



LOGO GUIDELINES

TAG LINE

STEP INTO THE WILDERNESS

May 2021

MAINTENANCE GO SURVIVES

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LOGO WORDMARK

This is our hero logo.

Preferred use is in the red with white or back text combinations.

When using the colour logo it is preferred that the fill version be used. This is where the brandmark is filled with white. It is denoted in the file name by the FILL keyword.

The Maydena logo should never be used in any other colors, except for the following.

The one-color logo should be used only on photographs and color backgrounds within the Maydena color palette.

Clear space around the logo is defined as the height of the letter "m" from the word Maydena.

Minimum size for the wordmark is 6cm or 180px for digital applications. This is to keep the wording legible.

Always use the logo files provided. Do not re-create.

Preferred



Clear Space

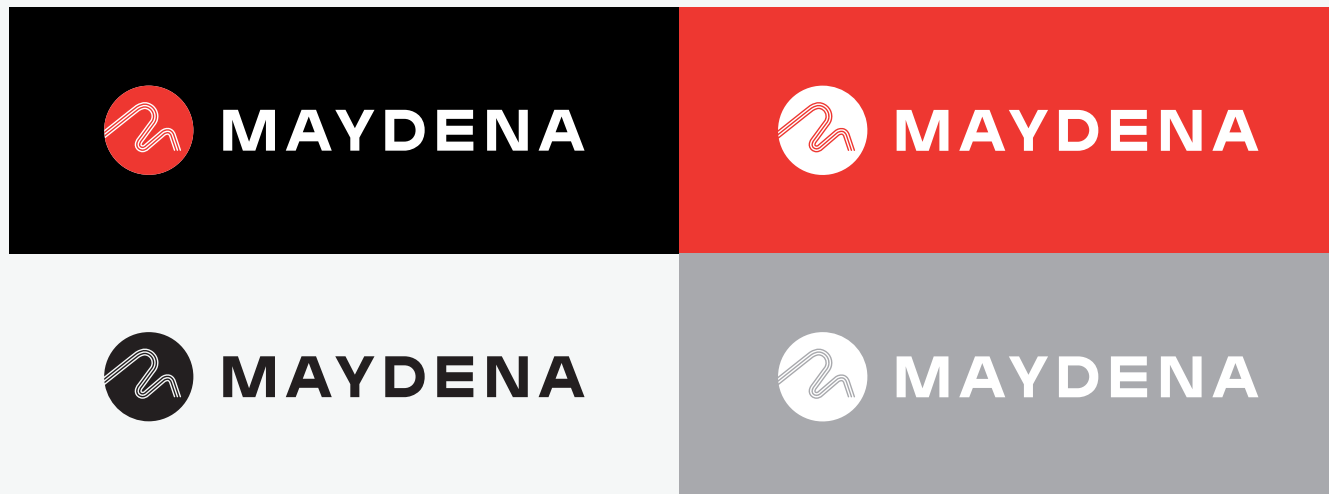


Minimum size

2.5cm / 120px



Reversed and Mono Variants



LOGO LOCKUP

The lockup is used for external-facing entities that represent an extension of the Maydena master brand.

When using the colour logo it is preferred that the fill version be used. This is where the brandmark is filled with white. It is denoted in the file name by the FILL keyword.

The Maydena logo should never be used in any other colors, except for the following.

When using the lockup make sure all text is legible. If using in smaller situations the wordmark or brand mark variations should be used.

Clear space around the logo is defined as the height of the letter “m” from the word Maydena.

Minimum size for the lockup is 6cm or 180px for digital applications. This is to keep the wording legible.

Always use the logo files provided. Do not re-create.

Preferred



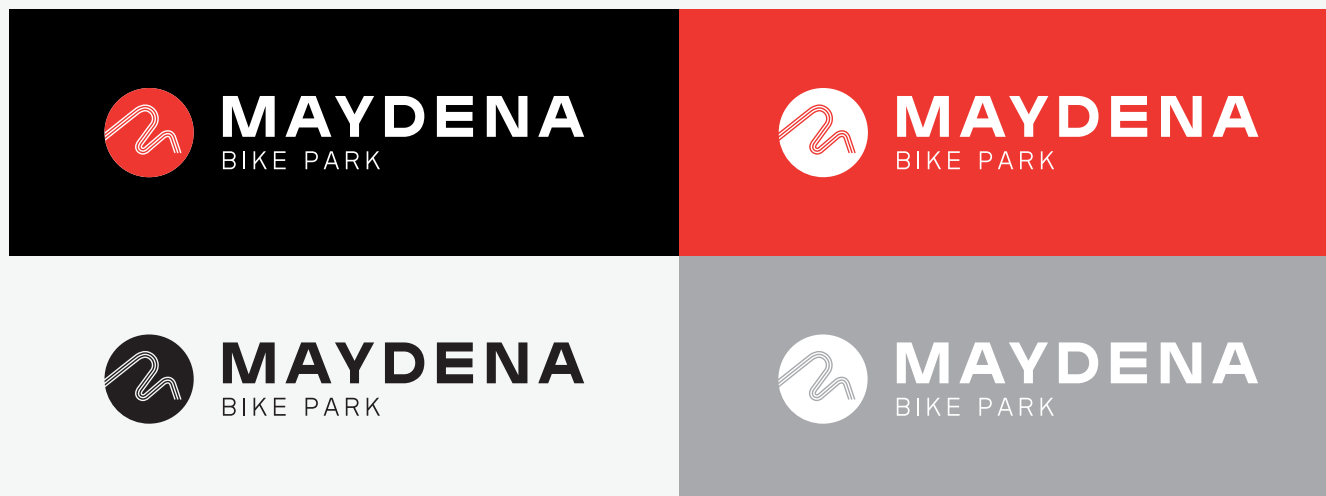
Clear Space



Minimum size



Reversed and Mono Variants



EXTENDED LOGO LOCKUPS

The lockup could be used in future for external-facing entities that represent an extension of the Maydena master brand.

These are programs, products, events and groups with under the Maydena master brand and would benefit from the recognition of the master Maydena brand.

The Lockup text is Plaak Extended Light and has tracking of 150.



MAYDEN A
THE SUMMIT



MAYDEN A
THE SUMMIT



MAYDEN A
THE CANTEEN

LOGO BRANDMARK

The Maydena logo should never be used in any other colors, except for the following.

Red and Black are the preferred colours for the Maydena Brand Mark

Always use the logo files provided. Do not re-create.



LOGO DONT'S

Here are just some examples of how the logo shouldnt be used.

If unsure on logo use, cosult marketing team.

Dont distort our logo in any way



MAYDEN A

Dont use it in any other forms or colour combinations other than described above



MAYDEN A

Always give the minimum clear space



MAYDEN A
HEADING

QUESTIONS?

FOR ANY BRAND INQUIRIES CONTACT

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