



magigco

Brand Guidelines.

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This is an index guide to show how one should adopt and embrace the new visual identity of Magigoo.

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Introduction

Welcome to the new Magigoo brand guidelines. These guidelines will help us preserve our brand's identity to its full function, both in print and digital respectively. Following these guidelines will support us to distinguish ourselves from our competitors whilst embracing the sense of uniqueness that Magigoo offers when approaching investors and actual consumers.

Our brand is not just a logo. It is a design strategy made up of a number of core elements and principles, aimed at creating a distinctive look and feel that immediately transform into the recognisable Magigoo.

This guide will help us familiarise ourselves with the main brand elements which will assist us in designing a dynamic powerful identity.

Introduction

Brand purpose

We believe that we are the enablers to building successful great ideas.

We are the building blocks for successful ideas.

Introduction

Tone of voice

How we speak to our customers and to each other, through our advertising material or any other brand touchpoints.

**We push boundaries.
We're enablers to build ideas.
And we're playful.**

Brand identity



Brand identity

Primary logo

The new Magigoo identity reflects who we are and what we stand for.

We are built on a strong foundation set by our own values. We provide the perfect solution towards 3D printing obstacles. We are young pioneers, unique and energetic. We are not able to offer anything less than the best quality product in the market.

Our new identity is vibrant and very approachable yet meticulously constructed in a solid environment. The typeface is bold and modern with unique characteristics that enhance the uniqueness of our visual identity. Our oo's represent the actual substance in the product whilst enhancing the sound in the name Magigoo.

Please note that the Magigoo logo should only be produced from the provided master bank and should not be redrawn or altered in any way.

magigoo

Brand identity

Logo construction

The construction for the Magigoo logo starts from the x-height which is distributed across the whole logo.

The Magigoo logo clear space is defined as 25% of the logo height. This is a universal rule and should be applied when using our logo in either print or digital.

Please note that you should never recreate the Magigoo logo. Always use the master files provided by BRND WGN. The example shown here illustrates the clear space to size.



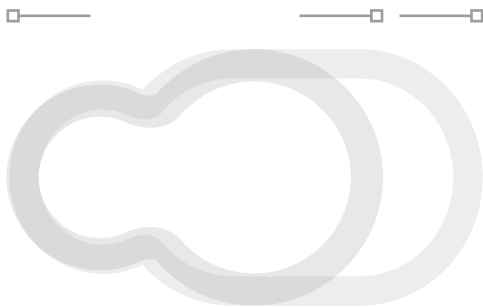
X = 25% of the logo height
e.g 21mm logo height = 5.25mm clear space

Brand identity

Sub logos

Magigoo was built with sub brands in mind. The icon found in the logo itself can extend in certain proportions to accommodate the material name associated with the product.

It is very important to consult BRND WGN when coming to implement such extensions so that no logo distortions are applied.



It is imperative that when the icon is extended, the first part of it is never touched from its original form.



Brand identity

Clear space in detail

To preserve the integrity of the Magigoo logo, always maintain a minimum clear space around the logo. This space isolates the logo from any competing graphic elements such as other logos, copy or graphic elements that might alter the focus of our identity.

As illustrated here, the clear space for the Magigoo logo is measured by 25% of the height of the logo, with no exceptions.



Brand identity

Icon

In some instances, it won't be ideal to use the Magigoo logo in its full visual based on size constraints i.e. Web Favicons, Social Avatars, etc.

In these instances it might make sense to use the Magigoo icon featured here.



Magigoo icon.

Brand identity

Misuse

We must always ensure that we follow the Magigoo brand guidelines consistently as even small alterations can dilute the impact of our brand. It is essential that the logo is applied consistently at all times and across all media.

Please note that the Magigoo logotype is not made from a preset typeface, therefore it is imperative to retain the original artwork in every application.

Do not attempt to recreate or revise the Magigoo logo in any way. Here are some examples of possible violations.

