



Brand Guidelines

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# BRAND GUIDELINE

## ABOUT MAXPROP HOLDINGS

From humble beginnings Maxprop Holdings has grown into a Real Estate powerhouse in KwaZulu Natal, and is now eyeing new horizons throughout the rest of the country. Founded by property legend Max Dales in 1958, with a converted garage as the head office, the company now offers the most comprehensive spread of property services in the industry.

As with the Residential Division, Maxprop Commercial and Industrial handles not only buying selling and letting but also offers Property Management Services and developments. Add Auctions, Syndications and Investment, and the claim to offering the most complete range of services gains credence. With nine Commercial & Industrial offices across KwaZulu Natal, the province is truly covered.

The Maxprop Residential Franchise Division has numerous offices in KwaZulu Natal, and plans for further expansion into all major regions in tough times are indicative of the confidence that in this progressive group. The Residential Division provides expert advice, training, management systems and group marketing support to the existing franchises around the country. Maxprop Franchise opportunities exist in prime residential areas such as Umhlanga, South Coast and the Western Cape.

To ensure the highest levels of expertise, training is of vital importance to Maxprop, and to this end professional trainers are employed. All basic training is provided free of charge to franchisees. What makes the Maxprop Franchise model a truly attractive model to prospective franchisees is that a policy of “no minimum royalties” applies.

The Maxprop Group is extremely proud of their achievements over the past 59 years and are confidently looking forward to achieving even greater things in the coming half-century.



## MISSION

Maxprop strives for the highest standards of excellence and professionalism in property and related services through a proactive, innovative approach and the development of our people and their talents for the benefits of clients, staff, associates and shareholders.

## VALUES

- Professionalism
- Honesty
- Diligence
- Empathy

# PRIMARY LOGO APPLICATION

## PRIMARY LOGO

For applications where there are no printing restrictions and legibility of the logo permits it; this would be the preferred logo for Maxprop.



Preferred logo for Maxprop

## PRIMARY LOGO-INVERSE

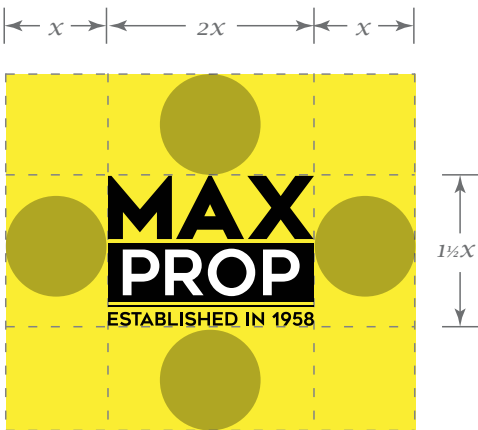
For applications where the preferred logo wouldn't be legible or if printing restrictions limits the ability to do so, the logo reversed to white is allowed.



White logo on dark background

## CLEAR SPACE PRIMARY LOGO

All logo versions must have a clear space surrounding the logo at all times in order to maintain clear brand esthetics.



Please allow adequate spacing at all times.

## MINIMUM SIZE LOGO

A minimum of 0.5 inches (12.7mm) width for print is preferred.



# SECONDARY LOGO APPLICATION

## STAMPED LOGO

For stamped applications where the preferred logo wouldn't be legible, a monochrome version can be used as long as legibility is maintained to the highest quality permissible by the stamp. The logo must not be rotated more than 10° from the horizontal line, after being stamped unto a document or sheet.



## LOGO-COLOR

The Maxprop Logo is always the preferred colored logo or white



Preferred colored logo



Preferred reversed monochrome logo



Use with prior permission for printed monochrome logo

# SECONDARY LOGO APPLICATION

## LOGO-ON-IMAGE

The Maxprop logo is always the preferred logo or its preferred reversed. It must be legible and maintain the integrity of its form. When placing the logo on an image always use the white logo version. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo. The only exception will be due to some limitations with color printing. This is the only time the logo is permitted to be display in black.



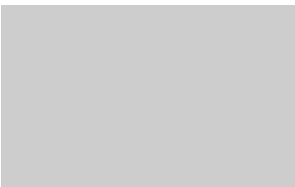
Preferred logo on yellow background



White logo on black or dark background



White logo on image background



Layer 2  
10-20% black ink



Layer 1  
Original image

# SOCIAL ICONS

## ICONS GUIDE

When using the logo to represent Maxprop presence on social media - either alone or alongside other social icons - you can use the logo in black with the yellow-black bar. It is preferred that the logo is represented free of containers; but if a container works best for your needs, feel free to use either the circular, square, or square with rounded corners with the yellow container.



Logo  
Social Icon



Square  
Social Icon



Rounded Square  
Social Icon



Circular  
Social Icon



Minimum width  
of 30 px



Minimum width  
of 30 px



Minimum width  
of 30 px



Minimum width  
of 30 px

## PRIMARY DISPLAY TYPEFACE

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### PROXIMA NOVA REGULAR

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Proxima Nova Regular bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance.

A B C D E  
F G H I J K L M N  
O P Q R S T U  
V W X Y Z

0 1 2 3 4 5 6 7 8 9 & \$ %  
! @ # ^ \* ( ) \_ + = " : ? > <

## SECONDARY DISPLAY TYPEFACE

### PROXIMA NOVA BOLD

Proxima Nova Bold is considered as supplemental font from the Proxima Nova Standard Fonts.

A B C D E  
F G H I J K L M N  
O P Q R S T U  
V W X Y Z

0 1 2 3 4 5 6 7 8 9 & \$ %  
! @ # ^ \* ( ) \_ + = " : ? > <



COLOR GUIDE

Primary

Yellow

HEX #FFFF00      CMYK 6 0 97 0  
RGB 255 255 0      PANTONE Yellow C

Secondary

Black

HEX #000000      CMYK 75 68 67 90  
RGB 0 0 0      PANTONE Black 7 C

White

HEX #FFFFFF      CMYK 0 0 0 0  
RGB 255 255 255

**Have any questions?**  
**Contact us at [info@maxprop.co.za](mailto:info@maxprop.co.za)**

