



BRAND IDENTITY GUIDELINES

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The modified Max flame

The new MAX flame is symmetric and balanced yet reflective of the old flame. While upholding the values of MAX, this flame is steady and poised. The symmetric nature of the new symbol shows the stability and strength of the vast brand that is MAX.

The relationship between the parts of the symbol is fixed and should not be altered. The form and colour must not be changed. The symbol must only be reproduced from authorised digital artwork provided by the agency.





Logotype

The new MAX logotype has been designed keeping in mind the legacy of the earlier one. Based on ITC Stone Serif letterforms, the new MAX logotype has been specially re-drawn with planned ligatures.

The logotype should not be typeset under any circumstances. Despite assurances from printers, no pre-existing font, however similar, can substitute for the authentic MAX logotype. A typeset version will damage and weaken the protection of the brand trademark.

The logotype must only be reproduced from authorised digital artwork provided by the agency.





Logo

The relationship between the MAX Flame and the logotype is fixed and must not be altered. The digital artwork to be used as provided by the agency.

Refer to the figure

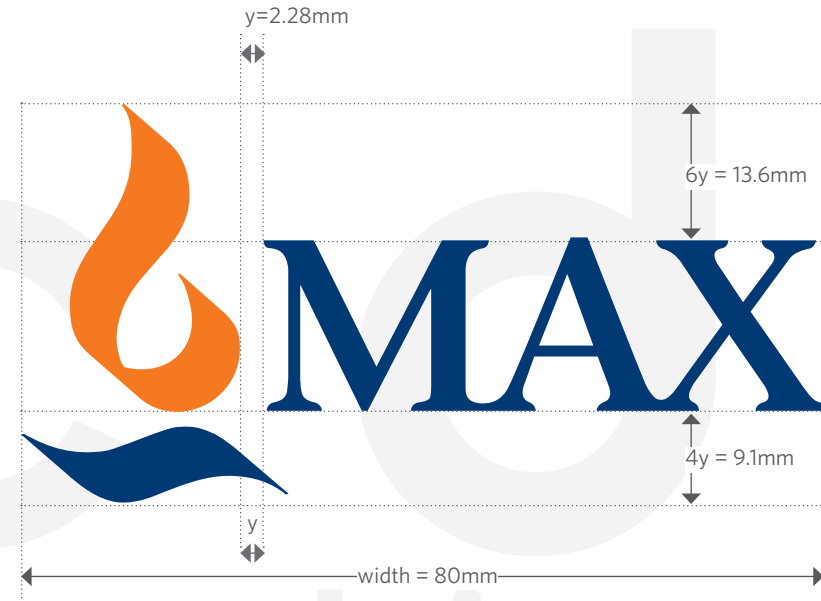
If width of the logo = 80 mm,

The space between the flame and the logotype, $y = 2.28\text{mm}$
(2.85% of the width of the logo)

Therefore the distance between the tops of the logotype and the symbol, $6y = 13.6\text{ mm}$ and the distance between the bases of the logotype and the symbol, $4y = 9.1\text{ mm}$

RECOMMENDED SIZES

In order to be coherent at all times, the MAX logo must not be used at a size that compromises its legibility and recognition. Typically, the business card is the smallest printed application of the signature. While branding 3D objects such as pens, pencils etc., a very small size may be required. Please ensure that the reproduction of the brand Signature / logo and logotype is always clear in these instances.



In a small size where width = 2.54mm (or 1 inch), to be used on print applications like business cards.



Smallest size may be required to be used on pens, pencils etc., where the height should not be less than 10mm.



Usage errors

The MAX logo represents and lends credibility to the company. It stands for the core values of the brand. As one of the most important pieces of visual communication, the mark must be protected through proper use. Given alongside are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls.



1. The position of the MAX logotype with respect to the symbol must not be changed.



2. The size of the MAX logotype must not be changed independent of the MAX flame or vice versa.



3. The distance between the flame and the logotype should not be increased or decreased.



4. The logotype or the symbol should not be condensed or expanded.



5. The logotype or the symbol should not be stretched from any angle.



6. The thickness of the logotype or the symbol should not be altered.



7. The type style of the MAX logotype must never be changed.



8. Use of any shadows / highlights is prohibited.



9. The colour of the MAX flame or logotype must never be altered apart from the prescribed options.

Colour palette

REPRODUCTION USING FOUR QUADRICROME (CMYK) COLOURS

When the logo is to be used in newspapers, magazines, multicoloured brochures etc., it should be printed using the four process colours (CMYK) as shown alongside. Reproduction using CMYK can never match the intensity of the actual colours shown above in the 2-colour version. Orange in particular will not appear as vivid.

REPRODUCTION FOR WEB USING (RGB) COLOURS

When the logo is to be used on web and mobile platforms, it should be reproduced using the RGB values as shown alongside.

REPRODUCTION USING TWO SOLID (SPECIAL) COLOURS

The 2-colour version uses two Pantone solid colours: Pantone 1505 C (orange) and Pantone 281 C (blue). This method gives the best colour fidelity and should be used wherever possible in print based applications such as stationery. Screen printing can also be done using colours matched to the above Pantone shades.



4- COLOUR PRINT

C = 100
M = 70
Y = 0
K = 40

C = 0
M = 65
Y = 100
K = 0

FOR WEB

R = 20
G = 58
B = 114

R = 242
G = 121
B = 48

2- COLOUR (SPECIAL) PRINT

PANTONE 281C

PANTONE 1505C



Logo with strapline

Whenever the logo has to appear with a strapline, a standard size, font and placement should be followed.

The strapline should be right aligned to the MAX logotype and its base should be aligned to the second curve of the symbol (refer to figure).

If the width of the logo is 80 mm, then the strapline should be in Whitney Book Italic, size: 15 pt.



STRAPLINE
Font: Whitney Book Italic
Size: 15 pt
x height :2.5 mm
(33.33% of the h, the height
of the wave under the flame)

● C = 0, M = 0, Y = 0, K = 70
R = 109, G = 110, B = 113

Logo in reverse

The MAX logo on white is the preferred logo to be used for all communication.

Only in exceptional cases the logo in reverse should be used only in certain communication material such as diaries, presentation dockets, signage etc.

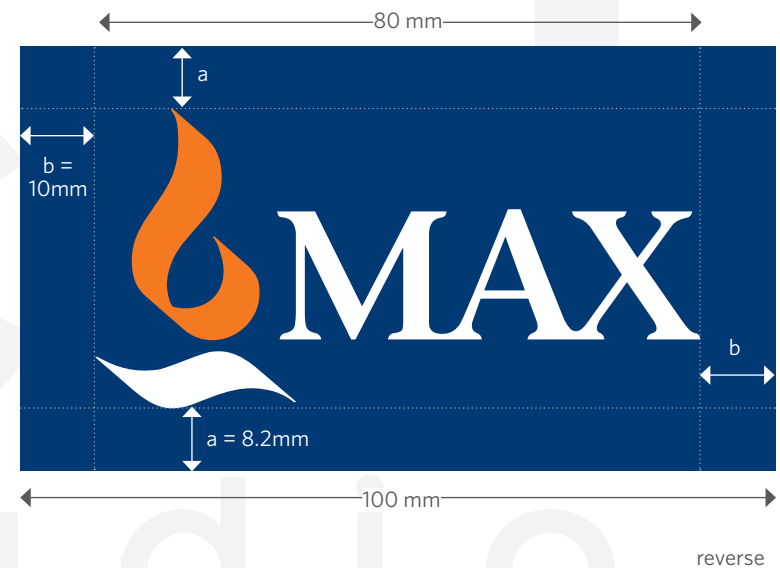
A standard space is to be maintained around the logo when used in reverse. The relationship between the MAX logo and the box around it is fixed and must not be altered.

Refer to figure

When width of the logo is 80 mm,
the width of the box around it =100 mm

$a = 8.2 \text{ mm}$ (10.2% of the width of the logo)

$b = 10 \text{ mm}$ (12.5% of the width of the logo)





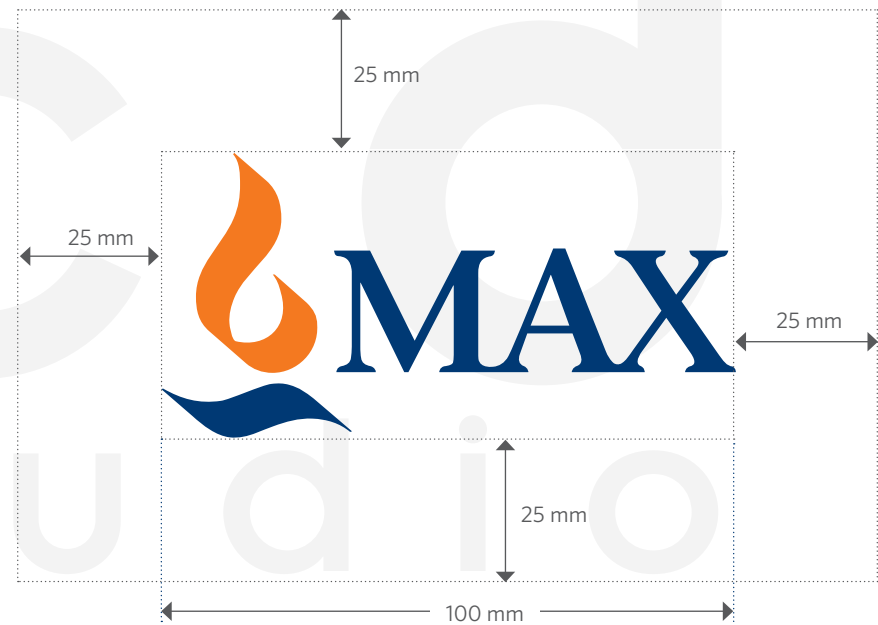
Isolation space

The isolation zone is the minimum area around the MAX logo where no other elements such as typography, visuals, rules, boxes etc. should be used.

Refer to figure

When the width of the logo is 100 mm, the isolation space around must be 25 mm from all four sides. (25% of the width of the logo)

This is to ensure that the logo is perceived as a discrete entity, which is clearly visible even in layouts with multiple elements. Exceptions to this rule are in case of co-branding, or when, as in the case of specially designed units, the logo combines with specific messages.

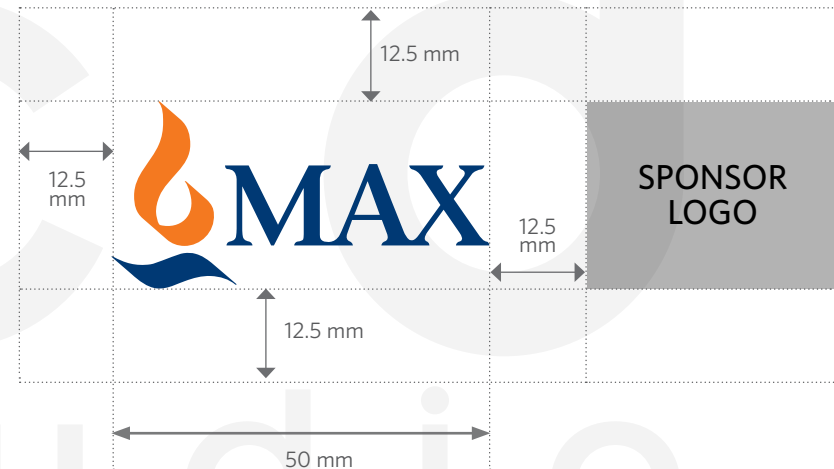


Sponsor logos

In case the MAX logo appears with a sponsor logo, a minimum distance of 25% of the width of the logo should be maintained from the sponsored logo.

If the width of the logo is 50 mm, then the distance between the MAX logo and the sponsor logo should be 12.5 mm.

The same distance should ideally be kept between all the sponsor logos.





Greyscale

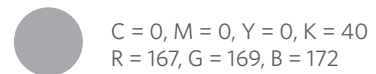
In cases where single colour printing communication material is used, for example newspaper advertisements, it should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



reverse



C = 0, M = 0, Y = 0, K = 40
R = 167, G = 169, B = 172



C = 0, M = 0, Y = 0, K = 40
R = 167, G = 169, B = 172



C = 0, M = 0, Y = 0, K = 100
R = 35, G = 31, B = 32



Single colour

Single colour printing is for applications where four colour or two colour printing is not possible.

