

Maxwell Realty Inc. Graphic Standards

All materials must be printed with corporate colours. No type or graphic is allowed to cover or crowd the logo. Corporate colours use the Pantone Matching System for printing inks: PMS 187 (red) and PMS 134 (yellow) and Black. Samples shown are not at actual size. Please see individual pages of this guide for correct specifications.

Process Colour Printing Guide

In order to accurately reproduce the corporate colours in process printing, ink values must reflect the following and consider the paper stock used.

Spot Colour

Yellow (PMS 134), Red (PMS 187)



Process Colour - Uncoated Stock

Yellow (C=0, M=9, Y=43, K=0), Red (C=0, M=91, Y=76, K=6)



Process Colour - Coated Stock

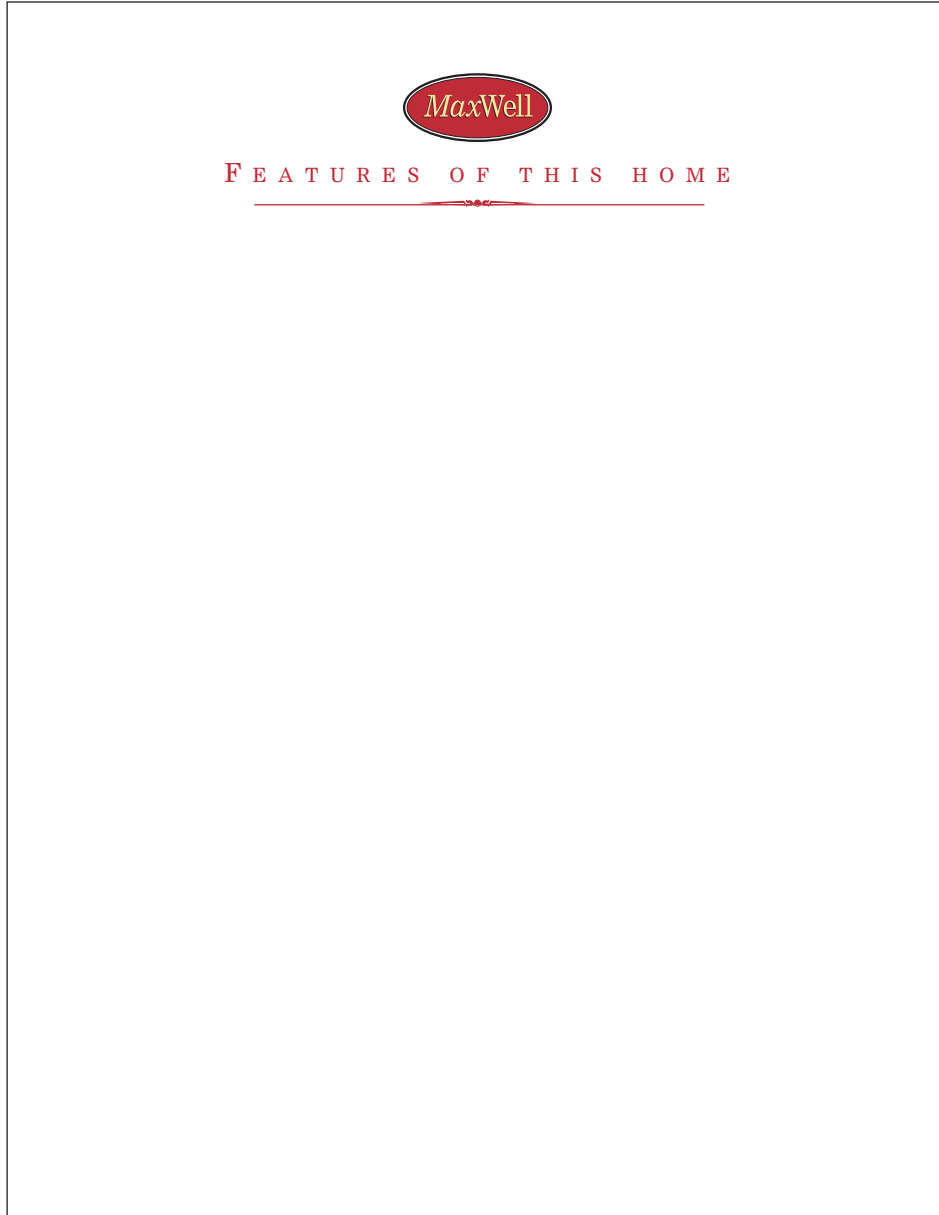
Yellow (C=0, M=9, Y=43, K=0), Red (C=0, M=94, Y=94, K=0)



