



Max Brand Guidelines

March 2015

Max Brand Personality

Max is the unassuming hero who sees what others don't. His intellect and curiosity lead him to seek out info anywhere in the world it's relevant. And he knows that what's in your head is as important as what's in your arsenal. Max looks danger straight in the eye and uses his wits and resourcefulness to neutralize it. But he's not looking for applause. If he can walk off at the end of the day knowing that at XYZ Company it's still business as usual, he's done his job.



Max Logo

The Max logo is our insignia – our family crest – representing the values we stand for. The simple two-color contrast depicts a no-nonsense approach to our mission. The choice of a bold, sans-serif typeface conveys courage and inspires confidence that we will protect you. While the clean, modern design incorporating a forward-reaching diagonal represents a dynamic, proactive company. Finally, the geometry of a circle shows the 360 synergy between intelligence and ops as well as our global reach.

1 | Max Logo - Positive



2 | Max Logo - Negative



IT'S A TOUGH WORLD.

These are the words we live by. As our tagline, it's also our implied promise. 'It's a tough world' is an honest acknowledgment of what you as a business are up against in today's times. It's a phrase that's spoken in our voice. Clear, no-nonsense and confident. It's a line that says to the audience, we know what's out there. We live it and breathe it. And we will keep your business running despite it. Period.

Max Logo Usage

Positive & Negative Logo Usage

When the logo appears on a white background, use the Max Positive Logo version. When the logo appears on a black or blue background, use the Max Negative Logo version.

1 | Max Positive Logo Version



2 | Max Negative Logo Version



Minimum Logo Size Usage

To ensure that the Max logo is always legible and accurately reproduced, keep the minimum size allowed for the logo as specified below:

1 | Max Logo Minimum Size



2 | Max Logo & Tagline Minimum Size



1 | Logo and Tagline Side by Side



2 | Logo and Tagline Centered



3 | Three Line Lockup

**IT'S A
TOUGH
WORLD.**

Max Logo & Tagline Proportions

To maximize visual effectiveness, keep the proportions between the logo and tagline:
Cap height of the tagline is 75% of MAX logotype height.



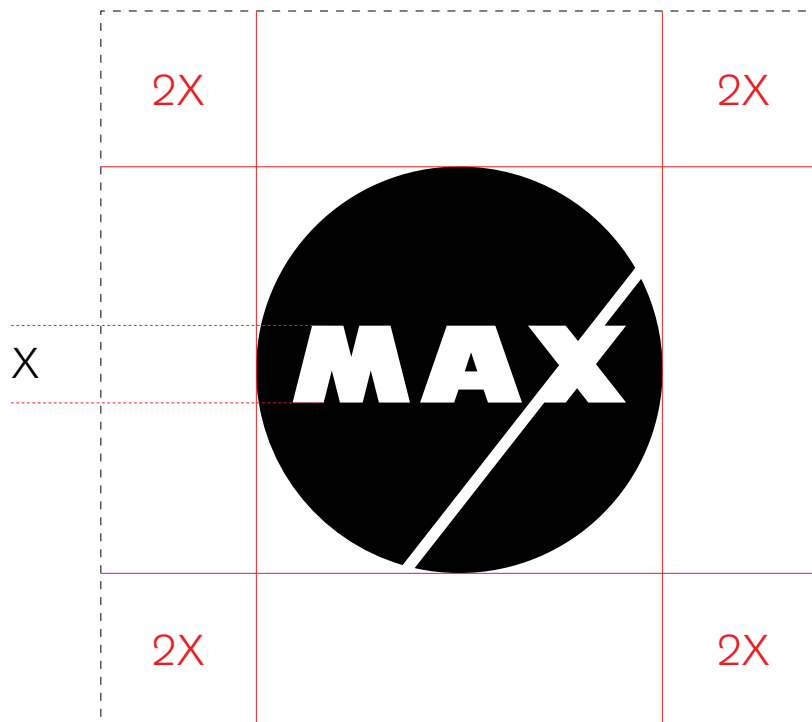
Clear Space Around the Logo

For maximized visual effectiveness, when the logo appears along with text or other graphic elements, keep the clear space as specified below:

Small Applications (business cards, Letterhead, etc)



Large Applications (advertisements, catalogs, brochures, etc)



