



# MaxPoint Branding Style Guide

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## 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



*Registered in the U.S.*



*Unregistered outside the U.S.*

Brandmark



## 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

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



## 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 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

## Foundation Colors



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

## Accent Colors



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



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



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



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



**Teal Green**  
**HEX** #0087B5    **CMYK** 84 36 14 0  
**RGB** 0 135 181    **PMS** 7689 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 →

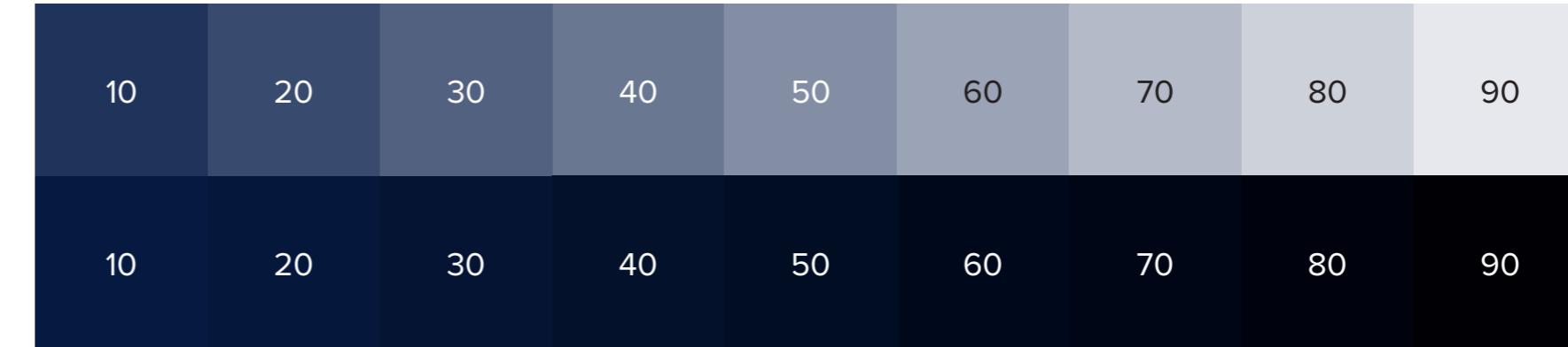


MaxPoint Red

10% Black →