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Feature Sheet



Feature sheet is made from letterhead 2nd sheet with a red (187) overprint.
8.5" x 11", all 3 PMS colours
Stock: Via Neutrals, smooth writing 24# bright white

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Letterhead



MaxWell Your Company Name
An Independent Member Broker

123 - Some Street, City, Province POS COD Tel: (234) 567-8901 Fax: (234) 567-8901 www.maxwellrealty.ca

Letterhead 1st sheet
8.5" x 11", all 3 PMS colours
Stock: Via Neutrals, smooth writing 24# bright white

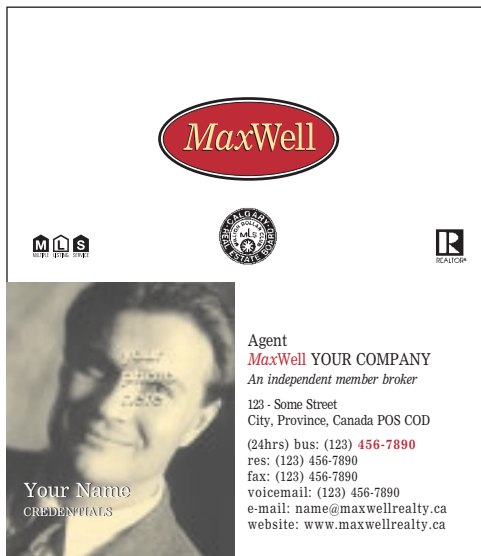
Letterhead 2nd sheet
8.5" x 11", all 3 PMS colours
Stock: Via Neutrals, smooth writing 24# bright white

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Bus. Cards A

Style 1



Business card style 1 insides (fold in half)
3.5" x 4" flat size, all 3 PMS colours
Note: Full-colour photo is acceptable with white or black type.

Style 1



Business card style 1 outsides (fold in half)
3.5" x 4" flat size, all 3 PMS colours
Stock: Via Neutrals, smooth white cover, 80# bright white

Style 2



Business card style 2 insides (fold in half)
3.5" x 4" flat size, all 3 PMS colours
Note: Full-colour photo is acceptable.

Style 2



Business card style 2 outsides (fold in half)
3.5" x 4" flat size, all 3 PMS colours
Stock: Via Neutrals, smooth white cover, 80# bright white

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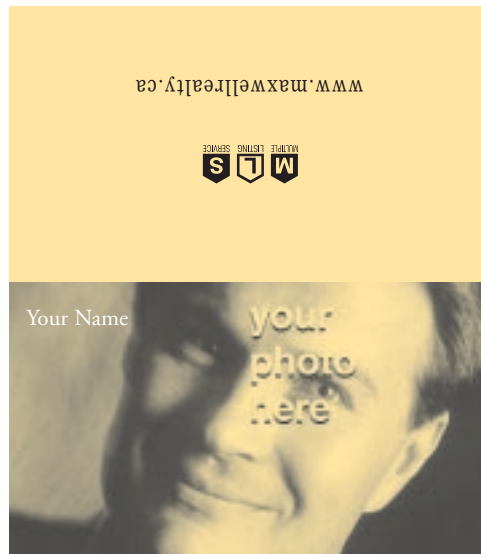
Bus. Cards B

Style 3



Business card style 3 insides (fold in half)
3.5" x 4" flat size, PMS 187 and black
Stock: Via Neutrals, smooth white cover, 80# bright white

