

The logo features the word "MaxLite" in a bold, white, sans-serif font. The letter "M" is significantly larger and is filled with a dark green color, while the remaining letters "axLite" are white with a thin dark green outline. A small registered trademark symbol (®) is positioned to the upper right of the "e". The logo is set against a background of several overlapping, wavy bands in various shades of green, ranging from light lime to dark forest green.

MaxLite®

A NEW WAVE OF LIGHT

2016 BRAND STYLE GUIDE

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INTRODUCTION

MaxLite has grown tremendously over the past 20-plus years — from the breadth of lighting products we offer, to the number of people and locations that support our customers each day. We have harnessed new energy-efficient technologies, and increased our testing and certification capabilities, to continually grow our business and advance our leadership position as an innovative and trustworthy lighting solutions provider.

We are introducing a new logo and identity family that reflects who MaxLite is today, and our vision for the future, which is to transform the way people experience light.

MaxLite initially made its mark in the industry as a CFL manufacturer, a position reflected by the “M” symbol in our original logo. We were one of the first movers into LED technology in the industry, and today, LED comprises the majority of our product sales. In 2016, we will expand our business even further as we introduce a line of lighting controls. So it seemed only fitting that we refresh our logo to represent our business today, and what we are striving to accomplish over the next couple of years.

The spiral in our iconic M has been unraveled, and the letter is now encased in a modern interpretation of the leaf symbol that, until now, had been used exclusively for the maxLED sub-brand. Going forward, the new M leaf symbol and LED acronym will be used in packaging to designate MaxLite LED products. In both logo designs, we employ a custom typeface that is more broad and forward thinking. The letter “i” in the MaxLite name is dotted with a curved square that is a nod to the LED chip, while each letter reaches toward the infinite possibilities that exist within the connectivity of light.

As an accompaniment to the logo, we are introducing a new tagline that captures what MaxLite uniquely does for its customers in the industry: provide innovative lighting solutions backed by superior service and support. Welcome to A New Wave of Light from MaxLite

LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the MaxLite logo is two color over a white or black background.

Notice the different coloring options. On white background the “ax” in MaxLite will be green, but on a black or color background, all letters will be white, except for the top of the “i”.

One color option may only be use if there is no option for a second color i.e. black and white printed material or screen printing.

If the MaxLite logo is going to printed or used in a one color situation other than black or white, the only acceptable color allowed is green.



Two color logo on white background



One color (black) on white background



Two color logo on black background



One color (white) on black background



Two color logo on color background



One color (white) on color background



One color color (green)

LOGO USAGE: WITH TAGLINE

This version of the MaxLite logo includes our new tag line “A New Wave of Light”.

Rules for coloring are the exact same as our stand alone logo. (See page 3)

This version maybe used as long as the tagline remains legible.

Do not, under any circumstance, add your own version of the tagline in other type faces or formats.



Two color logo on white background



One color (black) on white background



Two color logo on black background



One color (white) on black background



Two color logo on color background



One color (white) on color background



One color color (green)

LOGO USAGE: M-LED

As a supplement to our main logo, we have developed a secondary logo to accompany our primary logo. The M-LED is to be specifically used on packaging for LED products to specify the technology involved.

Rules for coloring are the exact same as our stand alone logo. (See *page 3*)



Two color logo on white background



One color (black) on white background



One color (green) on white background



Two color logo on black background



One color (white) on black background



Two color logo on color background



One color (white) on color background

LOGO USAGE: SPACING

Our logo should not be cramped or too close to other design elements.

Please observe the clear space around the logo to maximize visual effectiveness. The dashed line represents the minimum area needed around the logo. Nothing should intrude into this specified clear space.



OUR COLORS

Our colors are what gives us our personality. We chose a strong green and classic black and white to reflect both our rich history as an LED leader and trustworthy provider of energy-efficient lighting solutions, and our desired future of transforming the way people experience light through innovative products and superior service and support.

