MAXCESS®

DESIGN AND BRAND GUIDELINES

2021 BRAND STYLE GUIDE

ROTOMETRICS FIFE TIDLAND MAGPOWR WEBEX ValleyRoller COMPONEX

WELCOME & INTRODUCTION

DESIGN AND BRAND GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent the Maxcess corporate identity. This includes our name, logo, and other elements such as color, type, and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect our commitment to quality, consistency, and style.

The Maxcess brand, including the logo, name, colors, and identifying elements, are valuable company assets.

Please refer to these guidelines to prevent incorrect use of the Maxcess logo and branding. Logos and graphics can be found in the 2021 Maxcess Branding Kit (Internal or External).

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ROTOMETRICS FIFE TIDLAND MAGPOWR WEBEX ValleyRoller COMPONEX

MAXCESS

DESIGN AND BRAND GUIDELINES

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01 SECTION 1 CORPORATE AND BRAND LOGOS

Maxcess Vision and Values
Maxcess Corporate Logo and Colors
Product Brand Logos and Colors
Boilerplate Logo Set
Logo Considerations - Minimum Logo Sizes and Outdated or Incorrect Logos

LOGO INTRODUCTION

Our logo is the key building block of our identity - the primary visual element that identifies our brand. The Maxcess company name and the arch above it have a fixed relationship that should never be changed.

The Maxcess corporate logo symbol is a powerful image evoking the culture of our corporate and product brands.

The corporate logo is to be used when referencing Maxcess with a number of its product brands or when mentioned on a corporate scale (i.e. letterhead, business cards, trade show signage, building signage, e-mail signatures). Often, this logo will be accompanied by the tagline “Better, Faster, Smarter” or the “boilerplate” of brand logos in grey.

The individual brand logo is to be used when referencing a single product brand. The should always include “A Maxcess Brand” underneath.

Attention:
Maxcess is registered in the Benelux Union, the European Union (e.g. Austria, France, Germany, Italy, etc.), the United Kingdom, and the following countries: Australia, Brazil, Canada, China, Great Britain, India, Japan, Korea, Malaysia, Mexico, Philippines, Singapore, Spain, Switzerland, Taiwan, United States.

MAXCESS VISION AND VALUES

The Maxcess Vision and Values guide Maxcess and associates in our decision making. All choices should align with the Maxcess Vision and uphold the Maxcess Values. Externally, the vision and values can be represented through the Maxcess logo, the tagline “Better, Faster, Smarter,” branding colors, and various means of communication.

MAXCESS VISION

What do we want to be?

Maxcess is the ONE global partner maximizing customers’ success by offering comprehensive converting line solutions to run better, faster and smarter.

MAXCESS VALUES

Putting our **CUSTOMERS FIRST**

Our reputation of **ACCOUNTABILITY**

Expertise through **EXPERIENCE**

Emphasis on **GLOBAL PERSPECTIVES & DIVERSITY**

MAXCESS®
BETTER, FASTER, SMARTER

ROTOMETRICS TIDLAND MAGPOWR WEBEX ValleyRoller COMPONEX

MAXCESS CORPORATE LOGO

1) The general Logo
The main corporate logo is the logo below, typically used on a white or light-colored background. For other backgrounds, you will find alternative logo formats below.

1 3 2

2) The Maxcess Blue
This Maxcess Blue represents the trust and reliability of all Maxcess products.

3) The Red Arch
The Arch represents the umbrella that ties all Maxcess brands together (RotoMetrics, Fife, Tidland, MAGPOWR, Webex, Valley Roller, and Componex). The Red represents the bold and youthful energy of our products and services.

4

5

4) The Logo in Black
Will be used when the background is not particularly light or dark, competes with the colors of the logo, or will be greyscale.

5) The Logo in White
Will be used when the background is dark or competes with the Maxcess red or blue.

6

6) The Logo with Tagline
Will be used when space permits on presentations, advertisements, and other marketing materials.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

NOTE: .eps and .ai are vector graphics recommended for professional printing.

MAXCESS CORPORATE LOGO COLORS

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Explanation:
The Maxcess corporate logo has two official colors: blue and red. These colors are recognizable identifiers for the company and should adhere to the following color codes for consistency.

These colors have been selected according to international standards as shown to the right and are easily implemented.

