



# MaxPoint Brand Style Guide

Version 2 / September 2017

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# The MaxPoint Logo

The MaxPoint logo consists of the brand mark and logotype. There is a version with a registered trademark symbol for US use, and one without a trademark symbol for use in other countries.

Logotype



*Registered in the U.S.*



*Unregistered outside the U.S.*

Brand Mark



## Logo Center Point

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

✓ Do



✗ Don't



## Logo Uses

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**



## Reverse color logo on bright image

When using a brighter image with excessive white space, add a dark overlay to bring the one color logo forward. The logo should always be clearly legible and should never recede into the photo.



Do



Don't



## Logo on colored backgrounds

When pairing the logo with a colored background, avoid any visual vibration by pairing it with a reverse logo instead. If the background is a light color, use of the full color logo is permitted, provided it is legible.

✓ Do



✗ Don't



## Logo paired with text

The MaxPoint logo should never be paired with text to read as a sentence or phrase. When using MaxPoint in a sentence or phrase, use “We are MaxPoint” rather than “We are [logo].”



Do

WE ARE MAXPOINT



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 brand mark 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 between it and other visual elements. The minimum clear space around the logo should be the height of the 'M'.



## 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  
(300 DPI)



### Web

72 pixels wide



# Copyright

Our copyright line should be used in the footer of all ‘copy’ property of MaxPoint (print/web marketing materials, internal documents, PPT, PDF, etc.), US and UK.



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

# Brand Colors

The MaxPoint corporate color palette consists of two Core Colors and four Secondary Colors.

Our Core Colors should be used by default, while Secondary 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

