

Brand Guidelines

2024



MAAX[®]

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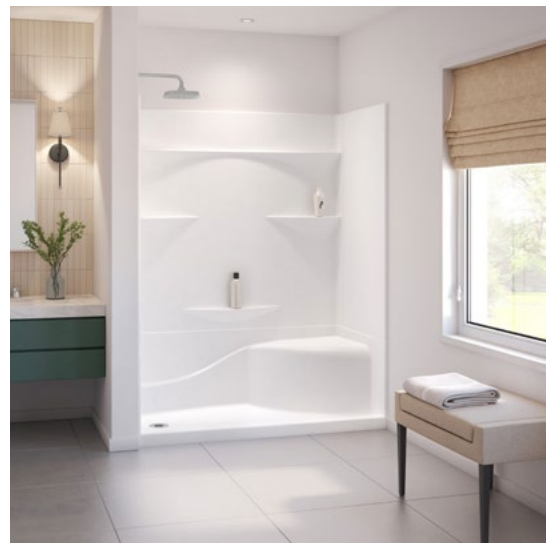
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About MAAx

MAAX's mission is **inspired by you - to manufacture high quality, elegant products that create the most enjoyable bathware experiences.** Our broad range of bathtubs, showers, shower doors, walls and bases offer unique style, lasting quality and simple solutions that are appreciated by consumers and trade professionals alike.

This mission, along with our 3 brand pillars, guides us in creating products that meet the challenges of everyday life and help us to continually innovate to make all aspects of doing business with us as easy, enjoyable and inspiring as possible. **You can count on MAAx products to help you "Enjoy the Experience" of life.**





Brand Identity

Brand Description

Target Audience

Consumer - End User, Contractor, Builder, Architects, Designers, Retailers

Channel

Wholesale, Retail, Showroom

Key Words/Terms

Innovation, Solutions, Experience, Elevated Design, Design, Quality, Unique Style, Lasting Quality, and Simple Solutions

Tone of Voice (Brand Personality)

Professional, Knowledgeable, Friendly

Tag

Enjoy the Experience

Brand Pillars

Ease of Doing Business

Tools That Drive Demand

Innovation Leadership

Mission Statement (Vision)

Inspired by You - to manufacture high quality, elegant products that create the most enjoyable bathware experiences.

Brand Promise (Purpose)

To create products that meet the challenges of everyday life and help us to continually innovate to make all aspects of doing business with us as easy, enjoyable and inspiring as possible. You can count on MAAX products to help you “Enjoy the Experience” of life.

Values (Beliefs of the company)

Innovation & Experience

MAAX wants its customers to “Enjoy the Experience” by offering stylish and innovative quality products coupled with world class customer service practices that make doing business easy and efficient for all.

About the Brand

Setting the Bar in North American Bathware

With more than 50 years of experience, numerous peer association awards, and the industry's largest operational footprint in North America as part of the American Bath Group Family, MAAX continues to grow as a leading manufacturer of bathware products for the residential housing markets in Canada and the United States.

Part of American Bath Group

As of Jan 2017, MAAX Bath Inc. joined the prosperous and expanding American Bath Group family. MAAX has brought complementary product specialization in glass door enclosures, innovative product offerings such as Utile and ModulR, along with expertise in the Canadian market to the American Bath Group organization. By synergizing resources and operations through this new partnership, the future and growth opportunities for MAAX continue to shine bright.

MAAX Bath Inc. is a North American industry leader in the manufacture of pioneering and award-winning bathroom products, such as bathtubs, showers, and shower doors. MAAX wants its customers to “enjoy the experience” by offering stylish and innovative quality products coupled with world-class customer service practices that make doing business easy and efficient for all. MAAX products are available at specialty stores, plumbing wholesalers, and renovation centers.

Founded over 50 years ago in Quebec, MAAX Bath Inc. employs over 1,200 people and currently operates eight manufacturing plants and three customer service centres in North America, as well as a vast network of distributors and showrooms across Canada and the United States. MAAX's focus on providing clients the ultimate experience in bathware products drives its R&D team to design and engineer innovative new products.