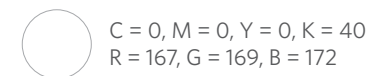
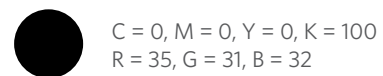
Do not use this version for standard print applications such as stationery, advertisements and brochures. Use it only when printing multicolour images is not possible or desirable. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



reverse





Logo watermark

The MAX logo can be used as a watermark in applications which have a lot of content. For example: policy documents and notepads which require the branding on the background.

The logo can be subdued by using the percentage of the colours mentioned here and be used on the background of the pages of these documents.

Optionally the logo may also be printed in monochromatic watermark form.

Please ensure that the percentage of the colours mentioned here must not be changed.



C = 0 - M = 6 - Y = 10 - K = 0
R = 254 - G = 239 - B = 225



C = 10 - M = 7 - Y = 0 - K = 4
R = 215 - G = 219 - B = 232

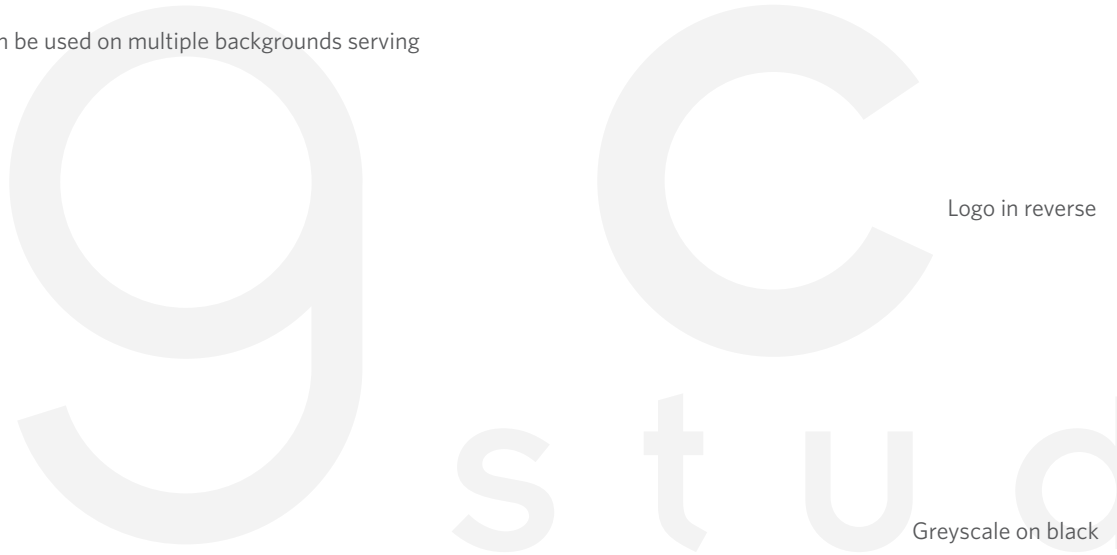


C : 0 - M : 0 - Y : 0 - K : 10
R : 230 - G : 231 - B : 232



Logo on background

The MAX logo can be used on multiple backgrounds serving various purposes.



Logo in reverse



Greyscale on black



Single colour on black





Logo on coloured background

The logo can be used on light colours and images. A 10% tint of blue, yellow and black as shown alongside can be used as backgrounds.


USAGE ON DARK BACKGROUND:


For when the MAX logo needs to be used on a dark background, it must always be used with a white background, the measurements of which must be in tune with those shown in "Logo in Reverse."




On coloured background

On dark background

 C = 10, M = 0, Y = 0, K = 0
R = 226, G = 244, B = 253

 C = 0, M = 0, Y = 0, K = 10
R = 230, G = 231, B = 232

 C = 0, M = 0, Y = 10, K = 0
R = 255, G = 253, B = 233



Logo on image background

For when the MAX logo needs to be used on an image, it can either be used with a background or without depending on the image.

CASE 1

If the image is busy, it must always be used with a white background, with an opacity of 85%. The measurements of which must be in tune with those shown in "Logo in Reverse".

CASE 2

If the image is not busy and the background is light enough for the MAX colours to stand out, the logo can be placed in its normal form.

CASE 3

If the image is not busy and the background is dark, the logo can be used in single colour white.



1. When the image is busy



2. When the image is not busy, and the background is light



3. When the image is not busy, and the background is dark



Logo on different materials

To reproduce the MAX logo through embroidery, etching and embossing on materials such as metal, paper and leather etc., the single colour version of the artwork should be used. (see first image)
Besides these, it should also be used for fax transmission, vinyl transfers, foil-stamping and 3D signage.

Do not use this version for standard print applications such as stationery, advertisements and brochures. It is to be used only when printing multicolour images is not possible or desirable.





Font palette for applications

The fonts used for collaterals form an integral part of the brand's visual language. The font family that is used across the brand stationery and other collaterals is Whitney HTF. This is for all the applications of the brand and not the logotype of the brand.

For the stationery, the font size, style or its placement must not change as the size and position of each element has been designed keeping in mind the brand personality.

WHITNEY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Usage on website

Guidelines to be given





Letterhead

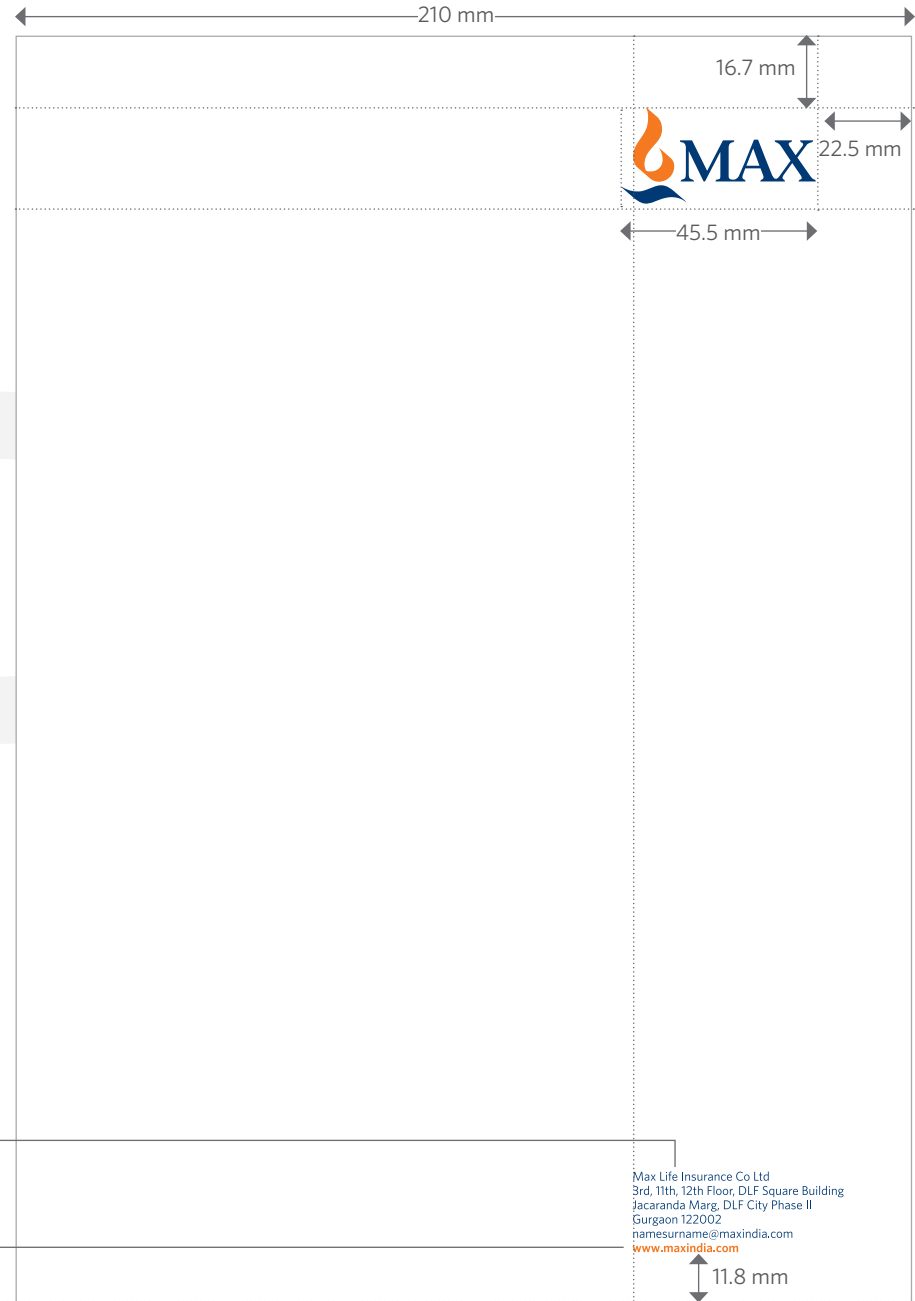
Letterhead Size :210 mm x 297 mm (A4)

Width of Logo = 45.5 mm
21.6% of the width of the design (210 mm)

Minimum Distance of the logo from the top= 16.7 mm
(7.8% of the width of the design)

Minimum Distance of the logo from the right = 22.5 mm
(10.7% of the width of the design)

Minimum Distance of the address unit from the bottom = 11.8 mm
(5.6 % of the width of the design)



This unit should be right aligned to the MAX flame that is placed on the top

CONTACT DETAILS
Whitney Book
Size: 8.5 pt
Leading : 10.2 pt

WEBSITE
Whitney SemiBold
Size: 8.5 pt
Leading : 10.2 pt

Max Life Insurance Co Ltd
3rd, 11th, 12th Floor, DLF Square Building
Jacaranda Marg, DLF City Phase II
Gurgaon 122002
namesurname@maxindia.com
www.maxindia.com



Envelope

Closed size: 228.6 mm x 108.7mm

Width of Logo = 45 mm

19.7% of the width of the design (228.6 mm)

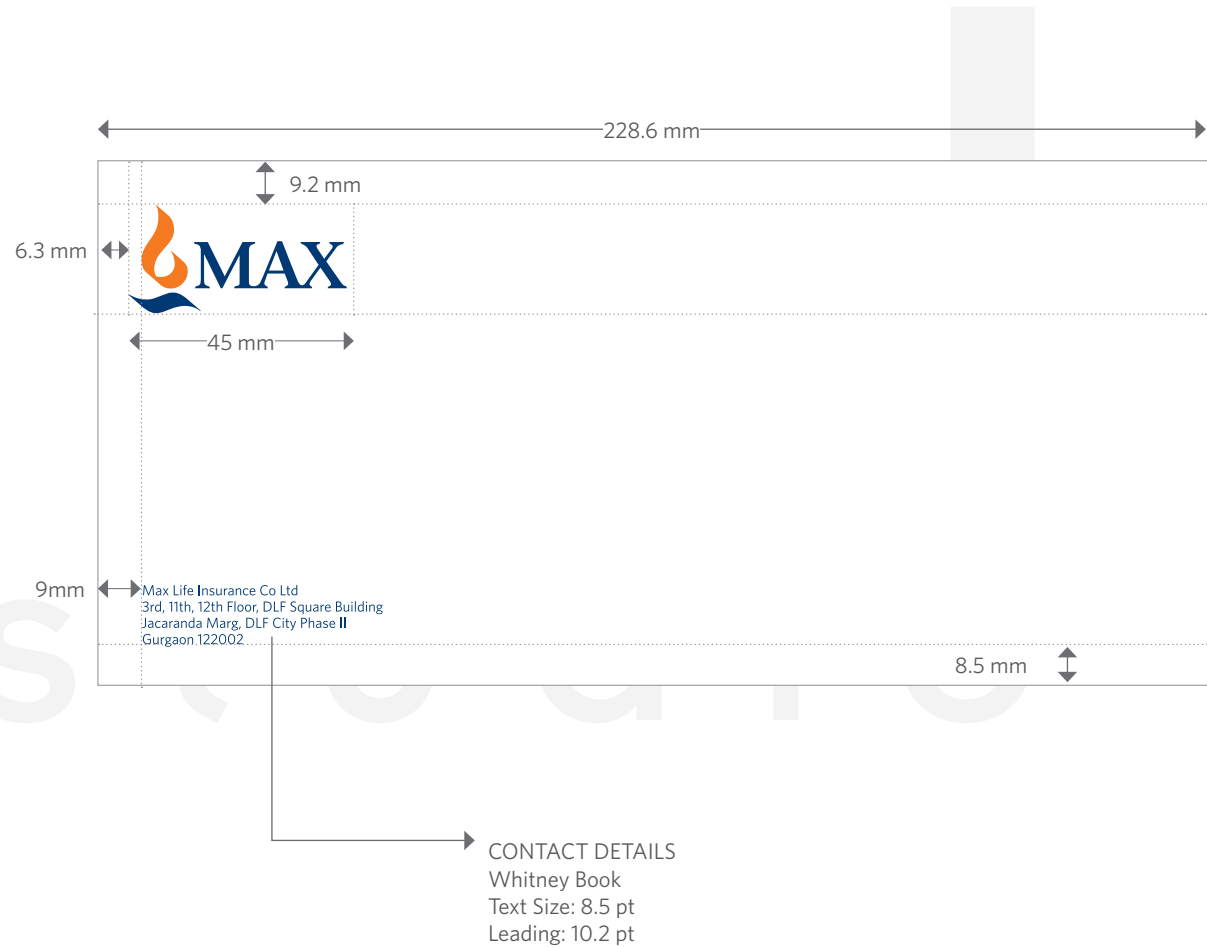
Minimum Distance of the logo from the left = 6.3 mm
(2.75 % of the width of the design)

Minimum Distance of the logo from the top = 9.2 mm
(4% of the width of the design)

Minimum Distance of the address unit from the bottom = 8.5 mm
(3.7% of the width of the design)

Minimum Distance of the address unit from the left= 9 mm
(3.9% of the width of the design)

This address unit should be left aligned to the orange flame of the MAX logo.





