



— MAXPLACES MARKETING

Brand Guidelines

Identity, color, typography, voice, and usage standards for representing the MAXPlaces brand in press and partner materials.

VERSION

v1.0

Press Kit Edition

ASSET REQUESTS

hello@maxplaces.com

855-629-6584 · maxplaces.com

MAXPlaces Marketing, LLC · Digital Marketing Maximized

These guidelines

A practical reference for anyone reproducing the MAXPlaces brand — journalists, partners, event organizers, and designers.

These guidelines exist so the MAXPlaces brand looks and sounds consistent everywhere it appears. They cover the essentials for external use: the logo, color, typography, naming and trademark rules, brand voice, and approved boilerplate. When something isn't specified here, favor the most restrained, on-brand choice — or reach out and we'll advise.

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Logo assets. This edition ships with the full-color logo. Reversed (knockout), standalone-mark, and vector (SVG / EPS) formats are available on request — email hello@maxplaces.com.

Who MAXPlaces is

MAXPlaces Marketing, LLC is an AI-forward digital marketing agency helping mid-market and enterprise brands across every industry get discovered, cited, and recommended across AI answer engines and traditional search — engineering brands to be the trusted answer that AI systems and search engines surface.

TAGLINE

Digital Marketing Maximized

The operating principle behind everything — used in the logo lockup and as the closing line in brand materials.

IN ONE BREATH

Confident, consultative, results-focused

We always name the engines by name — Google AI Overviews, ChatGPT, and Perplexity — rather than speaking in the abstract.

— WHAT WE DO — four pillars, 13 services

AI Search & Visibility	Generative Engine Optimization (GEO) · Answer Engine Optimization (AEO) · AI Readiness Audit
Search Optimization	Technical SEO & AI crawl readiness · Local & geo-targeted SEO · eCommerce SEO · Penalty recovery
Authority & Reputation	Authority building & digital PR · Reputation & trust signals · Social & brand signals
Paid & Conversion	Paid search & PPC · Conversion rate optimization · Video marketing

Primary logo & usage

The full-color wordmark, location mark, and tagline form one lockup. Keep them together and unaltered.



CLEAR SPACE

Keep clear space on all sides equal to the height of the “M” in the wordmark. Nothing — text, imagery, or edges — encroaches on it.

MINIMUM SIZE

Do not reproduce the full lockup narrower than **1.3 in** / **160 px** wide, below which the tagline loses legibility.

APPROVED BACKGROUNDS

Place the full-color logo on **white or light neutral** (e.g. #F5F7FB). On dark fields, use the reversed logo (available on request) — never the dark-lettering logo on a dark background.



Logo misuse

The logo is a fixed asset. Reproduce it from the supplied files — never recreate, restyle, or modify it.

 Don't stretch or condense the logo.	 Don't distort the proportions.	 Don't rotate or tilt the lockup.
 Don't recolor the wordmark or mark.	 Don't add shadows, glows, or effects.	 Don't place on busy or low-contrast fields.

Also avoid: retyping or recreating the wordmark in another font, separating the mark from the wordmark in the primary lockup, altering or removing the “Digital Marketing Maximized” tagline, or adding outlines and containers not shown here.

The constant & print palette

One color is constant across every context. The rest of the system shifts between print (light) and digital (dark).

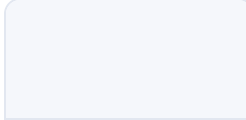
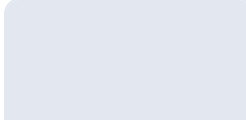


Signal Red — the brand constant
HEX **#CF1509** • RGB 207 / 21 / 9 • CMYK 0 / 90 / 96 / 19

— PRINT PALETTE — documents, proposals, this fact-sheet family (light)

				
Navy #2C466B C59 M35 Y0 K58	Navy Deep #1F3350 C61 M36 Y0 K69	Signal Red #CF1509 C0 M90 Y96 K19	Red Deep #A8110A C0 M90 Y94 K34	Steel #3F6BB0 C64 M39 Y0 K31

— PRINT NEUTRALS

				
Ink #1B2433	Ink Soft #54607A	Ink Faint #8A93A4	Panel #F5F7FB	Line #E2E7F0

Usage. Navy is the foundation; Signal Red is reserved for action and emphasis, never large fills; Steel is the secondary accent. CMYK values are process approximations — request a Pantone match for spot-color print runs.

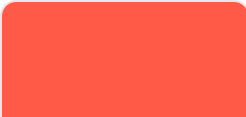
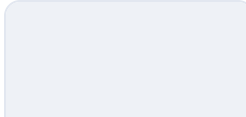
Digital palette

The AI-forward website system: a dark navy field with signal red for action and steel blue as the AI accent. Screen values (HEX / RGB).

