

GUIDELINES

Please find below the official MAXIMA ROMA Brand & Logo Guidelines for the correct use of our visual identity.

The official MAXIMA ROMA logo shall always be reproduced in its original form, preserving its proportions, colours and typography without any alteration. The logo is available in its full-colour positive and negative versions, as well as in single-colour black and white versions, to ensure correct application across different communication materials.

The full-colour version of the logo should be used on light or neutral backgrounds, while the negative (white) version should be used on dark backgrounds. In every application, sufficient contrast must be maintained to guarantee maximum visibility and readability. The logo should not be placed on backgrounds that may compromise its clarity or visual impact.

The logo must not be stretched, compressed, rotated, recoloured or modified in any way. Likewise, no graphic elements, effects such as shadows, outlines or gradients, or alterations to its original design are permitted. An appropriate clear space equal to at least the height of the letter "M" must always be maintained around the logo to preserve its integrity and ensure proper visual recognition.

Should you require any further information or additional materials, please do not hesitate to contact us.