

Brand Guidelines

Maple Landmark Woodcraft



Introduction

The Maple Landmark logos/logomarks (“logo assets”) represent years of hard work building Vermont-made wooden products and are known as a symbols of quality. As such, when using the logo assets, adhere to the following guidelines:

Do not show the logo assets in any fashion not represented in this brand guide.

Only use the logo assets in contexts relevant to Maple Landmark.



Maple Landmark Logo

Styles

The combined logo of the logomark and the logotype is the main representation of Maple Landmark. These styles should only appear in the formats as displayed here.

Do not use the logotype without the logomark.

Do not display the logo without the registered R mark (R in circle)

Simple

Primary



Middlebury

Secondary



Address

Tertiary, use only
when not combined
with written address



Stacked

Only use when unable
to appropriately fit
other styles



Maple Landmark Logo

Styles – Alternative

The Maple Landmark logo may be used in these white alternatives when placed on a dark background (green or black as specified).

Both the logotype and the logomark must be white.



Simple

Primary



Middlebury

Secondary



Address

Tertiary, use only
when not combined
with written address



Stacked

Only use when unable
to appropriately fit
other styles



Specifications

Primary Font

Cooper Md BT

Secondary Font

Cooper Lt BT

Use in subhead of Address logo only.

Primary Colors

Green

RGB 4 114 53

Hex #047235

CMYK 97 30 100 23

Pantone 356 C



Black

RGB 55 52 53

Hex #373435

CMYK 0 0 0 100

Alternative Color

White

RGB 254 254 254

Hex #FEFEFE

CMYK 0 0 0 0

NameTrains Logo

Styles

The NameTrains logo has been the representation of the Maple Landmark NameTrains line for many years. These styles should only appear in the formats as displayed here.

Do not display the logo without the registered R mark (R in circle)

Color

Primary



Black/White

Secondary



Specifications

Color

Red RGB 239 73 77 Hex #EF494D CMYK 0 91 76 0	Yellow RGB 254 192 44 Hex #FEC02C CMYK 0 27 100 0	Blue RGB 0 110 169 Hex #006EA9 CMYK 0 27 100 0	Orange RGB 247 149 51 Hex #F79533 CMYK 0 51 100 0
Green RGB 0 173 109 Hex #00AD6D CMYK 91 0 83 0	Purple RGB 117 69 152 Hex #754598 CMYK 69 94 0 0	Black RGB 55 52 53 Hex #373435 CMYK 0 0 0 100	

Black/White

Black RGB 55 52 53 Hex #373435 CMYK 0 0 0 100	White RGB 254 254 254 Hex #FEFEFE CMYK 0 0 0 0
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Schoolhouse Naturals Logo

Styles

The Schoolhouse Naturals logo has been the representation of the Maple Landmark Schoolhouse Naturals line since 2008 when it was founded. These styles should only appear in the formats as displayed here.

Do not use the logotype without the logomark.

Note: The maple leaf is flipped from that of the Maple Landmark logo.



Color

Primary



Black

Secondary
Light background



White

Secondary
Dark background



Specifications

Color

Blue RGB 0 125 195 Hex #007DC3 CMYK 100 44 0 0	Brown RGB 148 115 39 Hex #947327 CMYK 0 27 100 51	Green RGB 0 165 89 Hex #00A559 CMYK 92 5 96 1
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Black

Black RGB 55 52 53 Hex #373435 CMYK 0 0 0 100

White

White RGB 254 254 254 Hex #FEFEFE CMYK 0 0 0 0
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Logo Assets

Spacing

When using the Maple Landmark logo assets, it is important to leave adequate spacing around the graphic to ensure clarity and visibility. Accordingly, exercise mindfulness when spacing other elements around the logo assets.

The border space should be of the same background color as that behind the logo asset.



acceptable



not acceptable



Misuse

Do not...



flip, rotate or reorient the logo.



recolor or redecorate the logo.



skew or stretch the logo.



resize the logo to less than 70px wide.



add a shadow to the logo.



outline the logo.



place text over the logo.



use any old logos.



Usage

When using the Maple Landmark logo assets, you agree to adhere to the guidelines set forth in this brand style guide. Non-adherence is grounds for revocation of your license to use the logo assets. Maple Landmark reserves the right to make changes to this policy without notice at any time.

1. You may use the Maple Landmark logo assets in a manner that is clear, unobstructed, readable, and not confusing.
2. You may not make changes to the Maple Landmark logo assets in any way including, but not limited to color and proportions
3. You may not use the Maple Landmark logo assets in a manner that reflects sponsorship of any kind without written permission by Maple Landmark.
4. You may not use the Maple Landmark logo assets in a manner that degrades or disparages Maple Landmark, its products or its services.
5. You may not use the Maple Landmark logo assets on any product or service without written permission by Maple Landmark.
6. When using the Maple Landmark logo assets, you acknowledge that the Maple Landmark logo assets are the property of Maple Landmark.



Questions?

Contact us. We will be happy to help you.

800-421-4223

thefolks@maplelandmark.com