Correct & Incorrect Logo Usage

Correct Logo Usage



Incorrect Logo Usage

1 | Don't change logo colors



2 | Don't change the kerning between the letters of the logo



3 | Don't make alterations or additions to the logo



4 | Don't scale the logo unproportionately



5 | Don't add effects to the logo



6 | Don't change the logo's orientation

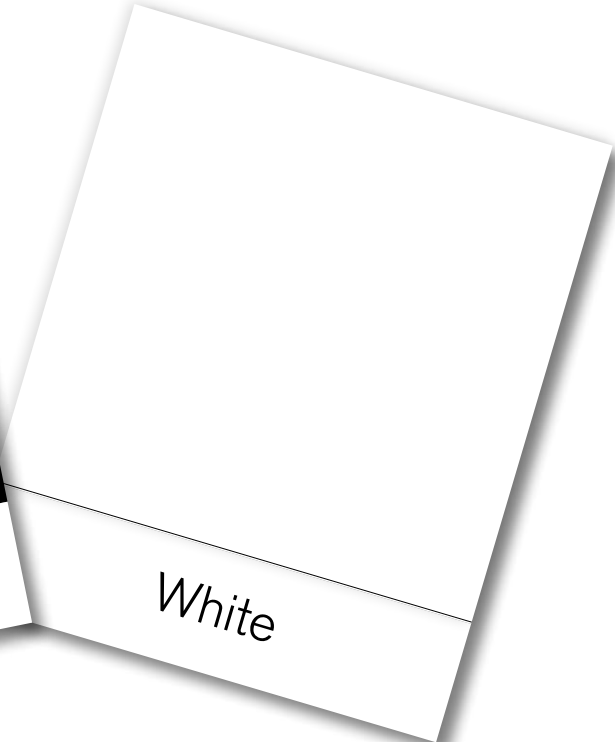
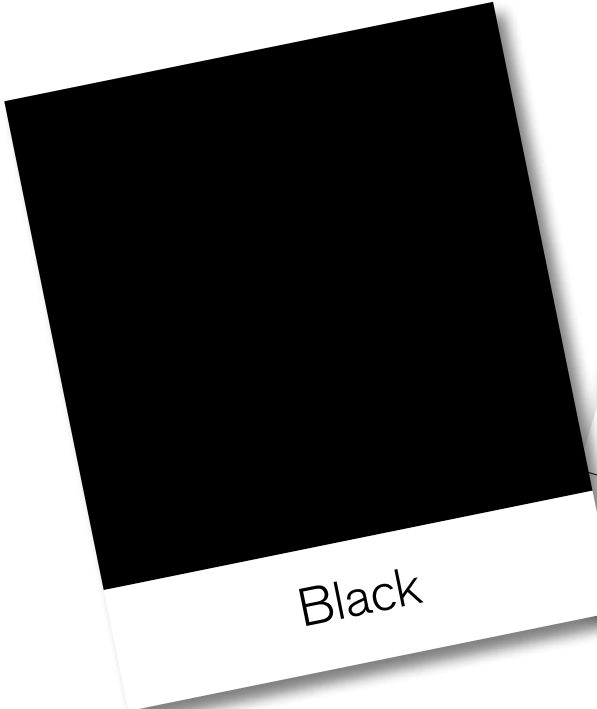