## Secondary Colors



Purple

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



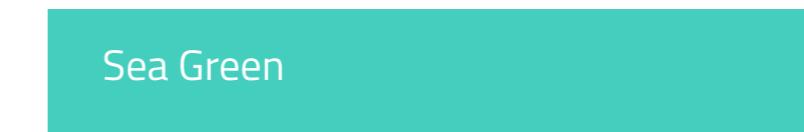
Indigo

**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



Sea Green

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

## 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.



10% White →

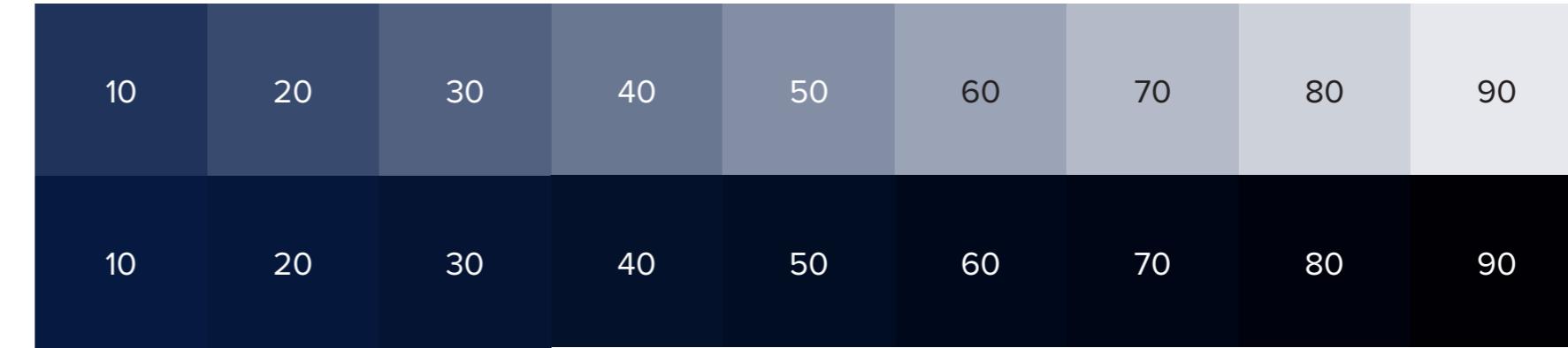


MaxPoint Red

10% Black →

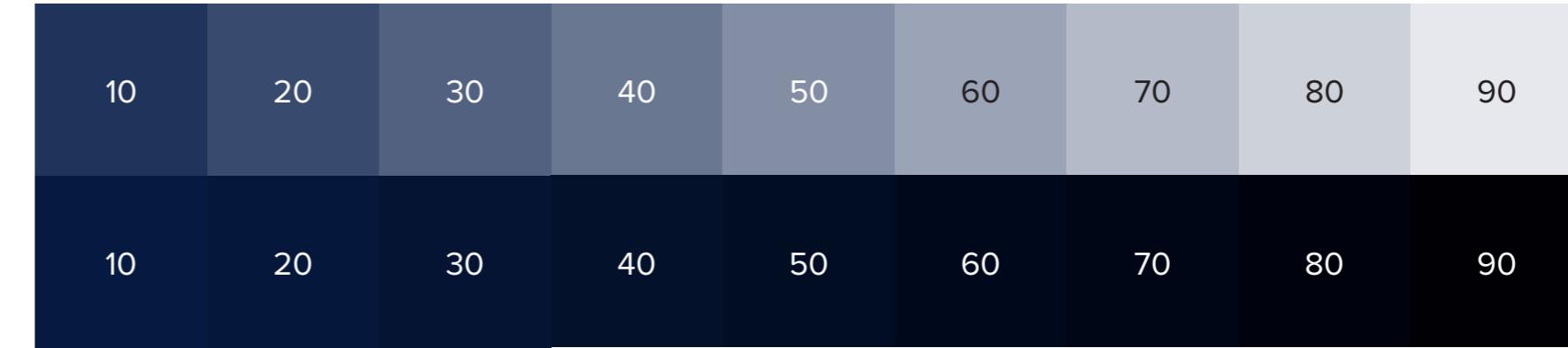


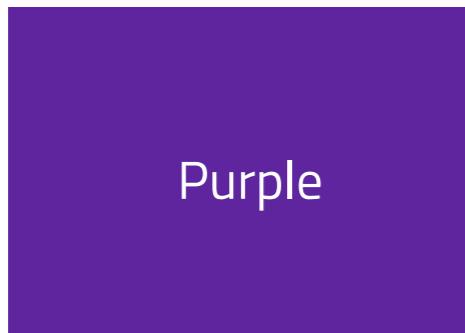
10% White →



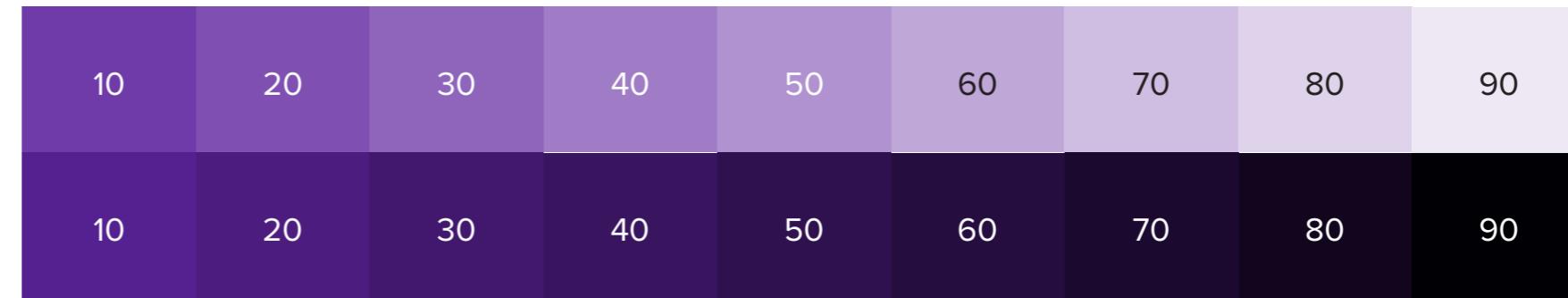
Navy

10% Black →



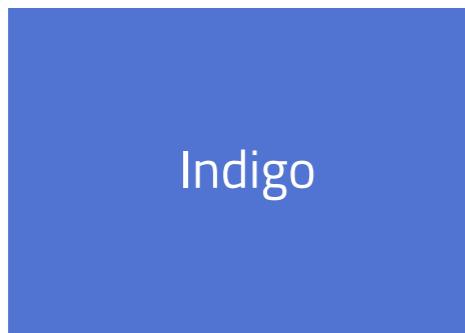


10% White →

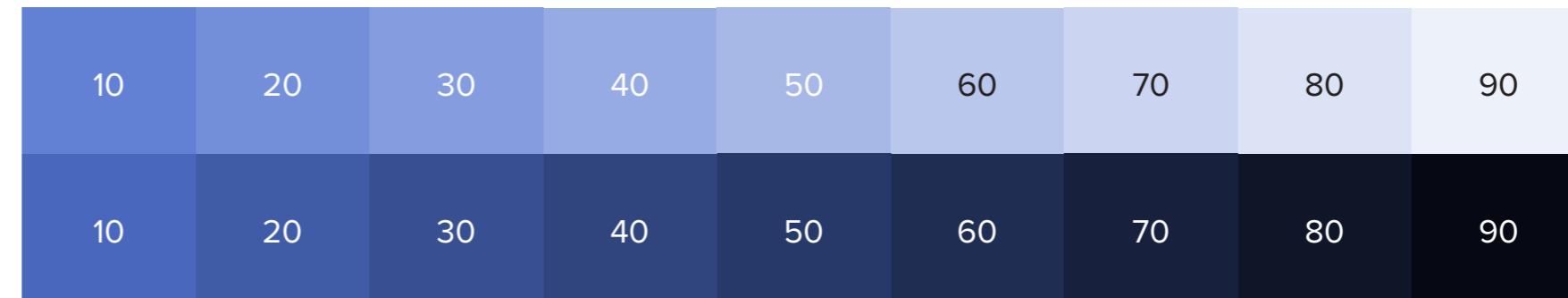


Purple

10% Black →



10% White →

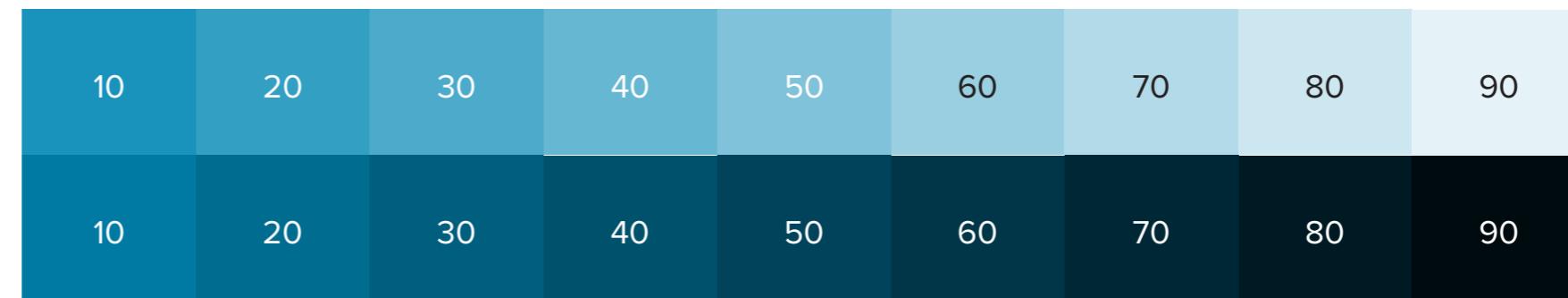


Indigo

10% Black →



10% White →

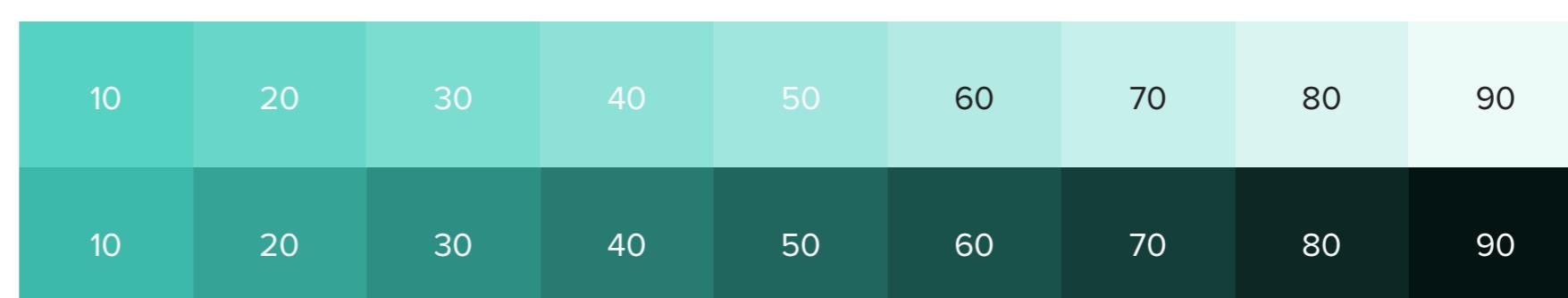


Teal

10% Black →



10% White →



Sea Green

10% Black →



# 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.

## Secondary Typefaces

Our secondary typefaces are used for PowerPoint decks. You may also 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.**

## 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. Body copy should never be solid black on a white background (black on a lightly colored background is acceptable, provided the text is legible). If the use of gray is necessary, these specified tints of navy below are acceptable as grays.

Tints 10-60%



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

## 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 weights on a reversed background with white text.



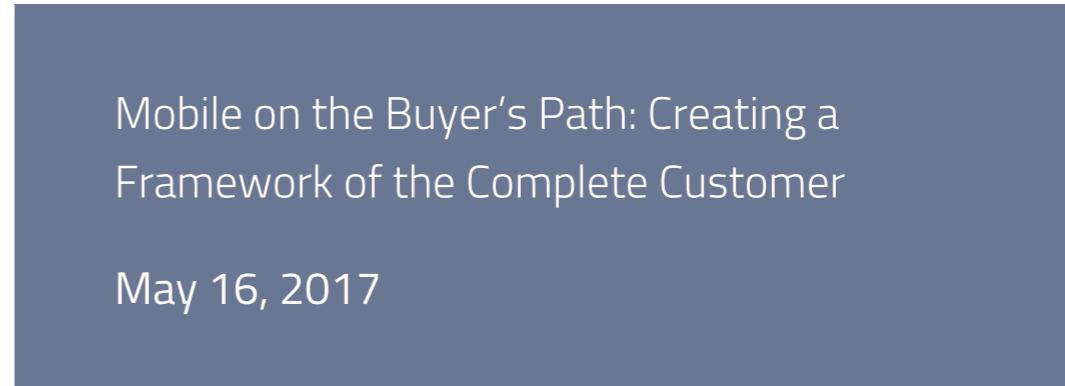