Usage:
Use these as the dominant color palette for all internal and external visual representations of the company.

PRIMARY COLOR BLUE

-

COLOR CODES

CMYK	:	C100 M94 Y9 K1
Pantone	:	PMS 2118 C
RGB	:	R44 G47 B126
Web	:	#2C2E7E

PRIMARY COLOR RED

-

COLOR CODES

CMYK	:	C9 M100 Y82 K1
Pantone	:	PMS 186 C
RGB	:	R213 G16 B45
Web	:	#D5102D

PRODUCT BRAND LOGOS

Each brand in the Maxcess portfolio (RotoMetrics, Fife, Tidland, MAGPOWR, Webex, Valley Roller, and Componex) has its own brand-specific logo, which is shown on the following page.

The brand logo is to be used in any circumstance where only that one brand is mentioned, without the other product brands in the Maxcess portfolio.

Attention:
All brand logos should be used exactly as below, with “A Maxcess Brand” underneath the brand name in grey. Use of any altered version will only be considered if sizing restrictions apply and must be approved by Jessica Hung. All brand logos also have a version in all white for dark or complex backgrounds.

BRAND LOGOS

ROTOMETRICS
A MAXCESS BRAND

FIFE
A MAXCESS BRAND

TIDLAND
A MAXCESS BRAND

MAGPOWR
A MAXCESS BRAND

WEBEX
A MAXCESS BRAND

ValleyRoller
A MAXCESS BRAND

COMPONEX
A MAXCESS BRAND

PRODUCT BRAND LOGO COLORS

-

Explanation:
Each brand color is unique to their brand, with digital and print values listed below. Accurate logo coloring and color representation of each brand is extremely important for brand recognition in the market.

ROTOMETRICS

CMYK : C100 M64 Y0 K16
Pantone : PMS 2945 C
RGB : R0 G76 B151
Web : #004C97

FIFE

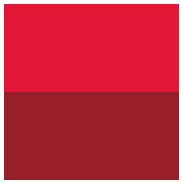
CMYK : C100 M20 Y0 K25
Pantone : PMS 307 C
RGB : R0 G107 B166
Web : #006BA6

TIDLAND

CMYK : C0 M90 Y76 K0
Pantone : PMS 032 C
RGB : R239 G51 B64
Web : #EF3340

MAGPOWR

CMYK : C100 M81 Y0 K23
Pantone : PMS 287 C
RGB : R0 G48 B135
Web : #003087



WEBEX

CMYK : C0 M100 Y80 K5
Pantone : PMS 186 C
RGB : R200 G16 B46
Web : #C8102E
CMYK : C26 M98 Y88 K24

VALLEY ROLLER

CMYK : C74 M44 Y0 K0
Pantone : PMS 660 C
RGB : R64 G126 B201
Web : #407EC9

COMPONEX

CMYK : C92 M59 Y0 K0
Pantone : PMS 3506 C
RGB : R25 G97 B174
Web : #1961AE
CMYK : C23 M18 Y15 K0
CMYK : C49 M0 Y99 K0

BOILERPLATE LOGO SET

WHEN TO USE

Above is the Maxcess corporate boilerplate. It represents, in linear fashion, all the Maxcess product brands of RotoMetrics, Fife, Tidland, MAGPOWR, Webex, Valley Roller, and Componex. This boilerplate should be applied at the bottom of corporate documents, business cards, letterheads, websites, corporate videos, etc. to represent the product brands and their ties to Maxcess.

The design of the grey (color = 60% black) boiler enforces the hierarchy of Maxcess as the company, with each brand as a product brand under Maxcess. This represents the cohesiveness of Maxcess brands, encourages the cross-sell of products, and differentiates Maxcess from being a distributor.

The corporate boilerplate has a standard distance between each of the legacy brands and an exact grey coloring, and therefore the boilerplate should not be recreated. An alternative version of the boilerplate will be used when necessary, shown below. Only Marketing should ever need to use this boiler.

LOGO CONSIDERATIONS

MINIMUM LOGO SIZES

-

Explanation:
The Maxcess logo should always be readable when printed or viewed at regular size. Therefore, the suggested minimum size of the logo is 20 x 6.20 mm.

OUTDATED OR INCORRECT LOGOS

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Explanation:
Avoid using outdated or incorrect logos. Only approved logos should be used to represent Maxcess and the Maxcess brands.