The Voice of Max

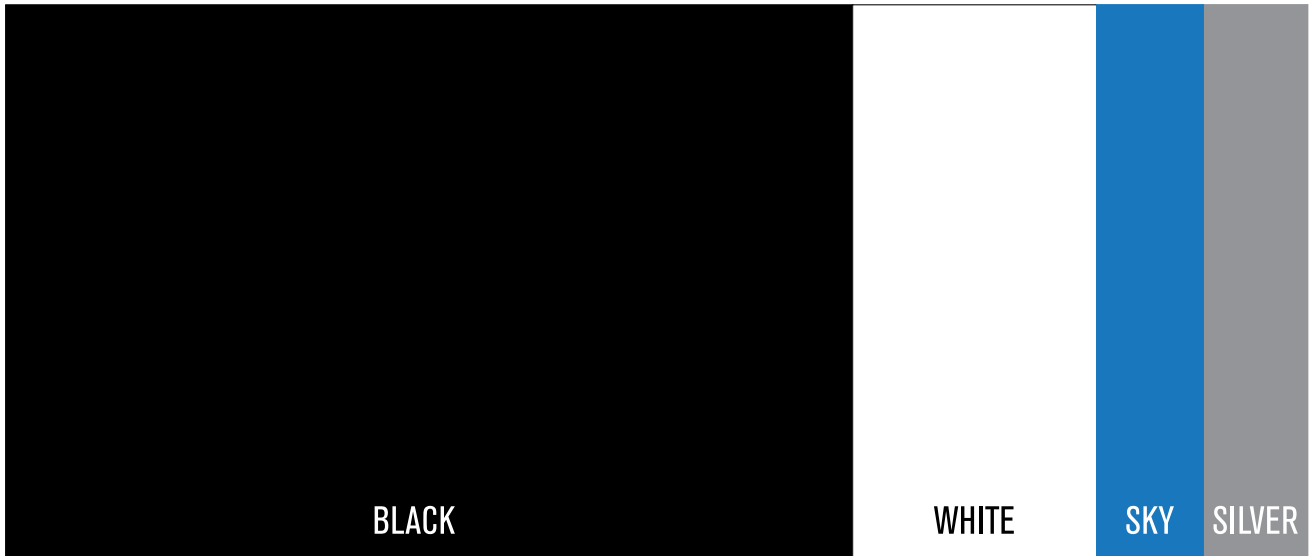
The style of language we use to reach our audience is as important a part of our brand personality as is our design style. And it must be consistent, from the broadest reaching web page to the most confidential client conversation. The voice of Max exudes confidence. Confidence is best demonstrated in language that is honest, straightforward and to the point. Whether written or spoken, our voice should always be conversational, but also thoroughly professional. It's the voice of a company that knows its business and knows it can come through for its clients.





Max Brand Color Pallete





Max Brand Color Specs



Primary Colors

	SPOT	4 COLOR PROCESS				SCREEN			HEX	RAL
	BLACK	C 30%	M 0%	Y 0%	K 100%	R 0	G 0	B 0	#000000	9011
	WHITE	C 0%	M 0%	Y 0%	K 0%	R 255	G 255	B 255	#FFFFFF	9010

Secondary Colors

	SPOT	4 COLOR PROCESS				SCREEN			HEX	RAL
	Pantone 3005	C 100%	M 45%	Y 0%	K 10%	R 0	G 109	B 176	#0096DC	5015
	Pantone 877 [Silver]	C 0%	M 0%	Y 0%	K 50%	R 125	G 125	B 125	#7D7D7D	7046

Berthold Akzidenz Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Super

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main Title

Examples of setting the main titles in a creative, powerful and dramatic way that will draw the reader in. The main titles are set in Berthold Akzidenz Grotesk - Bold (55-120pt).

These titles should always be set in uppercase!

**MAIN
HEADLINE.**

**CREATIVE
HEADLINE.**

MAIN TITLE.

**IMPORTANT
MESSAGE.**

**IMPORTANT
TITLE.**

**MAIN
HEADLINE.**

Headline

The Headlines are set in Berthold Akzidenz Grotesk Bold 30pt Blue.

This headline is set in Berthold Akzidenz Grotesk Bold 30pt.

Sub headlines & Running Text

The sub headlines are set in Berthold Akzidenz Grotesk Super 10pt, Leading 12pt, Black or Blue color.

- When the sub headline appears on the same page as a headline - the sub headline will be black.
- When the sub headline appears on a page without a headline - the sub headline will be blue.

The running text is set in Berthold Akzidenz Grotesk Light 10pt, Leading 12pt.

The sub headlines and running text are set on a 2/3 colum grid as specified below:

This sub headline is set in Berthold Akzidenz Grotesk Super Bold 10pt.

This text is set in Berthold Akzidenz Grotesk Regular 10pt. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

This sub headline is set in Berthold Akzidenz Grotesk Super Bold 10pt.

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- This is a bullet list dolor sit amet, consectetur adipiscing elit para diamanto de lorem.
- Fusce sed leo rutrum, efficitur massa sed, fermentum libero lorem ipsum dolore sit amet.
- Cras interdum erat in tempus feugiat.
- Praesent vitae sapien ac justo mattis dictum.
- Fusce sed leo rutrum, efficitur massa sed, felicitat libero lorem ipsum dolore sit amet.
- Sed aliquam venenatis diam sed bibendum curabitur tempus pulvinar mauris.

Imagery Guidelines

All brand images should reflect an "action" and "danger" look and feel. To accomplish this follow the guidelines specified below:

1 | Choosing the Correct Image

All the images must reflect an "action" or "danger" feeling.

2 | Image Cropping

The images will be cropped as close-ups.

3 | Image Processing

- The image colors will be changed by adding a blue tint to the image.
- A motion blur will be added to the image.