Do



Web



Don't



Print

# Type Treatment

These are examples of type hierarchy and treatment used throughout the website.

**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

**1** Section Header

**2** Header

**3** Subheader

**4** Body Copy

**5** Link

**Web**

Titillium | Light, 22pt

Titillium | Regular, 50pt

Titillium | Regular, 28pt  
42pt line height

Proxima Nova | Regular, 18pt  
28pt line height

Proxima Nova | Bold, 16pt  
Uppercase, 0.7px letter spacing

**Mobile**

Titillium | Regular, 15pt

Titillium | Regular, 32pt

Titillium | Regular, 18pt  
25pt line height

Proxima Nova | Regular, 17pt  
27pt line height

Proxima Nova | Bold, 14pt  
Uppercase, 0.7px letter spacing

# Brand Elements

Brand identity is important to us at MaxPoint, and consistent web and print collateral is our goal. We use a number of brand elements in our designs to create a more familiar and trustworthy experience.

## Slash

Slashes are used to create dynamic overlaps between images and content. They are 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, title slides, 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°



### Horizontal Slash

15°

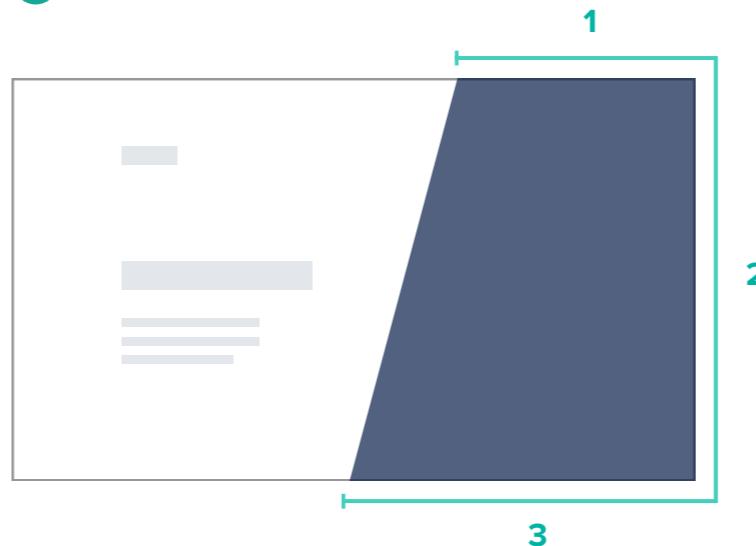


## Direction and Position

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.**

✓ Do



✗ Don't



The slash should never overpower or cramp the text. Proper margins should be given to any text the slash is paired with, and the slash should never exceed more than half of the total design.