Style 3



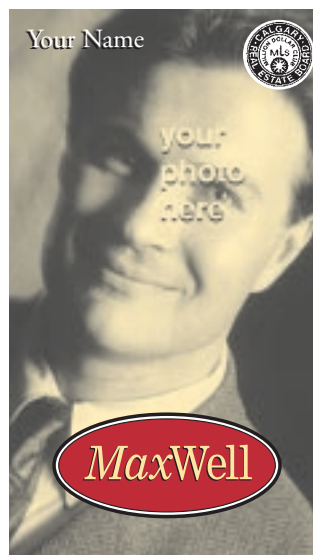
Business card style 3 outsides (fold in half)
3.5" x 4" flat size, black and PMS 134
Note: Full-colour photo is acceptable with white or black type.
Name on back of card is optional.

Style 4



Business card style 4 insides
2" x 3.5", all 3 PMS colours

Style 4



Business card style 4 outsides
2" x 3.5", all 3 PMS colours
Note: Full-colour photo is acceptable with white or black type.
Name on back of card is optional.
Stock: Via Neutrals, smooth white cover, 80# bright white

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Bus. Cards C

Style 5



Business card style 5 insides
3.5" x 2", all 3 PMS colours

Style 5



Business card style 5 outsides
3.5" x 2", all PMS 134 & Black
Note: Full-colour photo is acceptable with white or black type. Photo is optional. If no photo, then black only on white. Name optional.
Stock: Via Neutrals, smooth white cover, 80# bright white

Style 6



Business card style 6 insides
3.5" x 2", all 3 PMS colours

Style 6



OPTIONAL BACK - MAY RUN WHITE ONLY
Business card style 6 outsides
3.5" x 2", all 3 PMS colours
Stock: Via Neutrals, smooth white cover, 80# bright white

Style 7



Business card style 7 insides
3.5" x 2", all 3 PMS colours
Note: Full-colour photo is acceptable.
White or black type on photo is acceptable.