Brand Colors

Brand Colors

Primary Brand Colors



Series Colors



Web Colors

Button Color

RGB 47 103 113
HEX 2F6771

Highlight Color

RGB 72 187 143
HEX 48BB8F

Background Colors

RGB 250 250 250
HEX FAFafa

RGB 231 243 241
HEX E7F3F1

RGB 236 235 235
HEX ECEBEB

RGB 61 57 53
HEX 3C3B3B



Logo Use

Logo Variations

Black Versions

English Slogan Version

MAAX[®]
Enjoy the experience

French Slogan Version

MAAX[®]
Vivez l'expérience

Bilingual Slogan Version

Vivez l'expérience
MAAX[®]
Enjoy the experience

Corporate Version

MAAX[®]

The Slogan Version of the logo is the primary and preferred version for all advertising collateral. The Corporate Version should be used only when the Slogan Version is illegible at the required size, or for corporate collateral such as business cards, letterhead, and promotional items.

White Versions

English Slogan Version

MAAX[®]
Enjoy the experience

French Slogan Version

MAAX[®]
Vivez l'expérience

Bilingual Slogan Version

Vivez l'expérience
MAAX[®]
Enjoy the experience

Corporate Version

MAAX[®]

Clearspace & Scaling

Whenever using the logo, (both the corporate version and slogan version) it should be surrounded by clear space to ensure its visibility and impact. No graphic elements should invade the clearspace zone. The **minimum** clearspace is half the width of the “M” in MAAX.

The MAAX logo should be centered WITHOUT including the Registered Trademark symbol.



The MAAX Slogan Version of the logo should not be reduced smaller than 0.875 inches or 63 pixels wide. When a logo is needed in a size smaller than 0.875 inches wide, revert to the Corporate Version of the logo.



0.875 inches / 63 pixels wide

The MAAX Corporate Version of the logo should not be reduced smaller than 0.625 inches or 45 pixels wide.



0.625 inches / 45 pixels wide

Background Usage

The logo only exists in black or white. The black version should only be used over white backgrounds and images where the white version is illegible. The black version should not be used over colored backgrounds.

The white version should be used over black backgrounds and images. The white version is the preferred option for use on images where it does not compromise legibility. The white logo should only be displayed on black, not on off-brand colors.

Both the Slogan Version and Corporate Version are permitted over solid backgrounds. For use over images, only the Corporate Version should be used.

MAAX[®]
Enjoy the experience

MAAX[®]
Enjoy the experience



Incorrect Use

Do not crop

MAAX

Do not recreate with alternate typefaces

MAAX®

Do not change transparency

MAAX®

Do not outline or add stroke

MAAX®

Do not use off-brand colors

MAAX®

Do not use unapproved single color versions

MAAX®

Do not distort

MAAX®

Do not rotate

MAAX®

Do not apply a drop shadow or effects

MAAX®

Do not type out the logo, even using the logo font

MAAX

Legacy Logos: MAAX 50

NOT TO BE USED

Black with Color Versions

Standard Version



Years, English



Years, French



Years, Bilingual



White with Color Versions

Standard Version



Years, English



Years, French



Years, Bilingual



Slogan, English



Slogan, French



Legacy Logos: MAAX 50

NOT TO BE USED (used in 2019 only)

Black Versions

Standard Version



Years, English



Years, French



White Versions

Standard Version



Years, English



Years, French



Legacy Logos: MAAX

NOT TO BE USED (logo used until 2008)

Color Version





Brand Typography

Brand Fonts & Type Setting

All paragraph text is typeset in Helvetica Neue Lt Std Light with Optical kerning and set Tracking to 0. Use Title and Sentence case only, do not use all-caps, small-caps or all lowercase. Ideally text is set in black on a white background or in white on colored backgrounds. Line break instead of hyphenating. **The fonts listed below are the primary fonts utilized for the brand. However, any font within the Helvetica Neue Lt Std family is approved for use.**

Helvetica Neue Lt Std - Light (For Paragraph Copy)

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Lt Std - Roman (For Headers)

a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Lt Std - Bold (For URL)

a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Proper display of MAAX URL is “maax” in Helvetica Neue Lt Std Bold, with the “www.” and “.com” in Helvetica Neue Lt Std Roman

www.maax.com

Proper display of the **Utile** brand name is an uppercase U followed by a “thin space” or “half space” before “tile”. The “tile” always appears lowercase. A thin space is done with Option + Shift + Command + M on the Mac or Control + Shift then press the space bar in Microsoft Word.

Auxiliary Fonts

For certain collateral like lookbooks or catalogs, an auxiliary font may be used to enhance the design. This font may be used in Sentence case, Title case or all lowercase. Never use in all-caps, or small-caps. Ideally, text is set in black on a white background or in white on colored backgrounds or over images.

Miltona Regular

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9*

For any collateral like Powerpoint presentations where Helvetica Neue Lt Std is not an available font, Arial should be used as a fall-back font. The same rules applied to the standard brand font (Helvetica Neue Lt Std Light) should be applied when using Arial.