Business cards

Card size: 90 mm x 50 mm

Width of Logo = 25.4 mm (or 1 inch)
28.2% of the width of the design (90 mm)

The unit with the name and designation should be aligned to the base of the MAX logotype.

Minimum Distance of the logo from the left = 3.6 mm
(4% of the width of the design)

Minimum Distance of the logo from the top = 4.6 mm
(5.1% of the width of the design)

Minimum Distance of the address unit from the bottom = 6.85 mm
(7.6% of the width of the design)





BRAND IDENTITY GUIDELINES



Logo

The MAX INDIA FOUNDATION logo has been designed so that it integrates well with the MAX logo.

The font used for the INDIA FOUNDATION logotype is a modified version of Titillium Maps type style. The logo should not be typeset under any circumstances. Despite assurances from printers, no pre-existing font, however similar, can substitute the authentic INDIA FOUNDATION logo. A typeset version will damage and weaken the protection of the brand trademark.

The logo must only be reproduced from authorised digital artwork available with Corporate Communications.





Logotype

The font used for the INDIA FOUNDATION logotype is a modified version of Titillium Maps type style and must not be tampered with under any circumstances.

The INDIA FOUNDATION logotype must always be used as a unit with the MAX logo, not in isolation. The proportion of the INDIA FOUNDATION logotype must not be changed independent of the MAX logo.





Usage errors

The MAX INDIA FOUNDATION logo represents and lends credibility to the company. It stands for the core values of the brand. As one of the most important pieces of visual communication, the mark must be protected through proper use. Given alongside are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls.



1. The distance between INDIA and FOUNDATION must not be changed.



2. The size of the INDIA FOUNDATION logotype must not be changed independent of the MAX logo.



3. The distance between the orange line and the INDIA FOUNDATION logotype must not be modified.



4. The INDIA FOUNDATION logotype must not be condensed or expanded.



5. The INDIA FOUNDATION logotype must not be stretched from any angle.



6. The font style of the INDIA FOUNDATION logotype must never be changed.



7. The colour of the box must not be changed without reference to the prescribed logo backgrounds.



8. The INDIA FOUNDATION logo must not be used without the complete MAX logo.



9. Use of any shadows / highlights is prohibited.



10. The colour of the INDIA FOUNDATION logotype must not be changed.

Colour palette

REPRODUCTION USING TWO SOLID (SPECIAL) COLOURS

The 2-colour version uses two Pantone solid colours: Pantone 1505 C (orange) and Pantone 281 C (blue). This method gives the best colour fidelity and should be used wherever possible in print based applications such as stationery. Screen printing can also be done using colours matched to the above Pantone shades.

REPRODUCTION USING FOUR QUADRICROME (CMYK) COLOURS

When the Brand Signature is to be used in newspapers, magazines, multicoloured brochures etc, it should be printed using the four process colours (CMYK) as shown alongside. Reproduction using CMYK can never match the intensity of the actual colours shown above in the 2-colour version. Orange in particular will not appear as vivid.

REPRODUCTION FOR WEB USING (RGB) COLOURS

When the Brand Signature is to be used on web and mobile platforms, it should be reproduced using the RGB values as shown alongside.



4- COLOUR PRINT

C = 100
M = 70
Y = 0
K = 40

C = 0
M = 65
Y = 100
K = 0

FOR WEB

R = 20
G = 58
B = 114

R = 242
G = 121
B = 48

2- COLOUR (SPECIAL) PRINT

PANTONE 281C

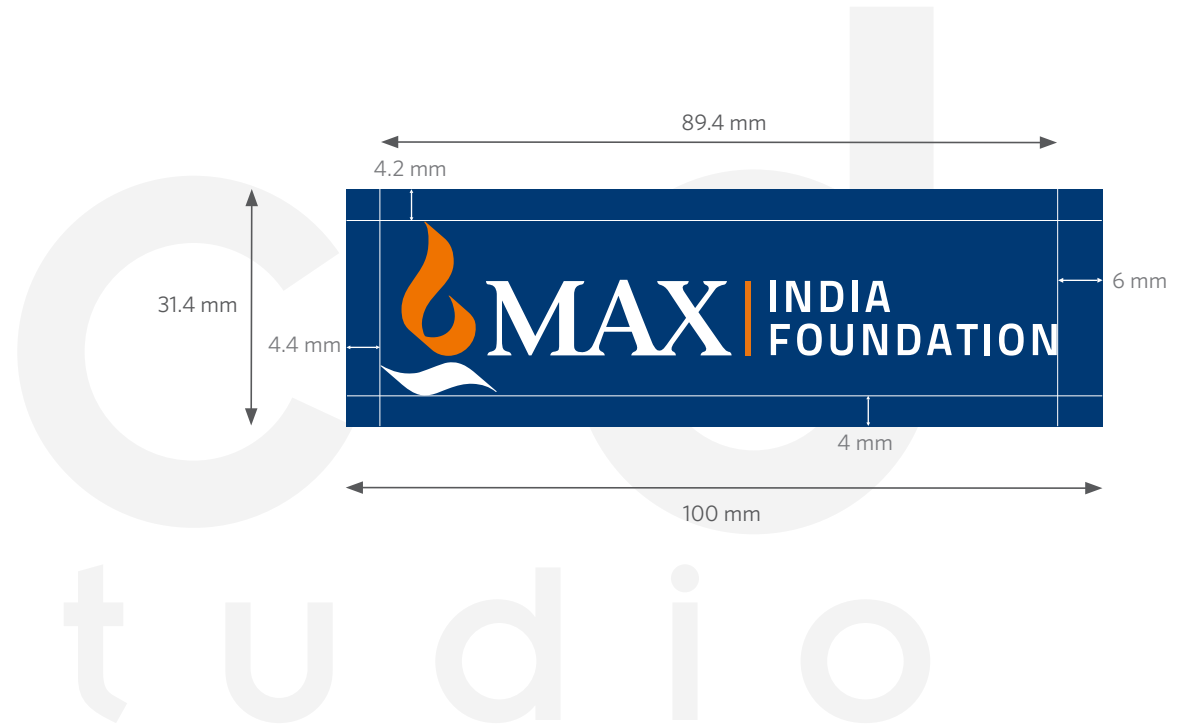
PANTONE 1505C



Logo in reverse

The MAX INDIA FOUNDATION logo on white is the preferred logo to be used for all communication.

Only in exceptional cases the logo in reverse should be used only in certain communication material such as diaries, presentation docketts, signage etc.





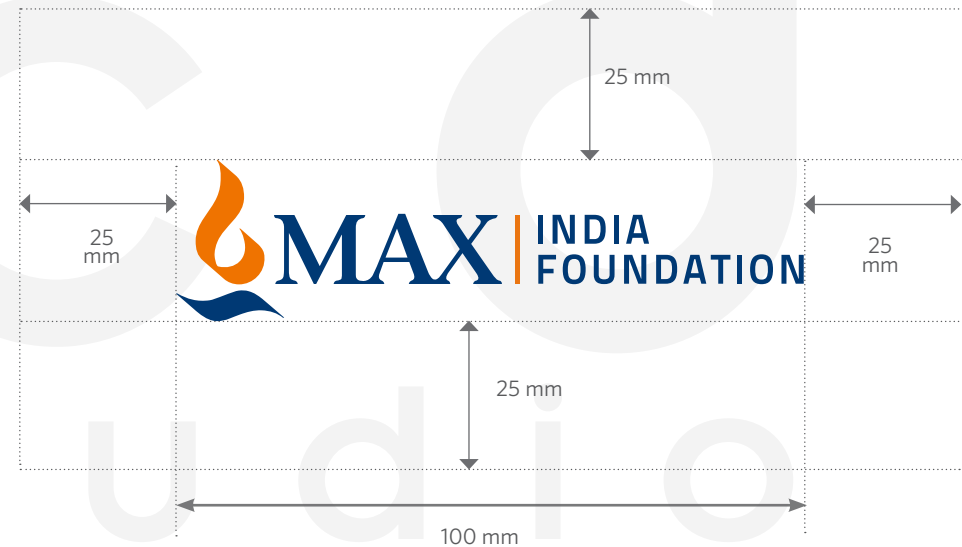
Isolation space

The isolation zone is the minimum area around the MAX INDIA FOUNDATION logo where no other elements such as typography, visuals, rules, boxes etc. should be used.

Refer to figure

When the width of the logo is 100 mm, the isolation space around must be 25 mm from all four sides. (25% of the width of the logo)

This is to ensure that the logo is perceived as a discrete entity, which is clearly visible even in layouts with multiple elements. Exceptions to this rule are in case of co-branding, or when, as in the case of specially designed units, the logo combines with specific messages.

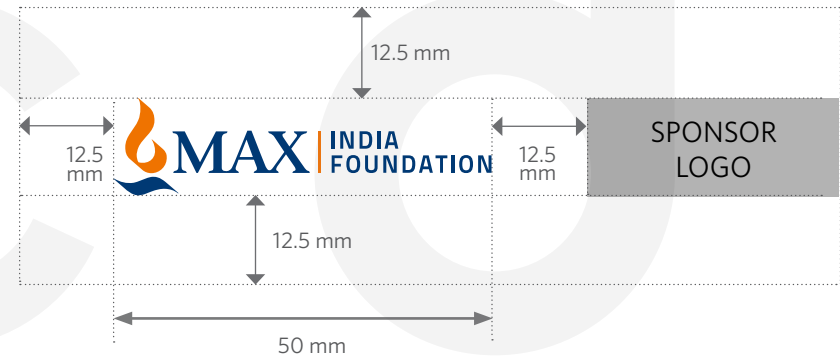


Sponsor logos

Incase the MAX INDIA FOUNDATION logo appears with a sponsor logo, a minimum distance of 25% of the width of the logo should be maintained from the sponsored logo.

If the width of the logo is 50 mm, then the distance between the MAX INDIA FOUNDATION logo and the sponsor logo should be 12.5 mm.

The same distance should ideally be kept between all the sponsor logos.





Greyscale

If required, the MAX INDIA FOUNDATION logo can also be used in greyscale.

In cases where single colour printing communication material is used, for example newspaper advertisements, the logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX signature and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse



C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255



C = 0, M = 0, Y = 0, K = 100
R = 35, G = 31, B = 32



C = 0, M = 0, Y = 0, K = 40
R = 167, G = 169, B = 172



Single colour

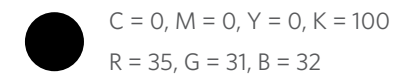
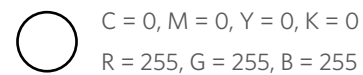
Certain marketing communication material requires single colour printing. In such a case, the MAX INDIA FOUNDATION logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX INDIA FOUNDATION logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse





Logo watermark

The MAX INDIA FOUNDATION logo can be used as a watermark in applications which have a lot of content. For example: policy documents and notepads which require the branding on the background.

The logo can be subdued by using the percentage of the colours mentioned here and be used on the background of the pages of these documents.

