

GRAPHIC STANDARDS FOR USE OF MAAX CORPORATE LOGO

Applications

(English, French & Bilingual Versions)

The MAAX Corporate logo with signature **must always be used** with the **Registered Trademark**® and not **Inc.**

The size of the Registered Trademark should not be altered as shown.



There are only **two color versions** of the MAAX Corporate logo:

a) Black logo

b) White logo (reversed)

a) Black Logo with signature

This version is to be used on a white or pale background for all documents printed with one or more colors. Note that grey is illustrated as an example here with the **maximum intensity of 30%** for readability.



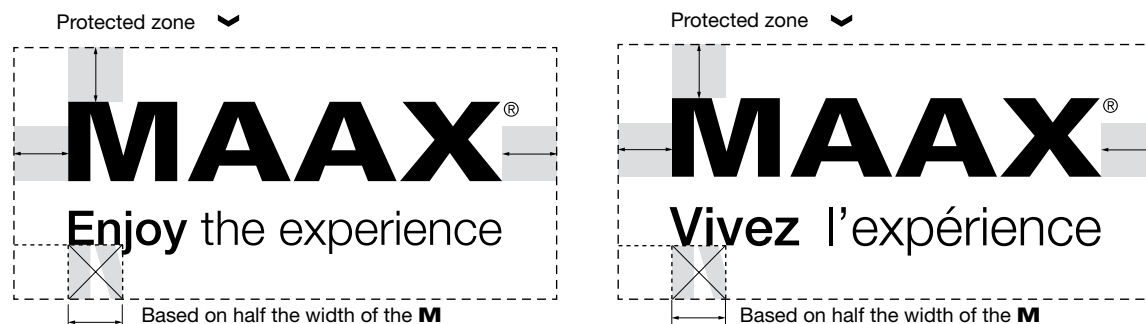
b) White Logo (reversed) with signature

This version is to be used on a black or dark colored background to provide **maximum readability** on all documents printed with one or more colors. Note that grey is illustrated as an example here with the **minimum intensity of 40%** for readability.



Use of **MAAX** Corporate Logo with Signature

In order to ensure that the logo maintains its maximum impact, a minimum space allowance must be left surrounding it, in which no other distracting elements may be placed such as text, illustrations, photos, etc. Note that the protected zone is adjustable according to the proportion size of the logo, enlarged or reduced.

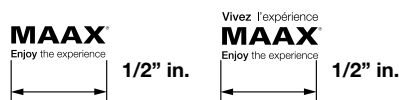


Same rules apply on this bilingual version of the logo

Vivez l'expérience
MAAX[®]
Enjoy the experience

The **minimum size** allowing MAAX logo and signature «**Enjoy the experience**» or «**Vivez l'expérience**» to be visible is of **1/2" in.** width.

Any smaller use of the logo, english, french or bilingual, should be applied without the signature.



The **MAAX logo with signature above** must be employed **for all advertising**, e.g.:

- Display booths
- Transportation vehicles
- Installation guides
- Product labels
- Promotional items
- Corporate advertising
- Promotions and contests
- Posters and Banners
- Etc.

Improper use or wrong **MAAX** logo

Following are a few examples where use of the MAAX logo has not been properly respected. It is important to remember to use the registered trademark ® and not **Inc.**

These versions and all related applications of this logo are no longer in use and should no longer be in circulation.



Inc. instead of ®



Logo stretched out sideways or condensed



Outlined or empty forms



Use of a color other than black



Change of position or proportions



All those examples apply on french and bilingual versions as well.

Improper use or wrong **MAAX** logo on promotion tools

Use of these 2 logo versions to illustrate our brands



Use of a product label, no longer in use to illustrate our brand



Use of Coporate logo without the signature

Examples of improper use of logo versions and applications commonly seen in our ads

~~MAAX COLLECTION~~

ELLA EMBOSSED

A WORLD OF SOPHISTICATION
Design. Innovation. Artisanship.

With more than 40 years dedicated to luxury bathware, MAAX launches its new exquisitely crafted **Freestanding Bathtub Collection**. Raised with an elegant embossed design, **Ella's** breathtaking beauty will stand as your main centerpiece. Indulge your senses in ultimate sophistication. You'll get an experience we know you will enjoy.

MAAX
Enjoy the experience

www.maax.com

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Enjoy the experience

www.maax.com

~~MAAX PROFESSIONAL~~

RUBIX 60" X 32" | 60" X 32"

STANDARD FEATURES

- Cubic design
- Long bathing well
- Smooth bottom
- Integral angle flange flange on three sides of the bathtub to facilitate ease of installation and prevent water penetration
- Integrated flat apron
- Right or left-hand drain

OPTIONAL FEATURES

- A wide variety of shower doors is available
- Available with a 3-in. above-the-floor rough

PURE CONTEMPORARY LINES AT AN AFFORDABLE PRICE...

MAAX
Enjoy the experience

MAAX présente sa toute nouvelle baignoire autoportante SAX accompagnée d'une douche OLYMPIA aux courbes épurées. Une complexité qui vous séduira.

L'EXPÉRIENCE D'UN MARIAGE PARFAIT.

SAX Baignoire autoportante | Ensemble de douche OLYMPIA FINCE

~~MAAX~~

www.maax.com

DesignerBath
and Joleen Plumbing Supply

Pretty in pink.

Awaken your imagination, experience our showroom.
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designerbath.com/globe

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