

Maxi-Lift Inc.®

BRAND GUIDELINES: DIGITAL ASSET GUIDE



AG



IND



BLT



ACC



ENG

Authorized Usage



The Maxi-Lift Logo

The Maxi-Lift logo is a registered trademark of Maxi-Lift, Inc. Any use of the logo requires prior authorization. Please contact info@maxilift.com to request logo files and permission for their use.



Black Logo

In black & white applications, the Maxi-Lift logo may be used in solid black (100% K).



Grayscale Logo

In grayscale applications, the Maxi-Lift logo may be used at 55% K.



Reversed Logo

The Maxi-Lift logo may be used in white when placed on a solid color field.

The Maxi-Lift Color Family



Maxi-Lift Red: Pantone Red 485

The logo may only be used in Maxi-Lift Red (Pantone Red 485), Pantone Black (100% K), Gray (55% K) and White (for reversed applications).

The Maxi-Lift Family Color Book

The Maxi-Lift Red family of logos is comprised of a combination of Pantone Red 485, Pantone Black, Gray (55% K) and Pantone Orange 021. The following are the only colors authorized for Maxi-Lift marketing / advertising:



PANTONE
Red 485

CMYK:	RGB:	Hex/HTML:
C - 0	R - 218	# E1261C
M - 95	G - 41	
Y - 100	B - 28	
K - 0		



PANTONE
Black

CMYK:	RGB:	Hex/HTML:
C - 65	R - 45	# 2D2926
M - 66	G - 41	
Y - 68	B - 38	
K - 82		



PANTONE
Black 55%

CMYK:	RGB:	Hex/HTML:
C - 0	R - 136	# 888B8D
M - 0	G - 139	
Y - 0	B - 141	
K - 55		



PANTONE
Orange 021

CMYK:	RGB:	Hex/HTML:
C - 0	R - 254	# FE5000
M - 74	G - 80	
Y - 100	B - 0	
K - 0		

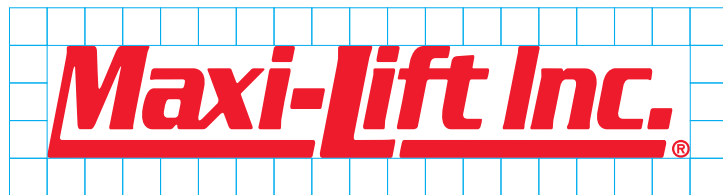
For use with Tiger-tuff and Tiger-CC

Trademark

- ® The color orange, as applied to elevator buckets, is a registered trademark of Maxi-Lift, Inc.
- ® The color red, as applied to elevator buckets, is a registered trademark of Maxi-Lift, Inc.



Proper Use



Proper Use of Backgrounds

The Maxi-Lift logo may not be placed on top of a photo or image. Please only use the Maxi-Lift logo on a white or solid color background.



Minimum Safe Zone

Always maintain the minimum allowable safe zone of 35% of the height of the logo. This safe zone should extend to all four sides of the logo.

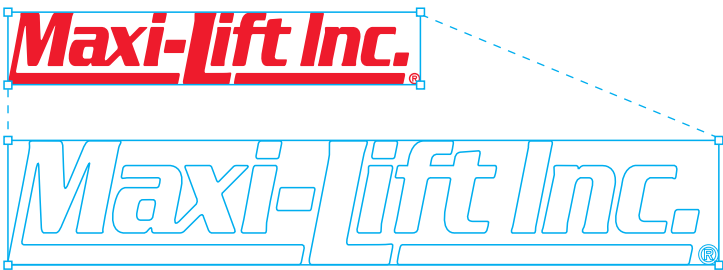
Effects

Never add any effects such as drop shadows, bevels, glows, etc. to the Maxi-Lift logo.



Resizing / Scaling

The Maxi-Lift logo may only be re-sized proportionally. You may not compress, extend or distort the logo to fit a desired area.



The Maxi-Lift Logo Family

Maxi-Lift Product & Service Logos

The Maxi-Lift logo family includes several product and service brands. All Maxi-Lift family logos are registered trademarks of Maxi-Lift, Inc. All previously described rules for use apply to any Maxi-Lift family logos, including but not limited to:

TIGER-TUFF



TIGER-TUFF INDUSTRIAL



MIGHTY-MAX



TIGER-CC



TIGER-CC INDUSTRIAL



MAXI-SPLICE



HD-MAX



MAXI-TUFF



MAXI-SPLICE SUPER



CC-MAX



DI-MAX



MAXI-SPLICE ULTRA



HD-STAX



DURA-BUKET



SINGLE SOURCE



Digital Brand Guidelines for Social Sharing

Maxi-Lift, Inc. welcomes collaboration with our partners and customers through social sharing and tagging. Helping our network of media partners, distributors and customers to grow their digital presence is important to achieving our own goals, and we value any opportunity to create a "win-win" for all of us. We ask that you respect these guidelines when sharing Maxi-Lift content.

CONTENT POLICY:

We ask that the Maxi-Lift, Inc. brand as well as our content not be shared in any social media post or video with messaging of a politically-charged nature. As a policy we do not publish content on political, religious, or social issues, and we ask that our content not be shared in these contexts.

USE OF ORIGINAL CONTENT:

Maxi-Lift's original content should be published "as is" and attributed to Maxi-Lift wherever it is shared online. Content such as photography, video, brochures and flyers, blog content, press releases, newsletters, and social posts may not be altered without express permission from Maxi-Lift. Specifically:

Images

- Images should NOT be edited to alter the appearance of a Maxi-Lift product, including design, colors, logo or fonts.
- Images should NOT be watermarked or otherwise labeled with a brand other than Maxi-Lift, except when co-branding is the explicit intent and approved by Maxi-Lift.
- Images MAY be resized proportionally to fit the intended platform as long as the product is not distorted or degraded in appearance.

Video

- Videos should NOT be edited to alter the length, content or branding original to the video.
- Videos should NOT be watermarked or otherwise labeled with a brand other than Maxi-Lift except when co-branding is the explicit intent and approved by Maxi-Lift.

Written Content

- Social posts, video descriptions, and blog posts should NOT be republished as original content without express permission from Maxi-Lift. Instead, we encourage you to use the social platform's sharing feature to repost Maxi-Lift's original content and ensure proper attribution.

ATTRIBUTION, SHARING AND TAGGING:

We ask that anyone who posts original Maxi-Lift content on their social channels include attribution to Maxi-Lift. The best way to do this is to share Maxi-Lift posts, images and videos using the social platform's "Share" feature rather than posting original Maxi-Lift content independently. This ensures proper attribution and avoids the appearance of claiming the content as your own.

Digital Brand Guidelines for Social Sharing

ATTRIBUTION, SHARING AND TAGGING (Cont.):

Content can also be attributed to Maxi-Lift by tagging our profile on the relevant social platform within the body of your post or description.

Ex:

This video was originally created by @maxiliftinc

Check out these tips from @maxiliftinc about maintaining your elevator belting

Bucket image by @maxiliftinc from their website: <https://maxilift.com/>

Depending on the social platform, we ask that you tag Maxi-Lift whenever posting original Maxi-Lift content for your audience. Here are our profile names by channel:

Facebook: @maxiliftinc

LinkedIn: @maxi-lift-inc

Twitter: @maxiliftinc

Instagram: @maxiliftinc

YouTube: @maxiliftinc

QUESTIONS OR LOOKING TO COLLABORATE?

If you have questions about sharing Maxi-Lift content, or if you want to collaborate with us on new original content that would benefit both of us, let's chat! Please contact us at info@maxilift.com.