✓ Do



✗ Don't



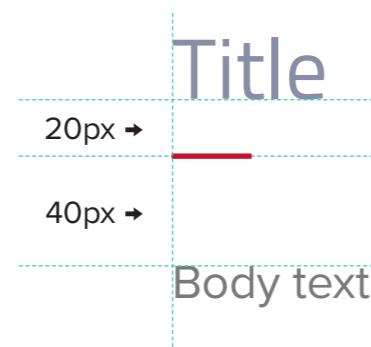
## Dash

Dashes are placed below slide titles to create a visual break between header to body, or to separate sections of text. These dashes add visual balance and hierarchy to large areas of text. Below are two specifications to keep in mind when using the dash.

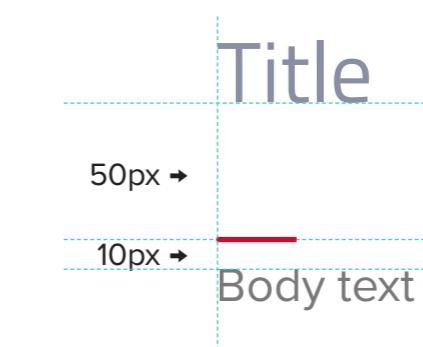
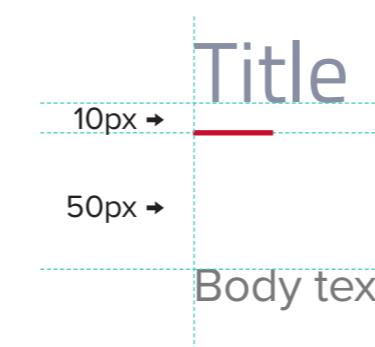
### Vertical Spacing

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



## Length

Dashes are most often paired with titles. They can also be used as visual breaks. Determining the length of each dash depends on the font size of its title. Strokes also vary by size, but are typically 2-3px.

Dashes should be around 2-3 letters in length. Always round its length to the nearest multiple of five pixels.

### 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

## Color

The primary use of dashes are in the MaxPoint red color – use this whenever possible. However, it is also acceptable to use secondary colors or white 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

—

### Secondary Color

It's Time for Marketing to  
Embrace the True You

—

It's Time for Marketing to  
Embrace the True You

—

# 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](mailto: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

## 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](#)

# 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. Avoid overly contrasted or saturated photos, and edit photos towards a cooler tone to better fit our color palette.

## People

People in photos should look natural, real, with an appropriate mix of race, age, and gender to reflect our audience. They should be shown interacting with one another or engaging in an activity. The idea is to depict a real-life captured moment, as opposed to one that is staged.

## Mood

ENERGETIC	FUN	OPTIMISTIC
FRIENDLY	OPEN	INVITING

## Environment

Settings for photos 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 might be distracting to the focus of the message.

## Copyright

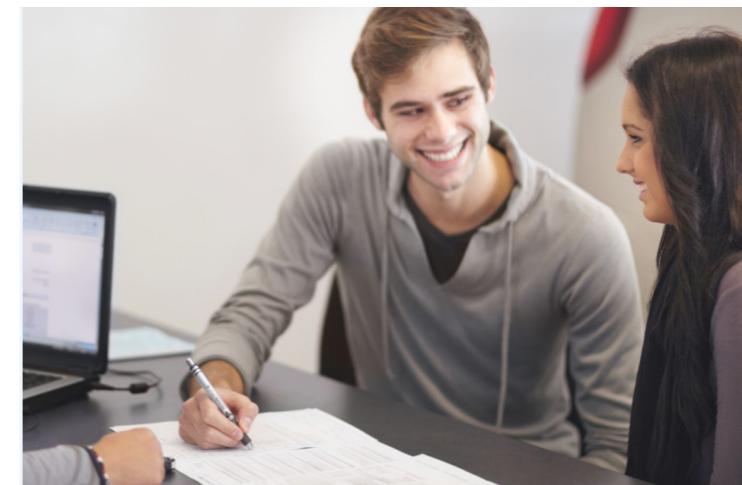
When using externally sourced photos or graphics, you must ensure that you have permission or the correct license to use them legally. If permission is granted, you must give the copyright owner credit and link back to the original source.

### Stock Photography

You may also use photos that are available under license from stock photography websites or those that 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



# Photo Guidelines

Shots should be simple, direct, and feature real people, not fashion models. They should show interaction to reflect relationships between people. People should look positive, approachable and natural with an appropriate mix of race, age, and gender to reflect the area.

## Children and Devices

We do not target children with our intelligence and thus do not depict children with devices of any kind in our advertising. Children depicted with a parent without devices present are acceptable if need be, but an alternative image option is encouraged.



✓ Do



✗ Don't

## Choice of Retail Space

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



✓ Do



✗ Don't

## 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

## Brands

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



✓ Do



✗ Don't

# Presentations

All external and internal MaxPoint presentations must be consistent with our brand. This section covers guidelines when creating presentations such as template instructions and best practices.

## Template Instructions

Follow these instructions when working from the MaxPoint PowerPoint template in order to create consistency and harmony across all presentations. For questions or further guidance, please contact [dl\\_branding@maxpoint.com](mailto:dl_branding@maxpoint.com).

