STYLE GUIDE

MAX CONNECT DIGITAL

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But, for us, it's not all about revenue and sales. We are passionate about being a centering force in people's lives. We hope to help companies find success.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a designer, account manager, executive or outsider, thank you for helping us acheive our goals.

Sincerely, welcome to the Max Connect Family.

ooo

WELCOME

001

WHAT'S INSIDE

002

ABOUT THE BRAND

We know digital.

Command "O"

We are Max Connect, a digital powerhouse combining the most extensive real-time consumer data sets with personalized and dynamic ads. This allows us to exceed expectations and set high standards for performance.

EST 2013

Draper, Utah

003

IT ALL STARTED IN AN ATTIC

Our Story.

Where it all started.

Max Connect Digital started in an attic, in a market nobody would expect could birth the next fast-growing digital marketing shop. But when you've got it, you've got it and we have flourished since our humble beginnings in 2013.

Located just outside of Salt Lake City in Draper, Utah, we've grown into a boutique digital powerhouse with over 60 team members, clients nationwide, and market expansions across the East and West Coasts.

PASSION

INNOVATION

INTEGRITY

FUN

004

CORE VALUES

TEAM ABOVE SELF

Radical Candor

Empathy Towards Others

Shared Success

Act Like an Owner

See it to the Finish line

RELATIONSHIPS MATTER

Clients, Family & Team

We Have Your Back

People are Culture

Character is Key

People are Our Secret Weapon

EMBRACE THE STRUGGLE

A Legacy of Hard Work

Enjoy the Journey

Not Just a Job

Challenge Brings Growth

A Hard Day is a Good Day

PROVE THE IMPOSSIBLE

Intentionally Innovate

Exceptional is Standard

Innovation is our DNA

World Domination!

Own It

005

VOICE & STYLE

We are confident in what we do.

We are confident and can sometimes be a bit brash but approachable and friendly. We like to have fun and not take ourselves too seriously. Our voice is really: work hard and play hard, keeping in mind that our goal is to drive results for the client.

OUR ICON

008

Our icon is meant to be recognizable with our without supporting company name.

The icon should not be altered in any way. The roundness of the corners are intentional and must stay that way.

Be mindful of the proportion of the icon versus the supporting company name. The negative space is extremely important to keep the balance and weight of the overal logo.
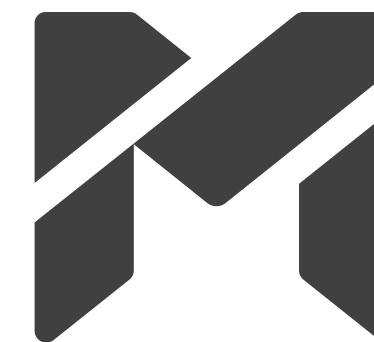
COLOR VARIATIONS

009

Each brand logo lockup has several color variations for use on different background types, tones and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.
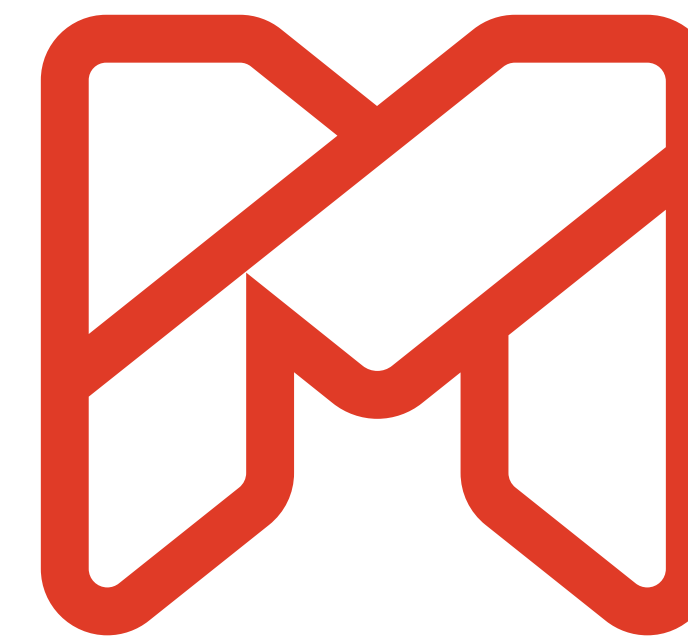
PRIMARY RED

SECONDARY DARK GRAY

SECONDARY WHITE

STYLE VARIATION

010

PRIMARY RED

OUTLINED "M" ICON.

