



# **BRAND & IDENTITY GUIDELINE**

Version 2023-07

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# WHAT WE DO

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**Magnetic** is an all-in-one workflow management platform designed and built for agencies.

It combines all essential project management capabilities into a single easy-to-use system: account management, business development, traffic management, project management, project finances, time tracking, billing, HR management and resource scheduling.

We designed **Magnetic** to help agencies waste less time, manage projects smarter, and deliver on time and within budget. The system offers a bird's eye view into your business from anywhere, at any time. From key sales metrics to instant profitability reports, resource availability and time allocation, you're able to track multiple areas of your agency at any moment.

**LOGO**



Primary Version





Secondary Version

# PRIMARY LOGOMARK

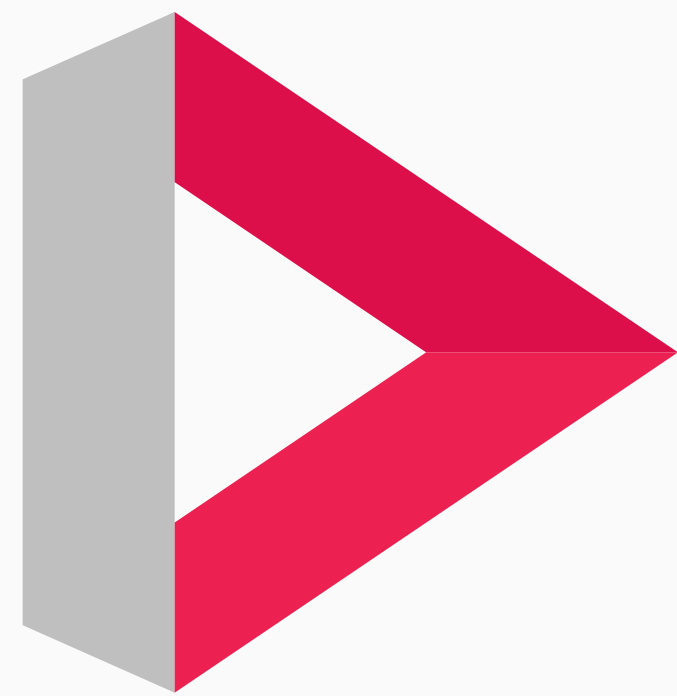


Light Background



Dark Background

# SECONDARY LOGOMARK



Light Background



Dark Background



# HORIZONTAL LOGO

When the width is much greater than the height, the logo of this design is used.



## MONO COLOUR LOGO

Sometimes, often due to production costs, only one colour of ink is available and so the **Magnetic** Logo must be reproduced using only one colour. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background.

The logotype and/or symbol outline must be clearly distinguishable from the background colour. You must honor Magnetic Logo palette when possible, using black or white if necessary.



# VERTICAL LOGO

The logo consists of a symbol and a typeface. When the height is much greater than the width, the logo of this design is used.



