MAXUS

MAXUS

BRAND VISUAL IDENTITY SYSTEM GUIDELINES

Driving a Sustainable Future
MAXUS Opens More Possibilities Ahead

Driven by 5 global technical centers, MAXUS develops 2 major technology platforms and leverages its 3 top-tier manufacturing. Our R&D and production footprint now spans 17 countries and regions. We provide a full-scenario product portfolio including light commerical vehicles, pickups, MPVs and RVs, to meet global demands for efficient business growth and high-quality mobility.

As your journey evolves, MAXUS opens more possibilities ahead: new routes to opportunity, new ways to expand, and new potential waiting to be unlocked with every mile.

MAXUS Drives You Forward
Expanding What's Possible On Every Journey

Smart Technology
Smart innovations that streamline operations
Tech that makes your work easier

Trusted Reliability
Professional-grade durability proven on roads
You can count on

High Efficiency
Purpose-built versatility for every business mission
Power to carry more and go further

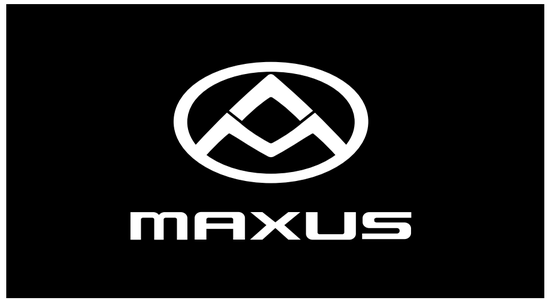


The Application of Brand Logo

The MAXUS logo system includes two logo versions designed for different usage scenarios.

Corporate image and advertising channel applications are used for online publicity without featuring MAXUS vehicles and TVC target boards, and are also applied to company documents and office supplies.



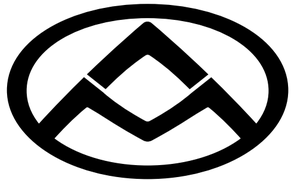


Brand Logo

The vertical logo combination is the recommended combination configuration, and this combination should be used whenever possible. It is recommended to use a combination of logo and text whenever possi-ble.

Horizontal rows should be used in restricted areas where vertical combinations cannot be used.

Graphic identification



Text identification





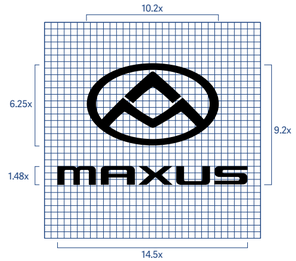
Graphic identification

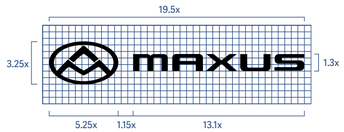
Text identification

Brand Logo Graphics

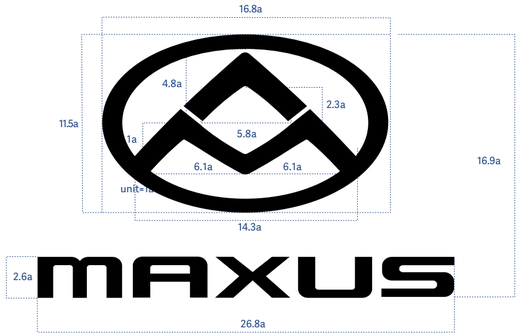
When electronic source files cannot be used, this graphic specification defines the construction, proportions, and spatial relationships of the logo. The production should be strictly follow the provisions of this graphic method, and the correct logo pattern can be drawn by using the square drawing according to the specific use.

The combination method should strictly follow the specification ratio.





=X





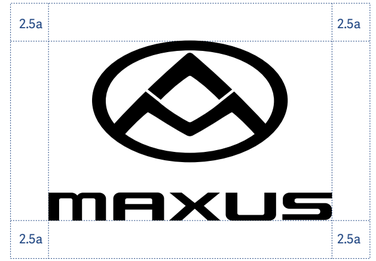
Brand Logo Safety Distance Standard

As a key brand identifier, the MAXUS logo must always remain clear, legible, and easy to recognize. The safe distance is the smallest

"breathing space" around the logo for easy definition of clarity and sense of layering. There should be no graphics, text or other logos in this space.

The width of the unit of the part of logo is defined as the standard distance a, and the safety distance is always at least 2.5a.The size of this space can be increased as needed.

The minimum size is based on the number marked.