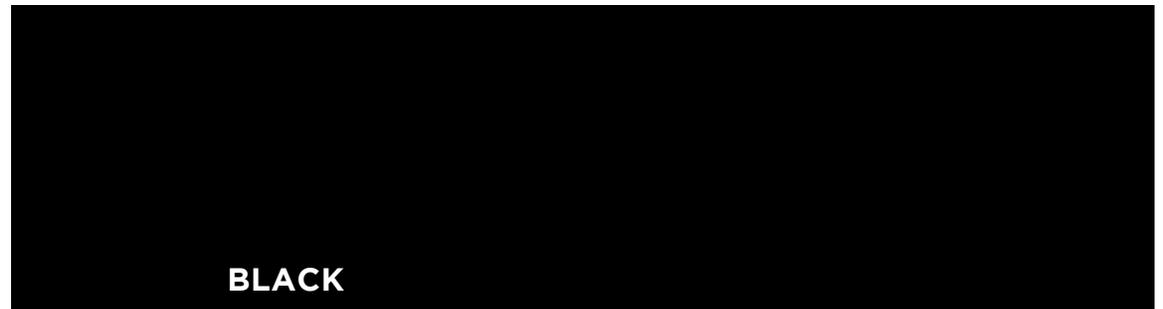


PMS: 355 C

CMYK: 95, 0, 98, 0

RGB: 0, 155, 58

HEX: #009639

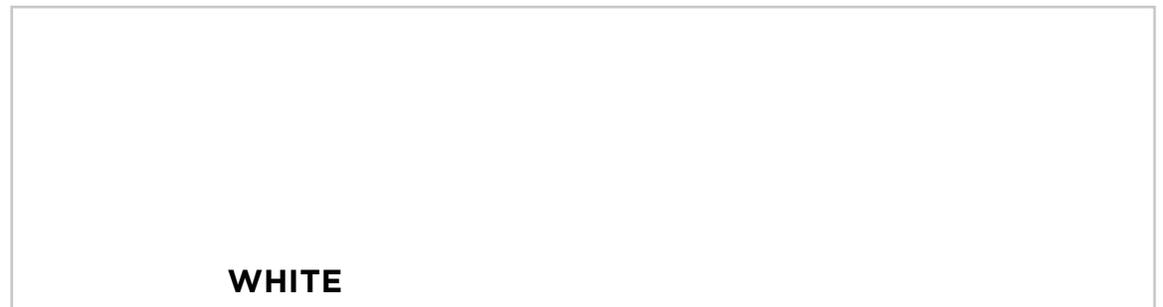


PMS: PROCESS BLACK

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: #000000



PMS: -

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

INCORRECT LOGO USAGE

Our logo has been carefully designed to capture the essence of MaxLite. Please avoid all of the following logo blunders.

We recommend you follow previous stated guidelines and avoid all of these logo deviations. If you have any questions, email marketing@maxlite.com for assistance.



DO NOT change logo's orientation



DO NOT change the logo colors



DO NOT distort or scale the logo unproportionately



DO NOT display the logo without the ® symbol



DO NOT use strokes or outlines on logo



DO NOT use low resolution or pixelated version of logo



DO NOT add extraneous Photoshop effects to the logo



DO NOT attempt to recreate the logo

TYPOGRAPHY: PRINT

Typography is a key element to communicate a unified personality for MaxLite. We have selected GOTHAM as our primary print font.

This type face should be used for all body copy and charts seen in print. Italic versions of these fonts are acceptable when needed.

GOTHAM: EXTRA LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

GOTHAM: LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

GOTHAM: BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

GOTHAM: MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

GOTHAM: BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

GOTHAM: BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

GOTHAM: ULTRA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY: PRINT

In addition to GOTHAM, we chose EUROSTILE to be our type face of choice for all headlines.

This type face should be used for all headlines, titles, or callouts when creating print documents or signage.

EUROSTILE: MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

EUROSTILE: DEMI

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

EUROSTILE: BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

EUROSTILE: EXTENDED 2

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

EUROSTILE: BOLD EXTENDED 2

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

TYPOGRAPHY: WEB

Use HELVETICA for body and chart copy on web and mobile sites.

HELVETICA NEUE: 55 ROMAN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

HELVETICA NEUE: 75 BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

TYPOGRAPHY: WEB

When available, use EUROSTILE for all headlines and titles on web and mobile sites.

When not available, use ORBITRON for all headlines and titles on web and mobile sites. ORBITRON is a Google font and is an acceptable alternative.

EUROSTILE: MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

EUROSTILE: DEMI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

EUROSTILE: BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

EUROSTILE: EXTENDED 2

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

EUROSTILE: BOLD EXTENDED 2

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

ORBITRON: LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

ORBITRON: MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9

ORBITRON: BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**

ORBITRON: BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz - 0 1 2 3 4 5 6 7 8 9**