While our primary icon is solid and filled in we have a secondary variation that is a great option to add variety. This icon can and should be used in both internal and client facing materials.

Keep in mind our color requirements found later in the document to make sure the icon is readable. Because it is outlined we must make sure we are placing on a background that does not takeaway or hide our icon in anyway.

SECONDARY DARK GRAY

SECONDARY WHITE

PRIMARY LOCKUP

011
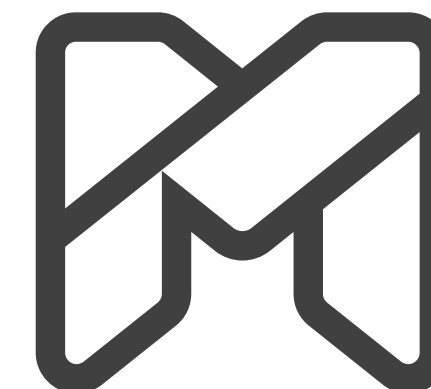
The brand logo identifies the Max Connect Digital brand as a whole. Use this logo for all client facing and business materials.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

MAX CONNECT
DIGITAL

COLOR VARIATIONS

012

MAX CONNECT DIGITAL

PRIMARY RED + DARK GREY

Each brand logo lockup has several color variations for use on different background types, tones and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

MAX CONNECT DIGITAL

SECONDARY RED

MAX CONNECT DIGITAL

SECONDARY DARK GRAY

MAX CONNECT DIGITAL

SECONDARY WHITE

CLEAR SPACE

013

Clear space, or negative space is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibitlity, even at

small sizes. As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Max Connect "M" icon on all sides of the logo.

MAX CONNECT
DIGITAL

014

SECONDARY LOCKUP

MAX CONNECT DIGITAL

HORIZONTAL LOCKUP

The secondary brand logo should be used in any situation where height may be limited.

The exact same placement rules apply to both the secondary and primary logos.

COLOR VARIATIONS

015

PRIMARY RED + DARK GREY

Each brand logo lockup has several color variations for use on different background types, tones and colors.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

When in doubt, use the most legible version of the logo for the available background.

SECONDARY RED   **SECONDARY DARK GRAY**   **SECONDARY WHITE**

CLEAR SPACE

016

Clear space, or negative space is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibitlity, even at small sizes. As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Max Connect "M" icon on all sides of the logo.

MAX CONNECT
DIGITAL

017

THE BADGE

The Badge is a secondary logo option to use. This badge can be used on internal or external facing deliverables such as swag, social animations, presentations and the website.

It's important to be mindful of readability. The badge must be used in larger spaces so the inner circle text is still readable. If it is not readable please use the secondary "simplified" version.

COLOR VARIATIONS

018

Each badge lockup has several color variations for use on different background types, tones and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Any color from our primary, secondary or tertiary color palette can be used, reference color pairings.

PRIMARY RED

SECONDARY COLOR OPTION

SECONDARY COLOR OPTION

019

THE SIMPLE BADGE

The Simple Badge should be used in cases where the inner circle text cannot be clearly read.

Use the Simple Badge on smaller areas such as a hat badge, or a

front shirt pocket. Most likely the full version will work on all digital deliverables or larger swag areas. Do not modify the font, or font sizes on any badge and only use colors from color palette.

MAX CONNECT DIGITAL

20

13

020

COLOR VARIATIONS

Each badge lockup has several color variations for use on different background types, tones and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Any color from our primary, secondary or tertiary color palette can be used.

PRIMARY RED

COLOR PAIRING OPTION

DARK GRAY COLOR OPTION

021

THE SIMPLIFIED LINED BADGE

The simplified lined badge is a secondary badge logo option to use when no background color is needed. This badge can be used on internal or external facing deliverables such as swag, social animations, presentations and the website.

This simplified badge can be used on areas where the text will be smaller.

MAX CONNECT DIGITAL

20 · 13

COLOR VARIATIONS

022

Each badge lockup has several color variations for use on different background types, tones and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Any color from our primary, secondary or tertiary color palette can be used.