Use the smallest size, length≥20mm



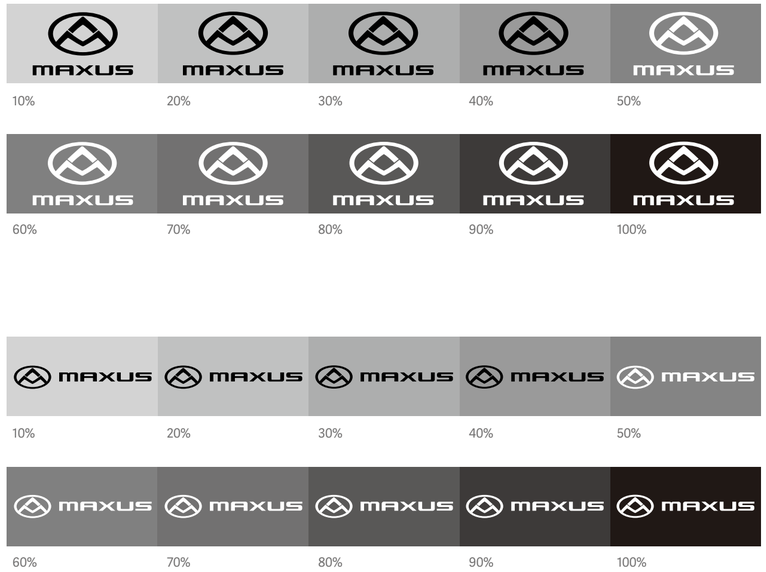
Use the smallest size, length≥30mm



Brand Logo Color Change

This page shows approved color applications of the MAXUS logo across different background tones.

Here is an application standard of the vertical and horizontal combination.

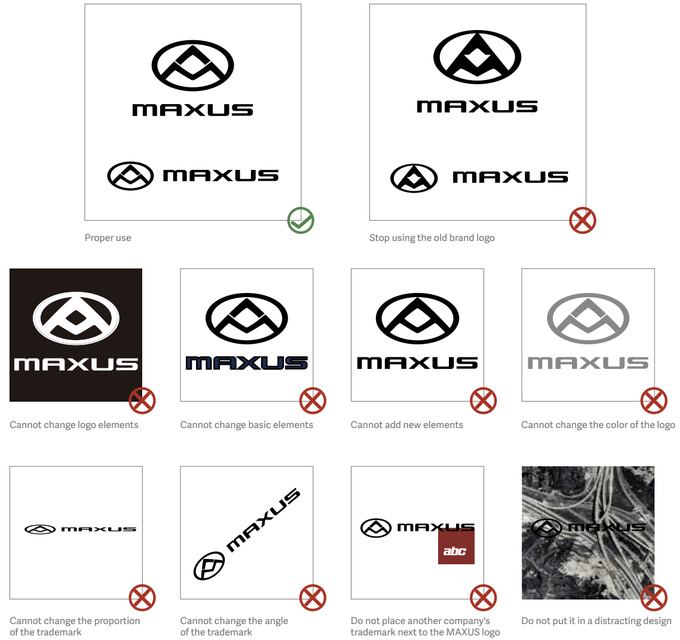


Incorrect Use of Brand Logo

Any modification to the MAXUS logo compromises brand integrity and is strictly prohibited.

The examples shown illustrate common incorrect usages, but do not cover all possible misuse scenarios.

In cases of uncertainty, please contact the Marketing and data center branding team for confirmation and approval to ensure proper use of MAXUS brand logo.



Combined Logo of Brand and Group

When co-branding with SAIC MOTOR, the SAIC MOTOR logo is the primary identifier and must be placed on the left. The MAXUS logo is the secondary identifier and must be placed on the right.

The combined logo is applied in online communications, corporate documents and office supplies.



Combined Logo of Brand and Group

The combined logo must follow the standardized layout shown to ensure consistency and accuracy.

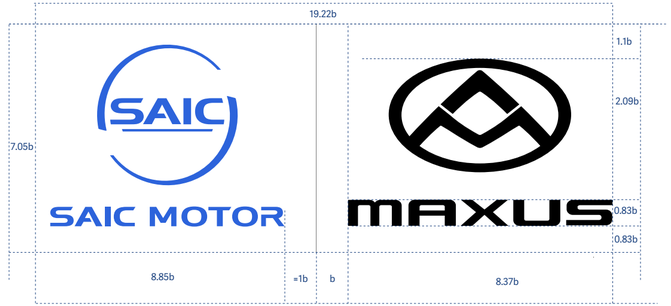


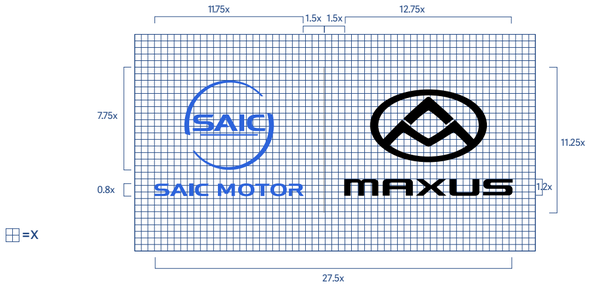
Graphics of Combined Logo of Brand and Group

This combination is reproduced in accordance with the standard electronic version provided. The drawing, scale, and arrangement of this combination cannot be arbitrarily changed. The electronic files provided by MAXUS must be used.

