

How to use the Maxematics logo.

Hand this page to anyone printing, embroidering, or designing on your behalf. Everything they need is here; nothing on it is a matter of taste.

The two lockups

HORIZONTAL — DIGITAL DEFAULT



VERTICAL — A — MARK OVER FULL NAME



Use the horizontal lockup wherever the space is wider than it is tall — website header, email signature, letterhead, slide decks, social banners. Use the vertical lockup for square and tall spaces — profile pictures, garments, stickers, stamps, tote bags. The logomark may be used entirely on its own once the full name has already appeared somewhere on the same surface.

Clear space



Leave a margin on all four sides at least as tall as the **x** in the logotype. Nothing else — text, photo edges, borders, other logos — enters that margin.

The rule scales with the logo, so it works at any size and needs no measuring: if you can see the **x**, you can see how much room to leave.

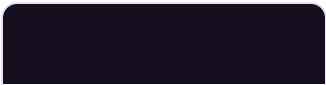
Minimum size

ARTWORK	ON SCREEN	IN PRINT	NOTE
Horizontal	140 px wide	35 mm / 1.4 in wide	Below this the closing period starts to fill in.
Vertical	64 px wide	18 mm / 0.7 in wide	Comfortable down to a shirt pocket or a sticker.
Logomark alone	24 px	8 mm / 0.3 in	The four symbols stay readable; below this use the favicon.
Favicon	16 px	—	Purpose-drawn — the x only. Never shrink a lockup to this size.

Colour



Brand violet
#7C3AED · R124 G58 B237



Ink
#140E1F · R20 G14 B31



Plum (backgrounds)
#1B1230 · R27 G18 B48



Soft violet (reversed accent)
#A78BFA · R167 G139 B250

For print, give the printer **#7C3AED** and ask them to match it — a naive CMYK conversion pushes it grey. Be aware that this violet is more saturated than four-colour process or a solid-coated ink can fully reach: the nearest coated Pantone is **2665 C**, which will read a little softer and cooler than the screen colour. Use it as the starting point for a press check, and accept a small shift on paper rather than dulling the digital colour to match the print.

The five versions, and when to ask for each

VERSION	USE IT FOR
Full colour	Anything on a white or very light background. This is the default — if in doubt, this is the one.
Reversed	Dark backgrounds. The x and the period lift to the soft violet so they stay visible against the dark.
One ink — black	Contracts, forms, newspaper ads, laser engraving, anything photocopied.
One ink — white	Dark garments, photo overlays, embroidery on a coloured polo.
One ink — violet	Single-colour screen printing. One screen instead of two — the cheapest way to stay on-brand on merchandise.

Do and don't

Do

- ✓ Send the **PDF** to any printer, sign maker or embroiderer. It carries no fonts and cannot substitute a letterform.
- ✓ Send the **SVG** to any web developer or designer.
- ✓ Use **PNG** only where a vector file is refused — Word, Google Docs, Canva, PowerPoint.
- ✓ Scale the whole lockup proportionally, from the corner.
- ✓ Place the logo on a plain area of a photograph, using the reversed or white version.

Don't

- ✗ Retype the name in Sora and call it the logo. The x is drawn artwork; typing an x is not the same shape.
- ✗ Recolour it. Five versions are supplied precisely so that recolouring is never necessary.
- ✗ Stretch, squash, rotate, outline, emboss, or add a drop shadow.
- ✗ Rebuild the vertical lockup by moving the horizontal one around. Use the supplied file.
- ✗ Put the full-colour version on a dark or busy background — use reversed.

Typeface

The logotype is **Sora Bold (700)**, tracked -2.5%, converted to outlines. Sora is free and open source, so it can also be used for headings on the website, on flyers and in documents without a licence fee. Body text pairs with **Instrument Sans**. Neither font is needed to use the logo files.