Optionally the logo may also be printed in monochromatic watermark form.

Please ensure that the percentage of the colours mentioned here must not be changed.



● C = 0 - M = 6 - Y = 10 - K = 0
R = 254 - G = 239 - B = 225

● C = 10 - M = 7 - Y = 0 - K = 4
R = 215 - G = 219 - B = 232

● C : 0 - M : 0 - Y : 0 - K : 10
R : 230 - G : 231 - B : 232



Logo on background

The MAX INDIA FOUNDATION logo can be used on multiple backgrounds serving various purposes.



Logo on white



Logo in reverse



Greyscale on black



Single colour on black





Logo on coloured backgrounds and images

In exceptional cases, the logo can be used only on light colours and images as shown alongside.

For example: A 10% tint of blue, yellow and black.

USAGE ON IMAGE:

For when the MAX INDIA FOUNDATION logo needs to be used on an image, it must always be used on a white background with 85% opacity, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

USAGE ON DARK BACKGROUND:

When the logo needs to be used on a background colour apart from the MAX blue and other prescribed backgrounds, it must always be used on a white background, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

C = 15, M = 0, Y = 0, K = 0
R = 226, G = 244, B = 253



C = 0, M = 0, Y = 0, K = 10
R = 230, G = 231, B = 232



C = 0, M = 0, Y = 15, K = 0
R = 255, G = 253, B = 233



Logo on image



Logo on dark background





Font palette for applications

The fonts used for collaterals form an integral part of the brand's visual language. The font family that is used across the brand stationery and other collaterals is Whitney HTF. This is for all the applications of the brand and not the logotype of the brand.

For the stationery, the font size, style or its placement must not change as the size and position of each element has been designed keeping in mind the brand personality.

WHITNEY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Guidelines for website

Guidelines to be given.

g c d
s t u d i o



Letterhead

Letterhead Size :210 mm x 297 mm (A4)

Width of Logo = 69.4 mm

33% of the width of the design (210 mm)

Minimum Distance of the logo from the top= 16.7 mm
(7.8% of the width of the design)

Minimum Distance of the logo from the right = 13.8 mm
(6.5% of the width of the design)

Minimum Distance of the address unit from the bottom = 11.8 mm
(5.6 % of the width of the design)



This unit should be right aligned to the MAX flame that is placed on the top

CONTACT DETAILS
Whitney Book
Size: 8.5 pt
Leading : 10.2 pt

WEBSITE
Whitney SemiBold
Size: 8.5 pt
Leading : 10.2 pt

Max Life Insurance Co Ltd
3rd, 11th, 12th Floor, DLF Square Building
Jacaranda Marg, DLF City Phase II
Gurgaon 122002
namesurname@maxindia.com
www.maxindia.com



Envelope

Closed size: 228.6 mm x 108.7mm

Width of Logo = 69.4 mm

30.3% of the width of the design (228.6 mm)

Minimum Distance of the logo from the left = 6.3 mm
(2.75 % of the width of the design)

Minimum Distance of the logo from the top = 9.2 mm
(4% of the width of the design)

Minimum Distance of the address unit from the bottom = 8.5 mm
(3.7% of the width of the design)

Minimum Distance of the address unit from the left= 9 mm
(3.9% of the width of the design)

This address unit should be left aligned to the orange flame of the
MAX INDIA FOUNDATION logo.



CONTACT DETAILS
Whitney Book
Text Size: 8.5 pt
Leading: 10.2 pt



Business cards

Card size: 90 mm x 50 mm

Width of Logo = 48.6 mm

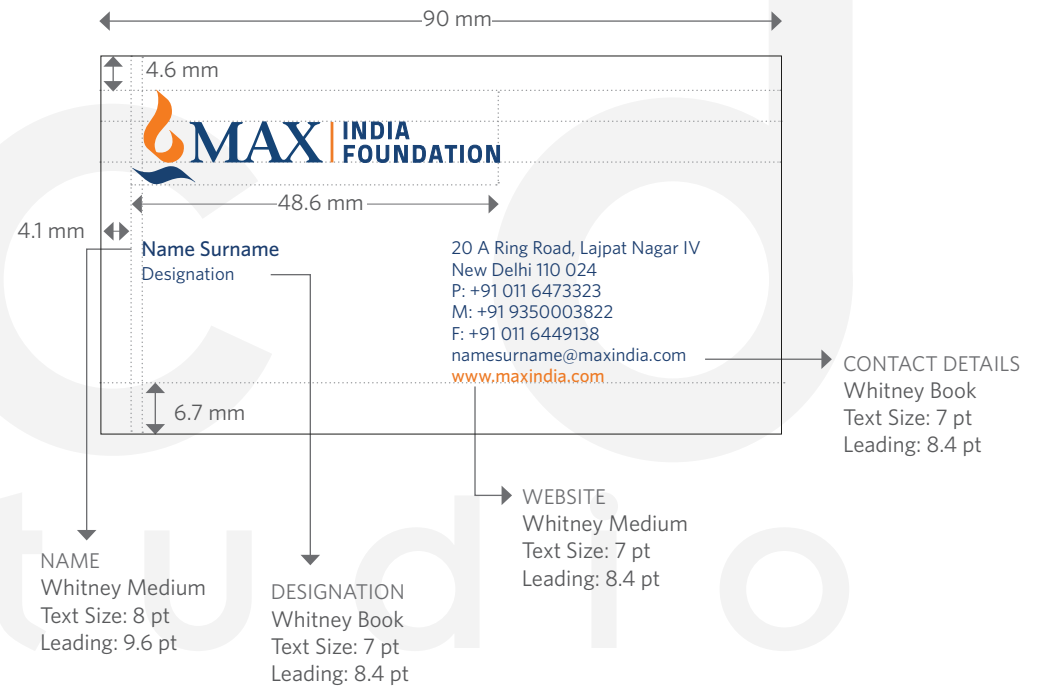
54% of the width of the design (90 mm)

The unit with the name and designation should be aligned to the flame of the logo.

Minimum Distance of the logo from the left = 4.1 mm
(4.5% of the width of the design)

Minimum Distance of the logo from the top = 4.6 mm
(5.1% of the width of the design)

Minimum Distance of the address unit from the bottom = 6.7 mm
(7.4% of the width of the design)





BRAND IDENTITY GUIDELINES



Logo

The MAX INDIA LIMITED logo has been designed so that it integrates well with the MAX logo.

The font used for the INDIA LIMITED logotype is a modified version of Titillium Maps type style. The logo should not be typeset under any circumstances. Despite assurances from printers, no pre-existing font, however similar, can substitute the authentic INDIA LIMITED logo. A typeset version will damage and weaken the protection of the brand trademark.

The logo must only be reproduced from authorised digital artwork available with Corporate Communications.





Logotype

The font used for the INDIA LIMITED logotype is a modified version of Titillium Maps type style and must not be tampered with under any circumstances.

The INDIA LIMITED logotype must always be used as a unit with the MAX logo, not in isolation. The proportion of the INDIA LIMITED logotype must not be changed independent of the MAX logo.





Usage errors

The MAX INDIA LIMITED logo represents and lends credibility to the company. It stands for the core values of the brand. As one of the most important pieces of visual communication, the mark must be protected through proper use. Given alongside are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls.



1. The distance between INDIA and LIMITED must not be changed.



2. The size of the INDIA LIMITED logotype must not be changed independent of the MAX logo.



3. The distance between the orange line and the INDIA LIMITED logotype must not be modified.



4. The INDIA LIMITED logotype must not be condensed or expanded.



5. The INDIA LIMITED logotype must not be stretched from any angle.



6. The font style of the INDIA LIMITED logotype must never be changed.



7. The colour of the box must not be changed without reference to the prescribed logo backgrounds.



8. The INDIA LIMITED logo must not be used without the complete MAX logo.



9. Use of any shadows / highlights is prohibited.



10. The colour of the INDIA LIMITED logotype must not be changed.

Colour palette

REPRODUCTION USING TWO SOLID (SPECIAL) COLOURS

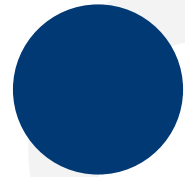
The 2-colour version uses two Pantone solid colours: Pantone 1505 C (orange) and Pantone 281 C (blue). This method gives the best colour fidelity and should be used wherever possible in print based applications such as stationery. Screen printing can also be done using colours matched to the above Pantone shades.

REPRODUCTION USING FOUR QUADRICROME (CMYK) COLOURS

When the Brand Signature is to be used in newspapers, magazines, multicoloured brochures etc, it should be printed using the four process colours (CMYK) as shown alongside. Reproduction using CMYK can never match the intensity of the actual colours shown above in the 2-colour version. Orange in particular will not appear as vivid.

REPRODUCTION FOR WEB USING (RGB) COLOURS

When the Brand Signature is to be used on web and mobile platforms, it should be reproduced using the RGB values as shown alongside.



4- COLOUR PRINT

C = 100

M = 70

Y = 0

K = 40



C = 0

M = 65

Y = 100

K = 0

FOR WEB

R = 20

G = 58

B = 114

R = 242

G = 121

B = 48

2- COLOUR (SPECIAL) PRINT

PANTONE 281C

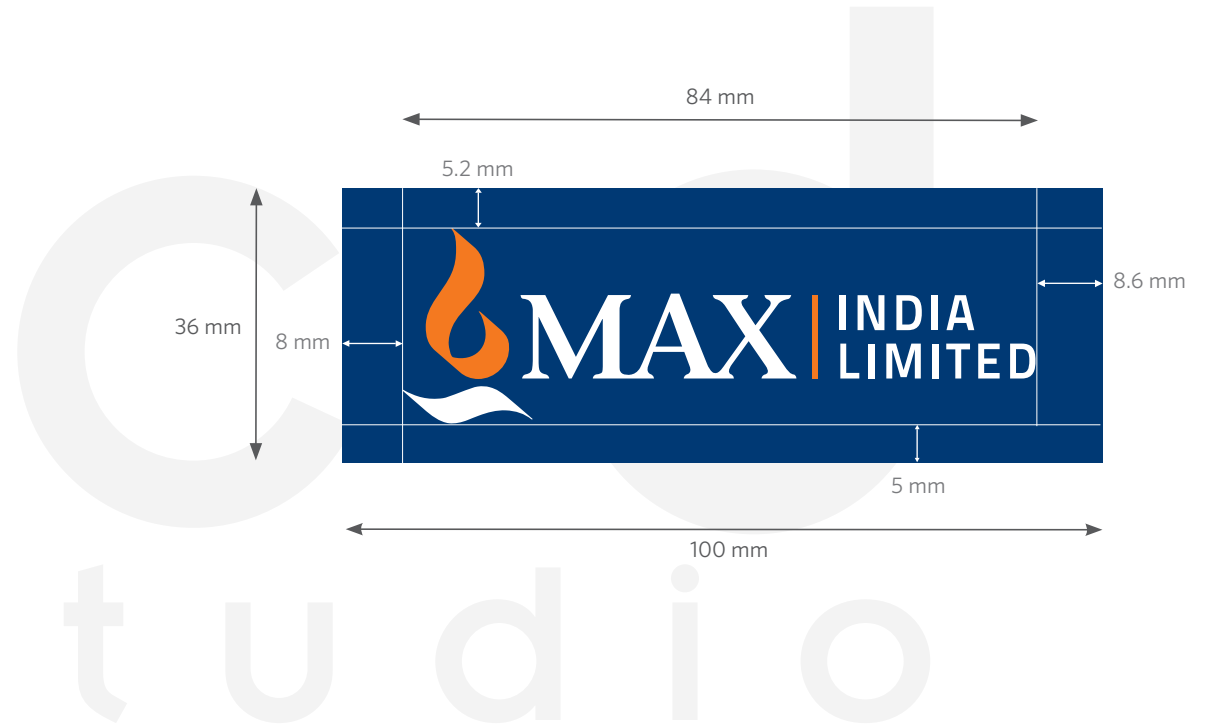
PANTONE 1505C



Logo in reverse

The MAX INDIA LIMITED logo on white is the preferred logo to be used for all communication.

Only in exceptional cases the logo in reverse should be used only in certain communication material such as diaries, presentation docketts, signage etc.