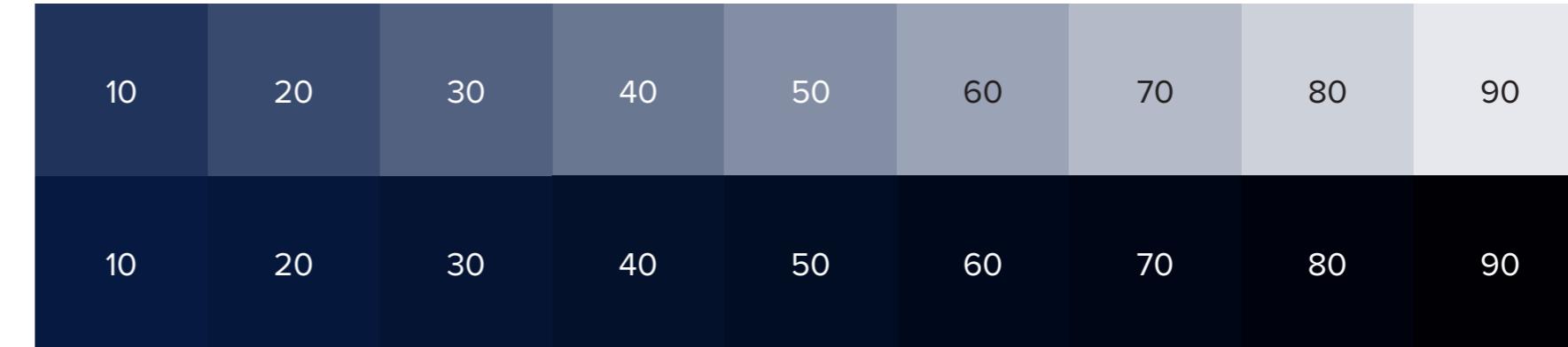


10% White →



Navy Blue

10% Black →





10% White →

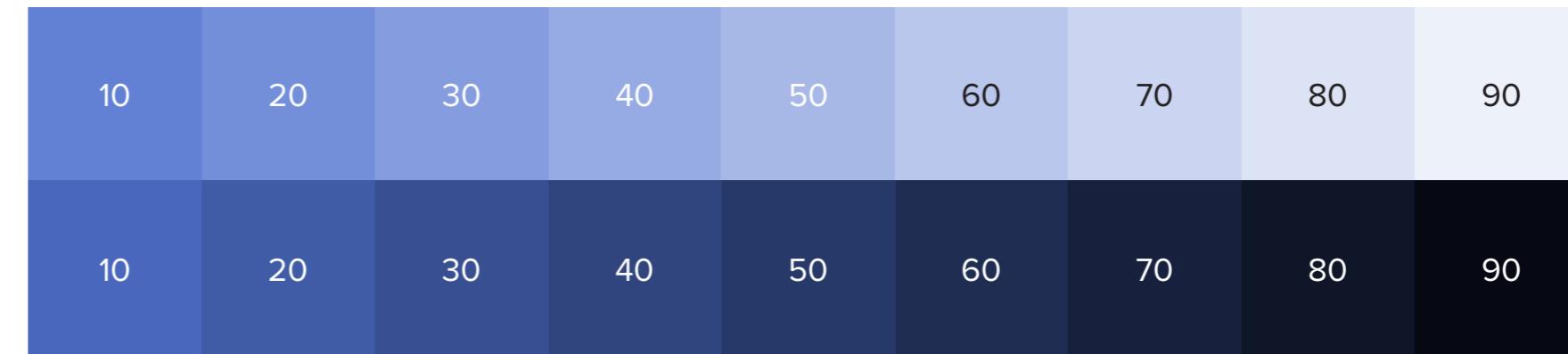


Royal Purple

10% Black →



10% White →

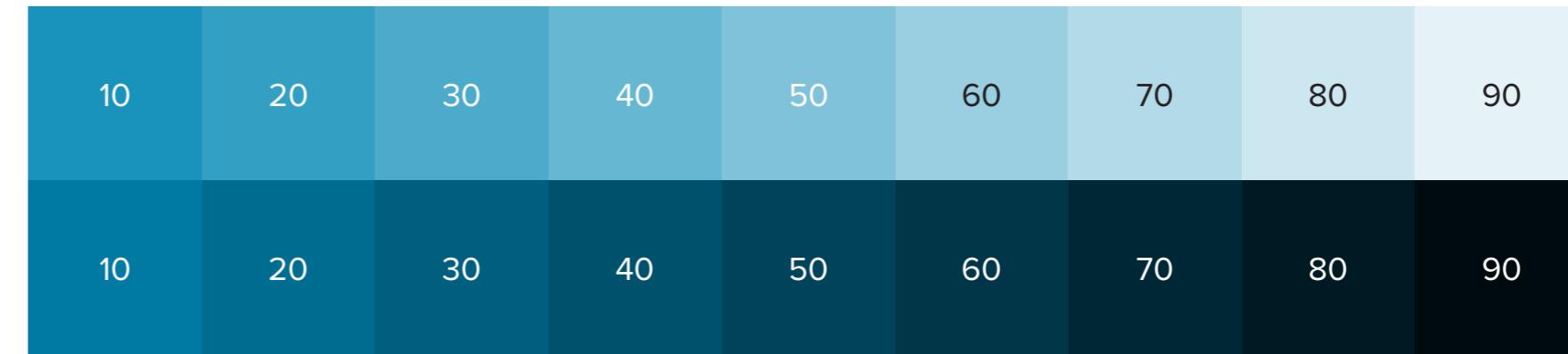


Indigo Blue

10% Black →



10% White →

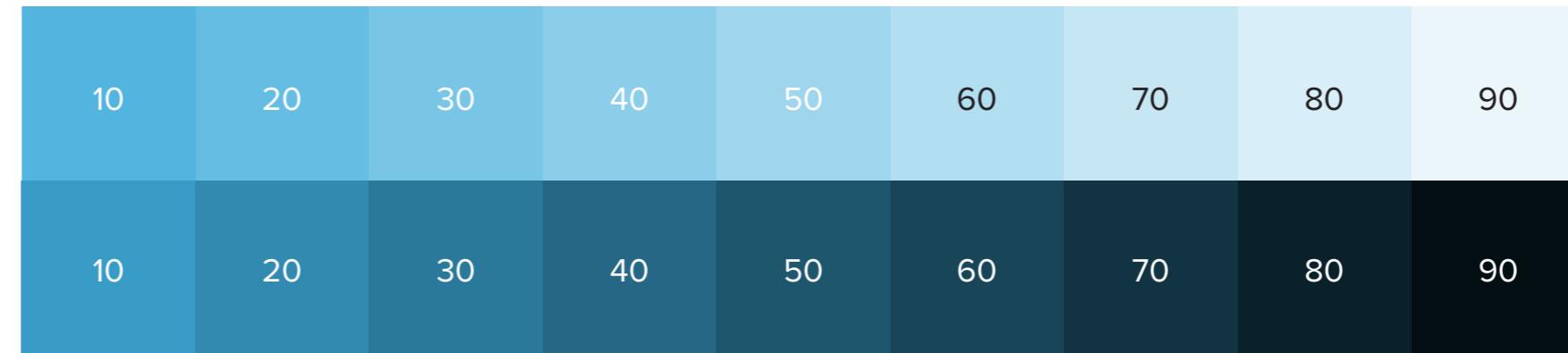


Teal Green

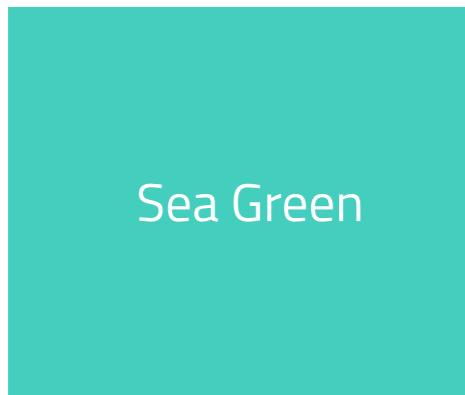
10% Black →



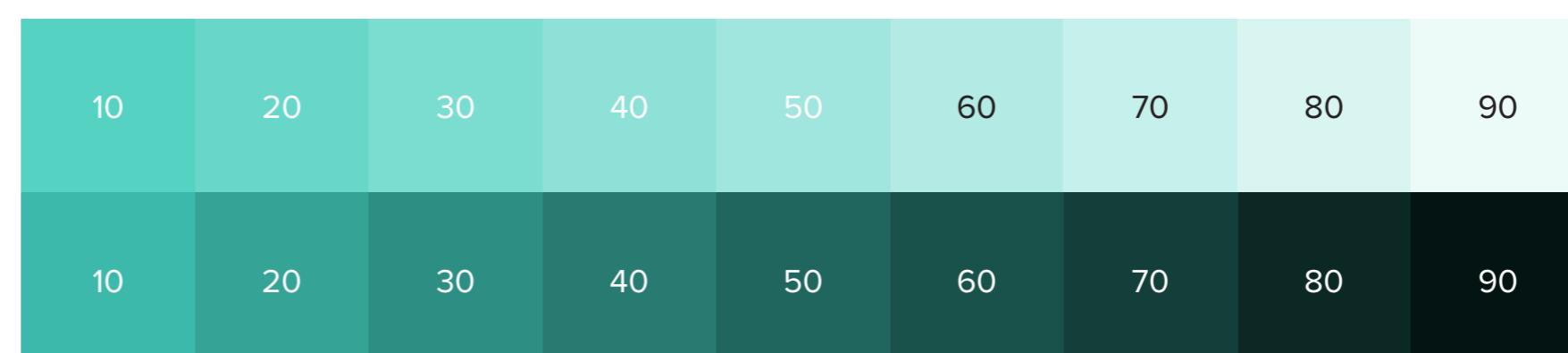
10% White →



10% Black →



10% White →



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.