## MINIMUM SIZE

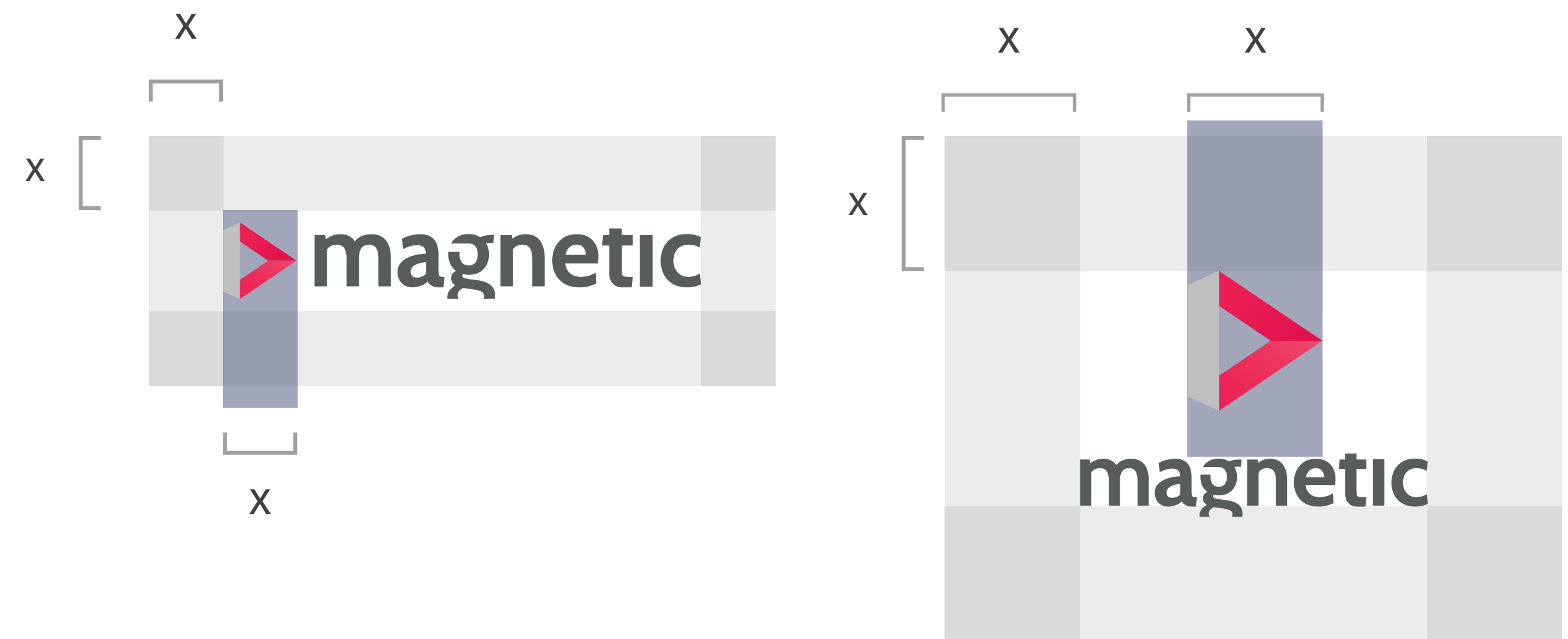
When significantly reduced, the logo will become illegible.

These are the pixel size units we recommend staying within to preserve the quality of the logo



## SAFE ZONE

It's important to maintain proper spacing around the logo to avoid overcrowding. The use of whitespace keeps the brand clean