When electronic source files cannot be used, this graphic specification defines the construction, proportions, and spatial relationships of the logo. The production should be strictly follow the provisions of this graphic method, and the correct logo pattern can be drawn by using the square drawing according to the specific use.

The combination method should strictly follow the specification ratio.

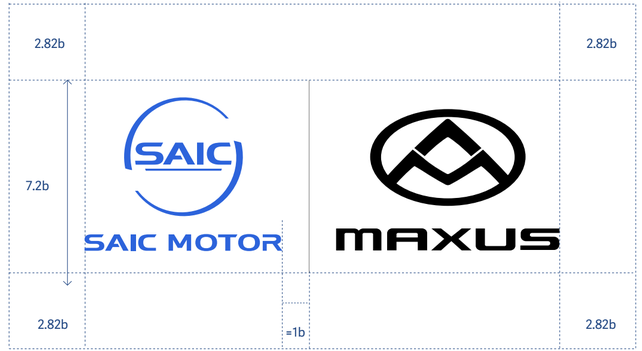


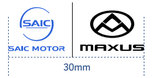


Safety Distance of Combined Logo of Brand and Group

Brand logo combination should always be highly legible and visually balanced. The safe distance is the smallest "breathing space" around the logo for easy definition of clarity and layering. There should be no graphics, text, and other logos in this space. and the safety distance is always at least 1.5b. The size of this space can be increased as needed.

The minimum size is based on the number marked.





Use the smallest size, length≥30mm

Colors Usage Standard of Combined Logo of Brand and Group

MAXUS combined logo is recommended to use in the background of brand color, corporate color.

Approved color applications are illustrated in the examples shown.

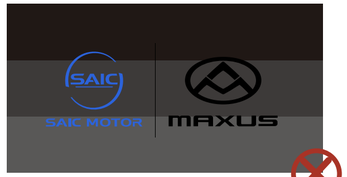


Incorrect Use of Combined Logo of Brand and Group

Any modification to the combined logo of brand and group compromises brand integrity and is strictly prohibited.

The examples shown illustrate common incorrect usages, but do not cover all possible misuse scenarios.

In cases of uncertainty, please contact the Marketing and data center branding team for confirmation and approval to ensure proper use of the combined logo.



Background color must be reversed when C0/M0/Y0/K is greater than 50



Cannot add background color arbitrarily



Vertical lines cannot be cleared



Logo cannot be used interchangeably

Model Logo

This page displays the official model logos of MAXUS.

eDELIVER9

eDELIVER7

eDELIVER5

eDELIVER3

MIFA9

D90

MIFA7

eTERRON9

T60 MAX

DELIVER5

MAXUS Brand Cooperates with Large-scale Event, and the Basic Standard of the Combined Logo System

When MAXUS cooperates with event organizers or partners, the logo format must remain consistent with the partner's brand style, whether flat or metallic.

For major domestic or international events (e.g., APEC, G20, BRICS), the organizer's logo is the primary identifier, while MAXUS is presented as a secondary brand.

The MAXUS logo should be placed to the right of or below the partner logo.

MAXUS logo can be executed in accordance with the usage standard of combined logo of the organizer/partner brand.

MAXUS logo and the logo of the organizer/partner brand should be as consistent as possible on the horizontal and vertical layouts, and no specific indication is made here.

PARTNER-SHIP LOGO

Organizer/Partner logo

MAXUS

MAXUS logo

The Safety Distance Standard and Application Case Studies of the Combined Logo When MAXUS Brand Cooperates with Large-scale Event

Brand logo combination should always be highly legible and visually balanced. The safe distance is the smallest

"breathing space" around the logo for easy definition of clarity and layering. There should be no graphics, text, and other logos in this space.

The distance between MAXUS logo and the separation line in the logo combination is defined as the standard unit e, and the safety distance is always at least 1.5e. The size of this space can be increased as needed.

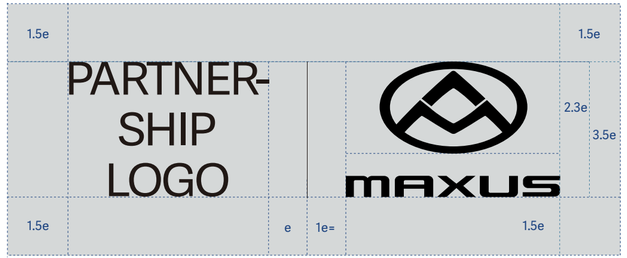
When the logo of the organizer/partner brand is a horizontal or vertical logo, it must be visually maintained in a balanced relationship, and the logo height should not exceed 3.5e.