2020 COMBINED LOGO - VERTICAL
Colored Version

2020 COMBINED LOGO - HORIZONTAL
Colored Version

2014 MAXCESS LOGO
Colored Version

ALTERED MAXCESS LOGO
Colored Version

GREYSCALE MAXCESS LOGO
Colored Version

Attention:
If printing anything that will show the Maxcess logo in black and white, you must use the all-black logo to avoid printing in greyscale.

02 SECTION 2 CORPORATE COMMUNICATION

Corporate Fonts
Corporate Letterhead and Envelope
Corporate Email Signature
Corporate Business Cards
Corporate Presentation Template
Maxcess Virtual Background

CORPORATE COMMUNICATION STANDARDS AND TYPOGRAPHY

When referring to Maxcess in text, it is not necessary to write out the full legal name (Maxcess International). Please refer to the corporate brand as “Maxcess.” When referring to all Maxcess legacy brands, it is necessary to list them in the following order, which follows the corporate boilerplate: RotoMetrics, Fife, Tidland, MAGPOWR, Webex, Valley Roller, and Componex.

Regarding registration for Trademarks - Maxcess, as well as the brands of RotoMetrics, Fife, Tidland, MAGPOWR, Webex, Valley Roller, and Componex, are registered in various countries. In copy, the first mention of each of these should include the registration mark (®) afterward. For the remainder of the document, the mark is not necessary.

Stationery can be found in the internal Maxcess branding kit. Please contact Marketing or Jessica Hung for questions.

MAXCESS CORPORATE FONTS

PRIMARY TYPEFACE - ARIAL

A R I A L

FONT EXAMPLES - ARIAL

MARKETING COMMUNICATION

-

Explanation:
For marketing communications, the standard fonts are Arial, Roboto, and Gotham, followed by Bebas Neue, Klavika, and Verdana (depending on design considerations). If necessary, Lucida Sans Unicode, Source Sans Pro, and Monteserrat are acceptable.

Attention:
The primary font **Arial** is the default font, to be used by all Maxcess associates for regular communications. Exceptions will be made for different languages and characters as necessary.

Bold	**A B C D E F G H I J K L M** **N O P Q R S T U V W X Y Z** **a b c d e f g h i j k l m** **n o p q r s t u v w x y z**
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ]	{ } ≠ ¿ ‘ « ∑ € ® † Ω ¨ ⁄ ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç √ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

THE CORPORATE LETTERHEAD

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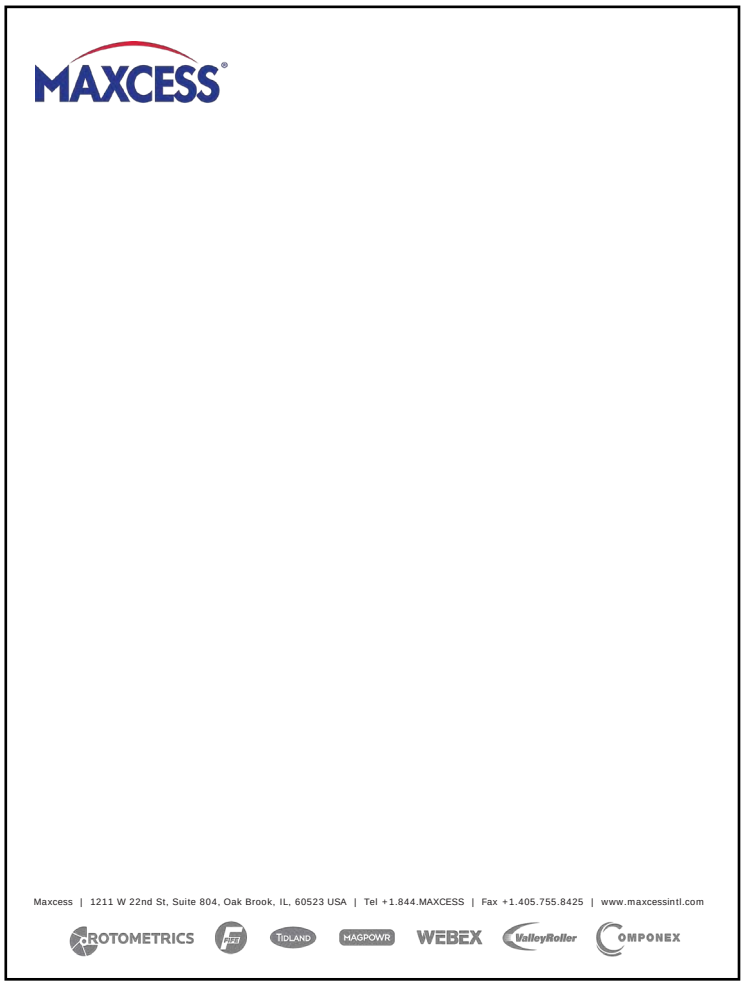
Explanation:
The official corporate letterhead uses the Maxcess logo in the upper left. Information about the global headquarters and the boilerplate is placed at the bottom of the document.

