

Logo Style Guide

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LOGO

The StrataMax brand is clean, simple and communicates our drive to be at the forefront of software development and help our customers streamline their strata management business.



POSITIVE LOGO
ON WHITE



POSITIVE MONO LOGO
ON WHITE



USAGE

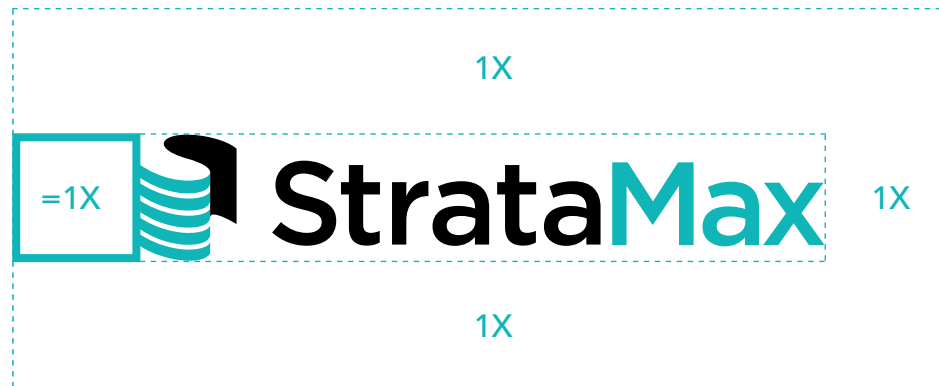
Whenever possible, use the colour logos on white. The other colour versions are for use in situations when the main version won't work.

REVERSED LOGO
ON TEAL



REVERSED MONO LOGO
ON BLACK





CLEAR SPACE

Clear space around a logo is important to avoid clutter of information and ensure visual recognition of the brand.



SIZE

Simplicity means our logo can be applied small without deteriorating the image. The minimum size is 20mm in width.

WHITE LOGO
ON WHITE



TEAL LOGO
ON WHITE



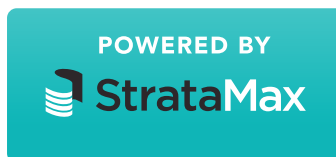
POWERED BY STRATAMAX

Use 'Powered by StrataMax' for communications with owners to give them confidence and security in the software being used by their management company.

REVERSED LOGO
ON TEAL



REVERSED MONO LOGO
ON BLACK



WHITE LOGO
ON WHITE



TEAL LOGO
ON WHITE



STRATAMAX PORTAL
LOGIN

Highlight to your owners where they can self-serve through the Owner's Portal. This button is clear and concise to eliminate any confusion.

REVERSED LOGO
ON TEAL



REVERSED MONO LOGO
ON BLACK



COLOUR

Two key colours have been chosen for the StrataMax logo with the dominant colour being Teal.

TEAL

CMYK	97	0	40	0
RGB	0	169	170	
PMS	320c			

70%

40%

20%

GREY

CMYK	0	0	0	90
RGB	60	60	60	
PMS	425c			

70%

40%

20%