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**Introduction**

The strength of Maye lies in a concept that is both simple and elegant. This brand identity manual was created in order to maintain the authenticity and consistency of the visual identity and to protect it from any distractions.

As the name implies, the brand identity manual contains all the graphical elements that determine the basic communications. When you use it you are ensuring the success of the brand image. Please remember to consult the brand identity manual every time you organize communications or design material for Maye.

The brand identity manual provides the rules applying to the visual identity system. It is the foundation which applies to the logo, typeface, colors and structure of the space. However, those rules should not stop further improvements, well considered changes and creative experimentation.

It is important to consider that certain elements of the brand identity will be ‘learned’ by the consumer over time and more strongly identified with the brand than others. Those elements should never be changed while other details can be re-assessed over time in relation to their visual success and functionality.

The brand identity manual is exclusively published in PDF format and provided on CD. You may print the brand identity manual on your office color printer, but be aware that colors generated by desktop equipment cannot be used as a valid guide.

You should always use the color references indicated in the manual and a Pantone Color Formula Guide to check colors for accuracy.

The brand identity manual establishes rules covering a large part of the production. On the other hand, it recommends but does not impose the use of specific equipment (signage, collateral material, etc.). In many cases the manual shows different options or imaginary situations whose aim is to help and inspire you in the creation of the relevant material.

Please note:
This brand identity manual will be completed and amended on a regular basis. Therefore, whenever you start producing material, please check that you are in possession of the latest version. This version was released in May 2013.
Our Values

Brand Concept

At Maye, it is not a brand whose value rests in the frills and extras it adds to its product.

In support of the attitude of getting rid of unnecessary clutter in life and help people live a better life, Maye is designed with the emphasis on function instead of unnecessary ornaments.

The simplicity of Maye is achieved through a complexity of thought and careful observation of daily life.
Core Elements

The core elements make the Maye brand instantly recognizable. They create the basis for the visual identity.

These elements are:
- Logo
- Color palette
- Typefaces
1 Logo

The logo is the most important aspect of the brand identity. It is also the starting point for a complex system of regulations and distinctive variations. As it is important to follow those rules it is also important to apply the logo sensibly and with a certain creative intelligence. Simply stamping the logo onto every item of communication does not make a friendly and contemporary brand identity.

Always remember that the logo itself cannot be the solution to all communication problems. It represents the values of the company but it can never replace those. The quality of the offering, good customer service and a pleasant interior are the basis on which the logo and the corporate identity operates.
1.1 Standard Logo Positive

The Maye logo is simple yet distinctive. It combines the letter M and Y into an elegant Chinese seal which relates to tradition and uniqueness.

The name ‘Maye’ is set in a customized version of Asap Regular. Each letter has been curved at the edge to give the typography softness. All letters have been carefully spaced.

It is essential that the logo is used correctly and consistently in all forms of communication. It should never be redrawn, modified or enclosed in a box or frame (unless specified in this manual). The logo should only be reproduced in the authorized color palette.
1.2 Standard Logo Negative

Select the negative version of the logo if it is intended to be reversed out of black. This version of the logo can have a higher visual impact. It should not be used on other background colors besides black.
1.3 Alternative Logo

The alternative logo is the seal mark only.

As the alternative logo is visually a part of the standard logo it should mainly be used for items and aspects of communication ‘within’ the brand or inside of the shop, for example packaging and product labels.

The alternative logo represents the products while the standard logo represents the company.
1.4 Logo Clear Space

The space around the logo is equally important as the logo itself. Whenever words or designs appear near the logo, a clear space should be considered around it. Nothing can be put here, neither texts nor drawings or photographs. Keeping an amount of space around the logo not only enhances its appearance, the clear space also helps to position the logo correctly on a format.

The clear space can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.

The Maye logo clear space equals half height of the seal mark square.
1.5 Logo Position

The logo should always be positioned in the center of a design or format; it should be horizontally as well as vertically centered. Consider the height of the whole logo when positioning it.

Do not put the seal mark in the center ignoring the word “MAYE”.

![Logo diagram]
The logo can be used in combination with a tagline to enhance the brand message.

The message of the tagline is simple: ‘Less External, More Internal’. It also brings out the attitude towards life that Maye advocates.

The tagline can be positioned below the logo.
1.7 Logo in a Rectangle or Circle

The logo can be used in a rectangle or circle. This can be a sign, a plate, a sticker, etc. The logo should not be placed on another format positioned in a rectangle or circle.

Standard Logo in a Rectangle

Standard Logo in a Circle

Alternative Logo in a Circle
1.8 Unauthorized Logo

Never change the authorized versions of the logo as it will undermine the consistency of the overall identity.