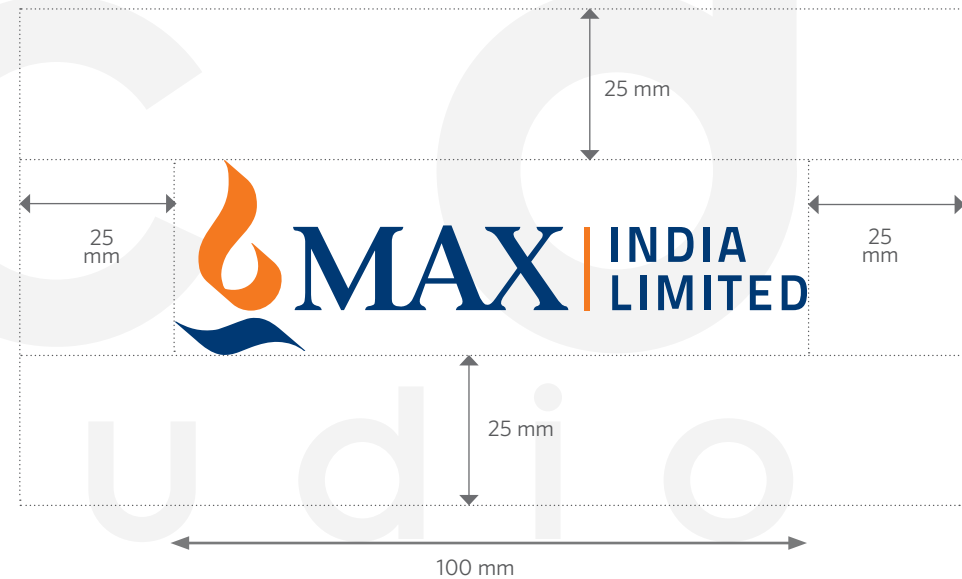
Isolation space

The isolation zone is the minimum area around the MAX INDIA LIMITED logo where no other elements such as typography, visuals, rules, boxes etc. should be used.

Refer to figure

When the width of the logo is 100 mm, the isolation space around must be 25 mm from all four sides. (25% of the width of the logo)

This is to ensure that the logo is perceived as a discrete entity, which is clearly visible even in layouts with multiple elements. Exceptions to this rule are in case of co-branding, or when, as in the case of specially designed units, the logo combines with specific messages.



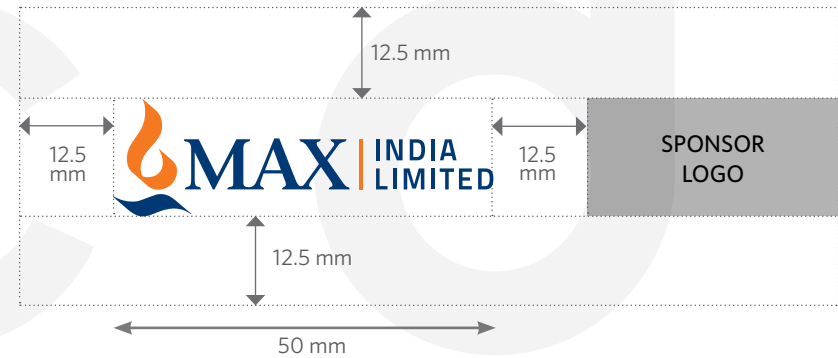


Sponsor logos

Incase the MAX INDIA LIMITED logo appears with a sponsor logo, a minimum distance of 25% of the width of the logo should be maintained from the sponsored logo.

If the width of the logo is 50 mm, then the distance between the MAX INDIA LIMITED logo and the sponsor logo should be 12.5 mm.

The same distance should ideally be kept between all the sponsor logos.





Greyscale

If required, the MAX INDIA LIMITED logo can also be used in greyscale.

In cases where single colour printing communication material is used, for example newspaper advertisements, the logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX signature and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse

- C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255
- C = 0, M = 0, Y = 0, K = 100
R = 35, G = 31, B = 32
- C = 0, M = 0, Y = 0, K = 40
R = 167, G = 169, B = 172



Single colour

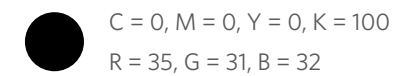
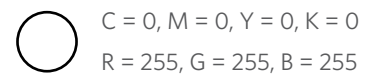
Certain marketing communication material requires single colour printing. In such a case, the MAX INDIA LIMITED logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX INDIA LIMITED logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse





Logo watermark


The MAX INDIA LIMITED logo can be used as a watermark in applications which have a lot of content. For example: policy documents and notepads which require the branding on the background.


The logo can be subdued by using the percentage of the colours mentioned here and be used on the background of the pages of these documents.


Optionally, the logo may also be printed in monochromatic watermark form.

Please ensure that the percentage of the colours mentioned here must not be changed.



 C = 0 - M = 6 - Y = 10 - K = 0
R = 254 - G = 239 - B = 225

 C = 10 - M = 7 - Y = 0 - K = 4
R = 215 - G = 219 - B = 232

 C : 0 - M : 0 - Y : 0 - K : 10
R : 230 - G : 231 - B : 232



Logo on background

The MAX INDIA LIMITED logo can be used on multiple backgrounds serving various purposes.



Logo on white



Logo in reverse



Greyscale on black



Single colour on black





Logo on coloured backgrounds and images

In exceptional cases, the logo can be used only on light colours and images as shown alongside.

For example: A 10% tint of blue, yellow and black.

USAGE ON IMAGE:

For when the MAX INDIA LIMITED logo needs to be used on an image, it must always be used on a white background with 85% opacity, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

USAGE ON DARK BACKGROUND:

When the logo needs to be used on a background colour apart from the MAX blue and other prescribed backgrounds, it must always be used on a white background, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

C = 15, M = 0, Y = 0, K = 0
R = 226, G = 244, B = 253



C = 0, M = 0, Y = 0, K = 10
R = 230, G = 231, B = 232



C = 0, M = 0, Y = 15, K = 0
R = 255, G = 253, B = 233



Logo on image



Logo on dark background





Font palette for applications

The fonts used for collaterals form an integral part of the brand's visual language. The font family that is used across the brand stationery and other collaterals is Whitney HTF. This is for all the applications of the brand and not the logotype of the brand.

For the stationery, the font size, style or its placement must not change as the size and position of each element has been designed keeping in mind the brand personality.

WHITNEY BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Guidelines for website

Guidelines to be given.

g c d
s t u d i o



Letterhead

Letterhead Size :210 mm x 297 mm (A4)

Width of Logo = 58.3 mm
27.7% of the width of the design (210 mm)

Minimum Distance of the logo from the top= 16.7 mm
(7.8% of the width of the design)

Minimum Distance of the logo from the right = 13.8 mm
(6.5% of the width of the design)

Minimum Distance of the address unit from the bottom = 11.8 mm
(5.6 % of the width of the design)



This unit should be right aligned to the MAX flame that is placed on the top

CONTACT DETAILS
Whitney Book
Size: 8.5 pt
Leading : 10.2 pt

WEBSITE
Whitney SemiBold
Size: 8.5 pt
Leading : 10.2 pt

Max Life Insurance Co Ltd
3rd, 11th, 12th Floor, DLF Square Building
Jacaranda Marg, DLF City Phase II
Gurgaon 122002
namesurname@maxindia.com
www.maxindia.com
11.8 mm



Envelope

Closed size: 228.6 mm x 108.7mm

Width of Logo = 58.3 mm
25.5% of the width of the design (228.6 mm)

Minimum Distance of the logo from the left = 6.3 mm
(2.75 % of the width of the design)

Minimum Distance of the logo from the top = 9.2 mm
(4% of the width of the design)

Minimum Distance of the address unit from the bottom = 8.5 mm
(3.7% of the width of the design)

Minimum Distance of the address unit from the left= 9 mm
(3.9% of the width of the design)

This address unit should be left aligned to the orange flame of the
MAX INDIA LIMITED logo.



CONTACT DETAILS
Whitney Book
Text Size: 8.5 pt
Leading: 10.2 pt



Business cards

Card size: 90 mm x 50 mm

Width of Logo = 40.7 mm

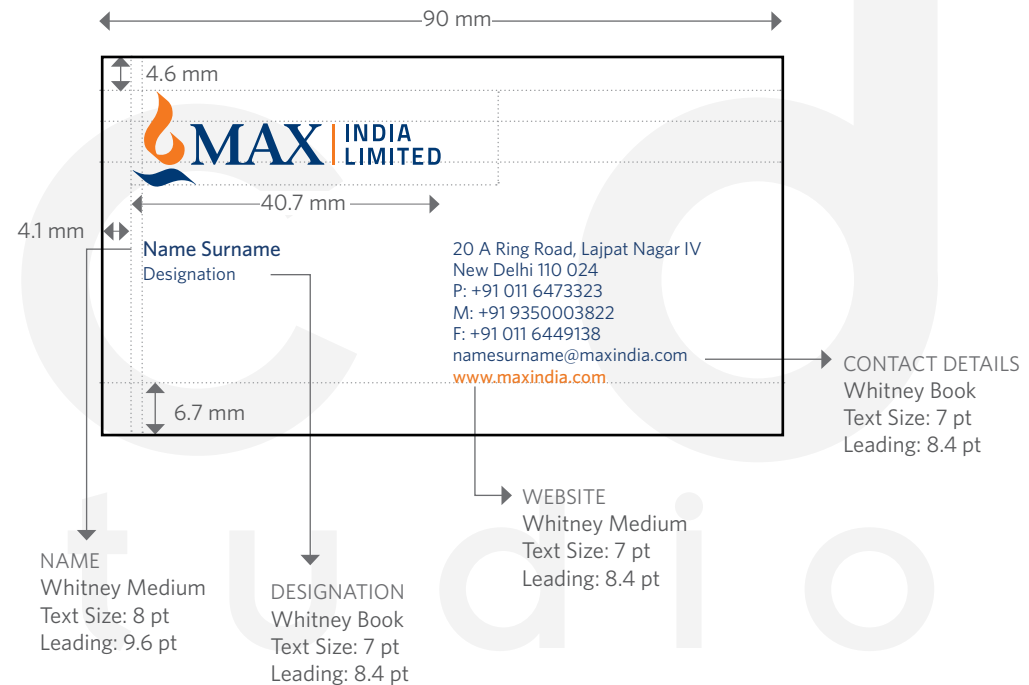
45.2% of the width of the design (90 mm)

The unit with the name and designation should be aligned to the flame of the logo.

Minimum Distance of the logo from the left = 4.1 mm
(4.5% of the width of the design)

Minimum Distance of the logo from the top = 4.6 mm
(5.1% of the width of the design)

Minimum Distance of the address unit from the bottom = 6.7 mm
(7.4% of the width of the design)





BRAND IDENTITY GUIDELINES



Logo

The MAX FINANCIAL SERVICES logo has been designed so that it integrates well with the max logo.

The font used for the FINANCIAL SERVICES logotype is a modified version of Titillium Maps type style. The logo should not be typeset under any circumstances. Despite assurances from printers, no pre-existing font, however similar, can substitute the authentic FINANCIAL SERVICES logo. A typeset version will damage and weaken the protection of the brand trademark.

The logo must only be reproduced from authorised digital artwork available with Corporate Communications.





Logotype

The font used for the FINANCIAL SERVICES logotype is a modified version of Titillium Maps type style and must not be tampered with under any circumstances.

The FINANCIAL SERVICES logotype must always be used as a unit with the MAX logo, not in isolation. The proportion of the FINANCIAL SERVICES logotype must not be changed independent of the MAX logo.





Usage errors

The MAX FINANCIAL SERVICES logo represents and lends credibility to the company. It stands for the core values of the brand. As one of the most important pieces of visual communication, the mark must be protected through proper use. Given alongside are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls.



1. The distance between FINANCIAL SERVICES must not be changed.



2. The size of the FINANCIAL SERVICES logotype must not be changed independent of the MAX logo.



3. The distance between the orange line and the FINANCIAL SERVICES logotype must not be modified.



4. The FINANCIAL SERVICES logotype must not be condensed or expanded.



5. The FINANCIAL SERVICES logotype must not be stretched from any angle.



6. The font style of the FINANCIAL SERVICES logotype must never be changed.



7. The colour of the box must not be changed without reference to the prescribed logo backgrounds.



8. The FINANCIAL SERVICES logo must not be used without the complete MAX logo.



9. Use of any shadows / highlights is prohibited.



10. The colour of the FINANCIAL SERVICES logotype must not be changed.

Colour palette

REPRODUCTION USING TWO SOLID (SPECIAL) COLOURS

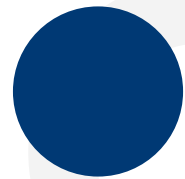
The 2-colour version uses two Pantone solid colours: Pantone 1505 C (orange) and Pantone 281 C (blue). This method gives the best colour fidelity and should be used wherever possible in print based applications such as stationery. Screen printing can also be done using colours matched to the above Pantone shades.

