

## Logo Guidelines

Before using the Holcim Startup MAQER logo, please make sure to comply with our brand guidelines:

1. Do not alter the shape, proportion, or orientation of the logo and use it only as indicated below.
2. The brand logo can be used in black, white and the indicated colors below. Please do not change the color of the logo in any other way.

**HOLCIM**  
**STARTUP**  
**MAQER**

**HOLCIM**  
STARTUP  
**MAQER**

**HOLCIM**  
STARTUP  
**MAQER**

**HOLCIM**  
**STARTUP**  
**MAQER**

**HOLCIM**  
STARTUP  
**MAQER**

## Branding Guidelines

Before using the Holcim Startup MAQER brand, please make sure to comply with the branding guidelines:

1. When writing Holcim Startup MAQER, Holcim and Startup must always start with capital letters.
2. Holcim Startup MAQER is presented as three separate words. Holcim Startup MAQER is always written separately and complete, never as HolcimStartupMAQER, nor as Holcim MAQER or Startup MAQER.
3. Holcim Startup MAQER must always be written with MAQER in all capital letters.

Holcim Startup MAQER

~~holcim Startup MAQER~~

~~holcim startup MAQER~~

~~Holcimstartupmaqer~~

~~Holcim Startup Maqer~~

~~Holcim Start-up MAQER~~