## Keep in Mind

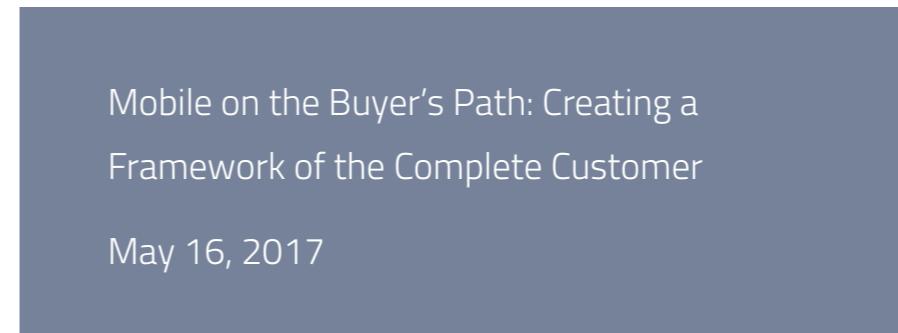
Light font weight should only be used for dates or headers on one line. Be wary of using Light in print design as it can easily be washed out, especially when set in smaller type sizes. Avoid using Light on a reversed background with white text.



Do



Don't



## Primary Typefaces

Our primary typefaces are used for our website and print collaterals, as well as in our product UI. It is acceptable to use secondary typefaces when primary is unavailable.

### 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 print collaterals and PowerPoint presentations. It is acceptable to use secondary typefaces when primary is unavailable.

### Helvetica

#### 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.**

### Helvetica Neue

#### 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.

# 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.

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

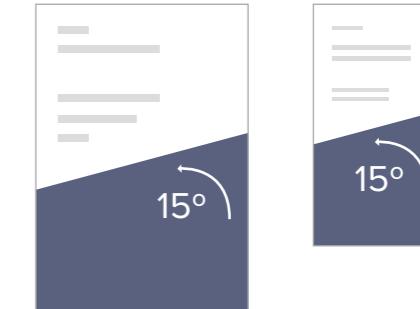
### Vertical Slash

$75^\circ$



### Horizontal Slash

$15^\circ$

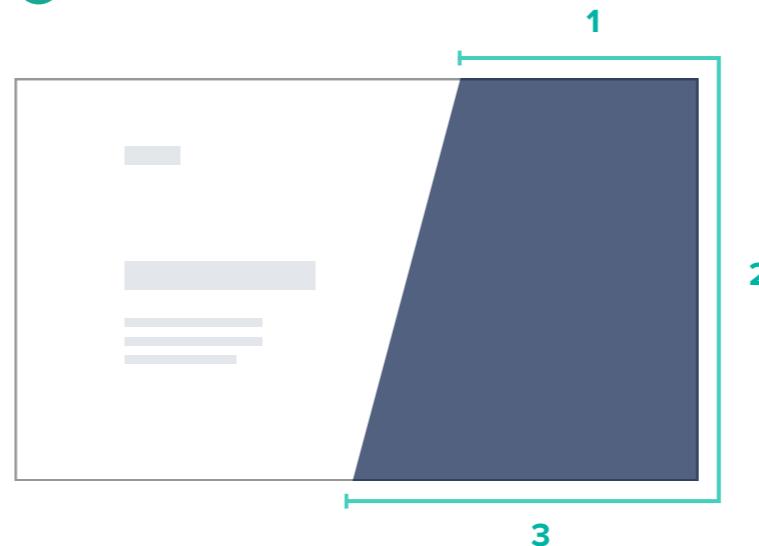


## Direction and Position

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 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



✗ Don't



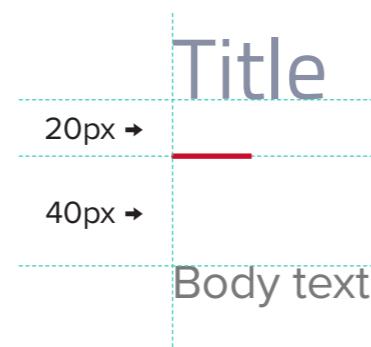
## Dash

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.

