

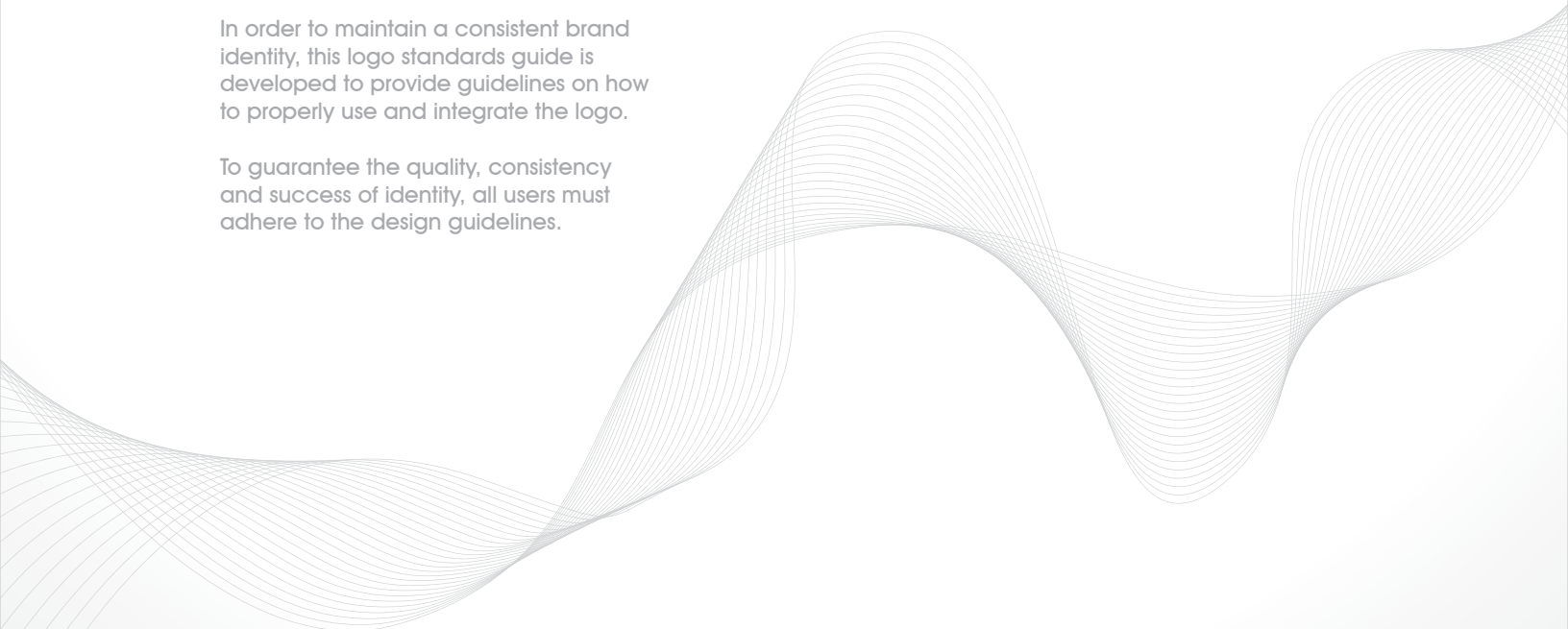
HOW YOU LOOK



MAPLEWEB
CREATIVE MARKETING INC

In order to maintain a consistent brand identity, this logo standards guide is developed to provide guidelines on how to properly use and integrate the logo.

To guarantee the quality, consistency and success of identity, all users must adhere to the design guidelines.



official colours on white background

Mapleweb Creative Marketing Inc



MAPLEWEB

CREATIVE MARKETING INC

official colours on black background

Mapleweb Creative Marketing Inc



MAPLEWEB

the logo - one colour applications

Mapleweb Creative Marketing Inc



MAPLEWEB

CREATIVE MARKETING INC



MAPLEWEB

CREATIVE MARKETING INC

the logo - with backgrounds

Mapleweb Creative Marketing Inc



recommended minimum size

Mapleweb Creative Marketing Inc

In order to maintain the integrity and readability of your logo we recommend you do not display your logo any smaller than what is shown here.



1.25"

recommended spacing

In order to maintain the integrity and readability of your logo we recommend you give your logo adequate spacing on all sides.



file formats

EPS Format

This is the file type that your printer will need to print business cards, sign, brochures, etc. It is the most accurate file and can be scaled to any size without degradation. Make sure to take this file to anyone that will be printing or creating signage. Unless you have more serious graphic design programs such as Adobe Illustrator, this type of file may not be useful to you.

JPG Format

This universal file is optimized to use in onscreen applications, such as the Internet, email and PowerPoint presentations. It uses a high degree of compression to create a smaller file size. It is not well-suited for printing, however. If you need to use your logo for print applications, please use the TIF version.

TIF Format

Although it may not look great on screen, the print quality for this file format will be excellent. The file is perfect for use in office applications like Microsoft Word, where you will be printing pages on InkJets or Laser printers because we save it as a 300 DPI (Dots Per Inch) file. This file is not designed to be used in web pages or to send via email.

Aa

Neuropol

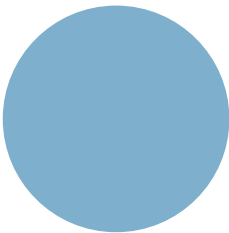
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abcdefghijklmnopqrstuvwxyz
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Aa

Eurostile

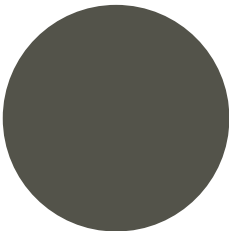
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#\$%^&*+_+)1234567890

color codes



Pantone 550 C

CMYK 38, 4, 0, 19
RGB 126, 176, 204



Pantone Black 7 C

CMYK 0, 0, 15, 82
RGB 84, 83, 74

incorrect logo use

Mapleweb Creative Marketing Inc

In efforts to maintain the integrity, quality and consistency of the Mapleweb Creative Marketing brand identity, the Mapleweb logo is not to be used in any manner other than that approved of in this guide.

Do not rotate the logo.



Do not add other colours on the logo.



Do not swap the colors on the logo.



Do not change the approved size relationships



Do not reposition the elements of the logo.



incorrect logo use

Mapleweb Creative Marketing Inc

Do not use the reverse logo on a background that is too light.



Do not stretch or skew the logo.



Do not use the logo on a background that obscures legibility.



Do not change the type or typeface.



Do not place text, graphics, illustrations, etc. into the clear space area as defined in this guidebook.

