# LOGO MAXOGRAM

## PROS

Everything that has the logo on it is available immediately upon activation: so existing material such as posters, signage, t-shirts, and other print materials and swag is available instantly.

Easy to undo if you decide not to proceed with using Maxogram.

Easy to deploy any one new initiative when desired.

## CONS

Logo may not be able to be used on multiple Maxograms. If you do plan on creating multiple Maxograms, the system can not differentiate between "just a logo" or "a logo as a part of something bigger".

Challenging to implement a wide array of possibilities or initiatives.

Instructions are not factored into the design, so users would have to be told that the logo can be activated using Maxogram.

It may be too small to scan in some cases, which may be frustrating.

VS

# CUSTOM MAXOGRAM

## PROS

Keeps logo available for wider use.

Better for multiple, simultaneous initiatives.

Able to be used more intentionally with a focused benefit.

Instructions are factored into the design, so a user can discover it on their own.

Can be added to any product or signage that already exists by making it a sticker.

Can be incorporated into a design in the same way as you might incorporate a call to action to "Call Now" or "Visit Our Website", or "Follow Us on Instagram".

## CONS

Not available immediately upon activation as it requires the creation of new print material in order to deploy.

Not as easy to undo.

Requires instructions being factored into the design.

KEY IMAGE
maxogram

**A "KeyImage" Maxogram is akin to an "Official" or "Main" Maxogram.**

**A single design that can be added to anything, such as to a product package via sticker, or made available on the back side of all business cards.**