Style 7

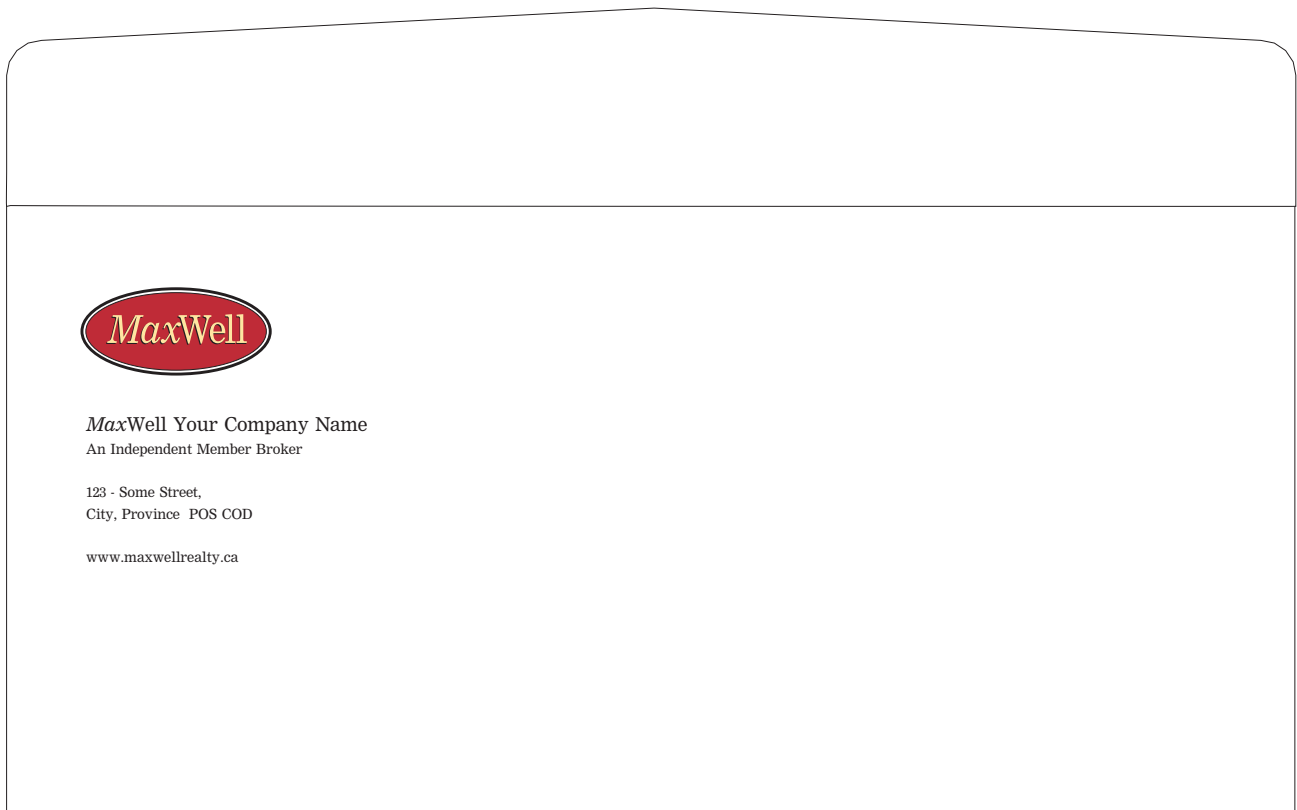


Business card style 7 outsides
3.5" x 2", all 3 PMS colours
Stock: Via Neutrals, smooth white cover, 80# bright white