Digital artwork for Magigoo is supplied by BRND WGN.



✗ Do not alter the proportions between the logo elements.



✗ Do not introduce new colours to the logo.



✗ Never create a gradient logo.



✗ Do not alter the orientation of the logo.



✗ Do not stretch the logo.



✗ Do not apply any strokes to the logo.



✗ Do not rewrite the logo.

Brand elements



Brand colour

Primary colours

This is the new Magigoo distinctive colour palette. This unique vibrant colour scheme will create a sense of recognition as it will strengthen the brand.

The Magigoo pink will always be the main brand colour.



Solid Coated
1925 C

Solid Uncoated
1925 U

CMYK
0-100-50-0

RGB
228-0-80

HEX
e40050

Brand colour

Primary colours

In order to accommodate all of our future products, we decided to use and build our visual identity on these colours.



Solid Coated
Violet C

Solid Uncoated
Medium Purple U

CMYK
80-100-0-0

RGB
92-36-130

HEX
5c2482



Solid Coated
7417 C

Solid Uncoated
172 U

CMYK
0-82-78-0

RGB
232-74-56

HEX
e84a38



Solid Coated
151 C

Solid Uncoated
1375 U

CMYK
0-60-95-0

RGB
238-125-22

HEX
ee7d16



Solid Coated
3945 C

Solid Uncoated
3955 U

CMYK
0-0-100-0

RGB
242-228-0

HEX
f2e400



Solid Coated
421 C

Solid Uncoated
421 U

CMYK
0-0-0-40

RGB
177-177-177

HEX
b1b1b1

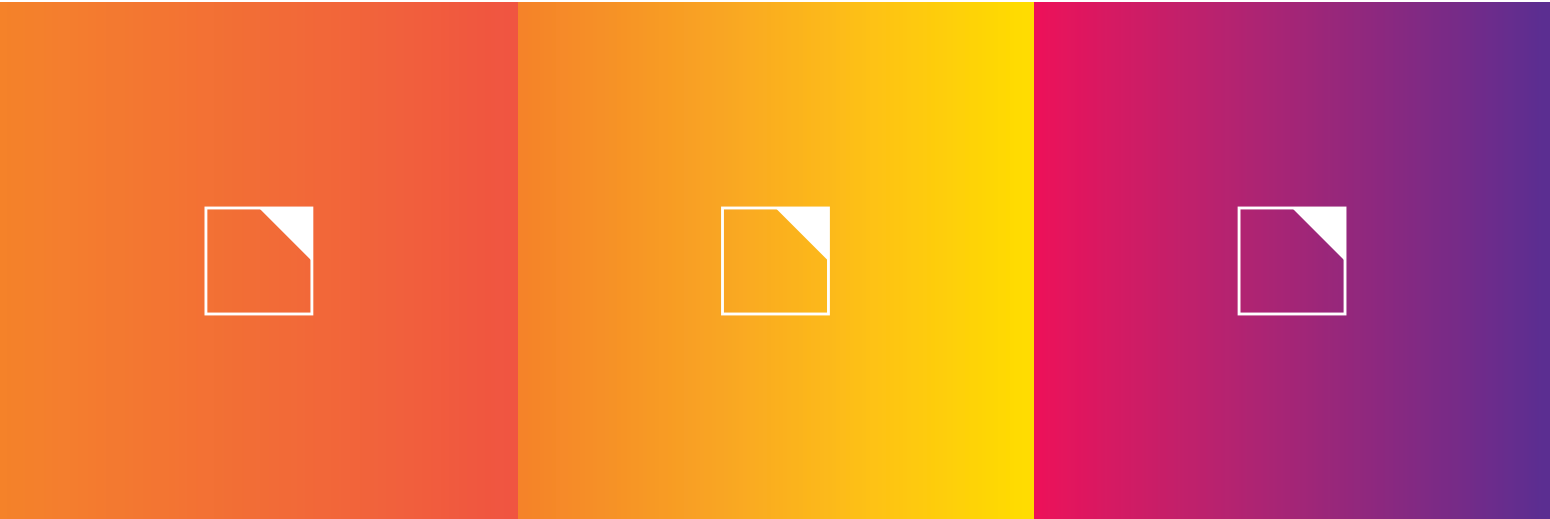
Brand colour

Gradients

Gradients were created as an extension of our brand palette.