### Work from a new file

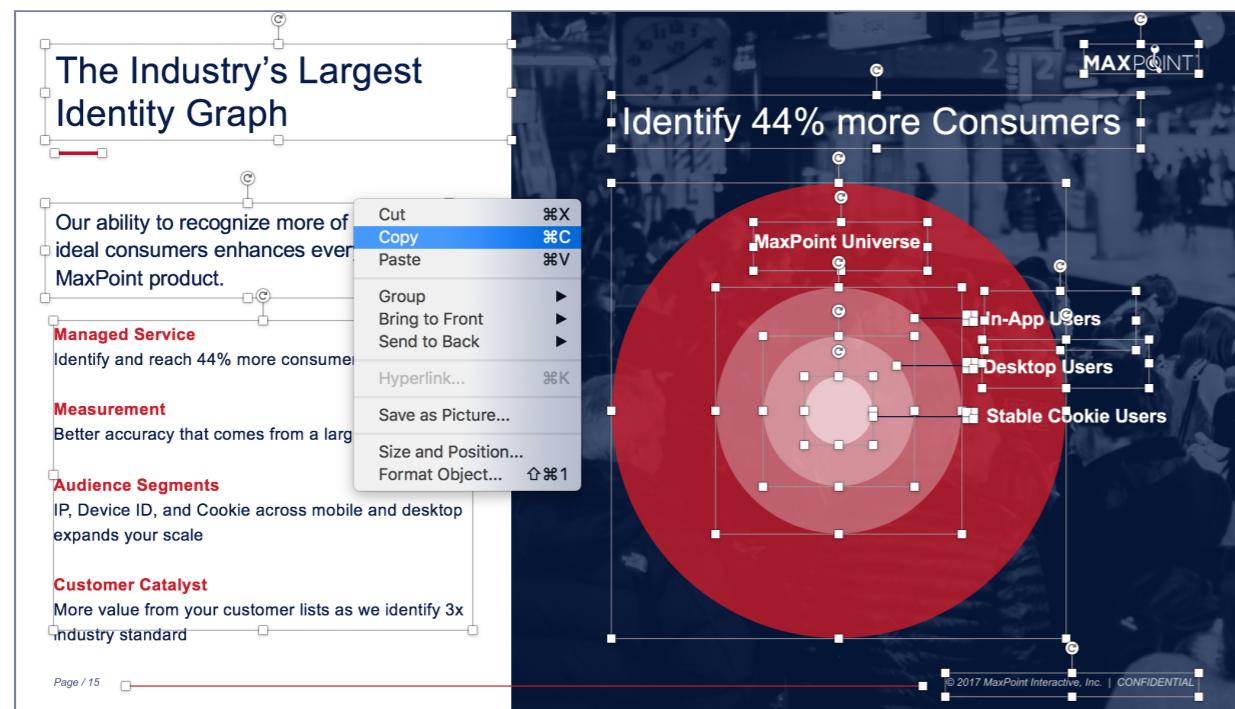
See the web version of this style guide to download the template:  
<https://maxpoint.com/styleguide/presentations.html>

Do not modify your main template. Instead, save it as a new file:  
“File > Save As > Project Name”

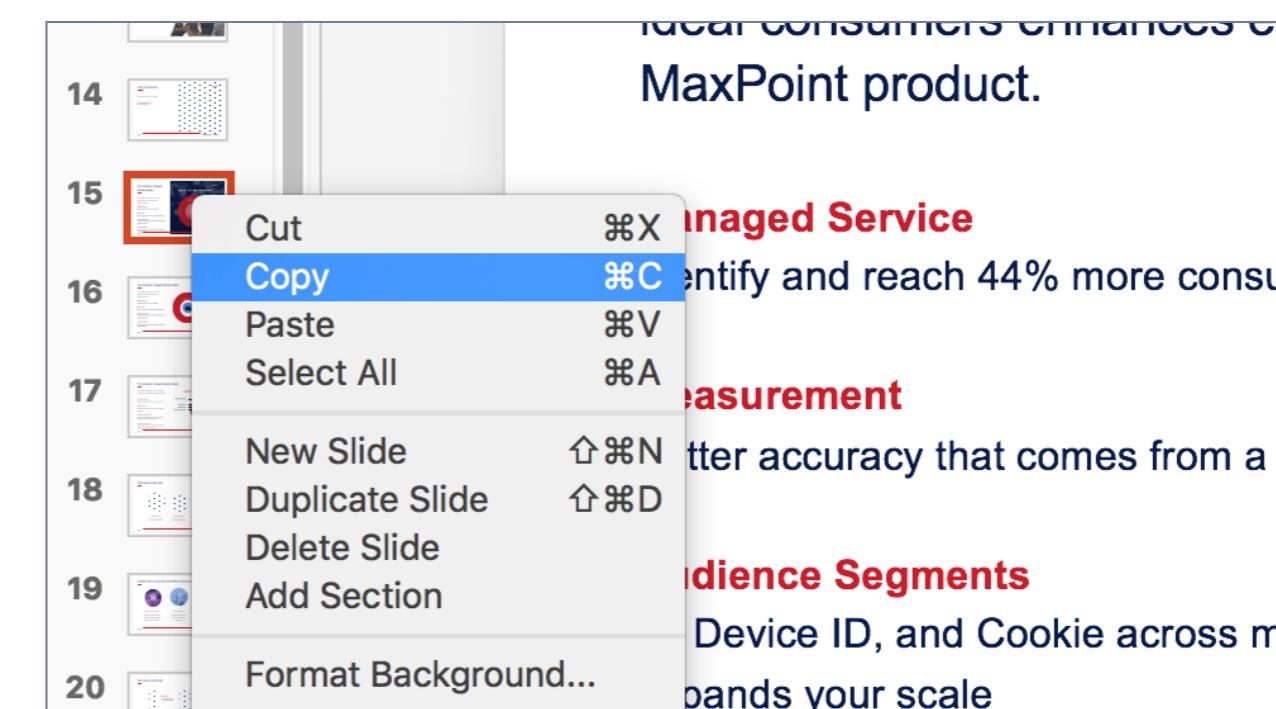
## Copy slide content, not slides

Do not copy slides between PowerPoint files. Copying slides between PowerPoint files will duplicate the applied Master and increase your file size. Instead, select the individual slide content then copy the content into your working file on a new slide.