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#10 Envelopes

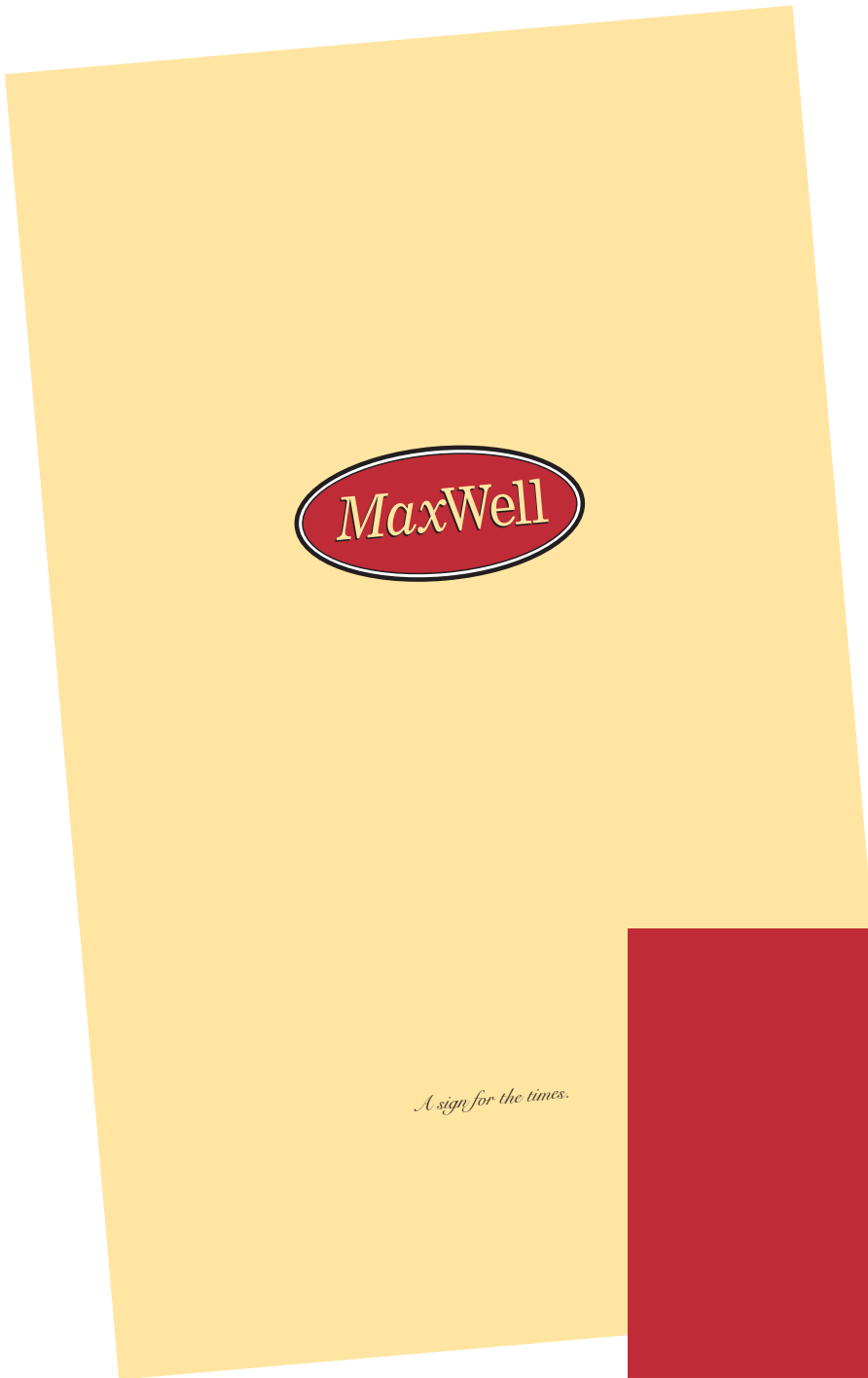


#10 Envelope
all 3 PMS colours
Stock: #10 open side white, 24#

MaxWell Realty Inc. Graphic Standards

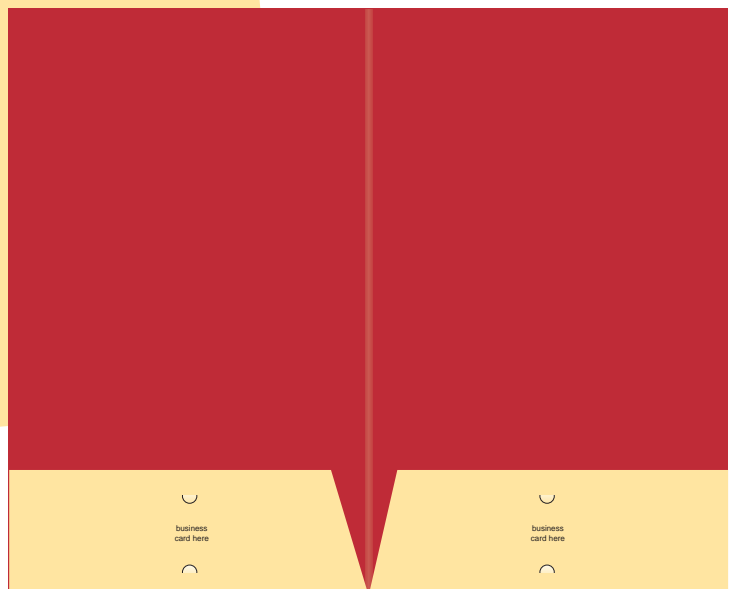
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9"x15" Folder