These gradients reflect the flair in our visual identity. They improve our visual properties whilst retaining the product's brand environment.

These gradients are made out of our primary colour palette. These are the only 3 gradients available in our library and therefore under no circumstance it is not permissible for someone to create an alternative version of the colours.



Brand typeface

Galano Grotesque

Modern, geometric and bold font style. Galano Grotesque is our corporate font to be used for titles and certain headlines as well as body text but with different applications. Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic.

Digital

We highly recommend using the same typeface for digital purposes in order to be 100% consistent when establishing our visual identity.

Please only use the weights specified and provided in this document.

HEADLINE

**We are pioneers in the
3D industry**

Galano Grotesque Bold

BODY

We are a solution product

Galano Grotesque medium

RUNNING HEADS & FOLIOS

We have magic

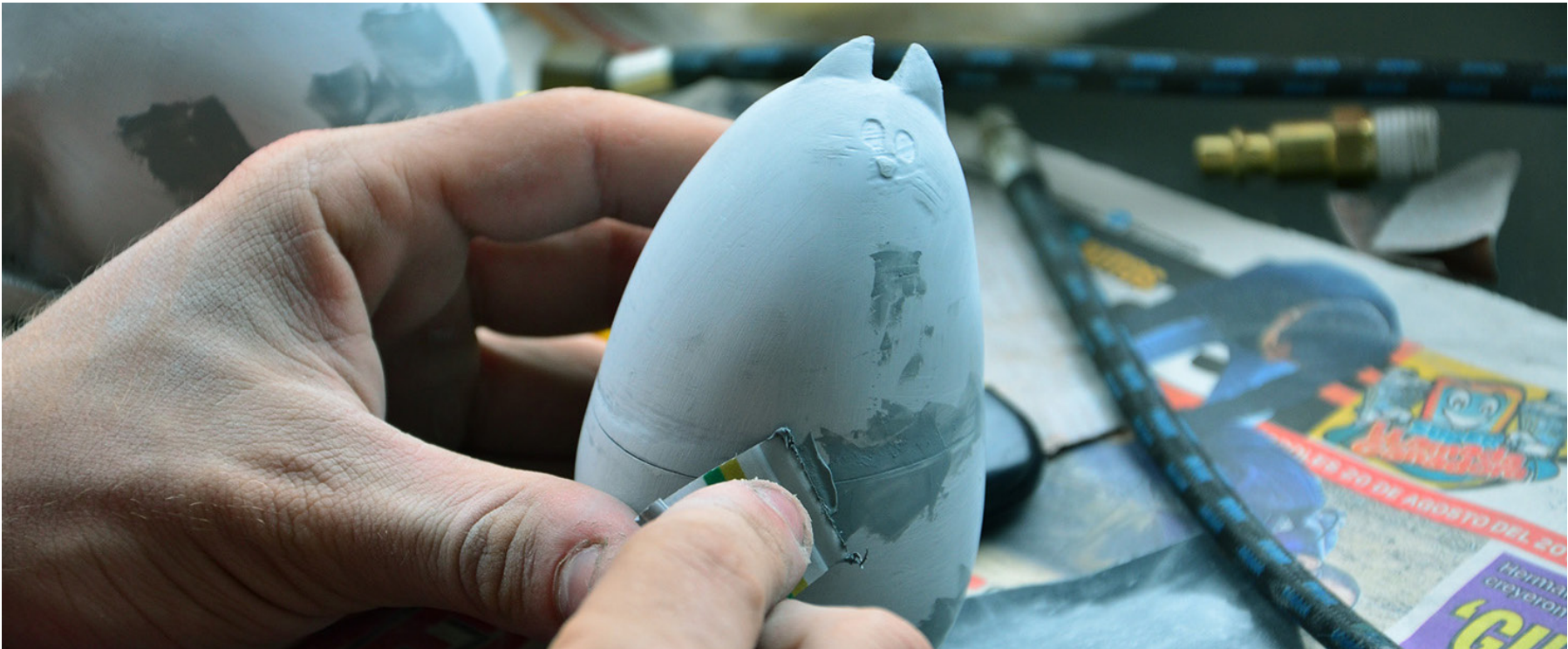
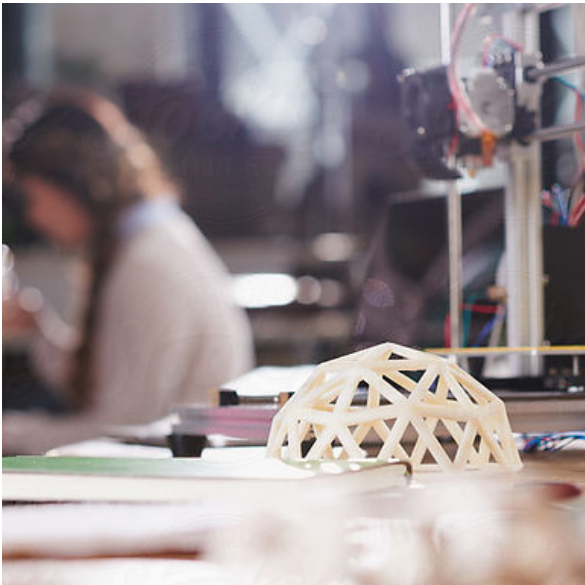
Galano Grotesque regular