Usage:
The letterhead will be used for all official communication from Maxcess.



PARAMETERS

Global Dimensions:
297 x 210 mm
DIN A4

US Dimensions:
215.9 x 297.4 mm
8.5 x 11 in
Letter

Weight:
120 g/m Uncoated white

THE CORPORATE ENVELOPE

-

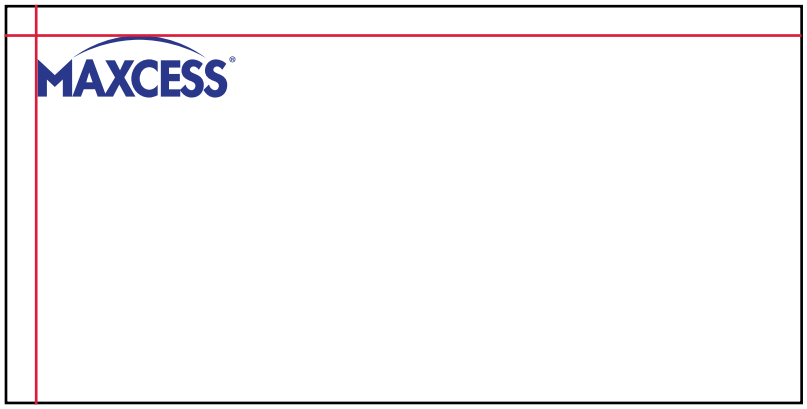
Explanation:
This is the approved layout for envelopes. The single color blue Maxcess logo is a special exception to the Maxcess logo standards. Each region is responsible for producing their own envelopes.

PARAMETERS

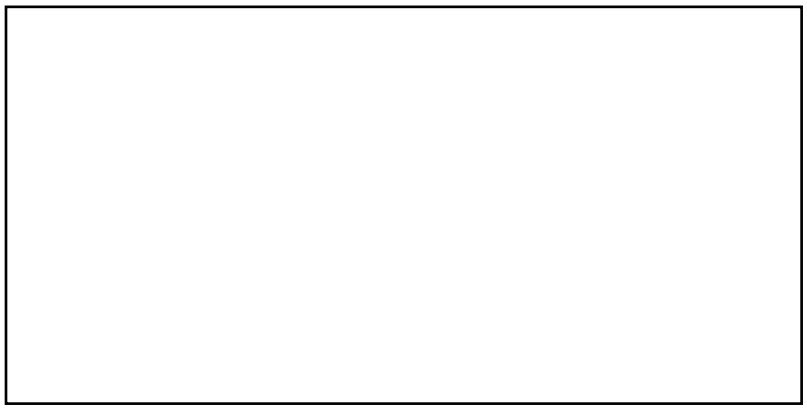
Dimensions:
220 x 110 mm

Typeface:
Verdana Bold 7 Pt (international)
7.5 pt (North America)

Maxcess Logo
Position the Maxcess logo 19.05 mm (0.75 inch) from either edge of the envelope. The all-blue logo is a special exception to the Maxcess logo standards.



Frontside



Backside (Blank)

THE CORPORATE EMAIL SIGNATURE

–

Explanation:
For most locations, each Maxcess associate email signature is set automatically by the Information Technology (IT) department.

There are two versions of the signature, which will appear to the recipient depending on whether they are internal or external. Examples are shown to the right.

If you have an issue with your automatic signature, or if you need to make changes to adhere to local legal requirements, you can contact your local IT.

Internal Signature Example (No Logos)

External Signature Example (with Logos)

CORPORATE BUSINESS CARDS

-

Explanation:
This is the approved business card layout with the primary elements of Maxcess branding. The addition of a QR code allows one to easily digitize the same contact information onto a mobile device.

