



MAXX ROYAL
RESORTS

BRAND ICON GUIDELINES

OVERVIEW - MAXX ROYAL BRAND TOOLKIT

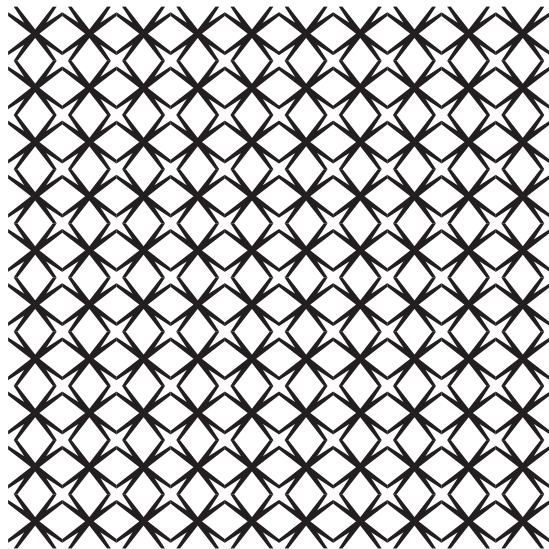


MAXX ROYAL ICON



MAXX ROYAL
RESORTS

MAXX ROYAL WORDMARK WITH ICON LOCKUP



MAXX ROYAL ICON PATTERN

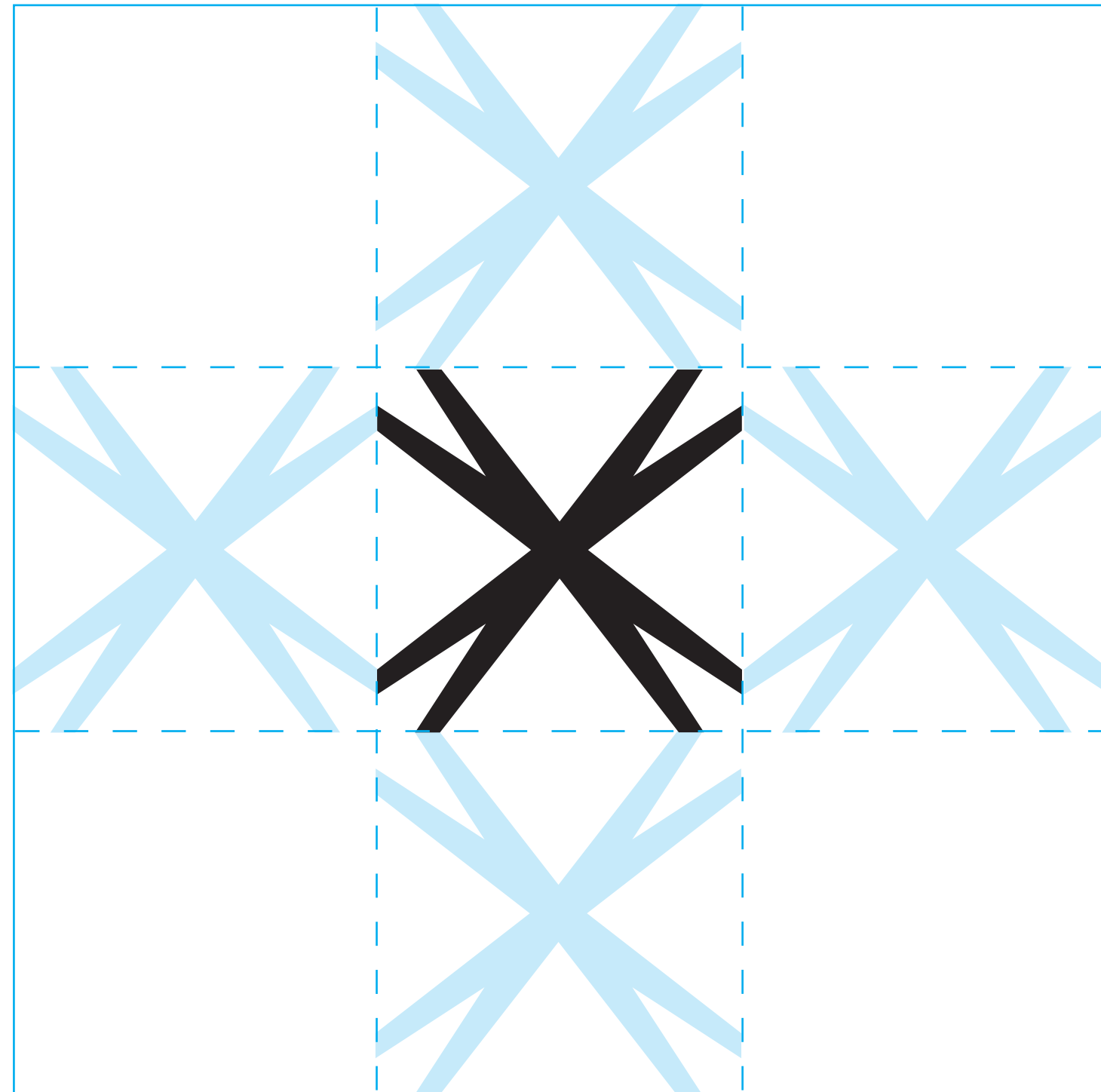
MAXX ROYAL ICON



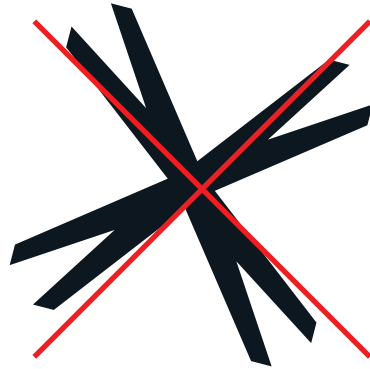
USAGE:

A brand icon for use across all applications

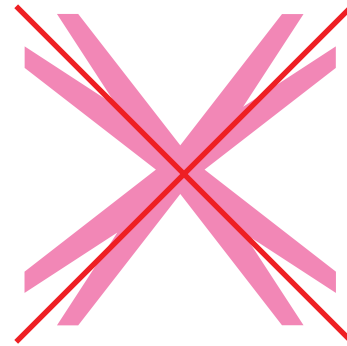
MAXX ROYAL ICON - MINIMUM CLEAR SPACING AROUND ICON



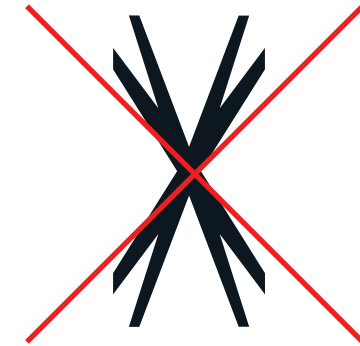
MAXX ROYAL RESORTS ICON MISUSE