✓ Do



✗ Don't

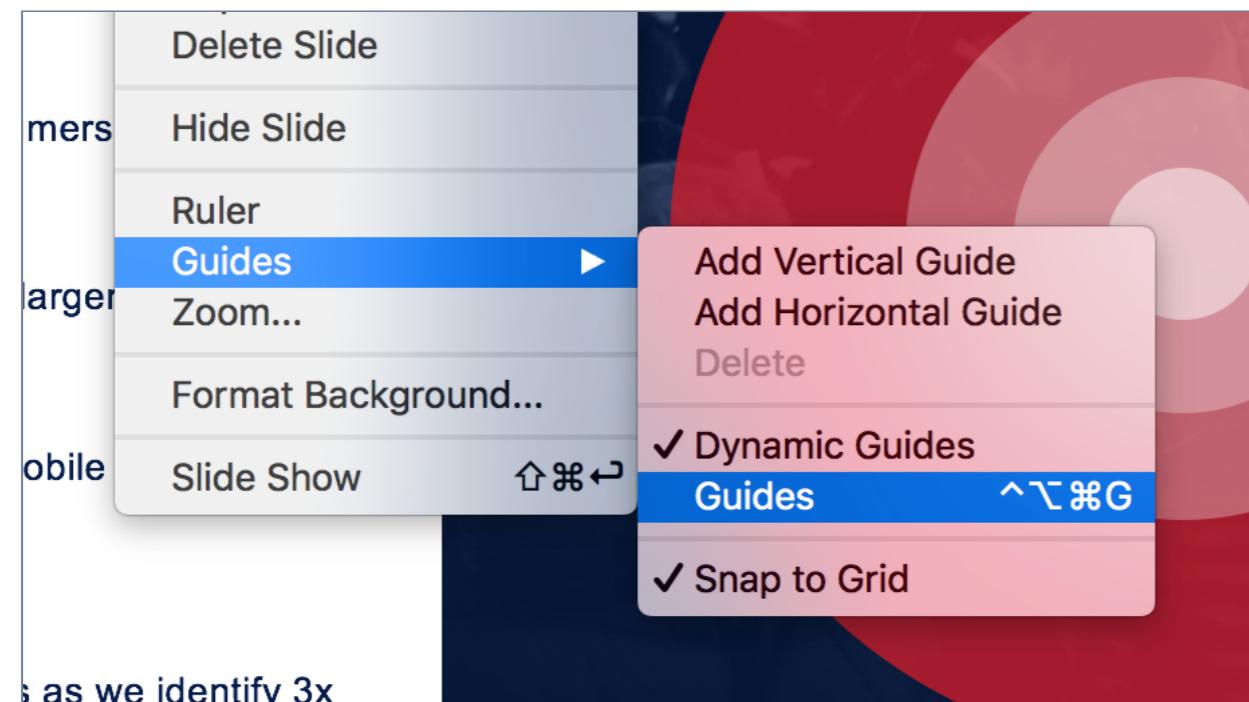


## Turn on guides

Place elements within margins to maintain a consistent layout.

To turn on guides:

“Right Click > Guides > Check Guides”



## Choose from image library

Our team has put together a collection of approved images to use in your presentations. For directions on how to access this library, please reach out to dl\_branding@maxpoint.com.

For guidelines on image selection, refer to the style guide's photography section.

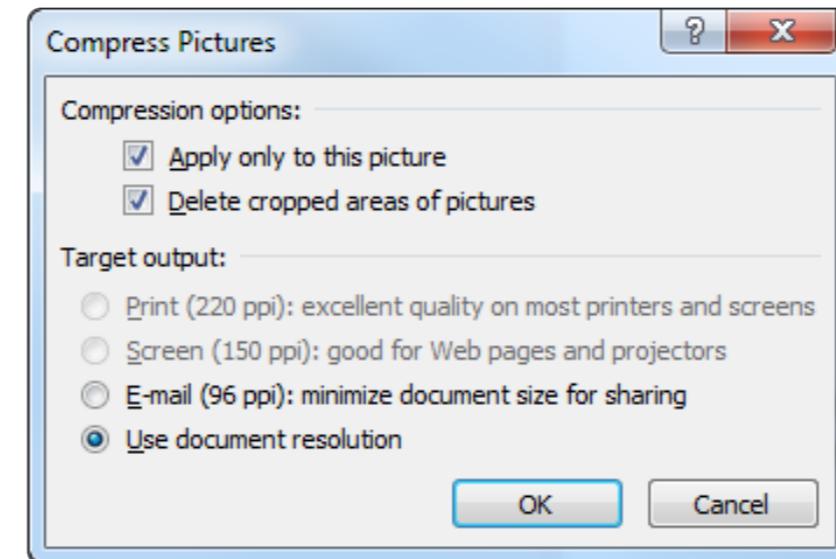
## Compress pictures to optimize file size

Large images increase your file size. It is important to keep the file size as small as possible in order to send via email.

