



The Essential Tool for Mathematics and Modeling

## *Maple 12 Logo Usage Guidelines*

The product signature consists of three components – the brand name Maple, the version number 12, and the tagline “The Essential Tool for Mathematics and Modeling”.

The tagline “The Essential Tool for Mathematics and Modeling” must appear as provided, in relationship to the logo. It may be used only in reference to Maple 12. The tagline is detachable only in cases where the size is illegible.

When referencing Maple™ 12, the trademark symbol ™ must appear in the first instance. The ™ cannot be detached from the logo. Please note the position of the trademark symbol.

Correct:	Maple™ 12
Incorrect:	Maple 12™

When producing in color for print or on screen, the logo must appear in Pantone® 302 blue and Pantone® 1807 Red, process, or RGB equivalents;

Blue	C=100% M=25% Y=0% K=50%
Red	C=0% M=100% Y=96% K=28%

Blue	R=1 G=60 B=89
Red	R=173 G=0 B=35

When producing in grayscale, or solid black use the logo as provided, Maple12\_logo\_Grayscale.eps and Maple12\_logo\_Black respectfully.

When producing a knockout, the logo must only appear on a black or “Maple blue” based background.