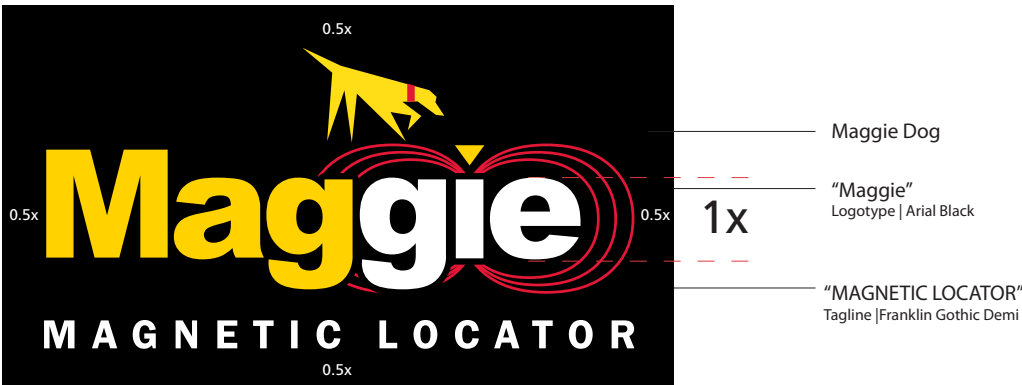


Maggie Logo Style Guide

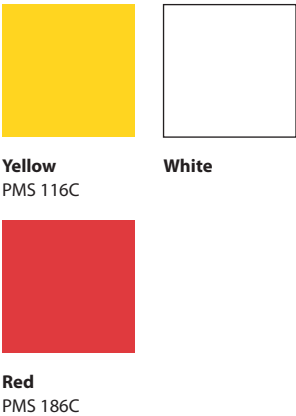
Anatomy | Colors | Typography | Usage

Anatomy

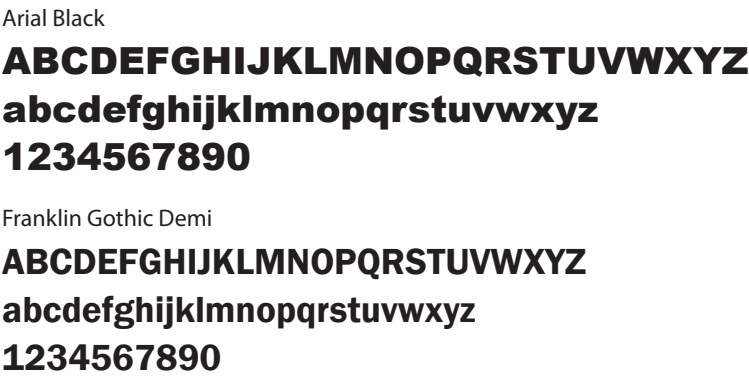


The white, pointing dog symbol is exclusive to the Maggie product. It faces forward in a stance symbolizing “finding”. The Maggie name is a reference to “magnetic.”

Colors



Typography



Usage

- The Maggie logo shall never be distorted in any way.
- The proportions and placement of the elements (dog symbol, logotype, and tagline) shall not be altered.
- Color usage shall be restricted to the examples shown above. The logo shall only be used on a black background.
- The logo shall never be used at a height of less than 0.5".
- The logo is for official use of Schonstedt. Approved uses include but are not limited to: web, advertising, product literature, packaging, product labeling, presentations, meeting agendas, meeting minutes, FAQ's, reference guides.

3 color

- PMS 116C
- PMS 186C
- White



Do not

- Distort
- Rotate
- Alter colors



Minimum height