Usage:
This is the standard design for all Maxcess business cards.

All United States business cards can be ordered from Regency 360. All other regions are responsible for production based upon these guidelines. The design can be regionalized as necessary, with approval from Marketing.

PARAMETERS

Dimensions:
85 x 55 mm

Weight
400g/m Uncoated white

Typeface:
Verdana Bold 7 Pt (international)
7.5 pt (North America)

Verdana Regular 7 Pt (international)
7.5 pt (North America)

Maxcess Logo
Position the full color Maxcess logo 3 mm from the left and top of the card.

Frontside (Contact and Legal Information)

Backside (Logos and Website)

US Associates:
Scan the QR code or visit
regency360.com/maxcess
to order business cards

CORPORATE PRESENTATION TEMPLATE

-

Explanation:
The corporate PowerPoint template should be used when any Maxcess or Maxcess brand presentation is given.

The title slide features the Maxcess logo with the tagline and boilerplate underneath. The template sets the default font as Arial and consists of the Maxcess corporate logo in the bottom center of all presentation slides.

The template includes a confidential version and a public version.

Title Slide

PARAMETERS

Dimensions:
16 x 9

Internal Slide Example (Confidential, As Noted in Bottom Left of Slide)

MAXCESS VIRTUAL BACKGROUND

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Explanation:
This JPG graphic may be uploaded as a virtual background on Microsoft Teams for video calls and presentations.

The virtual background can be found in the internal branding kit.

Virtual Video Call Background

03 SECTION 3
BRANDING AND LOGO USES

Apparel
Building and Trade Show SIgnage
Advertisements
Digital and Social Media

BRANDING AND LOGO USES INTRODUCTION

As mentioned earlier, the corporate logo is to be used in any instance where multiple Maxcess brands are mentioned. Primary examples that receive the corporate logo are building and trade show signage, apparel, and promotional products. The boilerplate should be used if space permits.

When only a single product brand is involved, it is acceptable to use only the product brand logo, which always has “A Maxcess Brand” underneath. This is more commonly used for advertisements and social media posts.

MAXCESS®

Example Apparel:
To the right is an example of acceptable use of the corporate logo on a polo shirt. Apparel can range in color and will follow the Maxcess branding guidelines.

US Associates:
Scan the QR code or visit
regency360.com/maxcess
to order apparel.

BUILDING AND TRADE SHOW SIGNAGE

-

Explanation:
In most cases, the corporate logo and Maxcess Blue will be the main design features for buildings and trade show booths. You can see examples on this page. Please contact Marketing for questions or assistance.

TRADE SHOW BOOTHS

BUILDING SIGNAGE

ADVERTISEMENTS

-

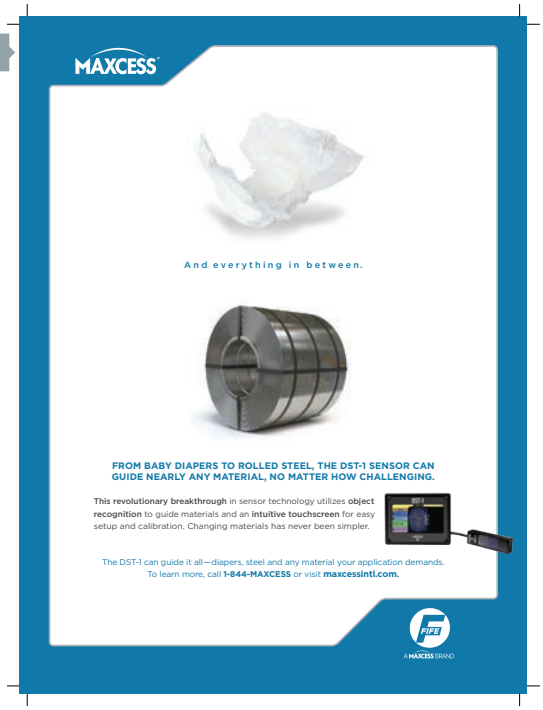
Explanation:
In order to leverage the strengths of Maxcess, all advertisements will use both the Maxcess logo and product brand logo when possible. Logo requirements will change depending on a corporate focus (corporate logo) or a product focus (brand logo).