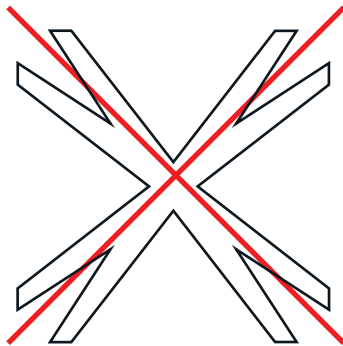
DO NOT CHANGE THE ORIENTATION



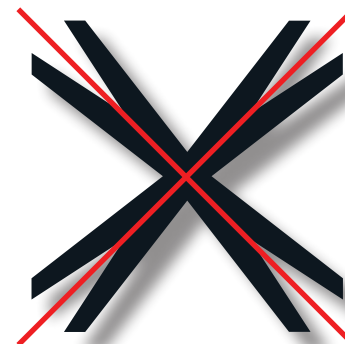
DO NOT USE NON- BRAND COLOR PALETTE



DO NOT CHANGE THE PROPORTIONS



DO NOT OUTLINE THE LOGO



DO NOT USE A DROP SHADOW

MAXX ROYAL ICON LOGO LOCKUP



USAGE:

A brand icon logo lockup for use across all applications

MAXX ROYAL WORDMARK - MINIMUM CLEAR SPACING AROUND WORDMARK



CLEAR SPACING
- "X" EQUALS THE HEIGHT
OF THE WORDMARK,

MAXX ROYAL WORDMARK WITH ICON LOCKUP



SPACING

- "X" EQUALS THE HEIGHT
OF THE WORDMARK, ALL EQUAL SPACING.