PRIMARY RED

SILVER/GREEN COLOR OPTION

DARK GRAY COLOR OPTION

023

BRAND COLORS

Color sets us apart and helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

024

PRIMARY COLORS

The consistent use of color is vital to effective brand recognition.

Our brand should always be presented in one of the colors on the page, aside from specific recommendations within this guide.

The "Max Red" is our most important color from our palette. It is what Max Connect is known for. The bright red helps us stand out. While our dark grey is the perfect contrast and support.

MAX RED
#DE3B27

DARK GRAY
#404041

025

USE OF RED

#E55C38	Primary Red #DE3B27	#CF2D25	#BF1E23	Dark Red #A0001F
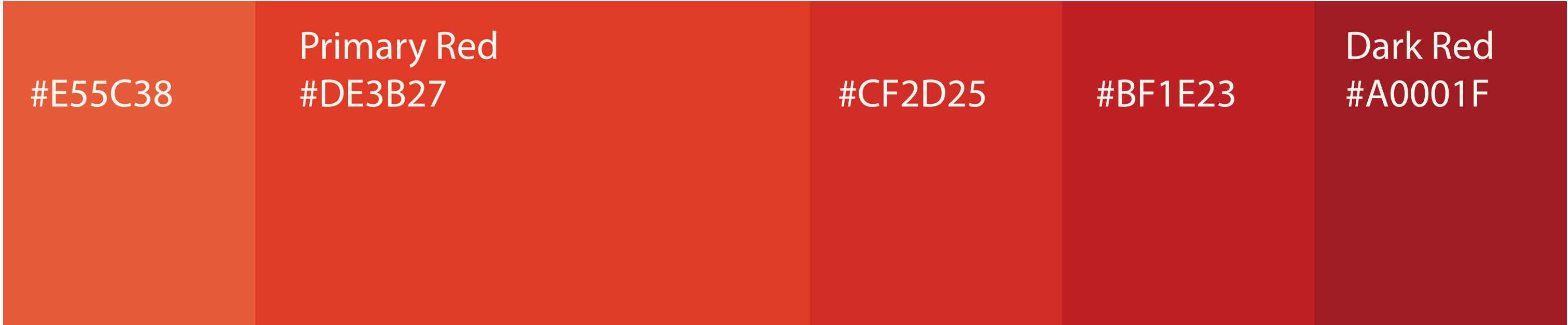
Use this as a rule to lighten/darken the primary red color. This is a guide to creating gradients for company branded items, and fade the Primary to Dark Red (#A0001F). Use the supporting reds minimally, and only to support the Primary Red.

SECONDARY COLORS

026

Our secondary palette gives great pairing variety. Natural warm grays and off white help to support our primary color palette.

They may be used for text, design elements, or background colors.

DARK CHARCOAL
#282828

GRAY
#808184

OFF-WHITE
#FBF6EE

SILVER GREEN
#D7D7C8

TERTIARY COLORS

027

Our tertiary colors are meant to bring personality to our brand. While they are not to be used in large amounts, they can be used as accents or paired with approved primary and secondary colors.

MELLOW YELLOW
#EFCE8E

ORANGE JULIUS
#808184

GLACIER BLUE
#FBF6EE

DEEP NAVY
#D7D7C8

COLOR PAIRINGS

028

These are the approved pairings for the "M" monogram only, not with our primary or secondary full logo.

They are approved to be used on the badge logos or any internal facing documents.

029

TYPOGRAPHY

We are
obsessed with
the beauty of
typography.

Few things communicate the look and feel of a
brand more clearly than the way letters,
numbers, and symbols are put together. We
believe typography should strike a balance
between legibility and interest.

We have three brand fonts to choose from with
carfully thought out rules and requirments.

MOTIVA SANS

030

ABC
123

DESKTOP FONT

OUR HEADLINE BEAUTY

Motiva Sans should be used for all main headlines. It is also known as a desktop font so it must be downloaded and is not considered a web font.

Motiva Sans should be used for all subheadlines with the following requirements:

MAIN HEADLINE:
MOTIVA SANS EXTRABOLD TRACKING AT 75, ALL-CAPS

sub-headline:
motiva sans medium tracking at 25

Raleway

031

Abc
123

WEB FONT

Our Paragraph Wonder

Raleway Regular should be used for all paragraphs and quotes.