REPRODUCTION USING FOUR QUADRICROME (CMYK) COLOURS

When the Brand Signature is to be used in newspapers, magazines, multicoloured brochures etc, it should be printed using the four process colours (CMYK) as shown alongside. Reproduction using CMYK can never match the intensity of the actual colours shown above in the 2-colour version. Orange in particular will not appear as vivid.

REPRODUCTION FOR WEB USING (RGB) COLOURS

When the Brand Signature is to be used on web and mobile platforms, it should be reproduced using the RGB values as shown alongside.



4- COLOUR PRINT

C = 100

M = 70

Y = 0

K = 40



C = 0

M = 65

Y = 100

K = 0

FOR WEB

R = 20

G = 58

B = 114

R = 242

G = 121

B = 48

2- COLOUR (SPECIAL) PRINT

PANTONE 281C

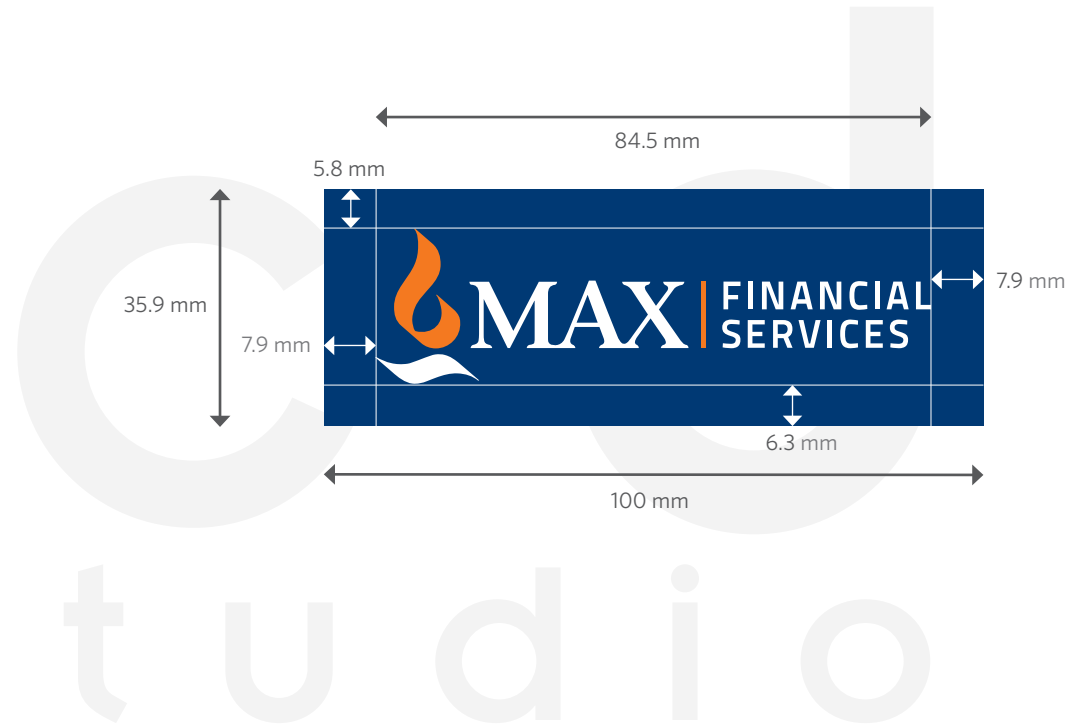
PANTONE 1505C



Logo in reverse

The MAX FINANCIAL SERVICES logo on white is the preferred logo to be used for all communication.

Only in exceptional cases the logo in reverse should be used only in certain communication material such as diaries, presentation docketts, signage etc.





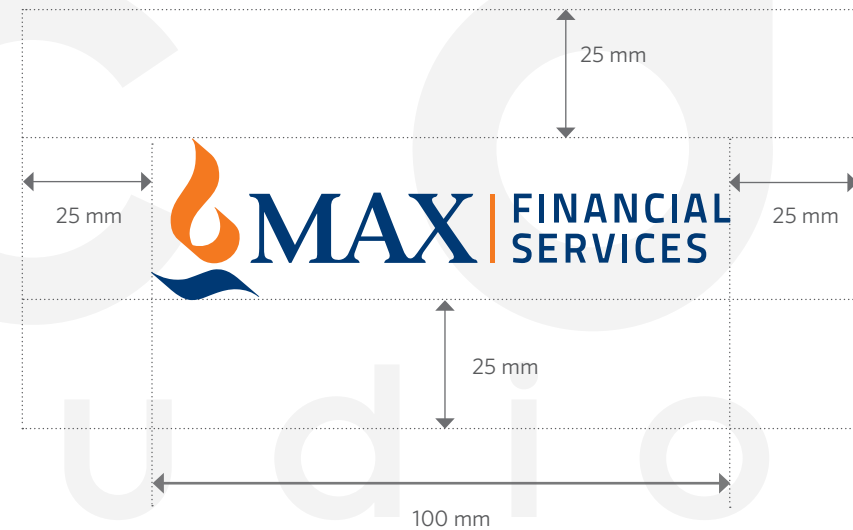
Isolation space

The isolation zone is the minimum area around the MAX FINANCIAL SERVICES logo where no other elements such as typography, visuals, rules, boxes etc. should be used.

refer to figure

When the width of the logo is 100 mm, the isolation space around must be 25 mm from all four sides. (25% of the width of the logo)

This is to ensure that the logo is perceived as a discrete entity, which is clearly visible even in layouts with multiple elements. Exceptions to this rule are in case of co-branding, or when, as in the case of specially designed units, the logo combines with specific messages.



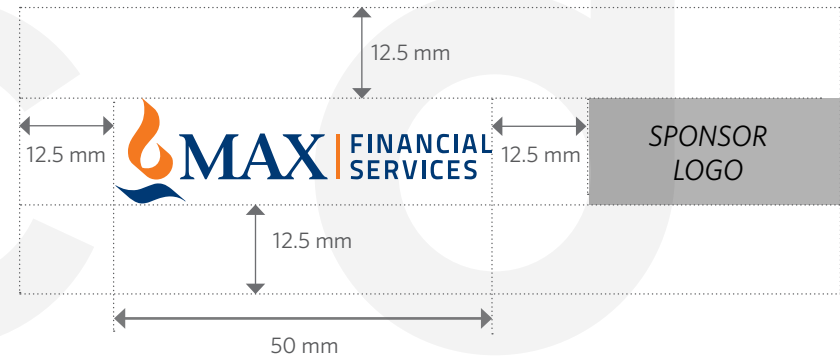


Sponsor logos

In case the MAX FINANCIAL SERVICES logo appears with a sponsor logo, a minimum distance of 25% of the width of the logo should be maintained from the sponsored logo.

If the width of the logo is 50 mm, then the distance between the MAX FINANCIAL SERVICES logo and the sponsor logo should be 12.5 mm.

The same distance should ideally be kept between all the sponsor logos.





Greyscale

If required, the MAX FINANCIAL SERVICES logo can also be used in greyscale.

In cases where single colour printing communication material is used, for example newspaper advertisements, the logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX signature and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse



C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255



C = 0, M = 0, Y = 0, K = 100
R = 35, G = 31, B = 32



C = 0, M = 0, Y = 0, K = 40
R = 167, G = 169, B = 172



Single colour

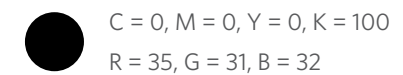
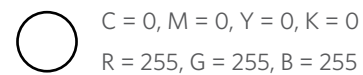
Certain marketing communication material requires single colour printing. In such a case, the MAX FINANCIAL SERVICES logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX FINANCIAL SERVICES logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse





Logo watermark

The MAX FINANCIAL SERVICES logo can be used as a watermark in applications which have a lot of content. For example: policy documents and notepads which require the branding on the background.

The logo can be subdued by using the percentage of the colours mentioned here and be used on the background of the pages of these documents.

Optionally the logo may also be printed in monochromatic watermark form.

Please ensure that the percentage of the colours mentioned here must not be changed.



● C = 0 - M = 6 - Y = 10 - K = 0
R = 254 - G = 239 - B = 225

● C = 10 - M = 7 - Y = 0 - K = 4
R = 215 - G = 219 - B = 232

● C : 0 - M : 0 - Y : 0 - K : 10
R : 230 - G : 231 - B : 232



Logo on background

The MAX FINANCIAL SERVICES logo can be used on multiple backgrounds serving various purposes.



Logo on white



Logo in reverse



Greyscale on black



Single colour on black





Logo on coloured backgrounds and images

In exceptional cases, the logo can be used only on light colours and images as shown alongside. For example: A 10% tint of blue, yellow and black.

USAGE ON IMAGE:

For when the MAX FINANCIAL SERVICES logo needs to be used on an image, it must always be used on a white background with 85% opacity, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

USAGE ON DARK BACKGROUND:

When the logo needs to be used on a background colour apart from the MAX blue and other prescribed backgrounds, it must always be used on a white background, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

C = 15, M = 0, Y = 0, K = 0
R = 226, G = 244, B = 253



C = 0, M = 0, Y = 0, K = 10
R = 230, G = 231, B = 232



C = 0, M = 0, Y = 15, K = 0
R = 255, G = 253, B = 233



Logo on image



Logo on dark background





Font palette for applications

The fonts used for collaterals form an integral part of the brand's visual language. The font family that is used across the brand stationery and other collaterals is Whitney HTF. This is for all the applications of the brand and not the logotype of the brand.

For the stationery, the font size, style or its placement must not change as the size and position of each element has been designed keeping in mind the brand personality.

WHITNEY BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Guidelines for website

Guidelines to be given.

g c d
s t u d i o



Letterhead

Letterhead Size :210 mm x 297 mm (A4)

Width of Logo = 63.3 mm
30.14% of the width of the design (210 mm)

Minimum Distance of the logo from the top= 16.7 mm
(7.8% of the width of the design)

Minimum Distance of the logo from the right = 13.8 mm
(6.5% of the width of the design)

Minimum Distance of the address unit from the bottom = 11.8 mm
(5.6 % of the width of the design)



This unit should be right aligned to the MAX flame that is placed on the top



Envelope

Closed size: 228.6 mm x 108.7mm

Width of Logo = 63.3 mm

27.7% of the width of the design (228.6 mm)

Minimum Distance of the logo from the left = 6.3 mm
(2.75 % of the width of the design)

Minimum Distance of the logo from the top = 9.2 mm
(4% of the width of the design)

Minimum Distance of the address unit from the bottom = 8.5 mm
(3.7% of the width of the design)

Minimum Distance of the address unit from the left= 9 mm
(3.9% of the width of the design)

This address unit should be left aligned to the orange flame of the MAX FINANCIAL SERVICES logo.





Business cards

Card size: 90 mm x 50 mm

Width of Logo = 45.2 mm

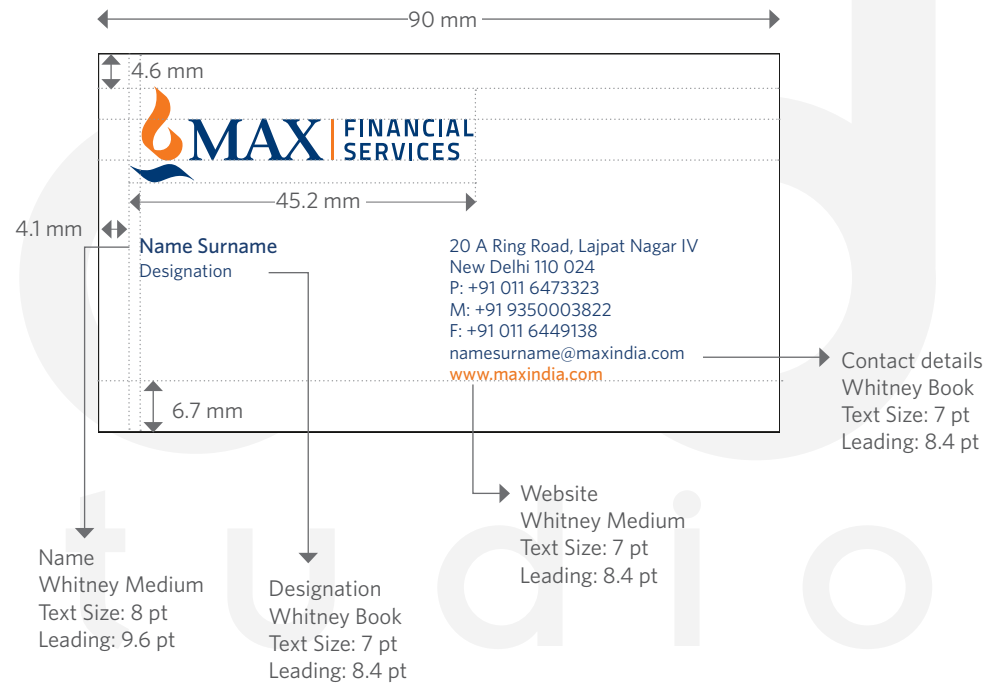
50.3% of the width of the design (90 mm)

The unit with the name and designation should be aligned to the flame of the logo.