- HEIGHT OF ICON EQUALS 2X THE HEIGHT
OF THE WORDMARK

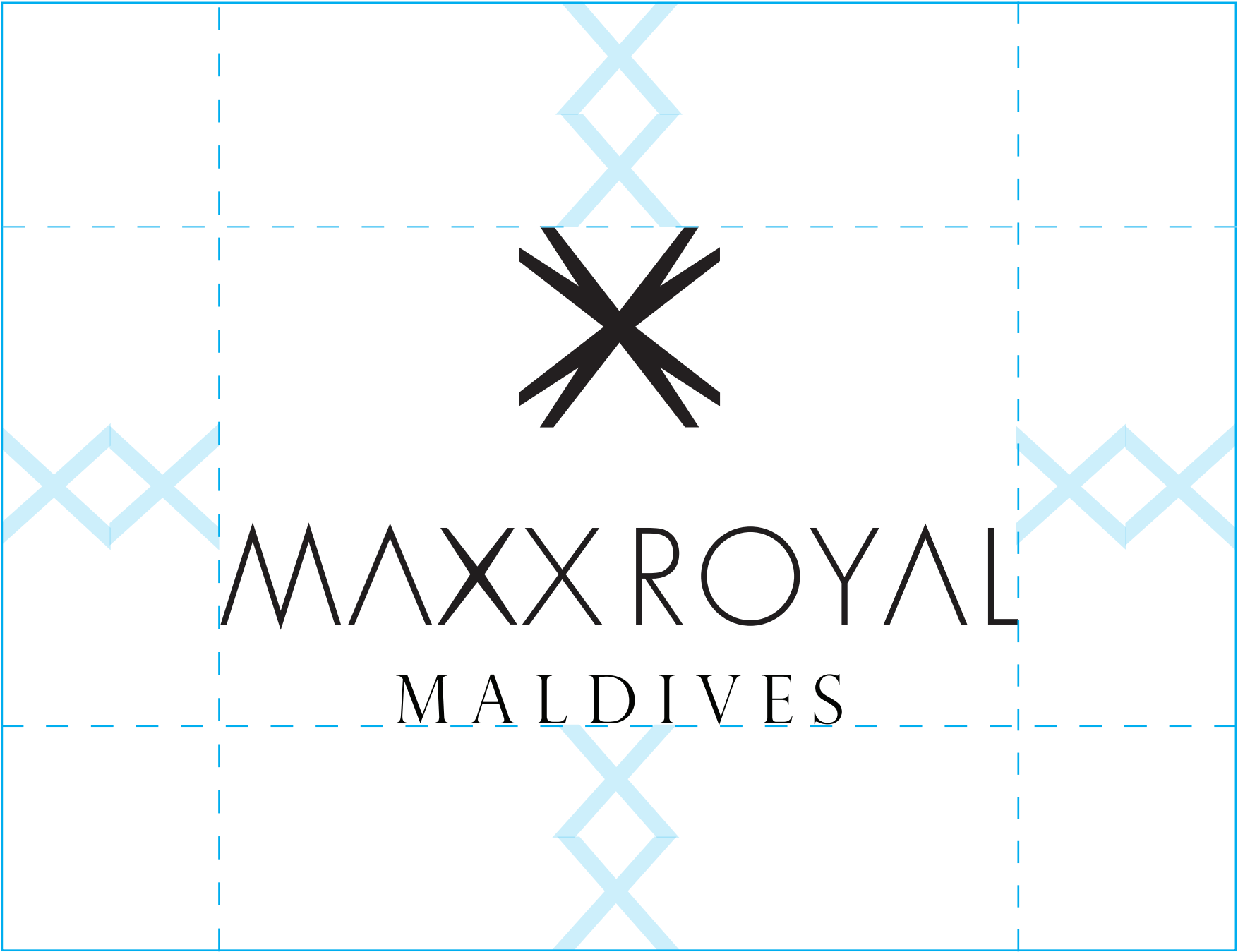
MAXX ROYAL ICON LOGO LOCKUP



USAGE:

A brand icon logo lockup for use across all applications

MAXX ROYAL WORDMARK - MINIMUM CLEAR SPACING AROUND WORDMARK



CLEAR SPACING
- "X" EQUALS THE HEIGHT
OF THE WORDMARK,

MAXX ROYAL WORDMARK WITH ICON LOCKUP

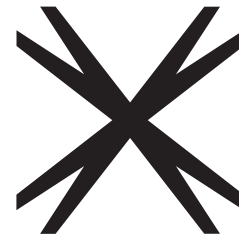


SPACING

- "X" EQUALS THE HEIGHT
OF THE WORDMARK, ALL EQUAL SPACING.

- HEIGHT OF ICON EQUALS 2X THE HEIGHT
OF THE WORDMARK

MAXX ROYAL ICON LOGO LOCKUP



MAXX ROYAL
BODRUM

USAGE:

A brand icon logo lockup for use across all applications

MAXX ROYAL WORDMARK - MINIMUM CLEAR SPACING AROUND WORDMARK



CLEAR SPACING
- "X" EQUALS THE HEIGHT
OF THE WORDMARK,

MAXX ROYAL WORDMARK WITH ICON LOCKUP

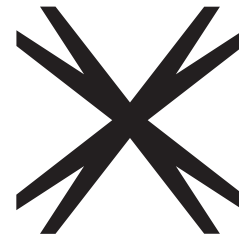


SPACING

- "X" EQUALS THE HEIGHT
OF THE WORDMARK, ALL EQUAL SPACING.

- HEIGHT OF ICON EQUALS 2X THE HEIGHT
OF THE WORDMARK

MAXX ROYAL ICON LOGO LOCKUP



MAXX ROYAL
KEMER

USAGE:

A brand icon logo lockup for use across all applications

MAXX ROYAL WORDMARK - MINIMUM CLEAR SPACING AROUND WORDMARK



CLEAR SPACING
- "X" EQUALS THE HEIGHT
OF THE WORDMARK,

MAXX ROYAL WORDMARK WITH ICON LOCKUP

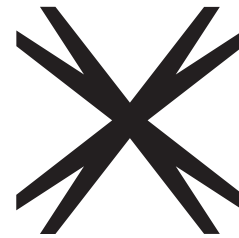


SPACING

- "X" EQUALS THE HEIGHT OF THE WORDMARK, ALL EQUAL SPACING.

- HEIGHT OF ICON EQUALS 2X THE HEIGHT OF THE WORDMARK

MAXX ROYAL ICON LOGO LOCKUP



MAXX ROYAL
BELEK
GOLF RESORT

USAGE:

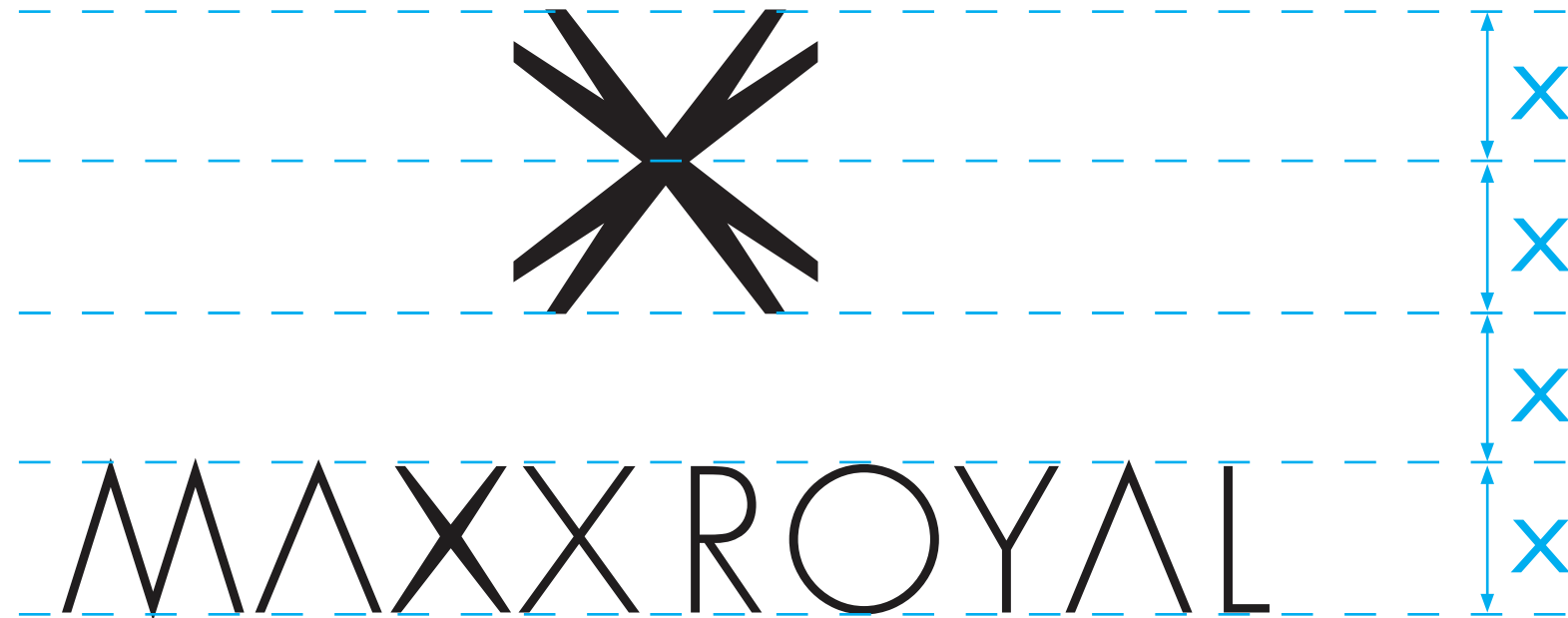
A brand icon logo lockup for use across all applications

MAXX ROYAL WORDMARK - MINIMUM CLEAR SPACING AROUND WORDMARK



CLEAR SPACING
- "X" EQUALS THE HEIGHT
OF THE WORDMARK,

MAXX ROYAL WORDMARK WITH ICON LOCKUP



BELEK
GOLF RESORT

SPACING

- "X" EQUALS THE HEIGHT
OF THE WORDMARK, ALL EQUAL SPACING.

- HEIGHT OF ICON EQUALS 2X THE HEIGHT
OF THE WORDMARK

MAXX ROYAL WORDMARK WITH ICON LOCKUP
MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT USE NON- BRAND COLOR PALETTE