— BACKGROUND FIELDS — section rhythm, dark to darkest

				
BG Primary #101A30	BG Alt #141F39	Emphasis #0C1628	Deep #0A1326	Darkest #070D1A

— ACCENT, SURFACE & TEXT

				
Red Core #CF1509	Red Accent #FF5A48	Steel #6AA6E8	Surface #1A2643	Text #EEF1F6

— SIGNATURE GRADIENTS

	
Button Gradient #E23423 → #BF0F04	Spectrum #6AA6E8 → #CF1509 → #2C466B

Note. Red Accent **#FF5A48** is for links and eyebrows *on dark fields only*. In print, emphasis uses Signal Red #CF1509 — the two reds are context-scoped, not interchangeable.

Typefaces

Two families do all the work: Archivo carries the voice; IBM Plex Mono carries the signal.

ARCHIVO

Display & body
Weights 400–800
Headings: -0.02 to -0.03em

Digital Marketing Maximized

Get discovered, cited, and recommended.

ARCHIVO

Body copy
Weight 400–500
Line-height 1.55–1.6

MAXPlaces engineers brands to be the trusted answer that AI systems and search engines surface — across Google AI Overviews, ChatGPT, and Perplexity.

IBM PLEX MONO

Eyebrows, labels, stats
Weight 600
UPPERCASE · 0.18 – 0.20em

AI SEARCH & VISIBILITY

ROLES

Archivo for every heading and all body copy. **IBM Plex Mono** for eyebrows, section labels, stats, captions, and technical metadata — always uppercase with wide tracking.

RULE

Mono is **signal, not body**. Never set paragraphs or long-form copy in IBM Plex Mono. Fallbacks: Helvetica Neue / Arial for Archivo; system monospace for Plex Mono.

Names & marks

Proprietary names carry legal weight and must be written exactly as shown.

MAXPlaces

One word, camel-case: **MAX + Places**. Never “Max Places” or “Maxplaces.” Full legal entity: MAXPlaces Marketing, LLC.

MAXBURST

Affiliated web-design brand — a separate but related company. All caps. Not a MAXPlaces service line.

S.T.A.R. FrameworkSM

Service mark — include the SM on first or most prominent use. Periods between letters. Expands to Strategic Planning, Technical SEO, Authority Building, Results Measurement.

LLMS AmplifierTM

Trademark — include the TM on first or most prominent use. **Never preceded by “the.”**

AI Readiness Score

Proprietary measure. Capitalize exactly as shown.

EntityMap

A **third-party open standard** that MAXPlaces implements — not a MAXPlaces product. Describe as “implements the EntityMap open standard.”

Product names

AI Readiness Audit · AI Visibility Launchpad · AI Visibility Accelerator · PPC Ignition · MAXDash. Capitalize exactly.

✓ CORRECT

“LLMS AmplifierTM surfaces...”

“built on the S.T.A.R. FrameworkSM”

MAXPlaces · implements the EntityMap standard

✗ INCORRECT

“the LLMS Amplifier surfaces...”

“the STAR framework”

Max Places · “our EntityMap product”

How we sound

Confident but not arrogant; professional yet approachable; authoritative without condescension; solution-oriented.

Expert Authority

Deep technical knowledge, kept accessible — backed by specific methodologies and measurable outcomes.

Strategic Leadership

Forward-thinking and consultative; comprehensive, long-term solutions over quick fixes.

Professional Innovation

New technology (like AI) integrated with proven strategy — credible, not hype-driven.

Results-Focused

Concepts tied to concrete business outcomes, with clear success indicators.

✓ DO

- Use concrete examples and specific metrics
- Name the engines: Google AI Overviews, ChatGPT, Perplexity
- Define terms on first use; write in active voice
- Use “we / our” for the company; “I / my” for individual bylines

× DON'T

- Promise guaranteed rankings or citations
- Make unsubstantiated claims
- Slip into overly casual or hype-heavy language
- Frame any industry as a limit on who we serve

Honest-language rule. MAXPlaces never guarantees outcomes it can't control. We commit to consistent, transparent work — and say so plainly.

Approved copy

Use this language verbatim. The full boilerplate is the paragraph reporters should quote.

SHORT BOILERPLATE

MAXPlaces Marketing, LLC is an AI-forward digital marketing agency helping mid-market and enterprise brands across every industry get discovered, cited, and recommended across AI answer engines and traditional search. Headquartered in Farmingdale, NY, with a second office in New York City.

FULL BOILERPLATE

MAXPlaces Marketing, LLC is an AI-forward digital marketing agency headquartered in Farmingdale, New York, with a second office in New York City. Founded in 2014, the firm helps mid-market and enterprise brands across every industry get discovered, cited, and recommended across AI answer engines and traditional search — and works with local businesses where the fit makes sense.

Its practice spans Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), technical SEO, authority building, and paid search — engineering brands to be the trusted answer that AI systems and search engines surface. Anchored to its proprietary S.T.A.R. FrameworkSM, MAXPlaces operates under the principle of Digital Marketing Maximized.

MEDIA CONTACT

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Assets on request. Logos (full-color, reversed, mark, vector), leadership headshots, and additional brand files — email hello@maxplaces.com.