

1.

CORPORATE GUIDELINES

MAXXIS®

Primary colours for print

Colours to be used across print platforms globally.

Pantone Orange 172

SPOT PREFERRED PRINT OPTION

CMYK Orange

4 COLOUR SECONDARY PRINT OPTION

C 0 / M 86 / Y 100 / K 0

R = 253 G = 71 B = 3

Primary colour for digital

Colours to be used across digital platforms globally.

#FD4703

Secondary colours for print

Secondary colours to be used across print platforms globally.

Black

C 60 / M 60 / Y 60 / K 100
R = 0 G = 0 B = 0

White

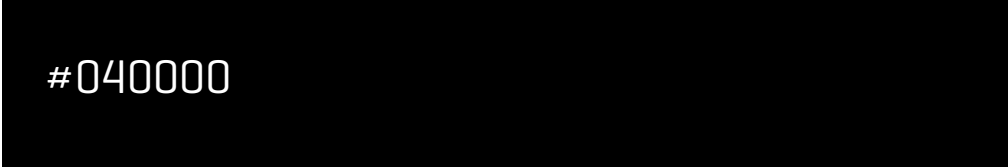
C 0 / M 0 / Y 0 / K 0
R = 255 G = 255 B = 255

Grey

C 0 / M 1 / Y 5 / K 27
R = 195 G = 193 B = 187
PMS Cool Grey 5

Secondary colours for digital

Secondary colours to be used across digital platforms globally.



#040000



#FFFFFF



#BAB7AF

Logos

There are two variants of the Maxxis logo – the official logo and the oval logo, however, care must be exercised when selecting the appropriate version.

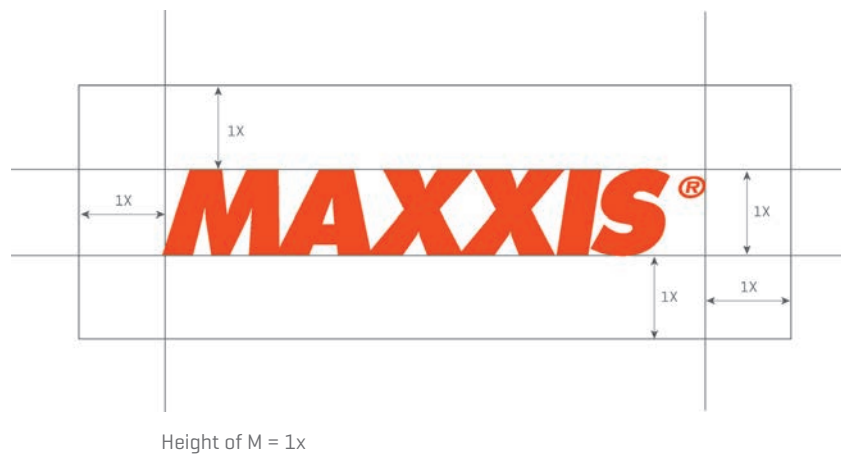
Primary official logo

The image shows the primary official Maxxis logo, which consists of the word "MAXXIS" in a bold, orange, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "S".

Official first preference logo to be used across all platforms

Exclusion zone

To maintain the clarity of the Maxxis logo a clear 'Exclusion Zone' should always be retained. This minimum area of clear space is calculated by using the height of the 'M' as a measurement around the logo in which no other elements can appear.



Primary logo reproduction

The Maxxis logo can be reproduced in black, spot colour and four colour process.

Spot colour – Orange PMS 172

MAXXIS®

Four colour process [CMYK] – Orange C 0 / M 86 / Y 100 / K 0

MAXXIS®

Digital version – Orange #FD4703

MAXXIS®

Primary logo reproduction

The Maxxis primary logo can be reproduced in the following reversed out styles.

White reversed out of black.



Black reversed out of orange.



Orange reversed out of black.



Orange reversed out of grey.



Orange on a white background.



Logo reversed out of an image.



Image must not interfere with clarity of the logo, appropriately coloured logo to be selected to meet this purpose.

Incorrect usage

The main corporate colours must not be changed.



The logo must not be stretched.



The logo must not be compressed.



Logo must not sit on a busy background.



Exceptional usage of logo

Rarely the Maxxis logo must take on a secondary role to another brand in circumstances such as at some sports events, on such occasion where a compromise must be made from the favoured orange, the logo will appear as indicated below.

Where it appears on a mid-dark background, use the solid white version of the logo.



Where it appears on a light background, use the solid black version of the logo.



Primary logo variations

Under circumstances where the nature of the Maxxis brand needs additional clarification, a version of the logo featuring the word 'tyres' may be used. 'Tyres' must always remain in correct proportion to the Maxxis logo, aligned right with the end of the word Maxxis.