Raleway is a web font so it's easy to use/install

Paragraph:
raleway regular
no tracking

Quote::
raleway italic
no tracking

BEBAS NEUE

032

ABC
123

WEB FONT

OUR DIVERSIFIER FONT

Bebas Neue can be used as an accent font. Uses could include, numbers, short headlines, callouts, swag, etc. Bebas Neue is a web font so it can be used for web based materials.

This tertiary font helps bring personality and gives a modern feel to our sans serif line-up.

usage requirements:
bebas neue regular
tracking 75

033

VISUAL STYLE

Ingredients for on-brand design elements.

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

Design elements are a big part of what gives our brand a well rounded fun brand.

PATTERNS +DESIGN ELEMENTS

034

Sleak & subtle.

The following patterns can be used as background elements, border elements, big, small, bold, subtle, bright, or transparent in a tasteful way.

Patterns are meant to support the main elements of a page such as text, and imagery. So keep in mind these patterns help add to the page but do not let them take away from the main focus.

035

ICON LIBRARY

Eye Catching Visuals

Our icon library should be used for internal documents, presentations, one pagers, social media and basically any deliverable that could benefit from a visual aid.

Icons help re-emphasize a phrase, header or even take place of copy.

036

Custom made.

Icons are a great way to add depth to any design. These icons are custom made and specific to MCD.

Be sure to use on appropriate backgrounds where they can stand out and try not to overload any deliverable with too many at once - give them breathing room.

037

BRAND CAMPAIGNS

This year Max Connect is celebrating its 10 year anniversary. To highlight this acheivement we've created a secondary brand that will only be used temporarily this year.

We wanted to keep similarities from our primary brand but also add new elements, colors, fonts to keep it unique.

The following slides showcase the brand identity behind this 2023 campaign.

PRIMARY LOCKUPS

038

PRIMARY ICON

Our 10 year branding is temporary but each icon has a purpose and should be used with the following requirments.

The main icon, horizontal and stacked logos seen on this page are our main primary

logos for the campaign, these can be used for any deliverable.

If anything should be client facing it's best to use these primary logos since they match closest to our main MCD logo.

10 MAX CONNECT DIGITAL

SECONDARY STACKED

10 MAX CONNECT DIGITAL

SECONDARY HORIZONTAL

ANNIVERSARY BADGE

039

The Badge is a secondary anniversary logo option to use. This badge can be used on internal or external facing deliverables such as swag, social animations, presentations and the website.

It's important to be mindful of readability. The badge must be used in larger spaces so the inner circle text is still readable. If it is not readable please use the secondary "simplified" version.

040

BRAND VISUAL ELEMENTS

As part of the brand identity we've created other design elements to use for whatever deliverable is needed.

From top to bottom we've created two simplified icon elements that can be used on swag, presentations, and ads..

We;ve also included patterns thate can be incorporated in almost any design.

As always, please use our best judgement to give all elements breathing room and do not over use eleements at the same time which could

cause a design to look busy and cluttered.

041
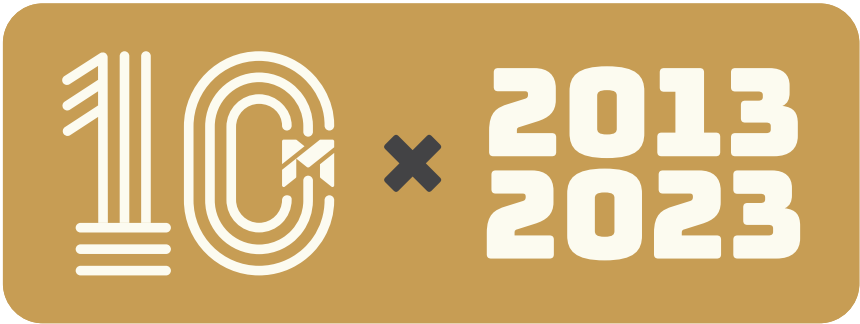
SLIDE TEMPLATES

As part of the brand identity we've created slides to use for any internal or client facing presentations.

A full keynote of slide templates is available to pull from in our shared design dropbox.

01 TITLE

01 HEADLINE

SUBHEAD
sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

SUBHEAD
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MAX CONNECT
DIGITAL

WORLD DOMINATION