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE PLACEMENT OR SCALE OF
THE WORDMARK AND LOGO

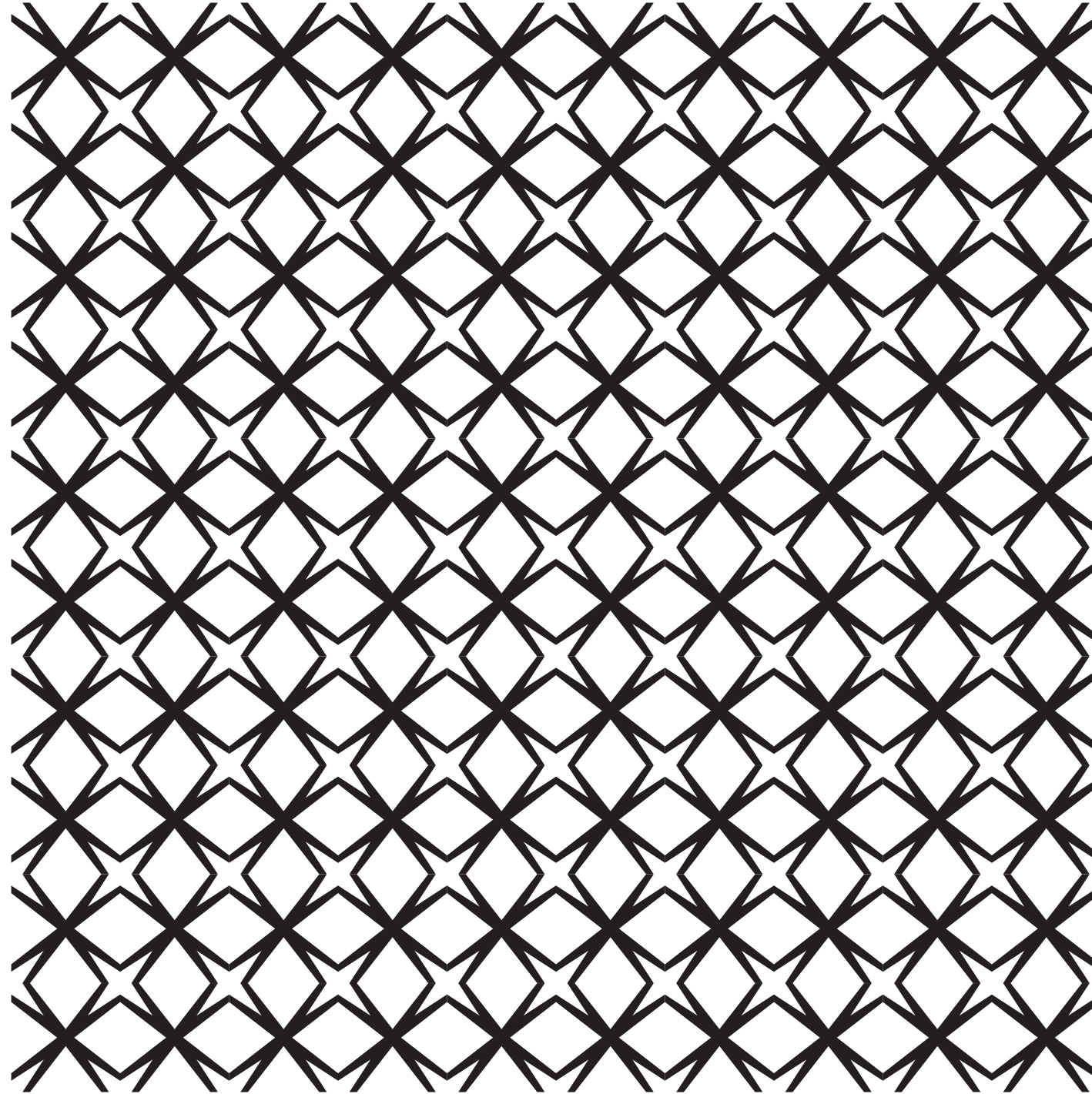


DO NOT OUTLINE THE LOGO

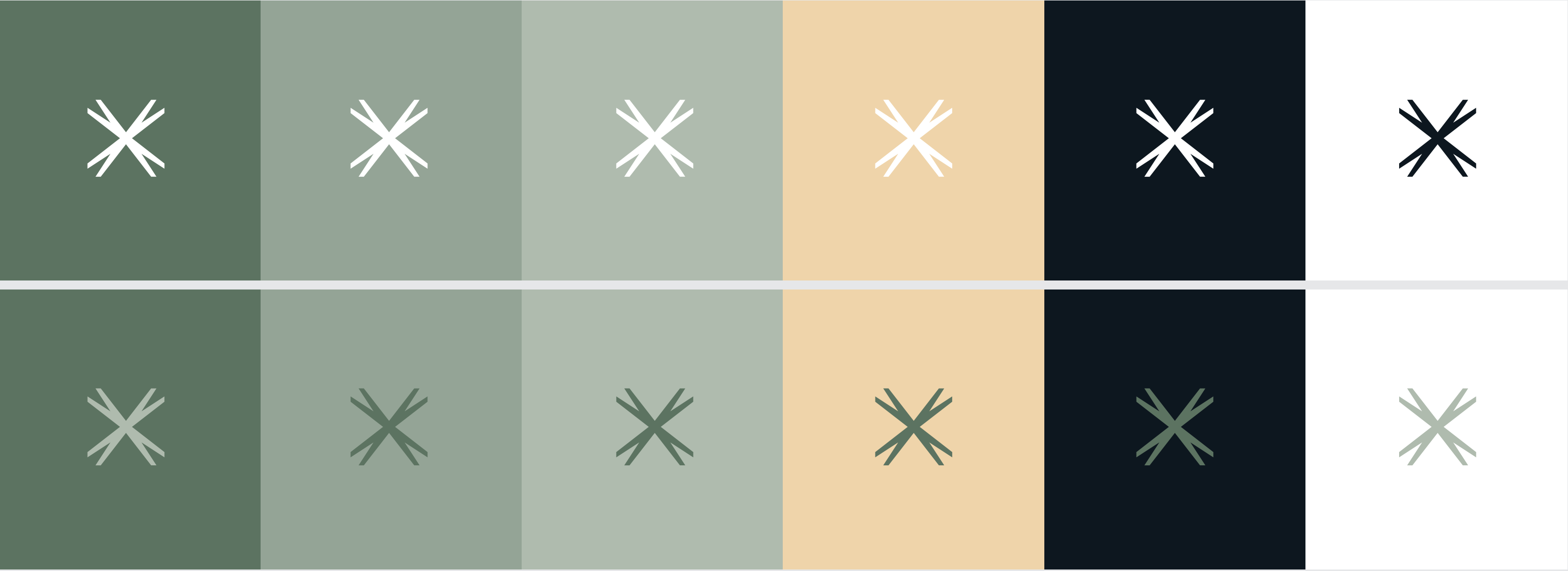


DO NOT USE A DROP SHADOW