Primary logo [UK spelling]

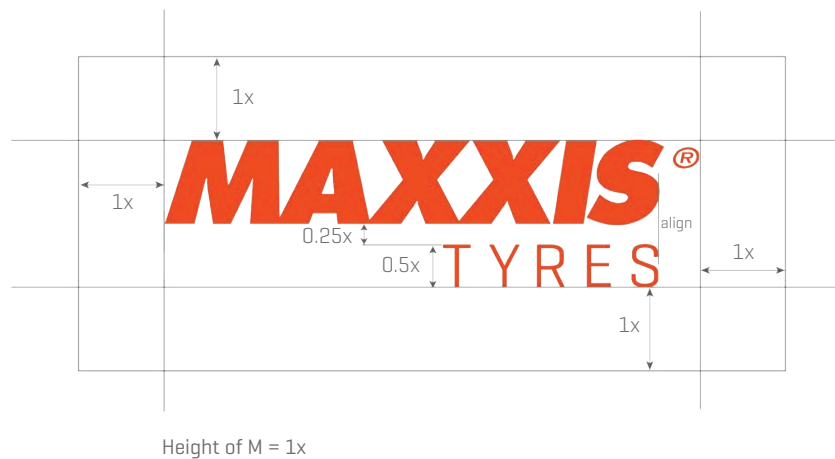


Primary logo [US spelling]



Exclusion zone

To maintain the clarity of the Maxxis Tyres logo a clear 'Exclusion Zone' should always be retained. This minimum area of clear space is calculated by using the height of the 'M' as a measurement around the logo in which no other elements can appear.



Primary logo reproduction

The Maxxis Tyres logo can be reproduced in black, spot colour and four colour process.

Spot colour – Orange PMS 172

MAXXIS[®]
TYRES

Four colour process [CMYK] – Orange C0/M86/Y100/K0

MAXXIS[®]
TYRES

Digital version – Orange #FD4703

MAXXIS[®]
TYRES

Primary logo language variations

Different language variations of the logo featuring the word 'tyres'.

Netherlands

MAXXIS[®]
BANDEN

France

MAXXIS[®]
PNEUS

Germany

MAXXIS[®]
REIFEN

Norway

MAXXIS[®]
DEKK

Poland

MAXXIS[®]
OPONY

Spain

MAXXIS[®]
NEUMÁTICOS

Sweden

MAXXIS[®]
DÄCK

Primary logo reproduction

The Maxxis primary logo can be reproduced in the following reversed out styles.

White reversed out of black.



Black reversed out of orange.



Orange reversed out of black.



Orange reversed out of grey.



Orange on a white background.



Logo reversed out of an image.



Image must not interfere with clarity of the logo, appropriately coloured logo to be selected to meet this purpose.

Incorrect usage

The main corporate colours must not be changed.



The logo must not be stretched.



The logo must not be compressed.



Logo must not sit on a busy background.



Exceptional usage of logo

Rarely the Maxxis logo must take on a secondary role to another brand in circumstances such as at some sports events, on such occasion where a compromise must be made from the favoured orange, the logo will appear as indicated below.

Where it appears on a mid-dark background, use the solid white version of the logo.



Where it appears on a light background, use the solid black version of the logo.



Primary logo variations

Alternative keyline version of primary official logo.



In exceptional circumstances, approved uses for this version of the logo include:

- PRINT ITEMS
- POINT OF SALE ITEMS

Oval logo

There are two variants of the Maxxis logo – the official logo and the oval logo, however, care must be exercised when selecting the appropriate version.

Oval official logo

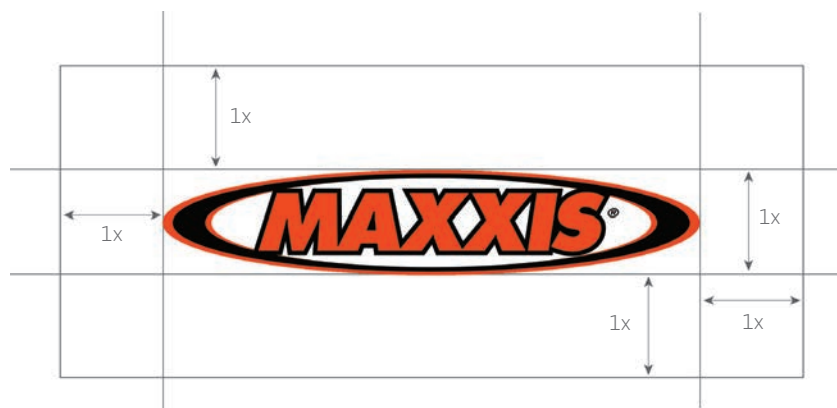


Approved uses for this version of the logo include:

- SPONSORED EVENTS
- CORPORATE CLOTHING

Exclusion zone

To maintain the clarity of the Maxxis logo a clear 'Exclusion Zone' should always be retained. This minimum area of clear space is calculated by using the height of the oval as a measurement around the logo in which no other elements can appear.



Height of oval = 1x

Logo reproduction

The Maxxis logo can be reproduced in black, spot colour and four colour process.

Spot colour – Orange PMS 172, black and white



Four colour process [CMYK] – Orange C0/M86/Y100/K0
– Black C60/M60/Y60/K100
– White C0/M0/Y0/K0



Digital version – Orange #FD4703
– Black #040000
– White #FFFFFF



Oval logo reproduction

The Maxxis oval logo can be reproduced in the following styles.

On black.



On grey.



