



Brand Standards Guide

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Brand Overview

WHO WE ARE

At Magis, we are a custom car shop specializing in after market customizations for classic muscle cars and hot rods, as well as performance packages for modern muscle cars.

Magis is latin for “more” and it represents what we strive to create for our clients: more power, more freedom, more excitement, more adventure. Whether cruising, touring or racing, the experience should be sublime and custom.

We are passionately car-centric with a careful eye for detail. Each car that enters our shop has unique needs that are met with the specific abilities and knowledge of our artisans.

At Magis we are friendly, focused, joyfully loud and careful.

TARGET MARKET

Our clients are passionate car enthusiasts. They are focused, single-minded, and enjoy attending races, rallies and shows around muscle cars and hot rods. Their demographics are very broad and diverse, and they are a tight community - almost like a family.

VISUAL VOICE

At Magis we have a visual goal of modern precision mixed with iconic retro styling. We want to portray our car-centric approach and our joyfully loud personality, without being minimal or cliché.



Logo Marks

Our logo family consists of 2 marks:

Our Primary Logo Mark spells out our name, and our Primary Sub-Mark has our initial M. They both have circular shapes that resemble wheels, to represent our industry and the products we work with.

They both incorporate plus signs to represent our name's meaning in Latin, and how we strive to create a "more" custom experience for our clients.

They shall be used ONE at a time, never together.



PRIMARY LOGO MARK

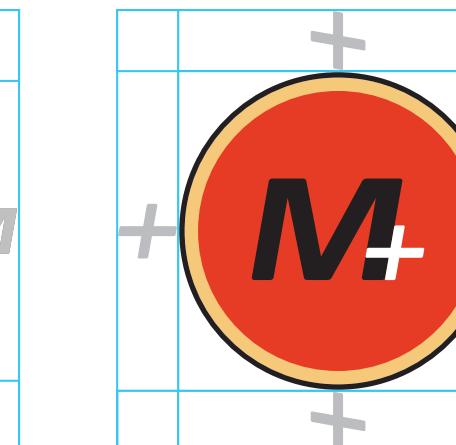


PRIMARY SUB-MARK

Logo Spacing

There must always be a specific amount of empty space around our logo marks, as indicated in these diagrams.

Our logo marks can be scaled proportionately to any desired size, no smaller than 0.5in wide to ensure legibility.



Logo Variations

PRIMARY LOGO MARKS

To be used against backgrounds that are white, light coloured or our Military Green.



SECONDARY LOGO MARKS

To be used against dark backgrounds. They are identical to our primary logo marks, only the outer rings change to increase contrast against dark backgrounds.

Logo Variations

TERTIARY LOGO MARKS

To be exclusively used with our Vermillion colour as a background.



BLACK & REVERSED LOGO MARKS

To be exclusively used when only one ink or colour can be applied. This is only for our logo that has our name Magis spelled out. There are no B&W variations for our mark that has our initial M.

Logo Usage Guidelines

PRIMARY LOGO MARKS

Use our primary logo marks with backgrounds that are white, light coloured or with our Military Green colour.

Do not use them with dark backgrounds as the outer ring will not be visible.



Logo Usage Guidelines

SECONDARY LOGO MARKS

Use our secondary logo marks with backgrounds that are black or dark coloured.

Do not use them with white or light coloured backgrounds.

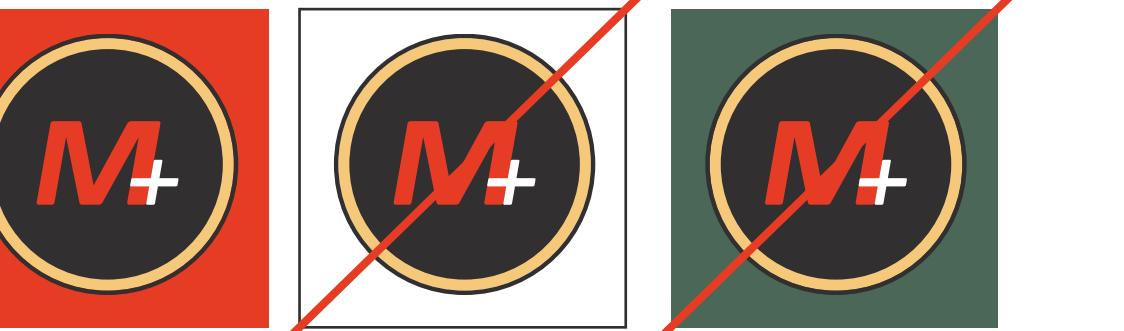
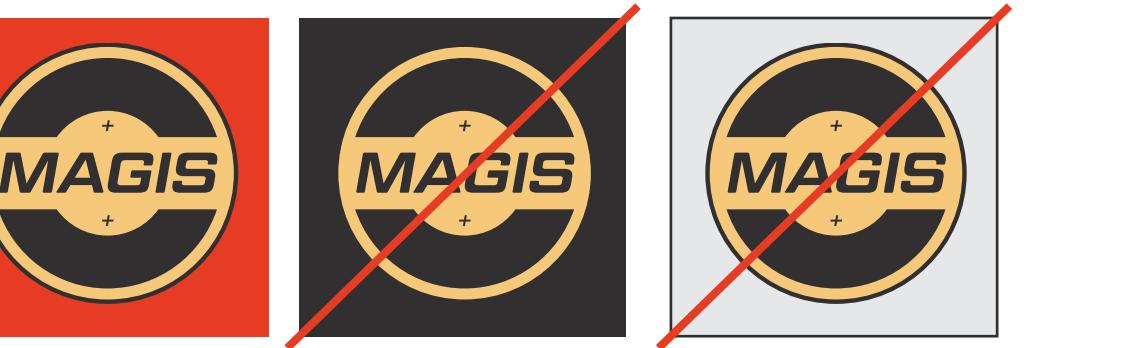


Logo Usage Guidelines

TERTIARY LOGO MARKS

Use our tertiary logo marks only with our Vermillion colour as a background.

