



# LOGO USAGE GUIDELINES

These instructions will guide you regarding the correct usage of the new Maytag® Commercial Laundry logo.

## LOGO SIZE



**IN PRINT**, the Maytag® Commercial Laundry badge must never be shown smaller than 1.5 inches wide.



**IN DIGITAL**, the Maytag® Commercial Laundry badge must never be shown smaller than 75 pixels wide.

**NOTE:** If size constraints force the badge to be smaller than minimum size, the Maytag® Commercial Laundry wordmark must be used in its place.

## LOGO RULES



The badge should remain proportionate and not be skewed or distorted in any manner.



The badge should never be colored or tinted.



The Maytag Man should not enter the badge clear zone.



The logo must not be placed over photography or artwork where an easy visual read is compromised.



No type or messaging should ever be placed over the top of the badge.

## LOCKUP USAGE

### PRIMARY LOCKUP



#### WHAT'S INSIDE MATTERS®

For placement in larger spaces with an equal balance in scale between the badge and tagline.

### PRIMARY-ALT LOCKUP



#### WHAT'S INSIDE MATTERS®

For small applications where the tagline in the Primary Lockup would not be legible.

### SECONDARY LOCKUP



For use when layout dictates a more horizontal format.

## LOGO SHIELD MARK (FOR PROMOTIONAL ITEMS ONLY)

When a full-color shield is not possible on promotional merchandise (i.e., shirts, pens) the Maytag® Commercial logo mark (promotional shield) should be used.

All usage rules that apply to the Maytag® Commercial Laundry badge also apply to the logo shield mark.



Black



Grey (70% black)



PMS 295



# WORDMARK USAGE GUIDELINES

## CLEAR ZONE AND WORDMARK SIZE

The Maytag® Commercial Laundry wordmark logo must always have a clear zone maintained around it. No other logos, symbols, text or graphic elements are to be placed within the clear zone boundaries.

- The clear zone around the logo is defined as half the cap-height of the letters in “Maytag.”
- A box should be able to go around the logo without intersecting other design elements—this is the clear zone.
- The wordmark must never be shown smaller than 3/4" wide.



Clear zone for the logo is half the cap-height of the letters.



## WORDMARK RULES

The wordmark should remain proportionate and not be altered, distorted, redesigned or rearranged in any manner.



The background upon which the logo is placed must not detract from the wordmark.

- Background must be a solid color, preferably black or white.
- The background may not be multi-colored or patterned.
- The wordmark must not be placed over a photo.



## COLOR

The Maytag® Commercial Laundry wordmark should appear on collateral pieces and other materials to promote the brand when the full-color shield cannot be used or when size restraints are present. The wordmark should be able to be reproduced at a smaller size and still remain legible.

The Maytag® Commercial Laundry wordmark may appear only in these approved colors.



PMS 295



White



Black



Grey (70% black)