FORMAT

The Maxon logo comes in horizontal and vertical formats.

SHADING

The logo is available in flat and shaded formats.

COLOR

The logo comes in three color combinations: over-black, over-white, and reverse.

**The white logotype
version should be used
over black backgrounds.**

**The black logotype
version should be used
over white backgrounds.**

**Use the Reverse version
of the logo when used
over red or grey.**
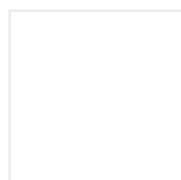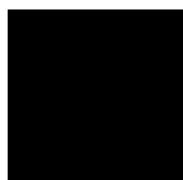
**MAXON RED
RGB: 211-32-39
HEX: #D32027
PANTONE: 1797
CMYK: 12-98-94-2**

TYPOGRAPHY

We use the following typefaces.

Headlines: **Rajdhani**

ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmonopqrstuvwxyz

JOINING **FORCES**

Body Copy: **Roboto**

ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmonopqrstuvwxyz

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SPACING

Please allow for spacing equal to half the height of the mark.