

# magii brand manual

Building brand identity is a powerful way to approach the marketplace. The cornerstone of any brand identity philosophy is consistency. It empowers creativity to strengthen brand equity. It also saves time and money.

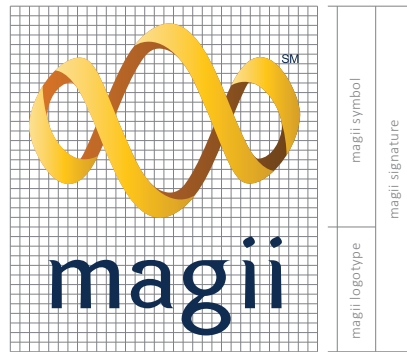
A unified brand image makes a company appear successful and capable of delivering high-quality products and services. It creates a strong and competitively secure impression. It helps bring clarity and simplicity to product-offering descriptions. The overall result reassures consumers and gives them confidence in magii as a company.

Having a distinct brand image is not only a creative goal. Consistency in the use of the magii visual identity system will help magii build an edge in a competitive marketplace. A highly recognizable voice will help magii strengthen existing customer relationships and establish new ones. Strong and growing relationships will improve magii's bottom line.

This brand manual contains all the various elements of the magii brand identity. It will help and guide you to create a flexible system with unlimited application potential. An extensive overview of sample applications can be found in this manual, but the evolution and implementation of the magii look will ultimately happen with each new communications piece created. Thoughtfully adapt this system to express magii's great ideas, to communicate competitive messages, and to create consumer-focused communications.



## 1. magii signature



## 2. area of isolation



1. The magii signature should generally never be separated. In limited use, the magii symbol can stand alone without the magii logotype however the logotype should never appear separated from the magii symbol. Position, size, and color along with spatial and proportional elements are predetermined and should never be altered.

To ensure consistent representation of the magii brand identity, always use high-quality vendors and reproduction methods.

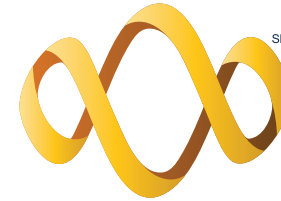
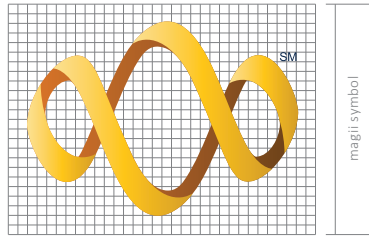
2. The area of isolation is marked in grey. To ensure the prominence and clarity of the magii signature, it is essential that the area of isolation is at least 1/4 of the magii symbol. This space should always be free from all graphics, taglines, identities, photography and typography.

## 3. minimum measurement by vertical height

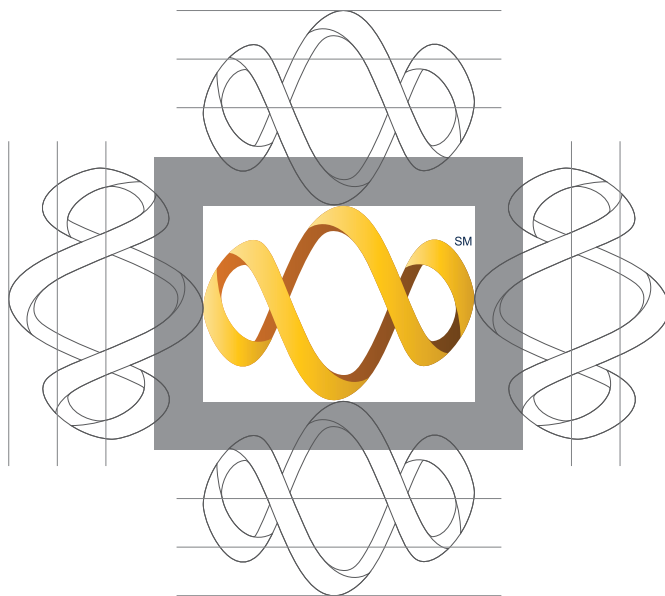


3. The minimum logo size is 0.375 in. (3/8 in.) vertical side.

#### 4. magii symbol



#### 5. area of isolation



4. With limited use, the magii symbol can stand alone without the magii logotype.

To ensure consistent representation of the magii brand identity, always use high-quality vendors and reproduction methods.