Folder, outsides
9" x 15", all 3 PMS colours
Stock: Luna gloss cover 100#

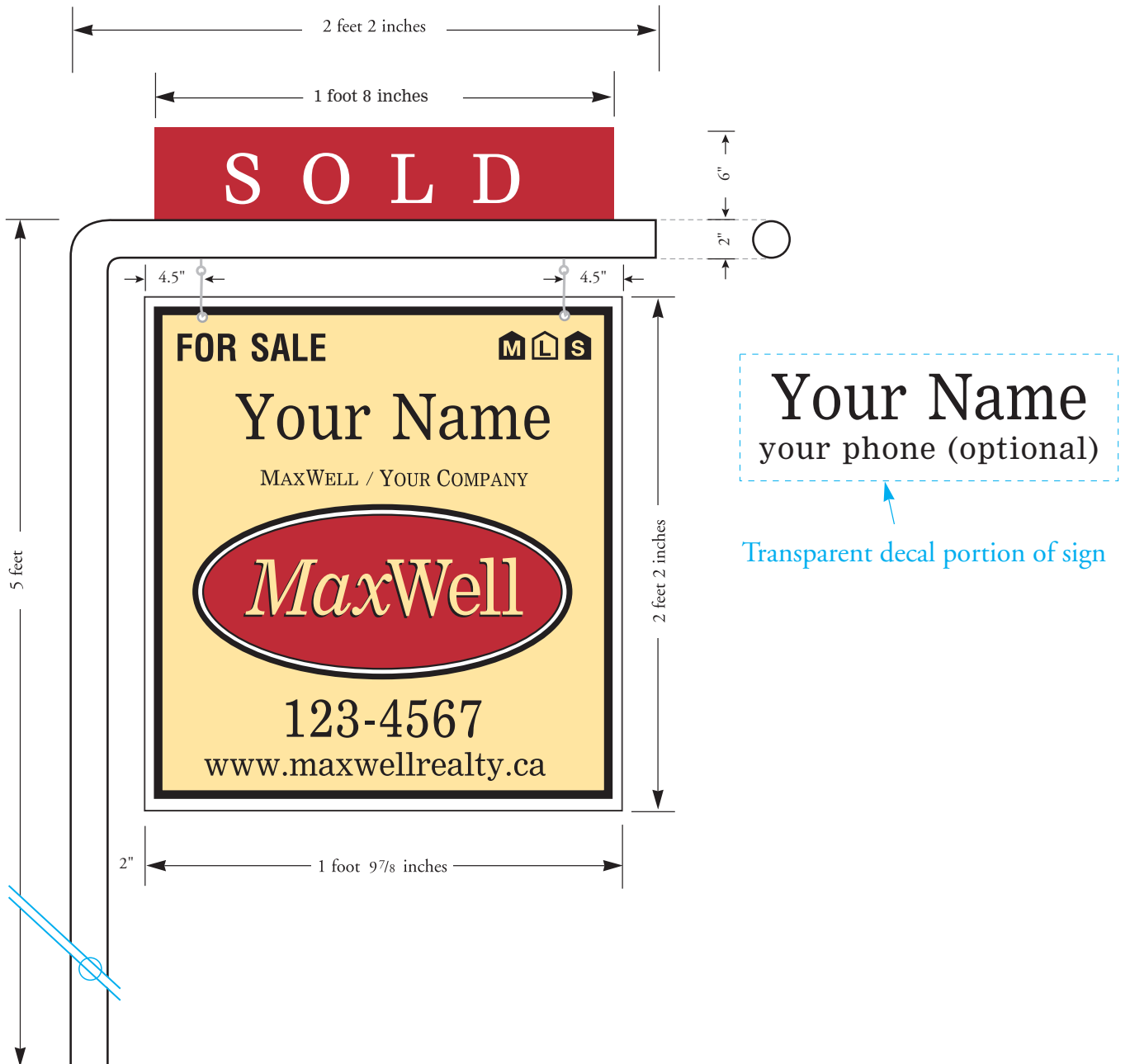
Folder, insides
9" x 15", PMS 187



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Gallo Sign

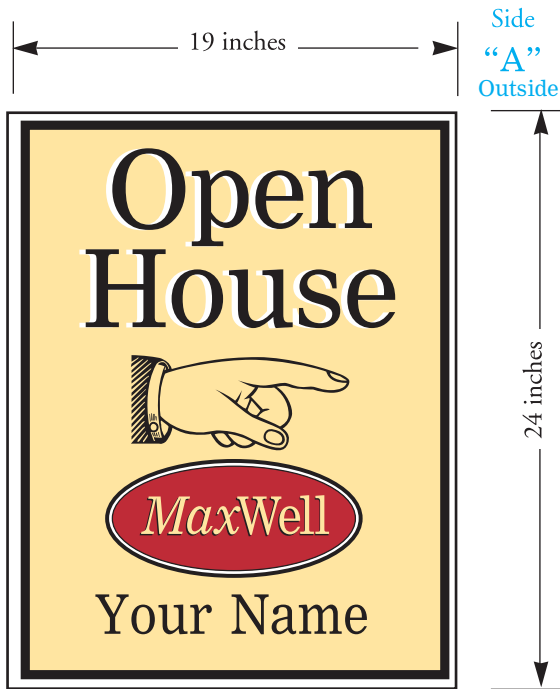


Note: Contact *MaxWell Realty Inc.* for approval of sign frame variations.