To ensure maximum identifiability and accuracy of the

MAXUS logo, it is recommended that the minimum size be implemented as in accordance with the combined logo usage standard of the organizer/partner brand.

The application example shows the location relationship between the co-branded logo and the MAXUS brand logo.

As shown in the image on the right, this example illustrates a combined logo in which the BRICS vertical logo is the primary identifier and the MAXUS vertical logo is secondary.







Use the smallest size, length≥20mm

Basic Standard for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 1

When combining with organizer/partner brand logo, in the case of printing and digital advertising in the publicity nel, the flat logo should be given priority.

When co-branding with peer or partner brands, if MAXUS is the primary brand and the partner brand is secondary, the MAXUS logo should be placed to the left of the partner brand logo.

The organizer/partner brand logo and MAXUS brand logo should be as consistent as possible on the horizontal and vertical layouts.

To ensure maximum identifiability and accuracy, the combination is shown on the right.

In the specific implementation, it may also be negotiated on the VI standard of the two parties.



Safety Distance Standard and Application Example for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 1

Brand logo combination should always be highly legible and visually balanced. The safe distance is the smallest "breathing space" around the logo for easy definition of clarity and layering. There should be no graphics, text, and other logos in this space.

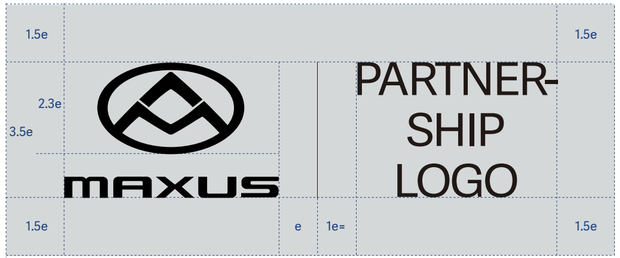
The distance between MAXUS logo and the separation line in the logo combination is defined as the standard unit e, and the safety distance is always at least 1.5e. The size of this space can be increased as needed.

When the logo of the organizer/partner brand is a vertical logo, it must be visually maintained in a balanced relationship, and the logo height should not exceed 3.5e.

The minimum size of the combined logo is based on the minimum size of MAXUS logo.

The application example shows the location relationship between the cobranded logo and the MAXUS brand logo.

As shown in the image on the right, this example illustrates a combined logo in which the BRICS vertical logo is the primary identifier and the MAXUS vertical logo is secondary.







Use the smallest size, length≥20mm

Basic Standard for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 2

When combining with organizer/partner brand logo, in the case of printing and digital advertising in the publicity channel, the flat logo should be given priority.

When co-branding with peer or partner brands, if MAXUS is the primary brand and the partner brand is secondary, the MAXUS logo should be placed to the left of the partner brand logo.

The organizer/partner brand logo and MAXUS brand logo should be as consistent as possible on the horizontal and vertical layouts.

To ensure maximum identifiability and accuracy, the combination is shown on the right.

In the specific implementation, it may also be negotiated on the VI standard of the two parties.



Safety Distance Standard and Application Example for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 2

Brand logo combination should always be highly legible and visually balanced. The safe distance is the smallest "breathing space" around the logo for easy definition of clarity and layering. There should be no graphics, text, and other logos in this space.

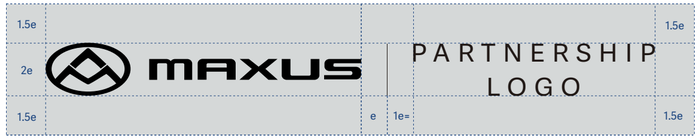
The distance between MAXUS logo and the separation line in the logo combination is defined as the standard unit e, and the safety distance is always at least 1.5e. The size of this space can be increased as needed.

When the logo of the organizer/partner brand is a horizontal logo, it must be visually maintained in a balanced relation-ship, and the logo height should not exceed 2e.

The minimum size of the combined logo is based on the minimum size of MAXUS logo.

The application example shows the location relationship between the co-branded logo and MAXUS brand logo.

As shown in the image on the right, this example illustrates a combined logo in which the BRICS vertical logo is the primary identifier and the MAXUS vertical logo is secondary.







Use the smallest size, length≥30mm

Basic Standard for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 3

When combining with organizer/partner brand logo, in the case of printing and digital advertising in the publicity nel, the flat logo should be given priority.

When co-branding with peer or partner brands, if MAXUS is the primary brand and the partner brand is secondary, the MAXUS logo should be placed to the left of the partner brand logo.

The organizer/partner brand logo and MAXUS brand logo should be as consistent as possible on the horizontal and vertical layouts.

To ensure maximum identifiability and accuracy, the combination is shown on the right.

In the specific implementation, it may also be negotiated on the VI standard of the two parties.