On white.



On an image.



Image must not interfere with clarity of the logo, appropriately coloured logo to be selected to meet this purpose.

Incorrect usage

The main corporate colours must not be changed.



The logo must not be stretched.



The logo must not be compressed.



Logo must not sit on a busy background.



Oval logo variations

Under circumstances where the nature of the Maxxis brand needs additional clarification, a version of the oval logo featuring the word 'tyres' may be used. 'Tyres' must always remain in correct proportion to the Maxxis logo.

Oval logo [UK spelling]



Oval logo [US spelling]



Oval logo language variations

Different language variations of the logo featuring the word 'tyres'.

Netherlands



France



Germany



Norway



Poland



Spain

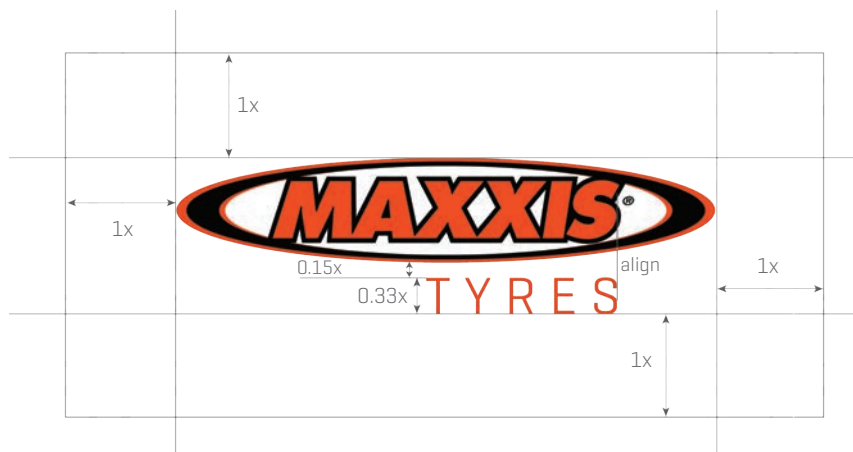


Sweden



Exclusion zone

To maintain the clarity of the Maxxis logo a clear 'Exclusion Zone' should always be retained. This minimum area of clear space is calculated by using the height of the oval as a measurement around the logo in which no other elements can appear.



Height of oval = 1x

Oval logo reproduction

The Maxxis logo can be reproduced in black and spot colour and four colour process.

Spot colour – Orange PMS 172, black and white



Four colour process (CMYK) – Orange C0/M86/Y100/K0
– Black C60/M60/Y60/K100
– White C60/M60/Y60/K100



Digital version – Orange #FD4703
– Black #040000
– White #FFFFFF



Oval logo reproduction

The Maxxis oval logo can be reproduced in the following styles.

On black.



On grey.



On white.



On an image.



Image must not interfere with clarity of the logo, appropriately coloured logo to be selected to meet this purpose.

Incorrect usage

The main corporate colours must not be changed.



The logo must not be stretched.



The logo must not be compressed.



Logo must not sit on a busy background.



Use of images

Image selection plays a key role in how the Maxxis brand is perceived and should therefore be carefully considered. The following are some guidelines to assist making decisions regarding which image represents the brand most suitably.



Acceptable



Logo and text are clearly visible, the visual has space around it giving an uncluttered look allowing the message to be clearly understood.

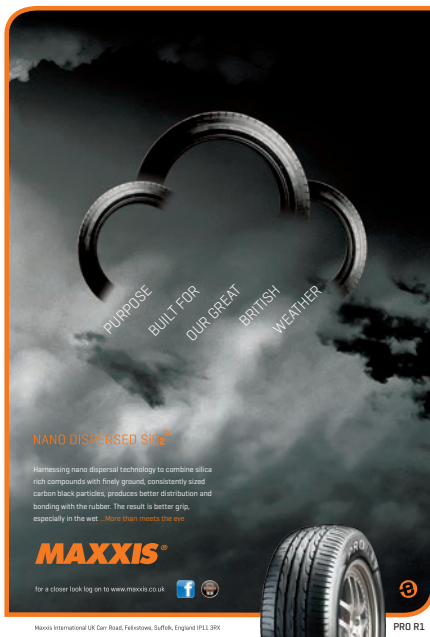


Unacceptable



While the visual is clear, the text is compromised by poor positioning of the background, making it difficult to read. The logo suffers because of the background, making it difficult to view.

Use of images



Unacceptable



The visual is compromised by the cloud image, it is poorly positioned and distracting.



Unacceptable



In this example the visual is relatively clear but the background, while carefully positioned, is far too complicated and the text is almost impossible to read.

Use of images



Acceptable



The text and headline are clearly defined from the visual, meaning the overall look is striking.



Unacceptable



The image is far too large and the headline is difficult to read, with very little space available the ad appears complicated and poorly laid out.

Typeface

All headline, sub headings, body copy and legal will be set in the Geogrotesque font family.

Aa

Geogrotesque Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Ultra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Typeface

Aa

Geogrotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Typeface

Aa

Geogrotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Typeface

Aa

Geogrotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Aa

Geogrotesque Bold Italic

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