g max™

PRIMARY LOGOTYPE

g max™

SECONDARY LOGOTYPE

g max™
R E A D Y

READY LOGOTYPE

SCALE (IN INCHES)

.0   .5   1

g max™

LARGE LOGOTYPE

.0   .5   1

gmax

SMALL LOGOTYPE

.0   .5   1

gmax
R E A D Y

SMALL LOGOTYPE

PRODUCT LOGOTYPES

There are three distinct **gmax** logos for uses in different applications. Depending on the audience, the messaging and the marketing and/or advertising piece in question, use the appropriate logotype and treatment as illustrated above and defined as follows.

PRIMARY VERSION

The primary or "outlined" version of the **gmax** logo is intended for graphic-intensive applications, where the focus is on imagery rather than text.

SECONDARY VERSION

The secondary or "solid" version of the **gmax** logo is intended for text-intensive applications, where the focus is on text rather than imagery.

CUSTOMER VERSION

gmax™ ready - This logo is to be used, by customers only, on their game box/CD/website/etc to denote that their game supports **gmax**. This means that they have signed Discreet's distribution agreement and have a fully qualified game pack which is usable with the free version of **gmax**.

SIZE RELATIONSHIPS

Shown above are two logotype variations for maximum legibility. The size of the logotype is measured horizontally from left to right edge.

gmax PRIMARY LOGOTYPE

· Never use the large primary logotype below 1" in size, horizontally.
· For the small primary logotype, never exceed 1" in size, or below .75" horizontally.
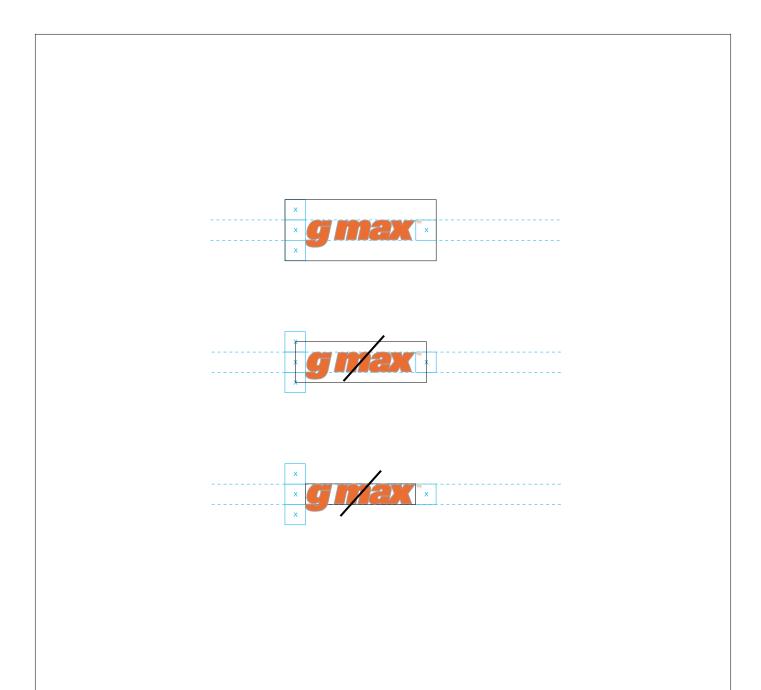· For sizes below .75", use the secondary logotype.

gmax SECONDARY LOGOTYPE

· Never use the large secondary logotype below 1" in size, horizontally.
· For the small secondary logotype, never exceed 1" in size, or below .5" horizontally.

gmax ready LOGOTYPE

· Never exceed 1" in size, or below .5" horizontally.

CLEAR SPACE

To communicate effectively, a minimum amount of clear space is necessary to properly stage the logotype. Clear space is defined by the "x" height of the letter forms and should never be violated.

X-HEIGHT

X-height refers to the height of the lowercase letterform. Clear space is defined by one "x" above and below the logotype, as well as one "x" from the left side and one "x" from the right side.

	PRIMARY	**SECONDARY**	**READY**
COLOR LOGOTYPES	*g max*™	*g max*™	*Do not use this logo in color*
BLACK LOGOTYPES	*g max*™	*g max*™	*g max*™ *R E A D Y*
WHITE LOGOTYPES	*g max*™	*g max*™	*g max*™ *R E A D Y*

LOGOTYPE COLOR

When using the **gmax** logotype, the primary color is pms "Warm Red". The outline should be white, silver, or gray. The logotype should only be used in the versions shown above. When printing on colored or textured backgrounds, use the logotype option that provides the greatest contrast.

COLOR TREATMENTS

PMS "Warm Red" is the **gmax** logotype color. Under no circumstances should this color be altered, unless you are faced with difficulties in print production. In that case, contact Discreet Creative Services and we will advise you on the best way to proceed.

Never deviate from the color treatments shown above.

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1. Do not add an additional outline to the **gmax** Primary Logotype, and do not outline either the **gmax** Secondary Logotype or the "**gmax** ready" Logotype.

2. Do not mix colors in the logotype(s).

3. Do not set the **gmax** logotype(s) in type.

4. Do not stretch proportions of the logotype(s).

5. Do not add drop shadows to the logotype(s).

6. Do not apply blends to the logotype(s).

7. Do not alter the spacing of the logotype(s).

8. Do not reproduce the logotype(s) in any unapproved colors.

USAGE

The **gmax** logotypes have been designed to appear as they were drawn, and should not be altered in any way.

BASIC FORM

When you use the logotypes, please use the artwork that Discreet Marketing Communications has provided for your use. No deformation of the logotypes is permitted.

DISPLAY STANDARD

1. Do not add an additional outline to the **gmax** Primary Logotype, and do not outline either the **gmax** Secondary Logotype or the "**gmax** ready" Logotype.

2. Do not mix colors in the logotype(s).

3. Do not set the **gmax** logotype(s) in type.

4. Do not stretch proportions of the logotype(s).

5. Do not add drop shadows to the logotype(s).

6. Do not apply blends to the logotype(s).

7. Do not alter the spacing of the logotype(s).

8. Do not reproduce the logotype(s) in any unapproved colors.

3D APPLICATIONS

These guidelines have been set for print and web applications. If you have special need to animate or render the **gmax** logotype in 3D, please submit artwork to Creative Services for approval prior to use.