Photography

Brand lifestyle

Magigoo's new approach is to embrace the way we are bringing new solutions to the creative industry.

We are all about experiences. So, in our photography, we encourage the use of actual creative people (human element) using our product in the 3D environment.





magigoo

Stationery



Stationery

Letterheads

Please use the templates provided by BRND WGN.



Stationery

Business cards

Please use the templates provided by BRND WGN.

Name Bold, 12pt, 12pt leading
Designation Bold, 10pt, Auto

Contact Regular, 6pt, 8pt leading



35mm



Promotional material



Promotional

Banners

The promotional touchpoints should always display our brand culture in the industry.

Note that for promotional material, the full logo should be used in all instances. The brand logo mark is only permitted in extreme sizes where the primary logo is the least visible.



In both examples the logo is based on an 'x' value. The examples featured are based on A4 parameters.



magigo



Packaging



Packaging

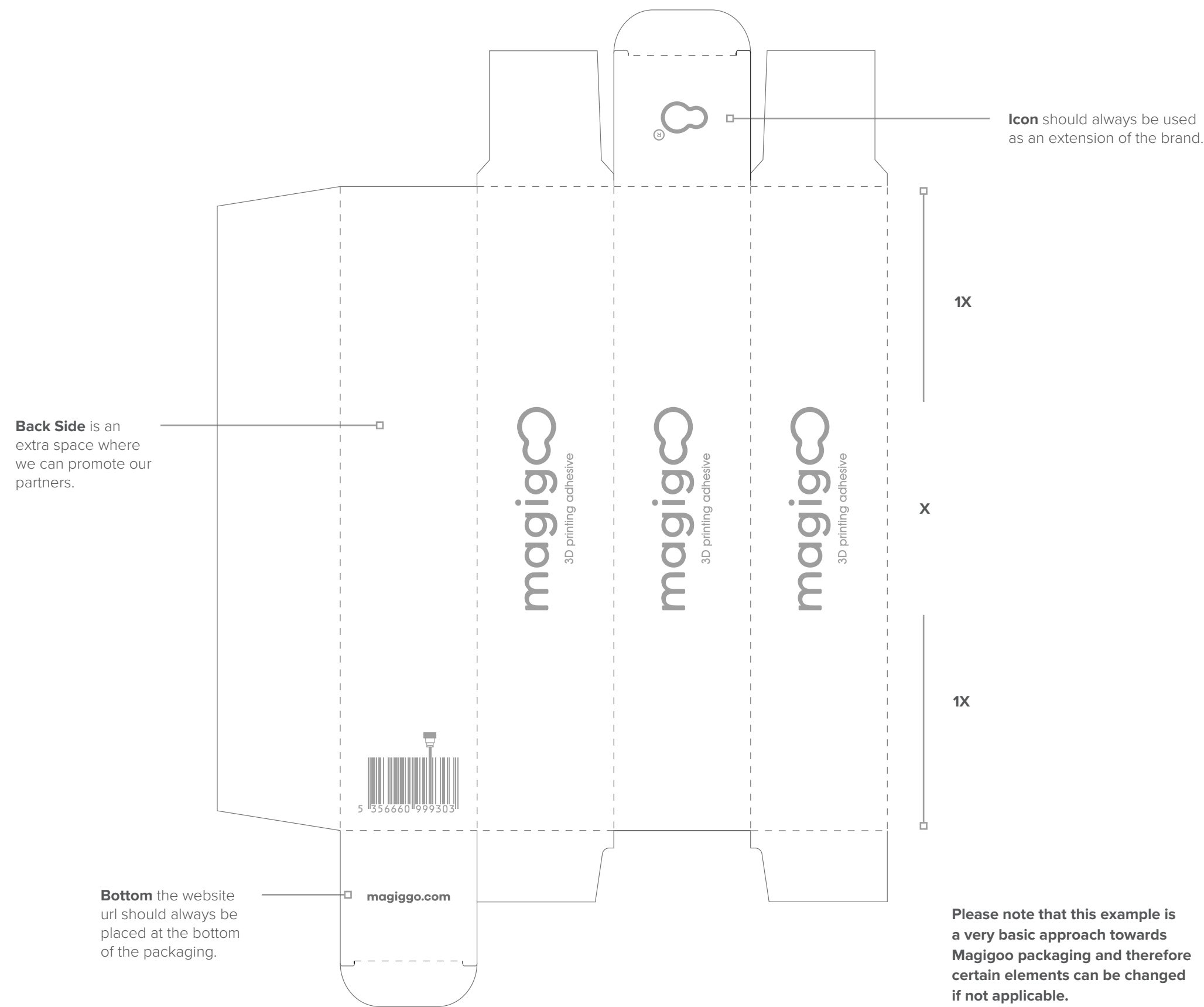
Generic (elongated)

Magigoo needs to own the 3D industry. Its unique packaging will define its position as a leader. We need to achieve a great user experience by making sure that every user feels special every time he/she opens our box.

Our product is special and we need to convey this experience from the first moment one gets hold of the product.

The Magigoo brand should be prominent at all times and therefore it is imperative that the face of the package is always left clear.

Please make sure that you follow the right logo proportions as instructed in this document.



Packaging

Promotional material

When it comes to our promotional material such as our unique samples, we still need to retain that brand flair. First impressions always make a difference, no matter how awesome our product is.

In this scenario Magigoo can be more bold in its approach. Wrapping each sample in illustration can bring an extra element of fun to the brand.

Such samples allows us to be very creative in our own way of transmitting our brand’s energy and product’s flair.