Safety Distance Standard and Application Example for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 3

Brand logo combination should always be highly legible and visually balanced. The safe distance is the smallest

"breathing space" around the logo for easy definition of clarity and layering. There should be no graphics, text, and other logos in this space.

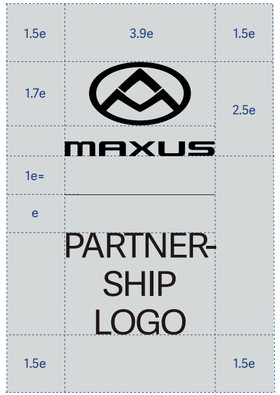
The distance between MAXUS logo and the separation line in the logo combination is defined as the standard unit e, and the safety distance is always at least 1.5e. The size of this space can be increased as needed.

When the logo of the organizer/partner brand is a vertical logo, it must be visually maintained in a balanced relationship, and the logo width should not exceed 3.9e.

The minimum size of the combined logo is based on the minimum size of MAXUS logo.

The application example shows the location relationship between the co-branded logo and MAXUS brand logo.

As shown in the image on the right, this example illustrates a combined logo in which the BRICS vertical logo is the primary identifier and the MAXUS vertical logo is secondary.







Use the smallest size, length≥20mm

Basic Standard for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 4

When combining with organizer/partner brand logo, in the case of printing and digital advertising in the publicity channel, the flat logo should be given priority.

When co-branding with peer or partner brands, if MAXUS is the primary brand and the partner brand is secondary, the MAXUS logo should be placed to the left of the partner brand logo.

The organizer/partner brand logo and MAXUS brand logo should be as consistent as possible on the horizontal and vertical layouts.

To ensure maximum identifiability and accuracy, the combination is shown on the right.

In the specific implementation, it may also be negotiated on the VI standard of the two parties.



Safety Distance Standard and Application Example for Combined Logo System When MAXUS Brand Cooperates with Various Industry Brands - 4

Brand logo combination should always be highly legible and easy to read. The safe distance is the smallest "breathing space" around the logo for easy definition of clarity and layering. There should be no graphics, text, and other logos in this space.

The distance between MAXUS logo and the separation line in the logo combination is defined as the standard unit e, and the safety distance is always at least 1.5e. The size of this space can be increased as needed.

When the logo of the organizer/partner brand is a horizontal logo, it must be visually maintained in a balanced relationship, and the logo width should not exceed 9.4e.

The minimum size of the combined logo is based on the minimum size of MAXUS logo.

The application example shows the location relationship between the cobranded logo and MAXUS brand logo.

As shown in the image to the right, it is an example of the combined logo when MAXUS (vertical type logo) is the main level and Bosch (vertical type logo) is secondary.







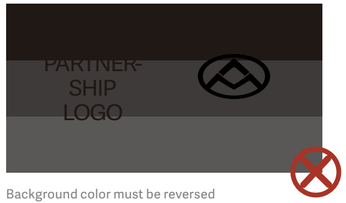
Use the smallest size, length≥30mm

Incorrect Use of Combined Logo When MAXUS Cooperate with Large-scale Event

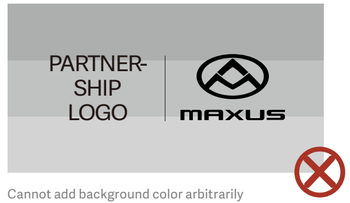
Any modification to the combined logo of brand and group compromises brand integrity and is strictly prohibited.

The examples shown illustrate common incorrect usages, but do not cover all possible misuse scenarios.

In cases of uncertainty, please contact the Marketing and data center branding team for confirmation and approval to ensure proper use of the combined logo.



Background color must be reversed when C0/M0/Y0/K is greater than 50



Cannot add background color arbitrarily



Vertical lines cannot be cleared



Logo cannot be used interchangeably

Standard & Assisting Color Application Standard

All colors in the standard color have an accurate print, online or on-screen color reference, and the color values listed in the table should always be selected based on the media used.

As MAXUS evolves with changing usage scenarios, brand upgrading, and the audience's shifting aesthetic expectations, the brand requires a clearer and more confident visual expression that reflects its long-term positioning.

Black and white are chosen as the core brand colors as communicate trust, clarity, and authority across cultures, supporting MAXUS' role as a globally relevant mobility brand while strengthening its premium and professional image.

The restrained black-and-white palette enables the brand to convey a focused, confident visual message. This approach directs user attention to what truly matters, while embodying MAXUS's core identity as a reliable mobility partner dedicated to addressing real needs.

Building on the original MAXUS corporate color system, the brand standard colors are refined with a younger and more contemporary touch, while maintaining a sense of maturity and reliability.

The brand standard color is mainly used for the promotion of brand image and product image and covers all communication information touchpoints.