Arial Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**



Iconography

Made In Icons

Black Versions

For use on white backgrounds

Made in USA



Made in Canada



Made in USA and Canada - English



Made in USA and Canada - French



Made in Quebec



White Versions

For use on dark backgrounds and images

Made in USA



Made in Canada



Made in USA and Canada - English



Made in USA and Canada - French

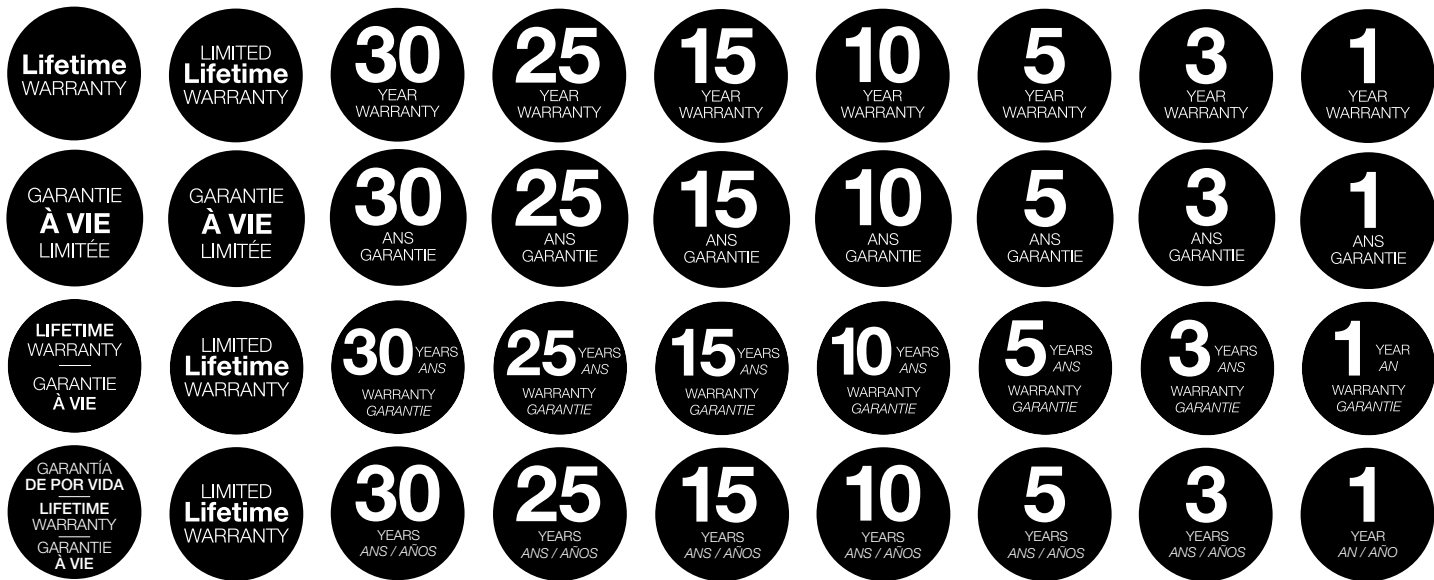


Made in Quebec

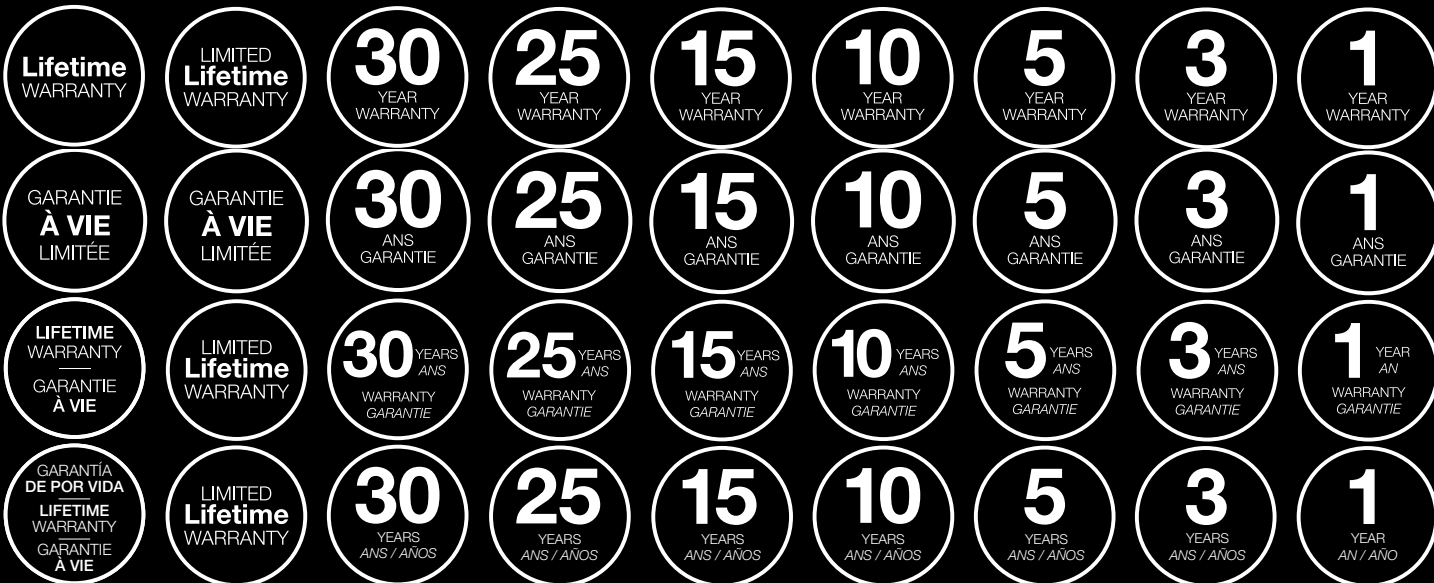


Warranty Icons

White Versions: English, French, Bilingual, Trilingual



White Versions: English, French, Bilingual, Trilingual





Sub-Branding

NexTile

Black Versions

English

NexTile
by **MAAX**[®]

French

NexTile
de **MAAX**[®]

White Versions

English

NexTile
by **MAAX**[®]

French

NexTile
de **MAAX**[®]