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A-Frame



Note:
Sign is double-sided.
“Open House” on side “A”
and “Just Listed” on Side “B”.

Transparent decal portion of sign

Your Name

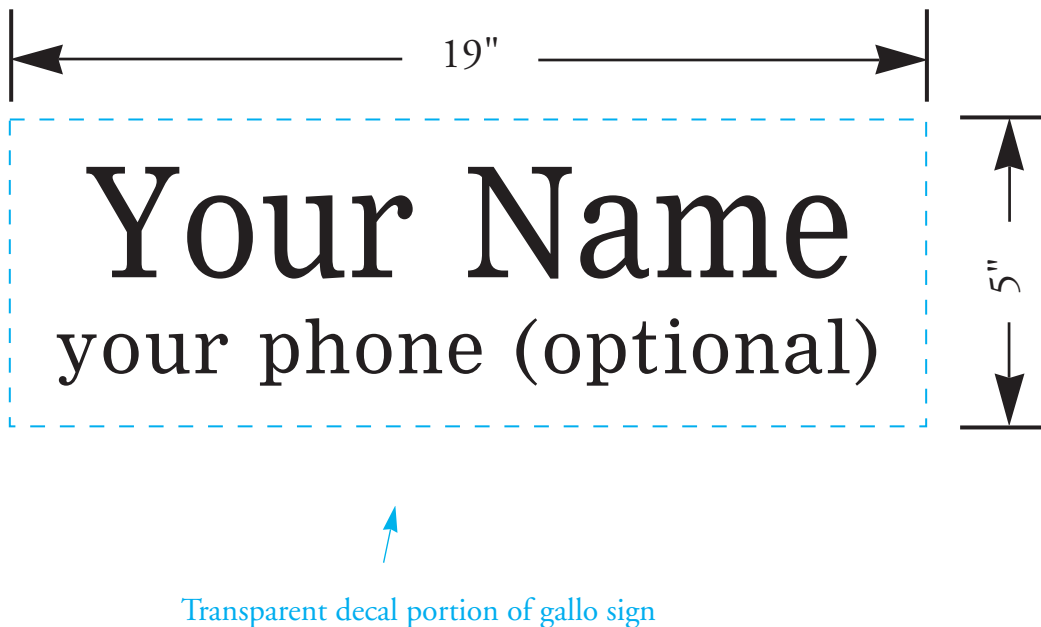
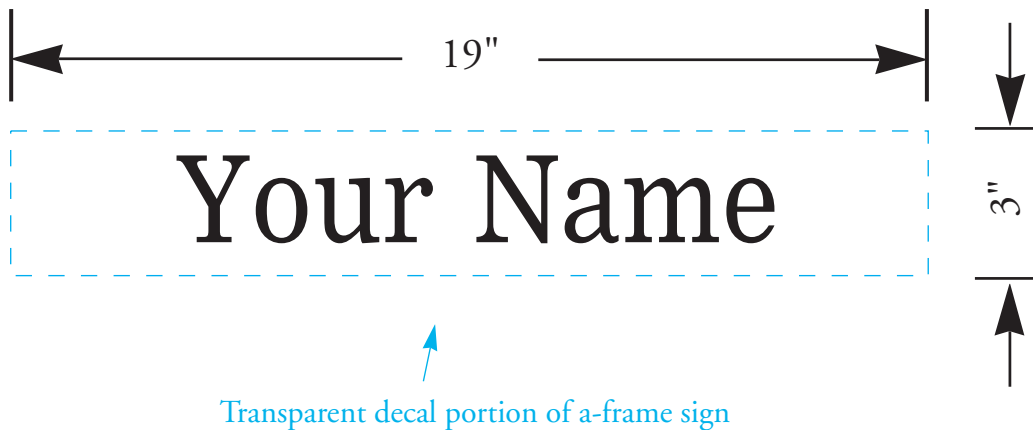