From left to right:
• Do not use the logo on gradient background

• Do not use the clear space as a box or frame; it is meant to help positioning the logo but should not be colored

• Do not outline the logo

• Do not use two colors in the logo

• Do not change the position of the word “MAYE”

• Do not use the colors other than the color palette
2 Colors

Colors are a very important part of the Maye identity. Great care must be taken in reproducing those in different printing modes and on different surfaces. 100% match can not always be achieved but every effort should be made to reproduce the intended colors as close to the specified as possible. The guidelines in this section should always be read before printing.
2.1 Color Palette

The color palette includes 2 logo colors (camel grey and black) and 3 background colors (horizon blue, dark sallow and dai grey).

All colors will appear slightly less intense on uncoated absorbent paper than on coated paper or on screen.

<table>
<thead>
<tr>
<th>Logo Colors</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone Black U</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>0/0/0/100</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>0/0/0</td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#000000</td>
<td></td>
</tr>
<tr>
<td>Camel Grey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 4525 U</td>
<td></td>
<td></td>
</tr>
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<td>25/25/40/0</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>194/181/155</td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#C2B49B</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Background Colors</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizon Blue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 428 UP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>36/22/23/0</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>166/180/184</td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#A6B3B8</td>
<td></td>
</tr>
<tr>
<td>Dark Sallow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 7504 UP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>147/44/57/9</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>147/129/109</td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#92806D</td>
<td></td>
</tr>
<tr>
<td>Dai Grey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 5275 UP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>58/56/51/22</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>104/96/98</td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#685F62</td>
<td></td>
</tr>
</tbody>
</table>
2.2 Color Tints

The specified colors can be used in 100%, 75%, 50% and 25%.

The main logo should always be used in 100%. Tints should only be used as an exception for the graphic design or any printed material such as wall decorations and wrapping papers.

On this level it is important to keep the established color scheme consistent.
2.3 Logo Colors

The logo should be white when positioned on a colored background and camel grey when positioned on a white background. The background colors should be used individually, never combined.
2.4 Unauthorized Colors

As the system of color coding is clear and functional, colors should not be used randomly and for purely decorative reason. Great care must be taken especially when colors are used as backgrounds.

From top to bottom:
- Background must always be one solid color
- Do not mix Camel Grey, Dark Sallow and Dai Grey
3 Typography

The Maye identity is simple and elegant which makes a high attention to detail in the typography even more important. The level of accuracy should not only be applied to all printed material but also in day to day business.

Good typography is not only important for the overall impression of the brand identity, it also reflects on the quality of the products, the customer service and the efficiency of the company.
3.1 Authorized Fonts

The authorized font to be used in all forms of communications are Asap and Bell Gothic.

Asap is available in various weights, but only the regular and the bold version should be used. Asap bold should be used for headings and the address (or elements of the address). Asap Regular for standard text and descriptions.

Bell Gothic is available in various versions and weights but only the text type and Light version should be used. Bell Gothic Light should be used for all corporate correspondence such as letterhead, email, etc.

Asap is available for Windows and Mac at: www.omnibus-type.com

Bell Gothic is available for Windows and Mac at: www.linotype.com
3.2 Headlines & Body Copy

Headlines should follow a clear hierarchy.
Too many weights and font sizes to emphasize certain parts of a text should be avoided.

In every layout a few general typographic rules should be considered:

• All text should be set flush left. Justified text should be avoided.

• The number of characters per line should be no more than 12 words.

• The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule 2 point additional leading should be used.

• Paragraphs should be indicated by using a line space or half-line space.

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Headline 1

This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading.

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Headline 1

This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading.

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Headline 1

This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading. This is a sample text set in Asap Regular 10 point on 12 point leading.
3.3 Unauthorized Typography

The overall identity of Maye is simple, functional and without eye-catching effects. For this reason it is important that the typography must be kept clean and consistent in every detail.

Even a simple text, set badly can harm the overall impression of the identity.

Do not increase or reduce the letter spacing.

Never center any text.

Never set text justified.

Do not increase the leading.

Never set text flush right.

Do not use indents.
4 Imagery

Images add to the experience of the brand and can provide a more ‘emotional’ aspect in contrast to the functional typography. Images and decorative pattern should never be picked at random mixing different styles or color modes.
4.1 Patterns and Shapes

The seal pattern can be used as textures on items of packaging, labels or shop elements such as decals. They can be colored in any of the background colors in section 2.1.
4.2 Pattern Sizes

There are 3 different sizes of pattern: small, medium and large.

When used as a pattern, the seal mark should be one of the 3 background colors in section 2.1.

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Small Pattern
0.3 inch per seal

Medium Pattern
0.4 inch per seal

Medium Pattern
0.5 inch per seal
5 Stationery

Stationery may not be something that the customer comes in contact with but it becomes important for the business side of the company when dealing with investors, suppliers, commercial estate agents, etc. Good, functional stationery also makes day to day business a lot easier.
5.1 Business Card

The design of the business card should remain consistent with the brand. The Maye business card should be used by all employees of the company.

