children depicted with a parent without devices present are acceptable if need be, but an alternative image option is encouraged.

✅ Do

❌ Don't

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Choice of Retail Space

MaxPoint clients are unlikely to be small shop owners, such as coffee shops or boutiques. When selecting retail images, choose images of grocery or drug stores rather than small shops.

✓ Do

✗ Don't

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Natural Over Posed

Candid photos are always preferred over posed. Images should feel natural rather than staged, so avoid people making eye contact with the camera for a more natural style.

✅ Do

❌ Don't

Diversity

We encourage representation of diverse groups of people across race, age, and gender to better resonate with a larger audience.

✅ Do

❌ Don't

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Brands

Avoid images that feature any identifiable brand. Always choose generic product images over branded, or blur logos if you cannot avoid it. This applies to all products and places.

✅ Do

❌ Don't