Minimum Distance of the logo from the left = 4.1 mm
(4.5% of the width of the design)

Minimum Distance of the logo from the top = 4.6 mm
(5.1% of the width of the design)

Minimum Distance of the address unit from the bottom = 6.7 mm
(7.4% of the width of the design)





BRAND IDENTITY GUIDELINES



Logo

The Max VENTURES & INDUSTRIES logo has been designed so that it integrates well with the max logo.

The font used for the VENTURES & INDUSTRIES logotype is a modified version of Titillium Maps type style. The logo should not be typeset under any circumstances. Despite assurances from printers, no pre-existing font, however similar, can substitute the authentic VENTURES & INDUSTRIES logo. A typeset version will damage and weaken the protection of the brand trademark.

The logo must only be reproduced from authorised digital artwork available with Corporate Communications.





Logotype

The font used for the VENTURES & INDUSTRIES logotype is a modified version of Titillium Maps type style and must not be tampered with under any circumstances.

The VENTURES & INDUSTRIES logotype must always be used as a unit with the MAX logo, not in isolation. The proportion of the VENTURES & INDUSTRIES logotype must not be changed independent of the MAX logo.





Usage errors

The MAX VENTURES & INDUSTRIES logo represents and lends credibility to the company. It stands for the core values of the brand. As one of the most important pieces of visual communication, the mark must be protected through proper use. Given alongside are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls.



1. The distance between VENTURES and INDUSTRIES must not be changed.



2. The size of the VENTURES and INDUSTRIES logotype must not be changed independent of the MAX logo.



3. The distance between the orange line and the VENTURES and INDUSTRIES logotype must not be modified.



4. The VENTURES and INDUSTRIES logotype must not be condensed or expanded.



5. The VENTURES and INDUSTRIES logotype must not be stretched from any angle.



6. The font style of the VENTURES and INDUSTRIES logotype must never be changed.



7. The colour of the box must not be changed without reference to the prescribed logo backgrounds.



8. The VENTURES and INDUSTRIES logo must not be used without the complete MAX logo.



9. Use of any shadows / highlights is prohibited.



10. The colour of the VENTURES and INDUSTRIES logotype must not be changed.

Colour palette

REPRODUCTION USING TWO SOLID (SPECIAL) COLOURS

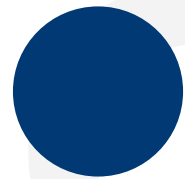
The 2-colour version uses two Pantone solid colours: Pantone 1505 C (orange) and Pantone 281 C (blue). This method gives the best colour fidelity and should be used wherever possible in print based applications such as stationery. Screen printing can also be done using colours matched to the above Pantone shades.

REPRODUCTION USING FOUR QUADRICROME (CMYK) COLOURS

When the Brand Signature is to be used in newspapers, magazines, multicoloured brochures etc, it should be printed using the four process colours (CMYK) as shown alongside. Reproduction using CMYK can never match the intensity of the actual colours shown above in the 2-colour version. Orange in particular will not appear as vivid.

REPRODUCTION FOR WEB USING (RGB) COLOURS

When the Brand Signature is to be used on web and mobile platforms, it should be reproduced using the RGB values as shown alongside.



4- COLOUR PRINT

C = 100

M = 70

Y = 0

K = 40



C = 0

M = 65

Y = 100

K = 0

FOR WEB

R = 20

G = 58

B = 114

R = 242

G = 121

B = 48

2- COLOUR (SPECIAL) PRINT

PANTONE 281C

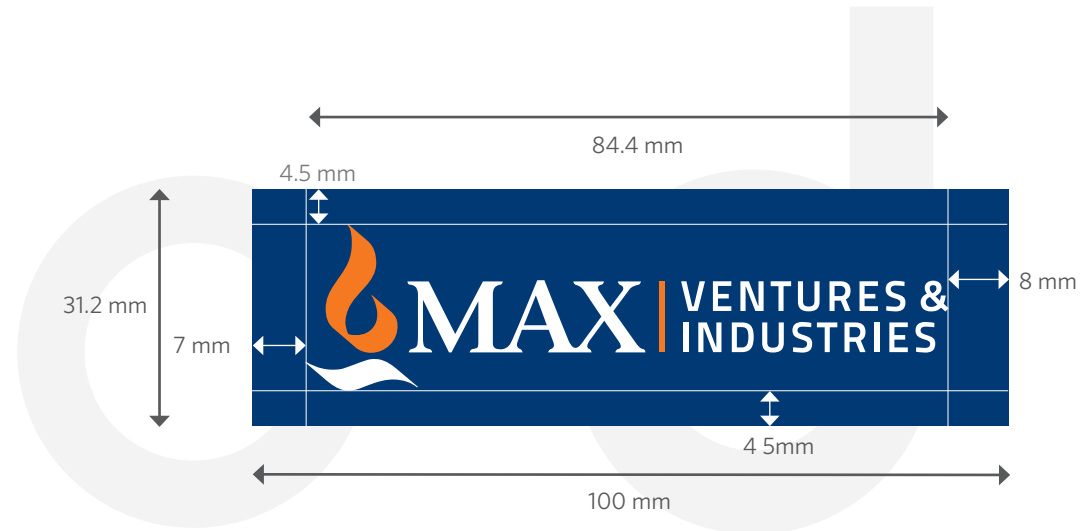
PANTONE 1505C



Logo in reverse

The MAX VENTURES AND INDUSTRIES logo on white is the preferred logo to be used for all communication.

Only in exceptional cases the logo in reverse should be used only in certain communication material such as diaries, presentation docketts, signage etc.





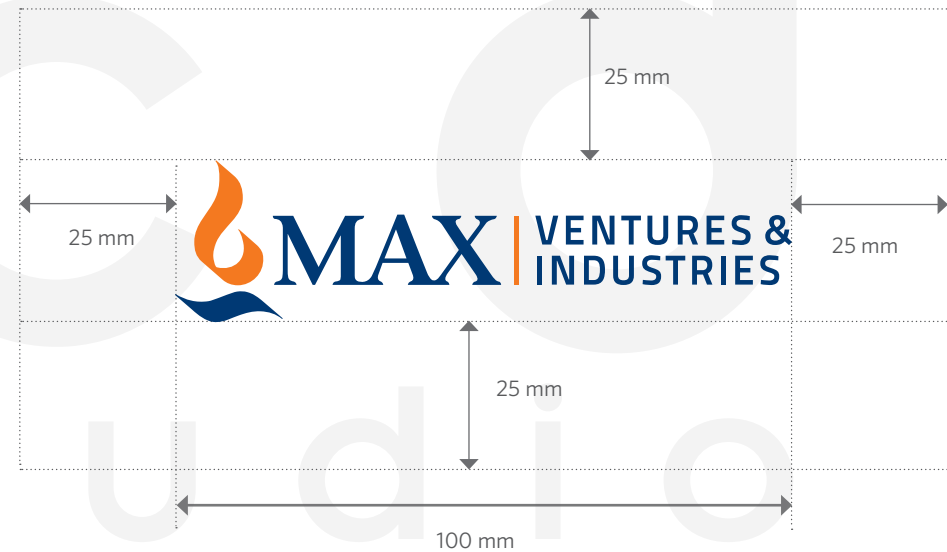
Isolation space

The isolation zone is the minimum area around the MAX VENTURES AND INDUSTRIES logo where no other elements such as typography, visuals, rules, boxes etc. should be used.

refer to figure

When the width of the logo is 100 mm, the isolation space around must be 25 mm from all four sides. (25% of the width of the logo)

This is to ensure that the logo is perceived as a discrete entity, which is clearly visible even in layouts with multiple elements. Exceptions to this rule are in case of co-branding, or when, as in the case of specially designed units, the logo combines with specific messages.



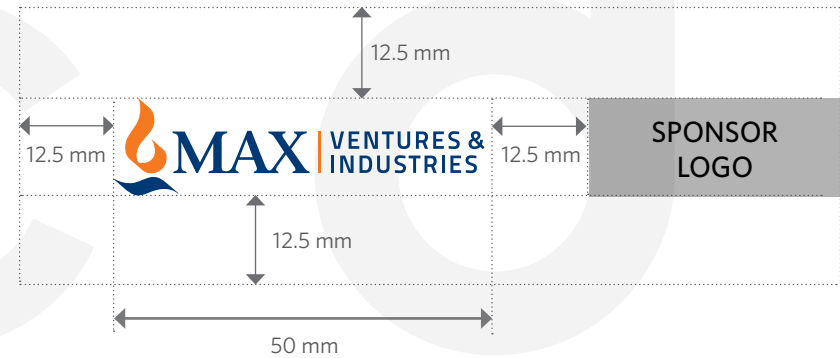


Sponsor logos

Incase the MAX VENTURES AND INDUSTRIES logo appears with a sponsor logo, a minimum distance of 25% of the width of the logo should be maintained from the sponsored logo.

If the width of the logo is 50 mm, then the distance between the MAX VENTURES & INDUSTRIES logo and the sponsor logo should be 12.5 mm.

The same distance should ideally be kept between all the sponsor logos.





Greyscale

If required, the MAX VENTURES AND INDUSTRIES logo can also be used in greyscale.

In cases where single colour printing communication material is used, for example newspaper advertisements, the logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX signature and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse



C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255



C = 0, M = 0, Y = 0, K = 100
R = 35, G = 31, B = 32



C = 0, M = 0, Y = 0, K = 40
R = 167, G = 169, B = 172



Single colour

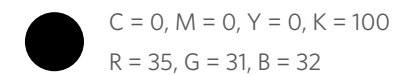
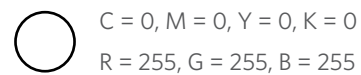
Certain marketing communication material requires single colour printing. In such a case, the MAX VENTURES AND INDUSTRIES logo should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE

A standard space to be maintained around the logo when used in reverse. The relationship between the MAX VENTURES AND INDUSTRIES logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".



Reverse





Logo watermark

The MAX VENTURES AND INDUSTRIES logo can be used as a watermark in applications which have a lot of content. For example: policy documents and notepads which require the branding on the background.

The logo can be subdued by using the percentage of the colours mentioned here and be used on the background of the pages of these documents.

Optionally the logo may also be printed in monochromatic watermark form.

Please ensure that the percentage of the colours mentioned here must not be changed.



● C = 0 - M = 6 - Y = 10 - K = 0
R = 254 - G = 239 - B = 225

● C = 10 - M = 7 - Y = 0 - K = 4
R = 215 - G = 219 - B = 232

● C : 0 - M : 0 - Y : 0 - K : 10
R : 230 - G : 231 - B : 232



Logo on background

The MAX VENTURES AND INDUSTRIES logo can be used on multiple backgrounds serving various purposes.



Logo on white



Logo in reverse



Greyscale on black



Single colour on black





Logo on coloured backgrounds and images

In exceptional cases, the logo can be used only on light colours and images as shown alongside. For example: A 10% tint of blue, yellow and black.

USAGE ON IMAGE:

For when the MAX VENTURES AND INDUSTRIES logo needs to be used on an image, it must always be used on a white background with 85% opacity, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

USAGE ON DARK BACKGROUND:

When the logo needs to be used on a background colour apart from the MAX blue and other prescribed backgrounds, it must always be used on a white background, the measurements of which must be in tune with those shown in the “Logo in Reverse” page.