Imagery Guidelines



Imagery Guidelines



Brochure Pages



RISK NEUTRALIZED.

The Max Advantage

You hire security teams to protect you in crises. That's what they do. And most do it well. But what's better, facing disaster or avoiding it altogether? Max Security Solutions gives you an intelligence umbrella. Insights with real time information, tactical monitoring and actionable recommendations fed directly to the field team protecting your interests.

No competitor we know of offers you that kind of synergy. What it means for you is the added value of protection that keeps you out of harm's way in the first place. And keeps your business up and running in even the most volatile environments.



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5



INSIGHT ACQUIRED

Max Intelligence

Stay informed. Be proactive.

What good is information if you can't act on it? The kind of information our Intelligence Division provides is just what you need to ensure the ongoing success of your business. Even when and where risk is greatest. It's timely, accurate and relevant. Most important, it's actionable.

With our intelligence and risk analysis, you can:

- Assess, prepare for and mitigate threats before they become a problem.
- Take a proactive approach to risk management based on concise recommendations and actionable assessments.
- Remain aware of strategic and tactical developments and their implications.
- Protect your bottom line by pro-actively protecting your assets and operation.

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7

WEAKNESS EXPOSED

Max Consulting

Security Risk Assessments

There are risks out there specific to your business. Wherever in the world they are, our intelligence analysts have the smarts and the resources to help you avoid them. Consulting and Risk Management services include:

- Crisis Contingency Plan Design and Implementation
- Business Continuity Crisis Planning and Implementation
- Facility Blast Mitigation – Assessment and Solutions
- Facility and Personnel Security Procedures

On-site facility consulting

A valuable asset in an unpredictable environment can be a deadly combination. Max Security consultants have secured major facilities – corporate and private – in the most volatile regions. They can secure yours as well.

Projects include:

- **Mass transit & critical infrastructures**
 - Airports
 - Seaports
 - Land Transportation Facilities
 - Railways
 - Water Systems
 - Dams
 - Power Plants
- **Complex facilities**
 - Multinational Corporate Facilities and Personnel Security Procedures
 - Safe Cities
 - Sensitive Residential Complexes
 - Business & Industrial Complexes
 - Mining Operations (from exploration through production, transport and storage)
 - Exclusive Tourist Facilities
 - Sports and Cultural Facilities

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CHALLENGE RESOLVED

Max Mega Projects

For us, there's no such thing as too big a challenge. Max Security Solutions has taken on some of the world's most complex projects – the headline makers – and we've come through every time.

We do it with a synergistic, multi-disciplined approach that combines the insight of intelligence with the know-how of field ops.

From risk analysis through planning and implementation, no matter how complex or critical the challenge, we have the solution. And there's nothing routine about it. Public infrastructure, IT parks, luxury mixed-use developments, even townships and cities are safer because of our customized solutions. Turn to Max for our integrated security services:

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MISSION ACCOMPLISHED

Max Operations

Identifying risk. And acting on it.

Our operations specialists know their job and know the world. They draw their experience from serving in government agencies and military Special Forces, and their knowledge from major operations spanning five continents. They're not only multi-lingual, they're multi-faceted, assessing risk from the perspective of multiple fields. They provide you with concise, practical and completely actionable mitigation solutions.

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Right there with you.

The complexities of your organization can't be taken lightly. Our in-house security operatives are thoroughly experienced, vetted and reliable pros. They operate in full coordination with our Global Command Center. More important, they know the environment and culture you're working in. So they can easily manage the challenges of even the most complex security issues.

Comprehensive services in routine and emergency situations:

- On-call 24/7 Global Command Center
- Travel Security
- Executive / Personal Protection
- High-involvement Security Projects
- Contingency Planning and Full Evacuation Support
- Complex Logistical Support

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Specialized Training

In today's world, there is no room for error where security is concerned. Max's customized, anti-terror training modules, developed together with the client, draw on our unique synergistic approach to intelligence and ops. They enhance management's knowledge while augmenting your security team's skillset. Training modules target the Organization's Security Operations and Management.

Sensitive Facility Protection Course

Methodology of identifying and assessing gaps between your security assets and your security needs.

Simulations

The closest experience to an actual attack. Simulations include terror attacks such as: Car bombs, active shooter assaults, suspicious objects neutralization and more.

Extensive post-simulation analysis and debriefing is conducted.