Size: 2x3.5 inch
Shown in 100%
5.2 Letterhead

The letterhead format integrates the letter placement with the printed logo and address line.

Suggested typeface: Bell Gothic Light
Font size: 11pt Leading: 13pt

Size: 8.5x11 inch
Shown in 60%

This is a sample letter. Please use this as a guideline for all letters written on the Maye letterhead. The selected typeface is Bell Gothic Light. The Type is 11 point on 13 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Maye letterhead. The selected typeface is Bell Gothic Light. The Type is 11 point on 13 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Maye letterhead. The selected typeface is Bell Gothic Light. The Type is 11 point on 13 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Maye letterhead. The selected typeface is Bell Gothic Light. The Type is 11 point on 13 point leading (line spacing). Please refer to the position and measurements on this sample page.
5.3 Fax Sheets

The fax sheet repeats the design of the letterhead, but the address at the bottom is moved slightly higher as some fax machines cut the paper at the bottom. The fax sheet can be run out from a laser printer and does not have to be printed offset.

A letter typed on the fax sheet should use the same layout as the letterhead but instead of the full address of the recipient it should state his fax number and the number of pages sent.

Size: 8.5x11 inch
Shown in 60%
5.4 Envelopes

Envelopes carry through the letterhead format in a consistent style. The #10 standard business envelope is designed to be used with Maye letterhead.

Size: 9.5x4.125 inch
Shown in 80%

Maye Ltd.
123 Street Name
State 12345

Name
Title
Company Name
123 Street Name
Anywhere, State 12345

Bell Gothic Light
12 Point/14 leading
5.5 Folder with Flaps

Like the binding cover, the folder with flaps can be used for bulky documents. A business card can also be inserted in the slots on the front flap. The difference is that the folder offers a more elegant form of presentation.

For Folders, any of the background colors in section 2.1 can be applied.

Size: 9x12 in
Shown in 35%

Asap Regular
9 Point/11 leading
5.5 Folder with Flaps

The folder color can be any of the background color in section 2.1.

Size: 9x12 in
Shown in 30%
5.6 Mailing Label

Use mailing labels for boxes and plain white oversized envelopes, especially in connection with online sales. They are printed on adhesive paper.

Size: 3.5x2.5 in
Shown in 100%
5.7 Email Sign-off

When sending an e-mail message from the company address, it should include all relevant contact information in a formal signature at the end of the message.

- Typeface: Asap Regular
- Font size: 12pt (9 pixels)
- Color: RGB 194/181/155
6 Retail Elements

This section includes the packaging and labeling for most products that can be purchased from the shop or online. Most packaging and product labels are produced in large quantities and with changing descriptions. It is therefore very important to consider how those are used on a day-to-day basis, how they can be changed or updated easily, how new products can be added, etc.

Considering those demands, the overall design should always remain consistent and functional.
6.1 Hang Tags

Hang tags should be attached to any Maye product.

Size: 1.5x3.8 in
Shown in 100%
**6.2 Stickers**

Different types of stickers have different functions, they can either be used for branding purposes or for labeling packaged products.

All Stickers can be applied on any logo colors and background colors in section 2.1.
6.3 Packaging Paper & Band

Thin packaging paper can be used for wrapping individual products. It features the seal pattern screen printed in a light tint and should be produced as large individual sheets or on a roll. Please follow the directions shown in section 4.1.
6.4 Paper Bags

Paper bags can be produced with the logo positive on a white background. Natural brown paper bags should be avoided as the camel grey in the logo does not stand out well against brown.

The side of the bags can be printed in the background colors with seal patterns in tints. Please follow the directions shown in section 4.1.
6.5 Recycled Tote Bags

Recycled totes bags can be an alternative option as the eco-friendly shopping bags selling in the shop or as a gift to the customer. The material of the tote bags should be natural cotton canvas.

As the natural cotton canvas naturally has the cream color. The camel grey color should be avoided because it does not stand out against it.
7 Shop Elements

The design of the shop interior and shop front may vary depending on size, local requirements and the architecture of the individual building.

This makes it even more important that the brand identity appears consistent in different environments. Although this section gives various alternatives for different requirements a high standard should be maintained using the same colors and materials for applications in all shops.
7.1 Projection Sign

The logo should always be on both sides of the projection sign and the sign should be illuminated if possible.

If no illumination of a projection sign is allowed a banner can be used as well. The banner is fixed between two metal poles.
7.2 Shop Decals

Decals in the window can be used to block the view to certain sections and to enhance the identity of the shop.

The color of the decals can be any of the background color.