# LOGO USAGE

Primary Use



Primary Dark Use



Avoid Stretching



Avoid Rotating



Avoid Busy Backgrounds



Avoid Adding Strokes



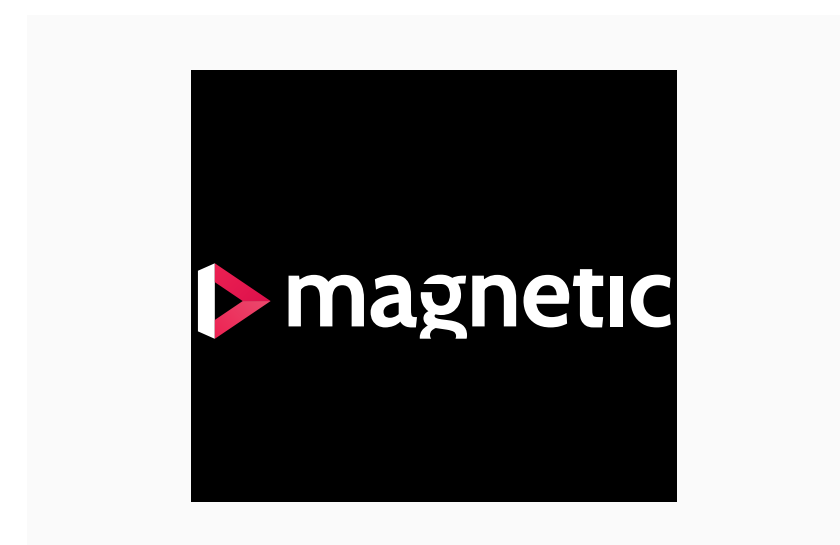
Avoid Overlapping Backgrounds



Avoid Off Brand Colours



Avoid Boxing In Logo



Avoid Drop Shadows



Avoid Cropping Off Edges



# COLOUR

# PRIMARY COLOURS

The colour palette for **Magnetic** consists of two components, utilising a primary and secondary colour as well as negative space (off white).

## #595C5C

C 64	R 89
M 54	G 92
Y 53	B 92
K 26	

## #BFBFBF

C 25	R 191
M 20	G 190
Y 21	B 190
K 0	

## #EC174C

C 1	R 236
M 99	G 33
Y 64	B 82
K 0	

## #DCOF4B

C 10	R 220
M 100	G 15
Y 65	B 75
K 0	

# GRADIENT COLOURS

The colour palette for **Magnetic's** gradient consists of four colours with varying angles and positions.

**DIAMOND TOP**  
 Angle: -45°  
 Position: 60%

**DIAMOND BOTTOM**  
 Angle: 45°  
 Position: 60%

**#EC174C**

C 1	R 236
M 99	G 33
Y 64	B 82
K 0	

**#DCOF4B**

C 10	R 220
M 100	G 15
Y 65	B 75
K 0	

**#EC174C**

C 1	R 236
M 99	G 33
Y 64	B 82
K 0	

**#EE4476**

C 0	R 235
M 88	G 75
Y 30	B 110
K 0	



# TYPOGRAPHY

# TYPOGRAPHY

## Primary Typeface

**Aa**

### Open Sans

Google Font Link

<https://fonts.google.com/specimen/Open+Sans>

Open Sans is an open source humanist sans-serif typeface that was designed by Steve Matteson under commission from Google. It was released in 2011 and is based on his earlier design called Droid Sans, which was specifically created for Android mobile devices but with slight modifications to its width.

The typeface is characterized by its wide apertures on many letters and a large x-height, making it highly legible on screens and at small sizes.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklmnopq  
rstuvwxyz**

**1234567890  
?!@#\$%&\* )} /**

# TYPOGRAPHY STYLES

## Extra Bold

Headlines

**A SECRET ESSENCE  
OR REMEDY IN  
SOME CASES AN  
ELIXIR**

## *Italic*

Subheadlines

*Specialized knowledge, language, or  
information accessible or possessed only by  
the initiate*

## Medium

Body Copy

This is an arcanum which is brought within the range of the understanding by the doctrine of degrees. Freemasonry were off-shoots of the original Cabala, and that during the past 150 years new associations had been formed, and the parties who had introduced me into their arcanum were a society in affiliation with many others then in existence in different countries.

# TYPOGRAPHY

## Secondary Typeface

**Aa**

### Roboto

Google Font Link

<https://fonts.google.com/specimen/Roboto>

Roboto Font is a sans-serif typeface that came into being as a System font. Christian Robertson, an interface designer, designed this font that was later released in 2011, the same year when it was created. Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android, and released in 2011 for Android 4.0 "Ice Cream Sandwich".

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

1234567890  
? ! @ # \$ % & \* ) } /

# TYPOGRAPHY STYLES

Thin  
Headlines

A secret essence or remedy in  
some cases an elixir

*Italic*  
Subheadlines

*Specialized knowledge, language, or  
information accessible or possessed only by  
the initiate*

Medium  
Body Copy

This is an arcanum which is brought within the range of the understanding by the doctrine of degrees. Freemasonry were off-shoots of the original Cabala, and that during the past 150 years new associations had been formed, and the parties who had introduced me into their arcanum were a society in affiliation with many others then in existence in different countries.

**END**