On-screen color

R25 G25 B25
C0 M0 Y0 K90
PANTONE Black 6 C

R255 G255 B255
C0 M0 Y0 K0

Assisting Color Application Standard

Blue is selected as the most recommended assisting color to express intelligence, technological progress, and a forward-looking value, signaling MAXUS' ability to unlock new possibilities beyond the present.

Used selectively, it introduces a sense of depth and expansion to the black-and-white core, visually guiding the brand from today's reality toward future-oriented solutions and innovation.

On-screen color

PANTONE
2387 C
CMYK
85 53 0 0
RGB
0 102 255
HEX
0066ff

English Font Standard

English font

The preferred MAXUS English font is BrownProTT-Bold.

BrownProTT-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuxwxyz1234567890

BrownProTT-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuxwxyz1234567890

BrownProTT-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuxwxyz1234567890

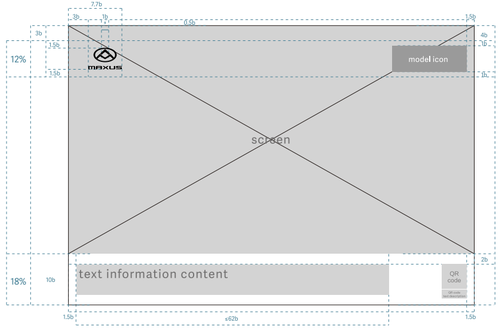
Print Advertising - Horizontal Version

The application part is an extension of brand image communication. Each application is a carrier of brand communication. In order to ensure the correct communication of the corporate image, we standardize each application in the application part.

All design projects in the application section are reference to design standard, rather than plate-making or printing documents. All pictures and texts being showed are used as a replacement and cannot be permanently designed and printed.

This type of design layout is suitable for printing products and online media (except for screen image). It is used for offline publicity channels and for MAXUS vehicles shown in online publicity screens.

According to actual model information, and image aesthetics the proportion of bar in the picture is determined.



18%<the proportion that bar accounted for < 27%

text information content≤ 62b

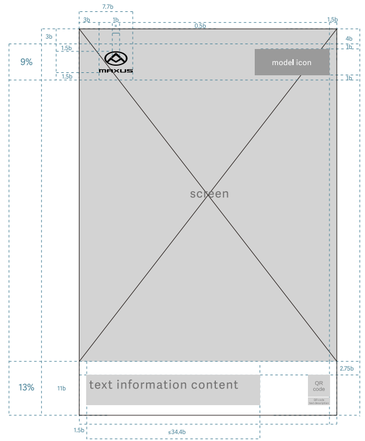
Print Advertising - Vertical

The application part is an extension of brand image communication. Each application is a carrier of brand communication. In order to ensure the correct communication of the corporate image, we standardize each application in the application part.

All design projects in the application section are reference to design standard, rather than plate-making or printing documents. All pictures and texts being showed are used as a replacement and cannot be permanently designed and printed.

This type of design layout is suitable for printing products and online media (except for screen image). It is used for offline publicity channels and for MAXUS vehicles shown in online publicity screens.

According to actual model information, and image aesthetics the proportion of bar in the picture is determined.



13%<the proportion that bar accounted for < 20%

text information content≤ 34.4b

Outdoor

The application part is an extension of brand image communication. Each application is a carrier of brand communication. In order to ensure the correct communication of the corporate image, we standardize each application in the application part.

All design projects in the application section are reference to design standard, rather than plate-making or printing documents. All pictures and texts being showed are used as a replacement and cannot be permanently designed and printed.

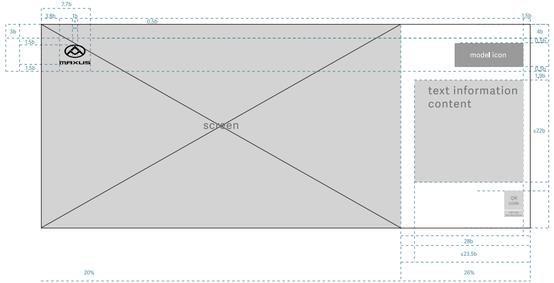
This type of design layout is suitable for printing products and online media (except for screen image). It is used for offline publicity channels and for MAXUS vehicles shown in online publicity screens.

According to actual model information, and image aesthetics the proportion of bar in the picture is determined.

26%<the proportion that bar accounted for ‹ 30%

vertical text information content≤ 22b

horizontal text information content≤ 23.5b



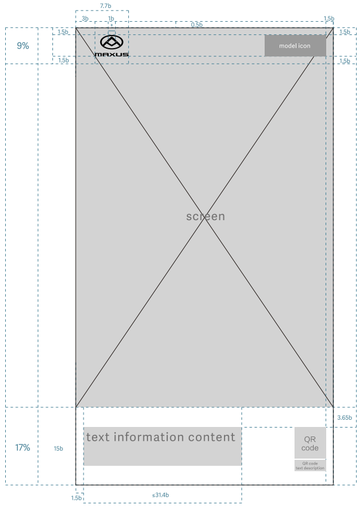
Screen Brushing

The application part is an extension of brand image communication. Each application is a carrier of brand communication. In order to ensure the correct communication of the corporate image, we standardize each application in the application part.