5. The area of isolation is marked in grey. To ensure the prominence and clarity of the magii signature, it is essential that the area of isolation is at least 1/4 of the magii symbol. This space should always be free from all graphics, taglines, identities, photography and typography.

6. The minimum logo size is 0.25 in. (1/4 in.) vertical side.

#### 6. minimum measurement by vertical height



## 7. pension services lockup



## 8. area of isolation



## 9. minimum measurement by vertical height



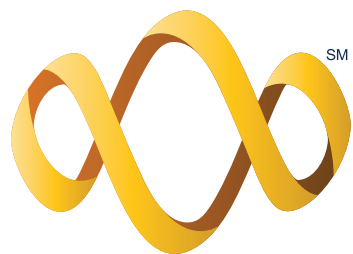
7. A specific lockup has been developed for the pension services portion of the magii group of companies. The pension services lockup (symbol, logotype, subtitle) should never be separated. As with the magii signature, position, size, and color along with spatial and proportional elements are predetermined and should never be altered.

To ensure consistent representation of the magii brand identity, always use high-quality vendors and reproduction methods.

8. The area of isolation is marked in grey. To ensure the prominence and clarity of the magii signature, it is essential that the area of isolation is at least 1/4 of the magii symbol. This space should always be free from all graphics, taglines, identities, photography and typography.

9. The minimum logo size is 0.5 in. (1/2 in.) vertical

## 10. logo colors standard



magii



blue



gold



amber

10. The magii standard logo colors are blue logotype and gold and amber gradient for magii symbol. This colorway should be used as often as possible on all media.

11. For restricted or one-color application, the magii logo appears:

-A white logotype can be used when the standard blue logotype would be cancelled by blue background color.

-When only black and white media is available (blue and gold is converted to 80% black and amber is converted to 50% black).

## 11. limited use

white logotype



black and white



80% black



50% black

## 12. typography

### Calibri Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+-={}[];:'"<>,.?/

### Calibri Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+-={}[];:'"<>,.?/

### Calibri Bold

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#\$%^&\*()\_+-={}[];:'"<>,.?/**

### Palatino Linotype Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+-={}[];:'"<>,.?/

### Palatino Linotype Bold

abcdefghijklmnopqrstuvwxyz



ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+-={}[];:'"<>,.?/

12. The magii primary font family is Calibri and it is widely used in both internal and external Magii communication. This sans serif font is available in various weights. Magii uses only Light, Regular, and Bold.

Palatino Linotype is a serif face available for use in a more limited fashion. While Calibri is an excellent typeface for use in most body copy, Palatino Linotype allows for reading ease in very long text blocks, advertising or promotional collateral material. Magii uses only Regular and Bold. Palatino Linotype is not recommended for use as a headline typeface in the system.

13. corporate colors

		
white	blue	grey
C=0	C=100	C=0
M=0	M=85	M=0
Y=0	Y=41	Y=0
K=0	K=37	k=80

13. The usage of the blue and white serve as Magii’s corporate colors for print and electronic of corporate materials. Body copy should be displayed as grey.

14. magii symbol gradient

14. The usage of the Gold gradient is reserved for the Magii symbol as well as a gold-band embellishment applied to various collateral materials (such as shown at the bottom of each page in this branding manual). The usage of the Amber gradient is reserved to the Magii symbol only.

Gold gradient



C=2	C=1	C=17
M=10	M=23	M=39
Y=51	Y=97	Y=100
K=0	K=0	K=1

Amber gradient



C=11	C=26	C=40
M=64	M=68	M=68
Y=99	Y=100	Y=100
K=1	K=15	K=44

## 15. incorrect logo use



magii logo without  
magii symbol



magii logotype and  
subtitle without magii  
symbol.



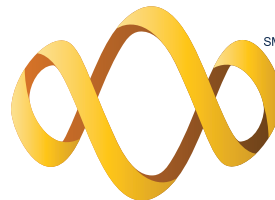
magii symbol and subtitle in  
a lockup with out the magii  
logotype.

15. The magii signature, symbol and pension services lockup should always be represented as displayed below. For brand consistency, other variations of symbol, logotype and subtitles are not recommended.

## 16. correct logo use



magii signature



magii symbol



magii pension services lockup