To optimize file size:

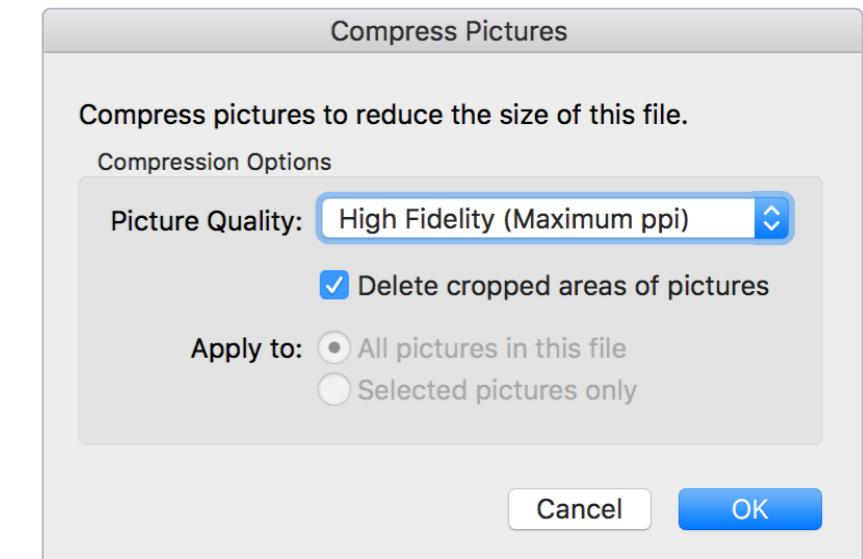
### Windows

*Adjust Group > Compress Pictures*



### Mac

*File > Compress Pictures*



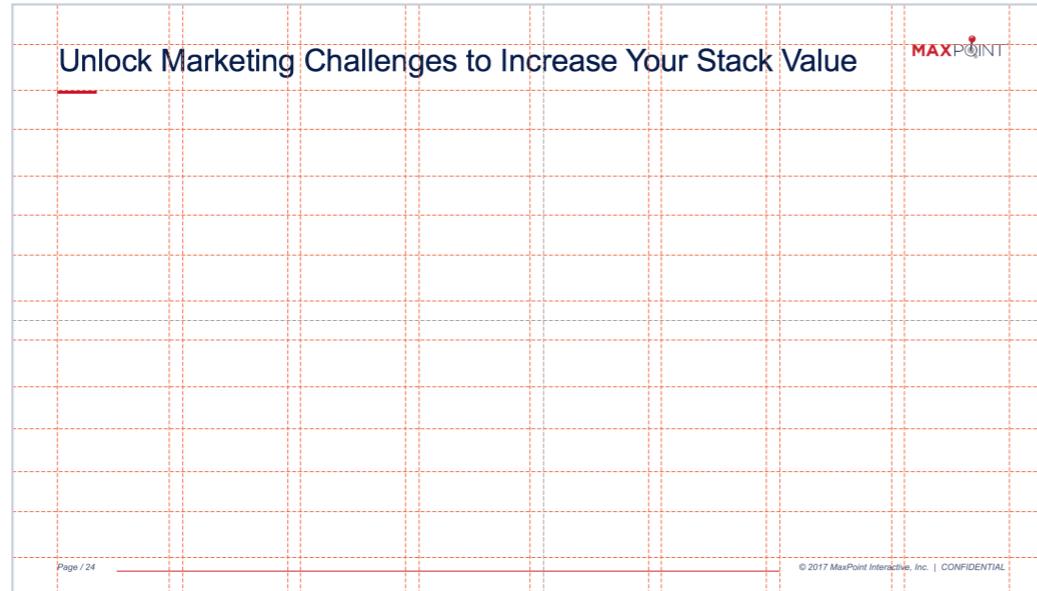
## Maintain brand elements

It is important to carry out branding patterns in presentations in order to create a cohesive experience. See our brand elements section for complete guidelines on existing patterns. The following are violations most commonly made.

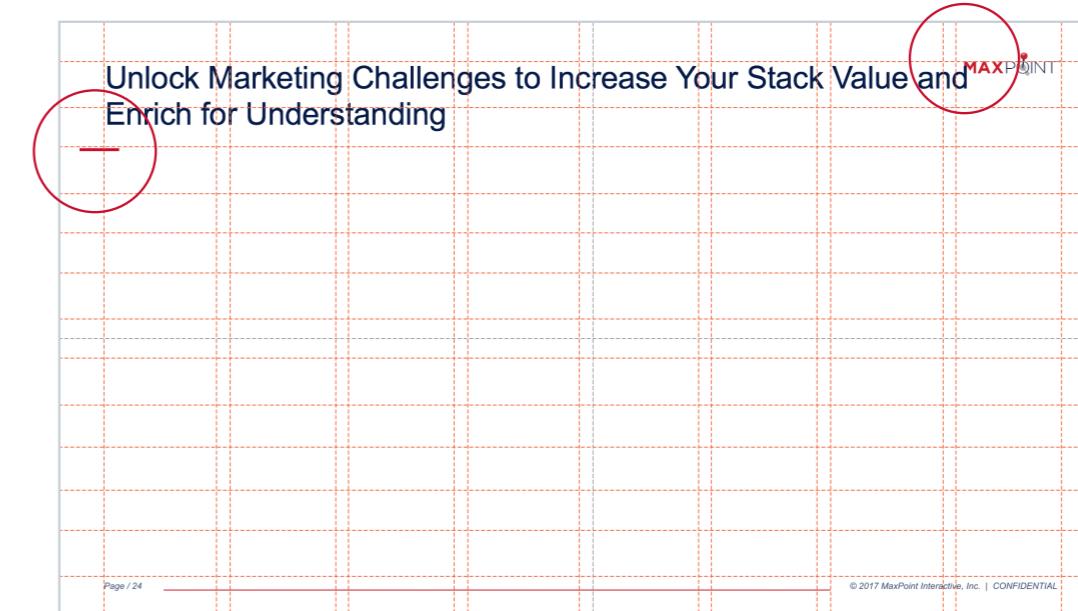
### Titles and Dash

Titles should include the slide's key takeaway. Avoid lengthy titles to prevent overlapping the MaxPoint logo. The dash should be under the title and left aligned. It should never be floating or removed.