C = 15, M = 0, Y = 0, K = 0
R = 226, G = 244, B = 253



C = 0, M = 0, Y = 0, K = 10
R = 230, G = 231, B = 232



C = 0, M = 0, Y = 15, K = 0
R = 255, G = 253, B = 233



Logo on image



Logo on dark background





Font palette for applications

The fonts used for collaterals form an integral part of the brand's visual language. The font family that is used across the brand stationery and other collaterals is Whitney HTF. This is for all the applications of the brand and not the logotype of the brand.

For the stationery, the font size, style or its placement must not change as the size and position of each element has been designed keeping in mind the brand personality.

WHITNEY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Guidelines for website

Guidelines to be given.

g c d
s t u d i o



Letterhead

Letterhead Size :210 mm x 297 mm (A4)

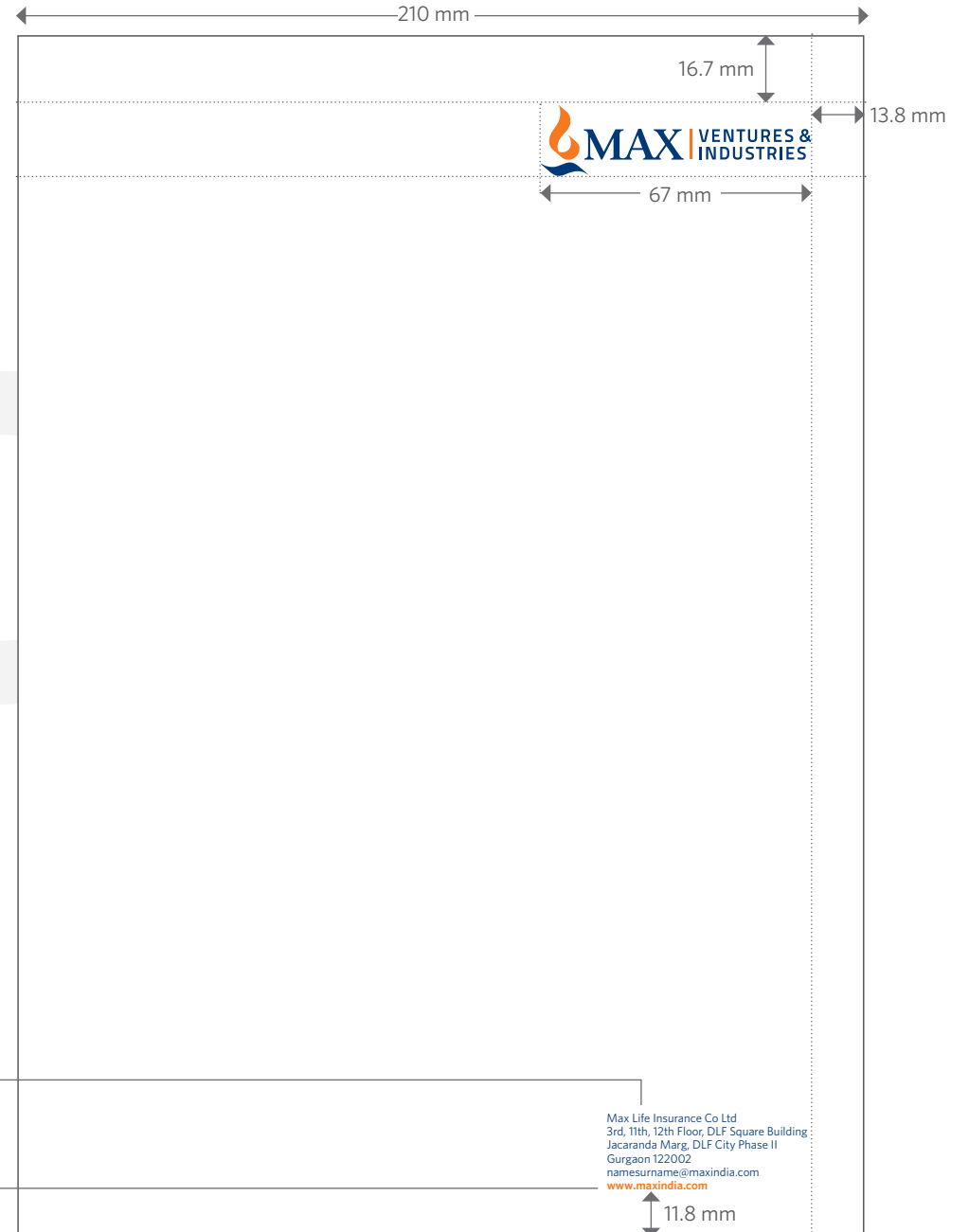
Width of Logo = 67 mm

32% of the width of the design (210 mm)

Minimum Distance of the logo from the top= 16.7 mm
(7.8% of the width of the design)

Minimum Distance of the logo from the right = 13.8 mm
(6.5% of the width of the design)

Minimum Distance of the address unit from the bottom = 11.8 mm
(5.6 % of the width of the design)



This unit should be right aligned to the MAX flame that is placed on the top

CONTACT DETAILS
Whitney Book
Size: 8.5 pt
Leading : 10.2 pt

WEBSITE
Whitney SemiBold
Size: 8.5 pt
Leading : 10.2 pt

Max Life Insurance Co Ltd
3rd, 11th, 12th Floor, DLF Square Building
Jacaranda Marg, DLF City Phase II
Gurgaon 122002
namesurname@maxindia.com
www.maxindia.com



Envelope

Closed size: 228.6 mm x 108.7mm

Width of Logo = 67 mm

29.3% of the width of the design (228.6 mm)

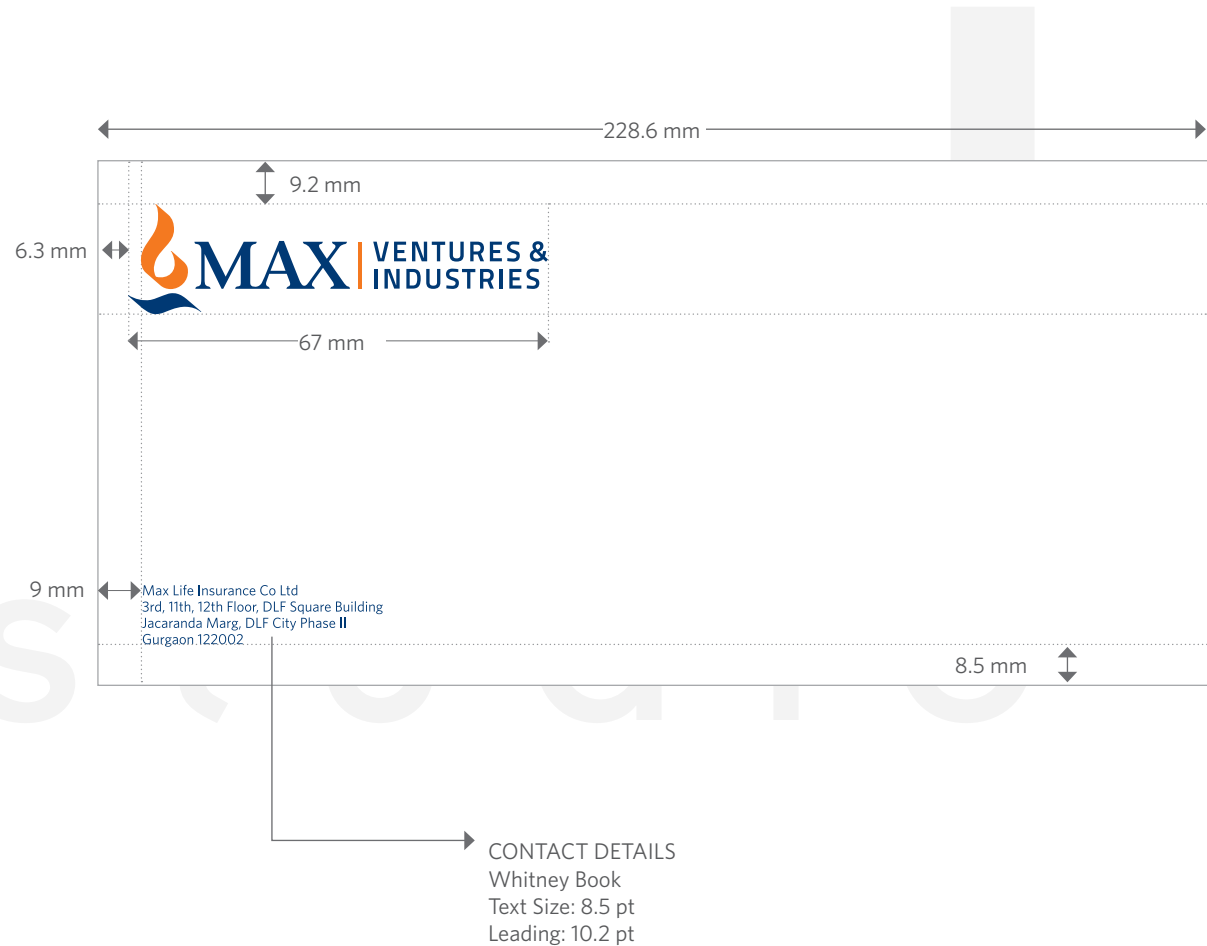
Minimum Distance of the logo from the left = 6.3 mm
(2.75 % of the width of the design)

Minimum Distance of the logo from the top = 9.2 mm
(4% of the width of the design)

Minimum Distance of the address unit from the bottom = 8.5 mm
(3.7% of the width of the design)

Minimum Distance of the address unit from the left= 9 mm
(3.9% of the width of the design)

This address unit should be left aligned to the orange flame of the
MAX VENTURES AND INDUSTRIES logo.





Business cards

Card size: 90 mm x 50 mm

Width of Logo = 47.7 mm

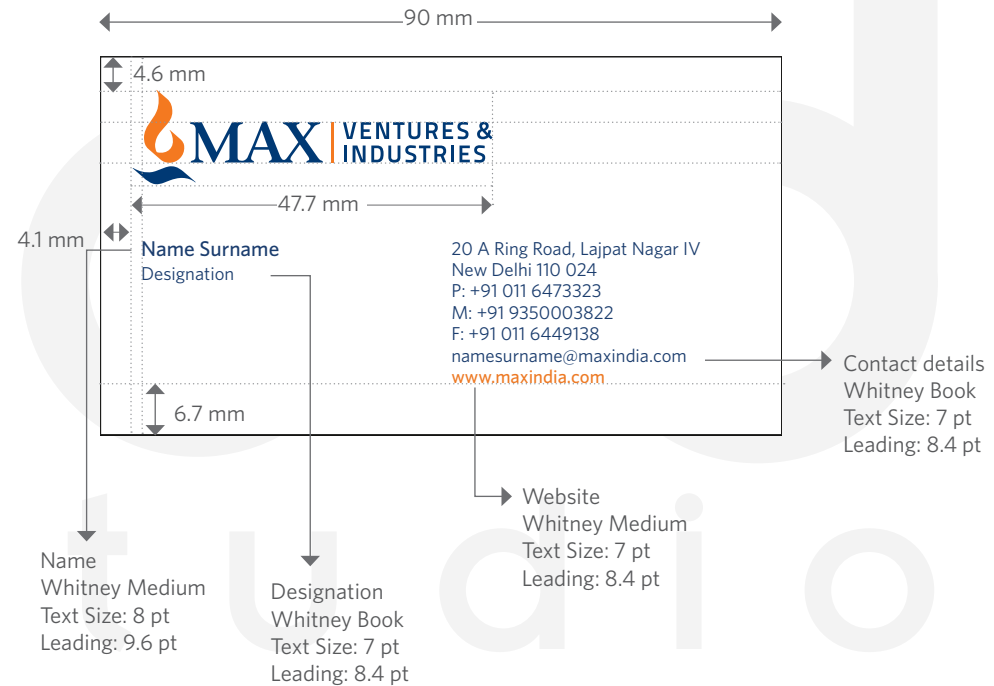
53% of the width of the design (90 mm)

The unit with the name and designation should be aligned to the flame of the logo.

Minimum Distance of the logo from the left = 4.1 mm
(4.5% of the width of the design)

Minimum Distance of the logo from the top = 4.6 mm
(5.1% of the width of the design)

Minimum Distance of the address unit from the bottom = 6.7 mm
(7.4% of the width of the design)



This brand identity programme
has been designed and developed by

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