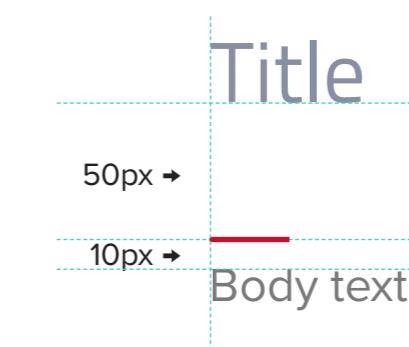
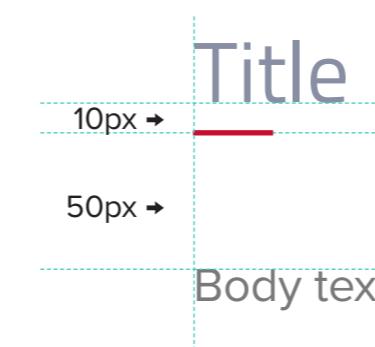
### Vertical Spacing

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



## 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

## 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

—

# 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. 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

WARM

FUN

OPTIMISTIC

FRIENDLY

OPEN

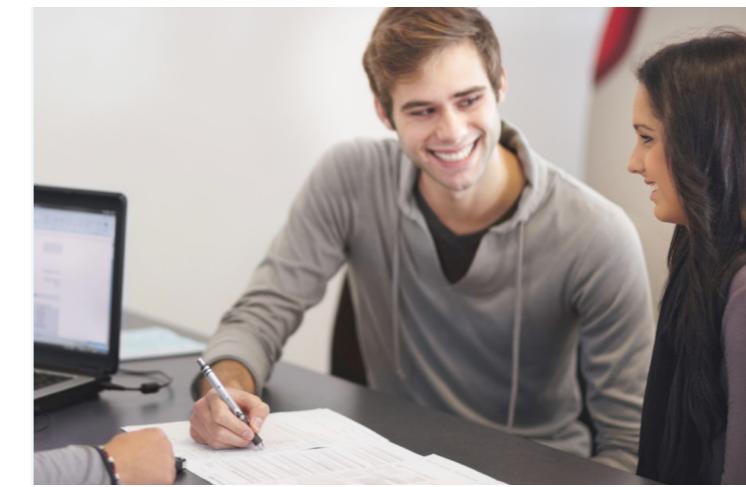
POSITIVE

## Places

Avoid mall images. Entrance to retail spaces should look less like malls but more like grocery stores. General area rather than easily identifiable... unless intentional. Be aware of the types of neighborhoods... avoid slums or mansions? Make sure it doesn't look specific to certain city/location.

## Photography Examples

### People



### Places



# 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](mailto:dl_branding@maxpoint.com).

## Children and Devices



### ✓ Do

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

### ✗ Don't

We do not target children with our intelligence. Use of any image involving a child with a device is prohibited.

## Choice of Retail Space



### ✓ Do

When selecting retail images, choose big box retail spaces over small shops or boutiques, etc.

### ✗ Don't

MaxPoint clients are unlikely to be small shop owners, such as coffee shops or boutiques. Avoid photos within these types of spaces when depicting a retail location.

## Natural Over Posed



### ✓ Do

Candid photos are always preferred over posed. Images should feel natural rather than staged.

### ✗ Don't

People should not be making eye contact with the camera for a more natural style. Avoid images that feel posed.

## Diversity



### ✓ Do

Represent diverse group of people at all times possible of both race and age. Maybe not for every single individual image, but just to be mindful of the brand.

### ✗ Don't

Don't use fashion models or white people all the time. Unless you're targeting that group of people...?