✓ Do



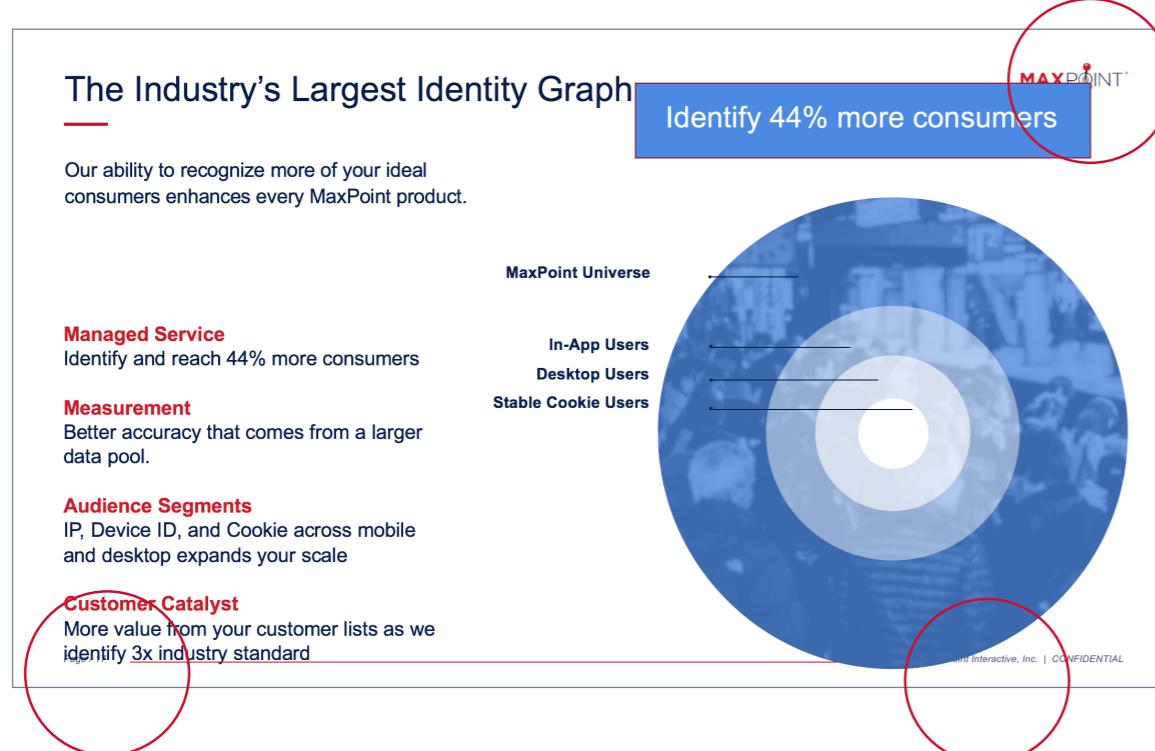
✗ Don't



## Header and Footer

Content should never be overlapping the logo, page numbers, or our copyright. Legal classification (e.g. Public, Confidential) is required on all slides.

### ✗ Don't



## Convert file to PDF

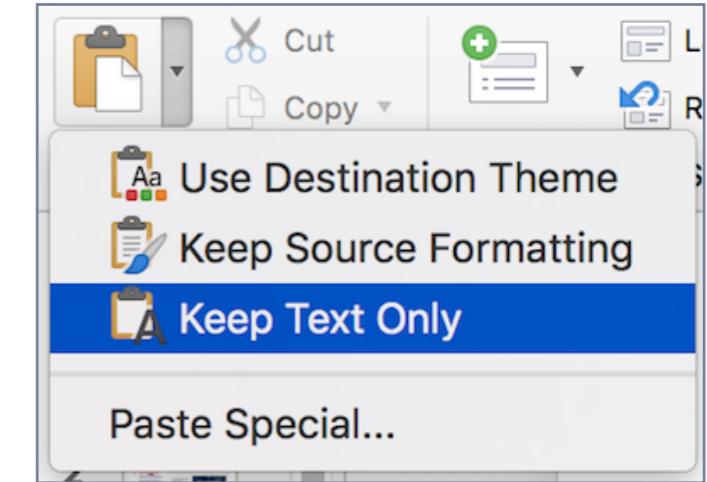
If you're planning to share your slides via SlideShare or email, convert your file to PDF to manage your file size. Converting your PowerPoint file to a PDF will strip your presentation of any animation and transition effects. Make tweaks with this in mind if necessary.

To convert to PDF:

“File > Save As > PDF”

# Typography

The typeface for PowerPoints is Arial to ensure cross-platform support. Use the “Keep Text Only” option from the clipboard dropdown when pasting text into text boxes from a different source such as a website. This will maintain the text from the template rather than paste with the source typeface.



**Arial / Regular / 36pt  
Cover Page Titles**

**Arial / Bold / 16pt  
Slide Headers**

**Arial / Regular / 28pt  
Slide Titles**

**Arial / Regular / 16pt  
Slide Body Copy**

**Arial / Regular / 20pt  
Quotes and Highlights**

**Arial / Bold / 13pt  
Small Slide Headers**

**Arial / Regular / 13pt  
Small Slide Body Copy**

## Iconography

When using icons throughout your presentations, we want to make sure they are consistent in style. Do not download icons from other sources. Download the full library of PowerPoint icons on the web version of the style guide. We will be continuing to add to this file as needed, so check back to download the latest. If you have requests for icons, please contact [dl\\_branding@maxpoint.com](mailto:dl_branding@maxpoint.com).

## Colors

Our brand colors should be included in your MaxPoint PowerPoint template. Refer to your Theme Colors to access them. See our brand colors section for a more in depth breakdown of our colors.