1. Product Advertisement
This product advertisement to the right uses the brand color (Fife Blue), the brand logo in the lower right, and the Maxcess logo in the upper left.

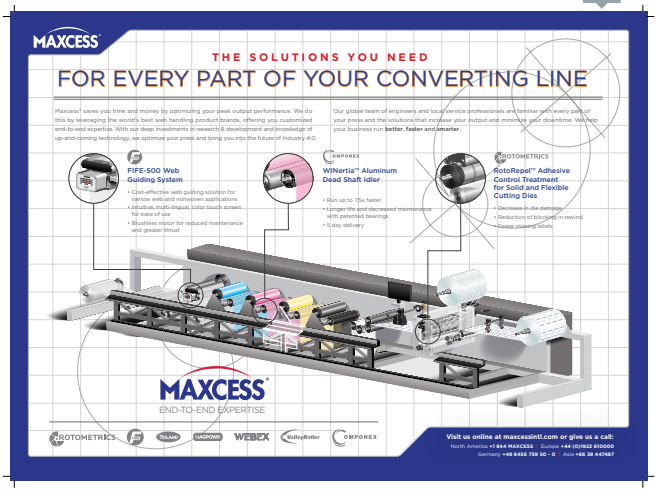
2. Corporate Advertisement
The corporate-focused advertisement below uses Maxcess blue, the Maxcess logo, and the boilerplate. In this example, space allows for the Maxcess logo with the tagline.

3. Digital Advertisement (Following Page)
Digital advertisements will follow the same principles, using logos as allowed.

1



2



DIGITAL AND SOCIAL MEDIA

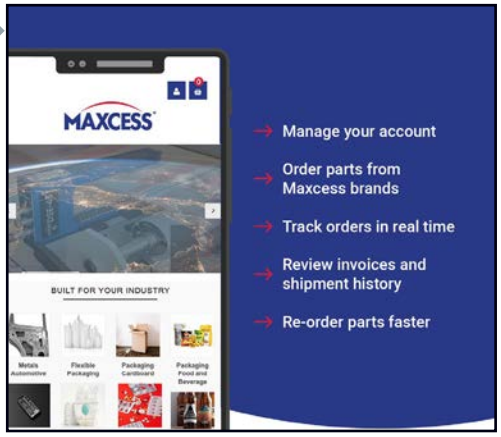
-

Explanation:
Associates can “share” any posts or advertisements from Maxcess social media on their own accounts. An example digital post is shown on the right.

Associates who wish to use Maxcess branding on LinkedIn can use the banner provided in the internal branding kit.

Maxcess videos should start with an introduction screen of the Maxcess logo and boilerplate. The video should have the Maxcess logo in the upper left and brand logo in the lower right when space allows.

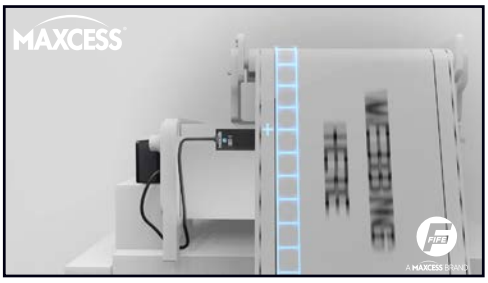
3



Social Media Ad

LinkedIn Banner

Video Screen (Introduction)



Video Screen (Logos)

04 SECTION 4 PRODUCTS AND PACKAGING

Product Logo Placement
Packaging Standards

BRANDING STANDARDS FOR MAXCESS PRODUCTS AND PACKAGING

Customers develop strong relationships with product brands through positive experiences with each product. To reinforce the relationship of each brand with Maxcess, as well as the other Maxcess product brands, each product should be labeled with the correct branding elements.

Approved branding is required on all products, screens, and packaging. If any products have outdated branding, they may continue to be used and sold. However, newly manufactured items must use updated logos and branding.

PRODUCT LOGO PLACEMENT

-

Explanation:
Each Maxcess product should receive its respective brand logo. This is accomplished through product labels, silkscreen overlays, aluminum plating, or a combination of these.

If the product has a Human-Machine Interface (HMI), the brand logo should be on both the physical product and the introduction screen.

Logo files for products can be found in the internal and external branding kit.

PRODUCT NAME

Product name should be written in Gotham Bold, 13 PT (-75 pt track).