Utile

CMYK 22 0 100 8
RGB 193 205 35
HEX C1CD23

CMYK 0 0 0 90
RGB 65 64 66
HEX 414042

Black Color Versions

English



by **MAAX**

French



de **MAAX**

Bilingual



by/de **MAAX**

Icon



Black Versions

English



by **MAAX**

French



de **MAAX**

Bilingual



by/de **MAAX**

Icon



White Color Versions

English



by **MAAX**

French



de **MAAX**

Bilingual



by/de **MAAX**

Icon



White Versions

English



by **MAAX**

French



de **MAAX**

Bilingual



by/de **MAAX**

Icon



Utile

CMYK 22 0 100 8

RGB 193 205 35

HEX C1CD23

CMYK 0 0 0 90

RGB 65 64 66

HEX 414042

Black Knockout Versions

English

French

Bilingual

Icon



White Knockout Versions

English

French

Bilingual

Icon



Utile Compatible

CMYK 22 0 100 8
RGB 193 205 35
HEX C1CD23

CMYK 0 0 0 90
RGB 65 64 66
HEX 414042

Full Color Versions

English



French



Black Versions

English



French



White Versions

English



French



ModulR

CMYK 0 100 0 0
RGB 236 250 140
HEX EC008C

Black Color Version

MAAX[®]
MODULR

White Color Version

MAAX[®]
MODULR

Soft Close

CMYK 0 100 0 0
RGB 27 117 188
HEX 1C75BC

Color Versions

Full Color, English



Flat Color, English



Black, English



Full Color, French



Flat Color, French



Black, French



White Versions

Color/White, English



Flat Color, English



White, English



Color/White, French



Flat Color, French



White, French



Lotus

CMYK 100 0 0 0
RGB 0 174 239
HEX 00AEEF

CMYK 0 0 0 70
RGB 109 110 113
HEX 6D6E71

Full Color Versions

English



French



English/French



English/Spanish



Grayscale Versions

English



French



