

The logo is a shield-shaped emblem with a dark grey background and a white border. At the top, there is a horizontal band containing three white, stylized, upward-pointing arrowheads. Below this band, the word "MAXWELL'S" is written in a large, white, serif font. Underneath "MAXWELL'S", the phrase "EAT, DRINK & BE HAPPY" is written in a smaller, white, serif font. At the bottom of the shield, there is another horizontal band containing three white, stylized, downward-pointing arrowheads. The shield is outlined with a thick white border.

MAXWELL'S  
EAT, DRINK & BE HAPPY