TRADEMARKS

Logos on the physical product do not require a Registered Trademark symbol.

SIZING

Logos on the physical product should not be smaller than 15 mm wide. Any sizing smaller than this impairs the ability to effectively communicate the proper brand image. In rare instances, some exceptions apply, which must be approved by Marketing.

RotoMetrics Hydrajack with Product Name and RotoMetrics Logo

Fife OI-TS Screen with Logos

PACKAGING STANDARDS

-

Explanation:
Packaging must follow corporate standards for design. Every product should be delivered with Maxcess or product brand branding. This can be accomplished through printed packaging, branded packaging tape, or branded labels.

PACKAGING
The default packaging will have the Maxcess logo with the boilerplate. In certain cases for RotoMetrics, Tidland and Fife, packaging may use the brand logo and brand color as the center focus.

Black logos will be used on white or light-colored packaging. White logos may be used on black, blue, or red-colored packaging. All packaging should have the website “maxcessintl.com” listed.

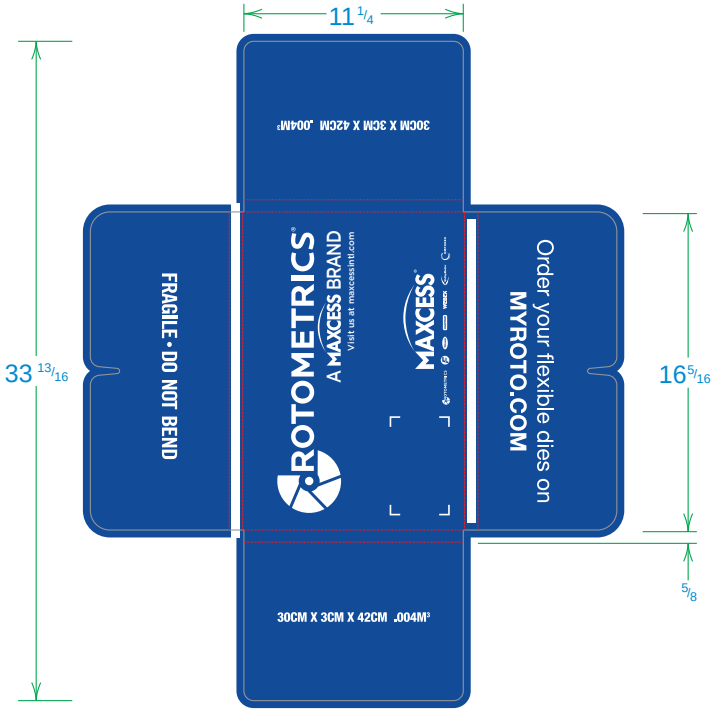
Default Logo Set for All Packaging

MAXCESS®
BETTER, FASTER, SMARTER

ROTOMETRICS · Fife · TIDLAND · MAGPOWR · WEBEX · ValleyRoller · COMPONEX

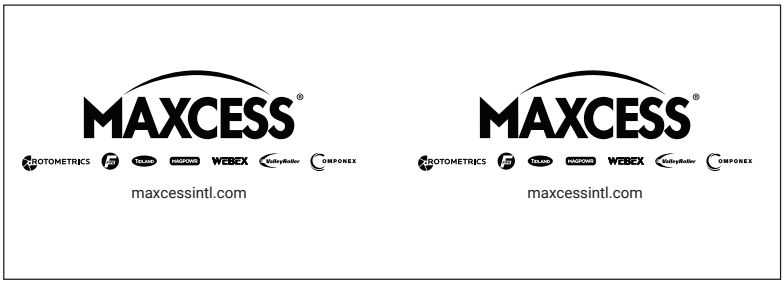
maxcessintl.com

Example of Brand-Specific Packaging



PACKAGING TAPE

All packaging tape will have the Maxcess logo with the boilerplate of brands. It is critical that all packaging tape includes the Maxcess website. It is acceptable to print the design in all black.



Corporate Logo Set Tape (Black)

RotoMetrics and Maxcess Tape (Color)

PACKAGING LABELS

In some cases, packaging labels will be used on plastic boxes or other packaging that does not have proper branding. To the right is an example of an acceptable label. It is acceptable to print the design in all black.

Maxcess Label (Black)

CAP 1 TON
TL-40B