All design projects in the application section are reference to design standard, rather than plate-making or printing documents. All pictures and texts being showed are used as a replacement and cannot be permanently designed and printed.

This type of design layout is suitable for printing products and online media. It is used for offline publicity channels and for MAXUS vehicles shown in online publicity screens.

According to actual model information, and image aesthetics the proportion of bar in the picture is determined.



15%<the proportion that bar accounted for < 17%

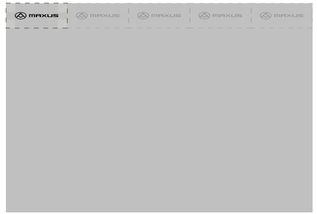
text information content≤ 31.4b

Photo Watermark

When applied across different scenarios and sizes, the watermark may be adjusted appropriately according to actual conditions, provided that all logo specifications are strictly followed.



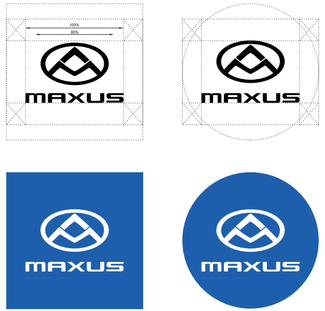






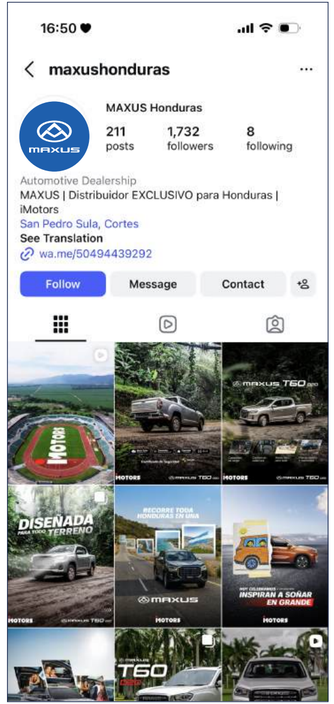
Profile Photo

Profile Photos at Various Platforms



Overseas Platform





Configuration Sheet

Generally, it is applied in the vehicle introduction for offline events or auto show.

MAXUS

MAXUS G10 Configuration

Basic Parameters

Basic Parameters		Power System	
Number of Seats	7 / 9	Engine Type	1.9T / 2.0T
L*W*H (mm)	5168*1980*1928	Fuel Form	Petrol/Diesel
Wheelbase (mm)	3198	Transmission	6AT / 6MT
Chassis System		Max. Power (kw)	110 - 165
Front Suspension System	Mcpherson Independent Suspension	Torque (Nm)	345 / 350
Five-link Rear Suspension + Nivomat Fully Automatic Ride Height	●	Max. Speed (km/h)	190
		Comprehensive Fuel Consumption	7.8 - 10.3
Five-link Rear Suspension	●		
Steering System	Hydraulic Power Steering		
Brake	Front/Rear Disc Brake		

Model Highlight

- XXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Suggested Retail Price xxx,xxx-xxx,xxx

Video Tailboard

The application part is an extension of brand image communication. Each application carries brand communication. To ensure the correct communication of the corporate image, we standardize each application in the application part.

All design projects in the application section are reference to design standard, rather than plate-making or printing documents. All pictures and texts appearing are used as a replacement and cannot be permanently designed and printed.

Video tailboard usage principle:

1. For videos played on large LED screens, the tailboard will always be black.

2. For videos played on non-large LED carriers, a black tailboard plate is preferred. According to the colour tone of the video, a white tailboard plate is optional.

