

Workflow Max Style Guide

Logo

The Workflow Max logo consists of two key components — a solid-filled outline of the first word, and a circle enclosing the second — with an optional tagline.

For most uses, the two key components must appear side by side as shown. In some specific instances, such as in small website headers or application icons, the circular device containing just the word ‘MAX’ may be used on its own.



Use on white/light backgrounds, no tagline



Use on black/dark backgrounds, no tagline

Background

Ideally the logo should be reproduced on a slate grey or white background. For other background colours, choose the appropriate version of the logo as shown. For any mid-range colours that may clash with the forest green, use the monochrome white version of the logo instead. Do not reproduce the logo on any type of textured background.



Colours + Type

The logo is rendered in either three or four colours depending on which version is used: slate grey, forest green, light grey (in tagline version only) and white. The specific breakdown of each colour is provided below, for relevant digital and print colour spaces.

The logo is set in National and Forza typefaces, from Klim Type Foundry and Hoefler & Frere-Jones respectively. Vector versions of the logo will be supplied to you, and should be used in all cases.



	RGB	HEX	CMYK	SPOT
● Slate Grey	83, 97, 112	#536170	67, 50, 39, 27	547 U
● Forest Green	69, 180, 62	#45B43E	73, 1, 100, 0	802 U
● Light Grey	146, 153, 159	#92999F	46, 34, 32, 1	429 U
○ White	255, 255, 255	#FFFFFF	0, 0, 0, 0	—

Monochrome

For single-colour use, it is acceptable to reproduce the logo in monochrome format as shown. In the first example, the word 'MAX' should remain white even when the background is off-white.

For stylistic reasons, such as when the logo must match a set of other logos shown in a group, it is acceptable to tint either of the monochrome versions. Please consult Workflow Max for guidance.



Use on white/light backgrounds, no tagline



Use on black/dark backgrounds, with tagline

Spacing

The logo must be used with sufficient white space around its extremities. When positioning the logo, allow at least the width of the uppercase 'W' glyph on all four sides, as shown. Do not reproduce the logo in print at any less than 30mm wide.

For icon use, rely on each vendor's guidelines in order to achieve optimal sizing of the circular device within the bounds of the icon.



Minimum white space requirements



iOS 7 icon design

Minimum size without tagline



Tagline

A version of the logo that reflects Workflow Max's affiliation with Xero is provided and may be used at your discretion. The tagline must not be moved, resized or recreated in a different typeface.



Minimum size with tagline