Transparent decal portion of sign

Your Name

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Decal Templates

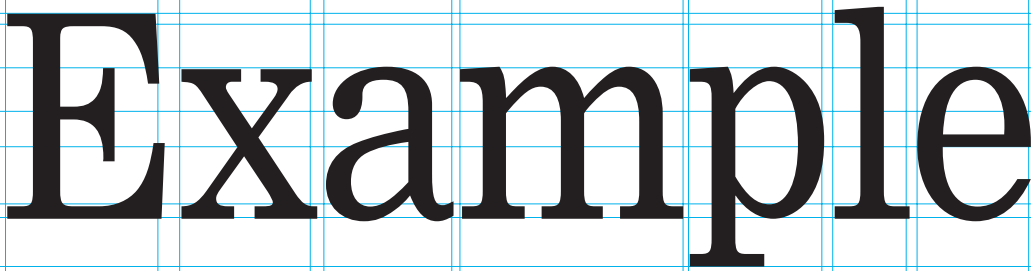


Transparent decals:
Black and transparent only.

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Font Guide

Font and Typestyle



Example

Font Name: MNimrod

Horizontal Scaling: 90% of original

Vertical Scaling: 100%

Horizontal Letter Spacing: minus 15 Illustrator units of original

Platform: Macintosh and PC available.

Font Style: PostScript font

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BW Logo



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Grey Logo



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Spot Colour Logo Seps

composite



PMS 134 (yellow)

MaxWell

Black



PMS 187 (red)



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Colour Logo

Digital logo files are available for Macintosh and PC in EPS and TIF formats.



Reverse Logo

Colour logo shown as it would appear on a very dark/high contrast background with white release.



B/W logo shown as it would appear on a very dark/high contrast background.



Slogan

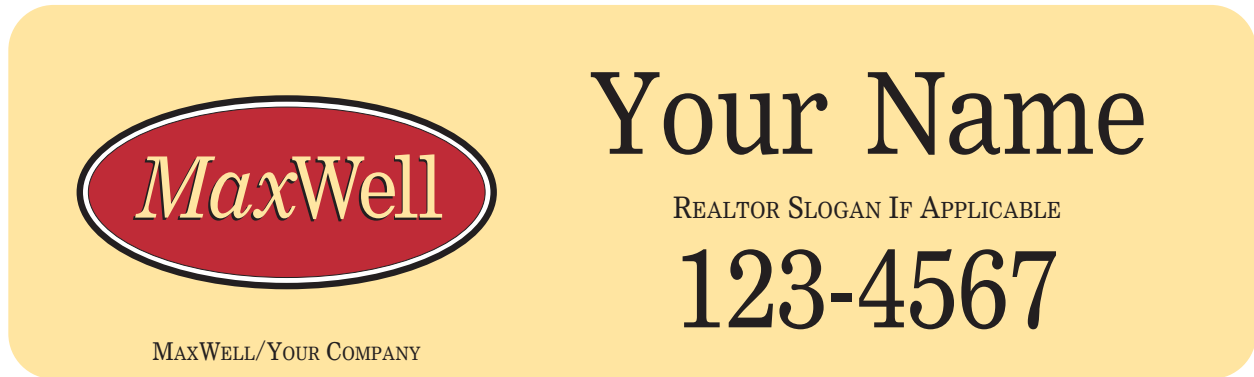
Snell
Roundhand
font

A sign for the times.

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Bus Bench



Size: standard bus bench.
All 3 PMS colours. Text in black only.

Rural Sign



Size: 24" wide x 12" high. Double-sided sign.
All 3 PMS colours.