MAXX ROYAL REPEATING PATTERN



MAXX ROYAL BODRUM | BELEK | KEMER SWATCHES



PANTONE 5615 C

PANTONE 5635 C

PANTONE 5655 C

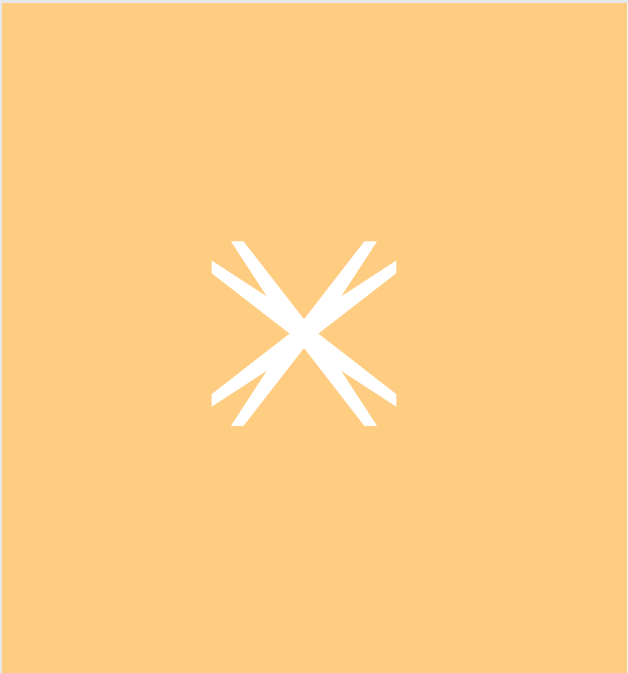
PANTONE 7506 C

PANTONE BLACK 6C

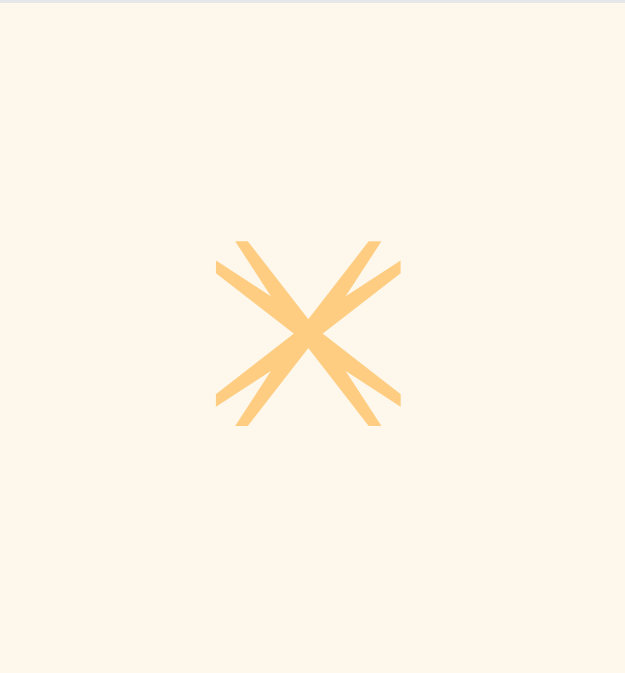