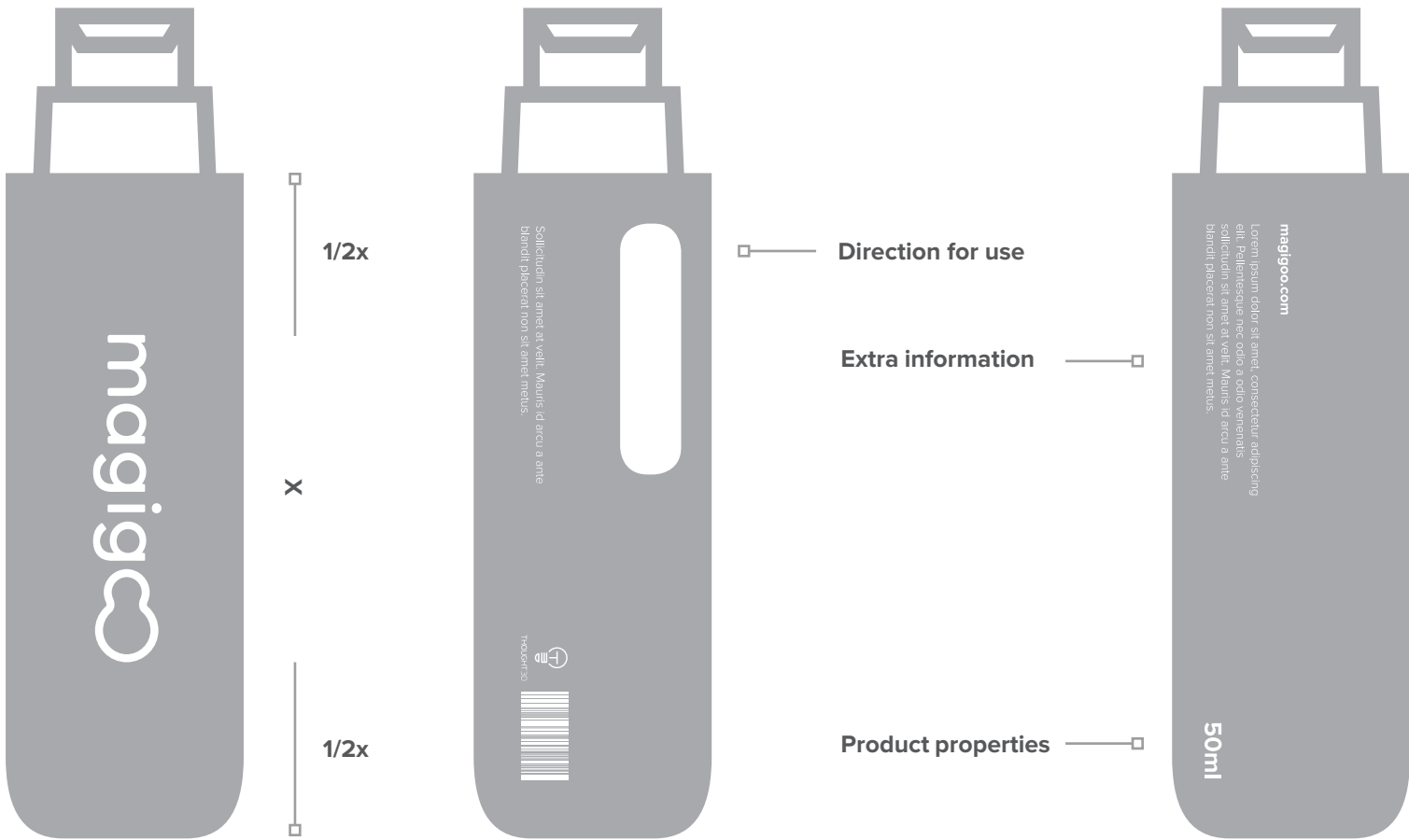
□ — **Back side** is an extra space where we can put brief information as part of our call to actions. Please note that if applicable every product should have its technical details featured.



Product

Original

Please use the templates provided by BRND WGN.





Product

Nibs

All of our product nibs should be set in our neutral grey tone.

This way each colour used in our products can never clash with each other as our grey would server as a base colour to the rest of the palette.



Solid Coated
421 C

CMYK
0-0-0-40



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