3:4
Center alignment



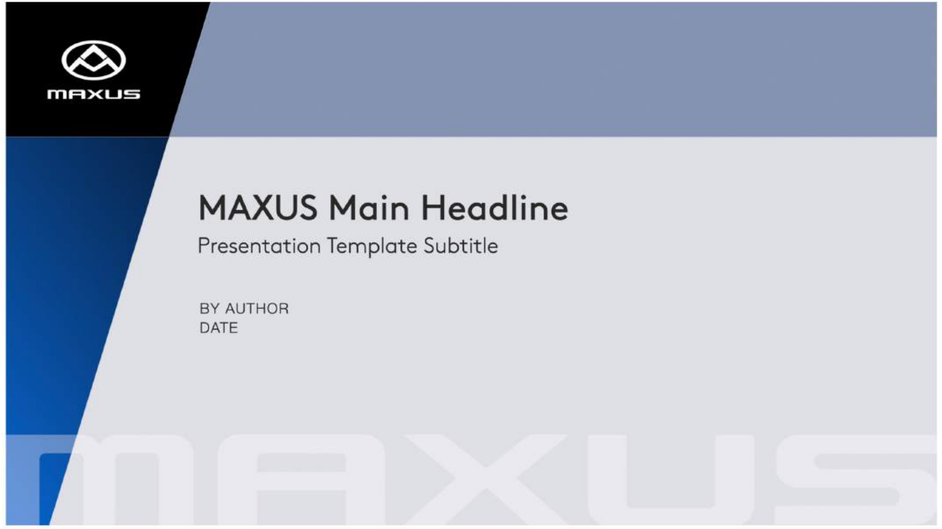
9:16
Center alignment



Document - Templates for Powerpoint

Document - Templates for Powerpoint

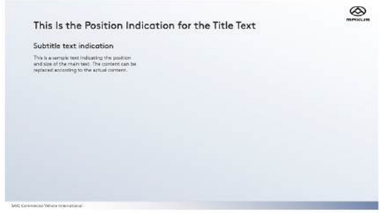
This page sets out the style for PowerPoint presentations, making the overall style more scientific and youthful to effectively convey the brand's young, technological image to the audience.

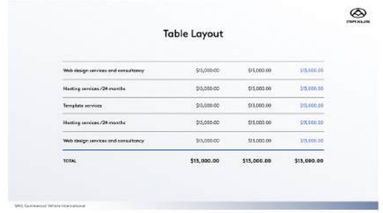


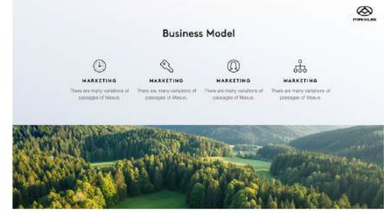


















Office Supplies - E-Mail Signature

Office Supplies - E-Mail Signature

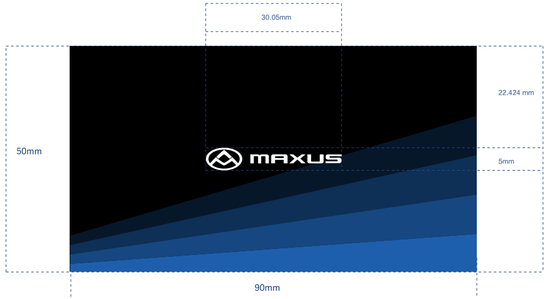
The company's standard e-mail signatures should be used to maintain the consistency of the brand image in the global market.



Office Supplies - Business Card

The following is an example of a corporate business card. The existing two business cards can be flexibly used according to the needs of local markets.

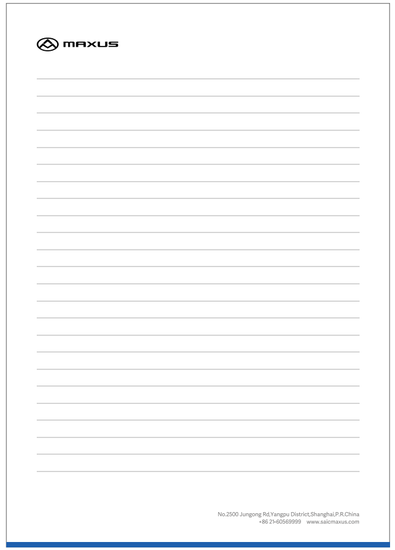




Office Supplies - Document Print

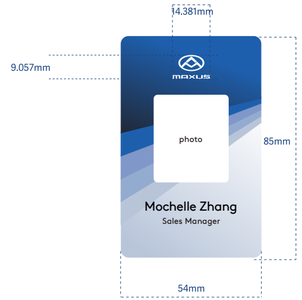
The following is a display of corporate document prints,
a style consistent with the brand image and a high degree of attention to detail,
always showing the brand image and spirit of MAXUS.

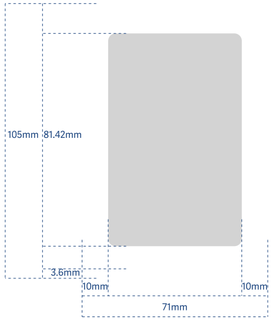




Office Supplies - Tag

The following display of corporate document prints is
consistent with the brand image, showcasing a high level of
attention to detail and the essence of the MAXUS brand.







Office Supplies - Canvas Bag

The following display of daily supplies is consistent with the brand image, showcasing a high level of attention to detail and the essence of the MAXUS brand.



Office Supplies - Notebook

Size: based on the actual notebook
Craft: embossing