WHITE

MAXX ROYAL MALDIVES SWATCHES

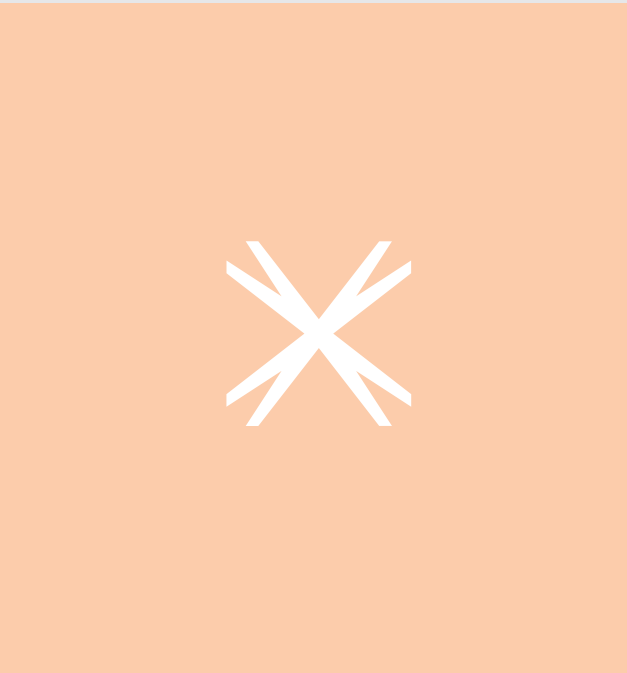
PANTONE 134



PANTONE 9224



PANTONE 1555



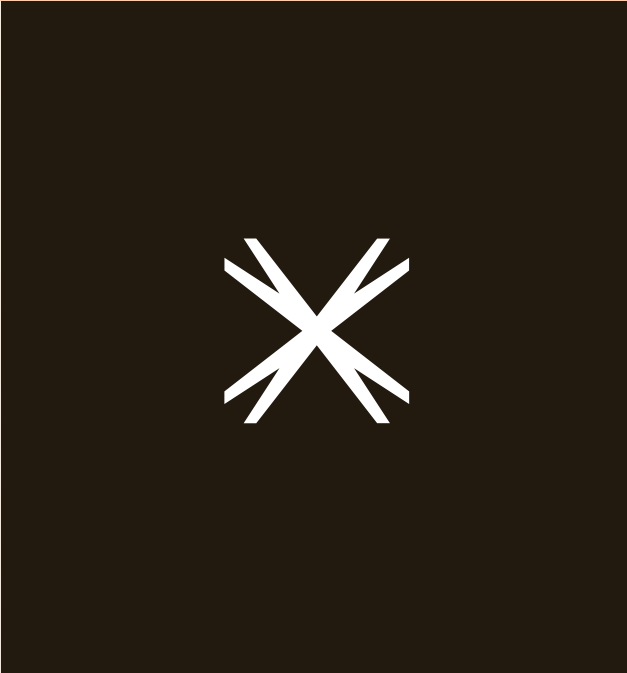
PANTONE 471



FOILCO 6728



PANTONE 4273





MAXX ROYAL
RESORTS



