



Corporate Signature Guide

The corporate signature consists of the Maplesoft™ logo including the stylized maple leaf and the corporate positioning tagline, “Mathematics • Modeling • Simulation”.

When referencing Maplesoft™, the trademark symbol “™” must appear in the first instance. The “™” cannot be detached from the logo. The trademark name “Maplesoft™” must appear as one word.

The maple leaf symbol cannot be detached or modified in any way from the logotype. The maple leaf symbol can be used as an accent graphic, however in this instance the complete Maplesoft™ logo must also appear.

The tagline “Mathematics • Modeling • Simulation” must appear as provided, in relationship to the logo. It may be used only in reference to Maplesoft™. The tagline “Mathematics • Modeling • Simulation” is detachable only in cases where the size is illegible.

When producing in color for print or on screen, the logo must appear in Pantone® 302 (Maple™ blue) and Pantone Process Black, process, or RGB equivalents;

Blue – C=100% M=25% Y=0% K=50%

Black – C=20% M=0% Y=0% K=100%

Blue – R=1 G=60 B=89

Black – R=0 G=0 B=0

When producing in grayscale, or solid black use the logo as provided, “Maplesoft_GScale.eps” and “Maplesoft_solid.eps” respectfully.

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