English/French



English/Spanish



White Versions

English



French



English/French



English/Spanish



Full Color Versions

Logo

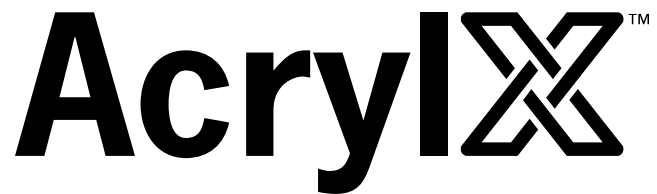


Icon



Black Versions

Logo



Icon



White Versions

Logo



Icon



Full Color Version

RESIN8

Black Version

RESIN8

White Version

RESIN8

Glass Shield

CMYK 48 0 26 25
RGB 101 164 159
HEX 65A49F

CMYK 51 0 28 0
RGB 120 203 195
HEX 78CBC3

Full Color Versions

Horizontal



Vertical



Icon



Black Versions

Horizontal



Vertical



Icon



White Versions

Horizontal



Vertical



Icon



Click Connect

Full Color Versions

Primary



Horizontal



Icon



Black Versions

Primary



Horizontal



Icon



White Versions

Primary



Horizontal



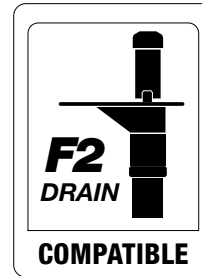
Icon



F2 Drain

Black Version

**F2
Drain**



White Version

**F2
Drain**



Collection Series



Professional Series



Retail Series



MAAX Series



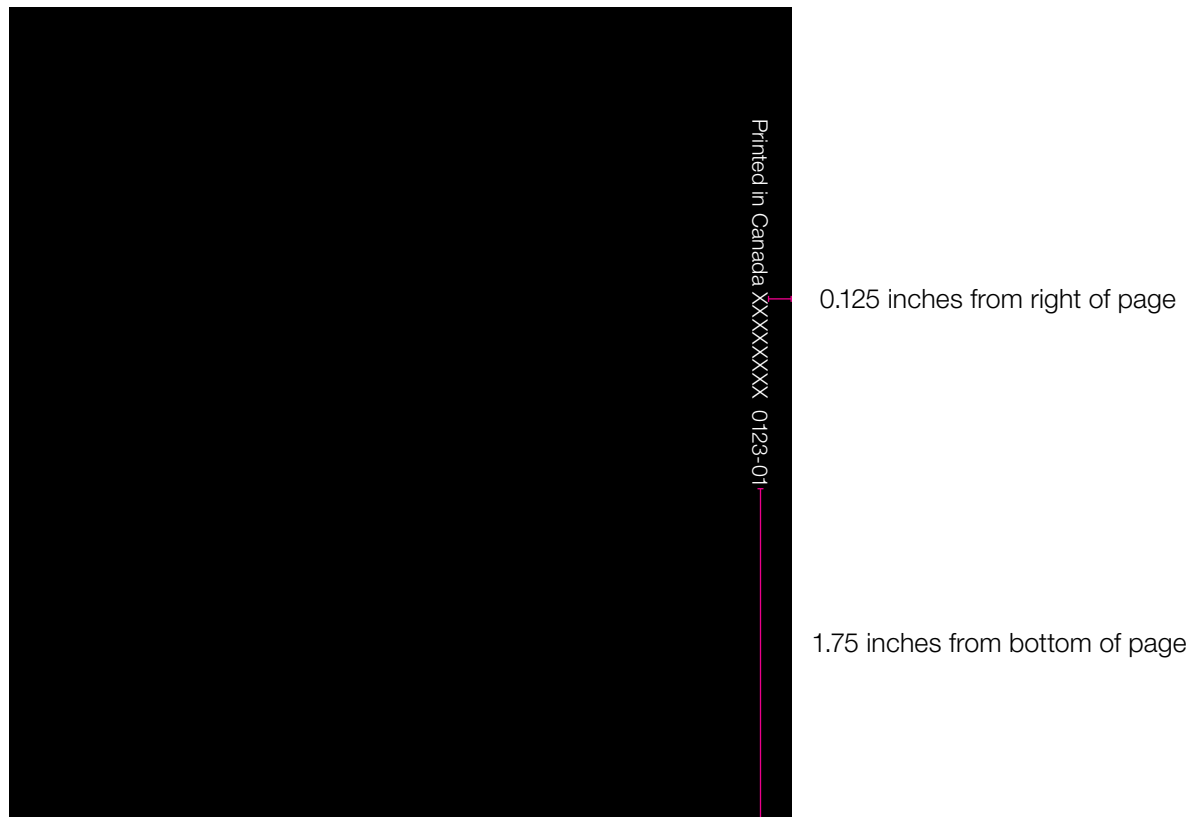
Practical Application

SAP Code Standards

SAP Codes should be placed on the back cover or back page of a document.

The Code should be turned 90 degrees, where the bottom of the letters face the left side of the page and text should be right justified.

The Code should be placed 1.75 inches from the bottom and .125 inches from the right edge of the page. In the case that the document height is small enough that 1.75 inches from the bottom of the page places the sap code more than half way up the document, the Code should be centered vertically along the right edge of the page, oriented the same way as usual.



Examples of Use