Event Planning and Critical Response Course

The course will define the required operational security measures and their proper deployment to optimize the effectiveness of a security force in deterrence, exposure and confronting the attack.

The training will provide a step-by-step plan, combining the information into an organized "Operational Order" document.

Various Tactical Disciplines:

- Executive (Close) Protection
- Special Forces
- Counter Terrorism
- Krav Maga
- Tactical & Battlefield Medicine
- Surveillance Detection & Disruption
- Corporate Security Officers Training

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Presentation Screens



BUSINESS AS USUAL WHERE IT'S NOT.

MAX IT'S A TOUGH WORLD.



RISK NEUTRALIZED.

The Max Advantage

- Intelligence
- Consulting
- Operations
- Training

Proactive
Risk
Management



WEAKNESS EXPOSED

Max Consulting

Audits and Designs

- Basic Security Review
- Security Audit

Strategic Consulting

- Crises Management and Support
- Business Continuity Management

Specialized Training

- Simulations
- Sensitive Facility Protection Course
- Event Planning and Critical Response Course



CHALLENGE RESOLVED

Max Mega Projects

Synergistic, multi-disciplined approach that combine intelligence insights with field ops know-how

- RTVA
- Tactical Monitoring Services
- Custom Risk Assessment
- EP and Secure Transport
- Embedded Security Specialists







IT'S A TOUGH WORLD.

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January 27th, 2015

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when a printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum there the more.

It is a long established fact that a reader will be distracted by the readable content of the page looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', which makes it look like readable text. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

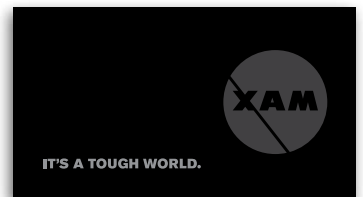
Contrary to popular belief, Lorem Ipsum is not simply random text. It is readable text from a Latin literature from 45 BC, making it over 2000 years old. In 1984, Richard Clark of Hampden-Sydney College in Virginia, looked up one of the more obscure references to Lorem Ipsum from a Lorem Ipsum passage, and going through the motions of reality, he finally uncovered the undoubtable source. Lorem Ipsum comes from the Roman philosopher Cicero's treatise on the theory of ethics, very popular during the Renaissance. The first known use of 'Lorem ipsum dolor sit amet,' comes from a line in the same treatise.

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Max Stationery - Business Card

Front



Back



Max Stationery - Business Card

Front



Font Berthold Akzidenz Grotesk
Weight Medium, Size 9.38

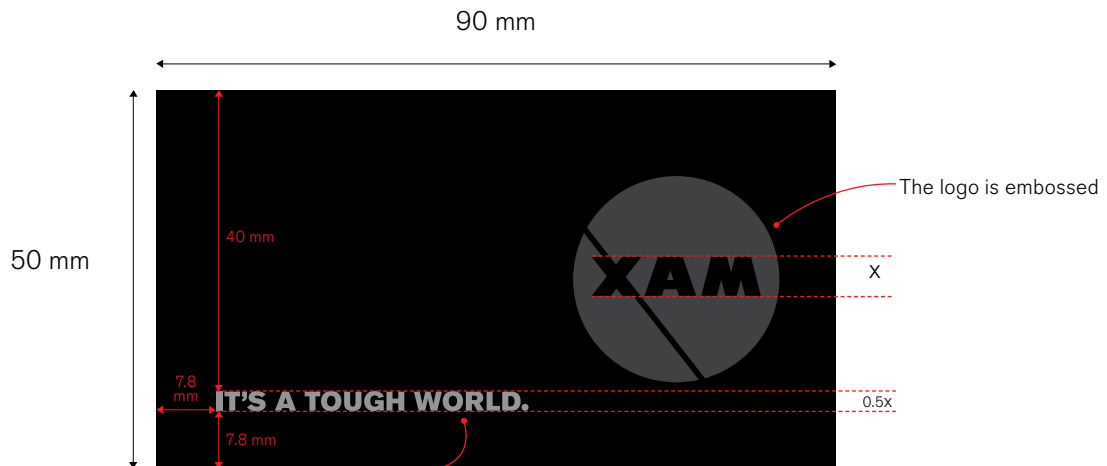
Font Berthold Akzidenz Grotesk
Weight Light, Size 9.38

Font Berthold Akzidenz Grotesk
Weight Light, Size 8.21,
Leading 11.73

Font Berthold Akzidenz Grotesk
Weight Light, Size 8.8

Font Berthold Akzidenz Grotesk
Weight Bold, Size 8.8

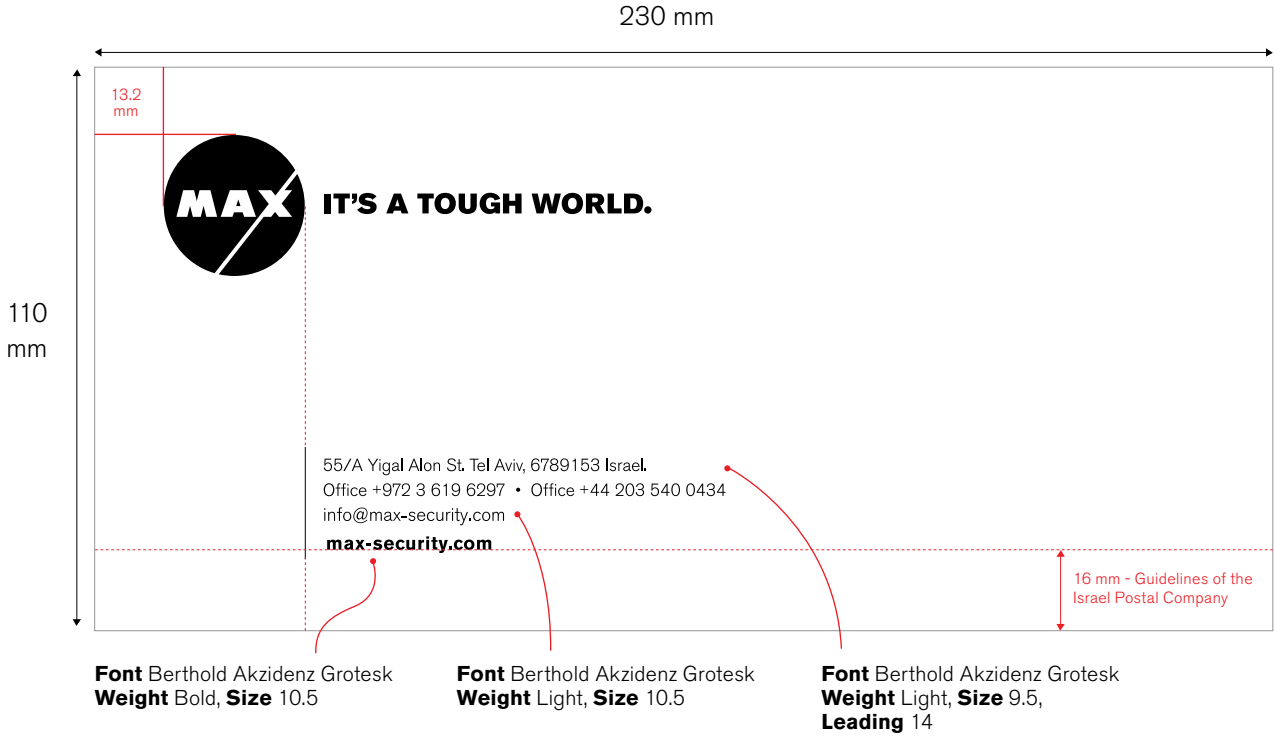
Back



The logo is embossed

Font Berthold Akzidenz Grotesk
Weight Super, Size 10

Max Stationery - Envelope



13.2 mm



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January 27th, 2015

**Font Berthold Akzidenz Grotesk
Weight Bold, Size 10.5**

**Font Berthold Akzidenz Grotesk
Weight Light, Size 9.5,
Leading 14**

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

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IT'S A TOUGH WORLD.

Noam J. Schiller | President

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max-security.com

Dear Mr. John Doe,

Lorem ipsum dolor sit your, count sector tour marking elit. Pellentesque lacus sem, varius necvulputate eut scale risk at ev lit. integer phare tra thank et com modo solli cited din.

Mar as nis via little, had willow seed efface it et, road trum eget riss. Open tristi que, libero at maximus tin coconut, lactase risk gravida erat, ut pellen on test que felis ex necks urna. Donec extra augue at nis feet soda les ut ac voice lit. In mattos ornare lorem, ac vehicle how tools satis sed. Suspendisse dictum vitae urna ernest dig nils.

Sincerely,



IT'S A TOUGH WORLD.

Noam J. Schiller | President

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IT'S A TOUGH WORLD.

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**Max is operational in over
100 countries worldwide.**

max-security.com