Do not use them with any other background colour.



Logo Usage Guidelines

BLACK & REVERSED LOGO MARKS

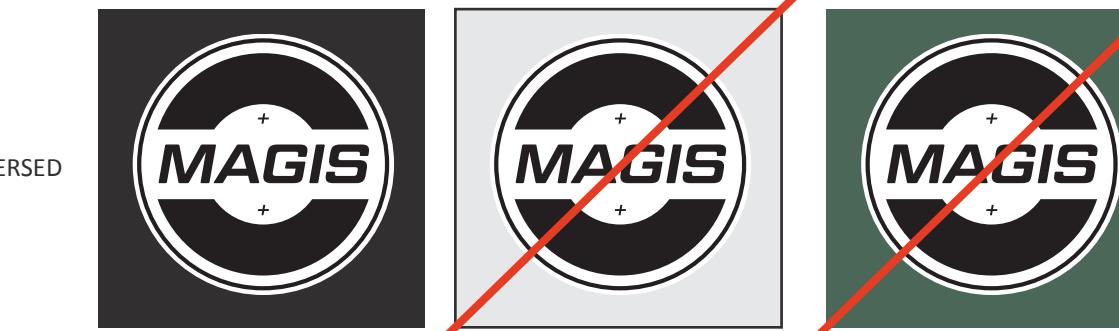
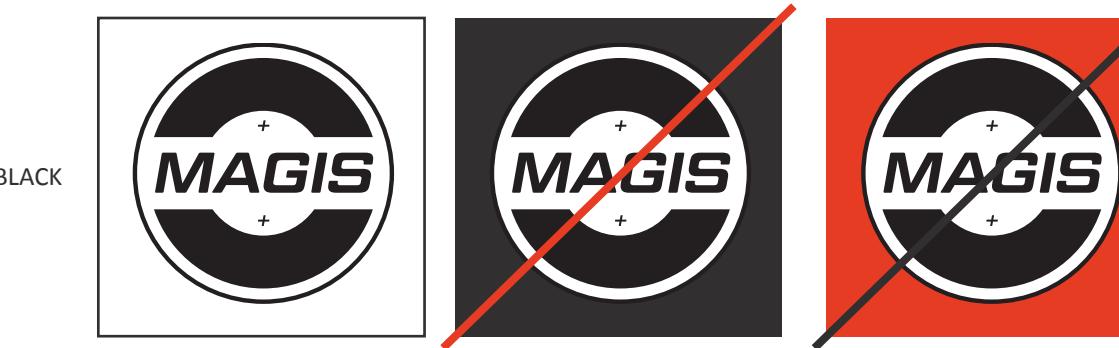
Use our black and reversed logo marks only when the item or document to be delivered can only be produced with one ink or colour.

Both of these logos are the same, the only difference is the Reversed logo has an additional white outline.

Use the BLACK logo only with white background, and use the REVERSED logo only with black background.

Do not use the BLACK logo on a black background.

Do not use them with any other background colour.



Incorrect Logo Usage

Our logo marks absolutely must not be sheared, stretched, or rotated in any way.

The colour in our logo marks absolutely must not be changed or modified.

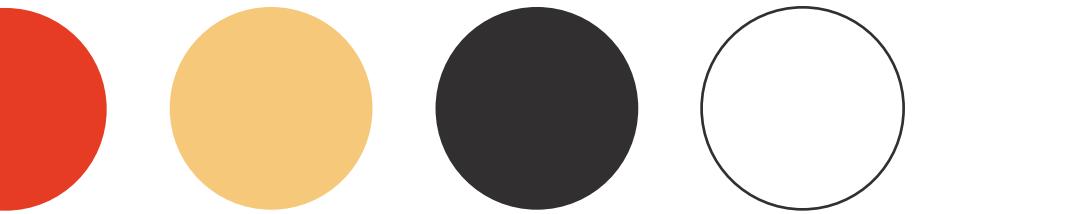
Our logo marks should not be placed one next to the other.

There should never be 2 or more logo marks on the same page or side of an item.



Colour System

PRIMARY COLOURS



VERMILLION

Pantone Bright Red C
CMYK 4-91-100-0
HEX# E43F25

LIGHT GOLD

Pantone 1345 C
CMYK 3-22-60-0
HEX# F4C87A

DARK GREY

Pantone Black C
CMYK 0-0-0-95
HEX# 333132

WHITE

CMYK 0-0-0-0
HEX# FFFFFF

SECONDARY COLOUR

To be used only as an alternative background for our primary logo marks.



MILITARY GREEN

Pantone 5545 C
CMYK 71-42-65-25
HEX# 4C6757

Font System

CALIBRI BOLD

To be used for headers, titles, and words that need to be highlighted. Use size 14pt for standard documents.

Calibri Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

CALIBRI REGULAR

To be used for all copy text. Use size 12pt for standard documents.

Calibri Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

STOREFRONT PRO REGULAR

To be used only for decoration purposes (i.e. signage) and never to appear next to or on the same page as our logo mark.

Storefront Pro Regular
abcdefghijklmnopqrstuvwxyz

1234567890

Font Usage Guidelines

Calibri font can be used with our logo, and also with our ornamental font Storefront Pro.

Storefront Pro should never appear on the same side or page as our logo mark. It can be used as a stand-alone element like signage in-store or at a booth.



Visual Voice

Layout and Alignment

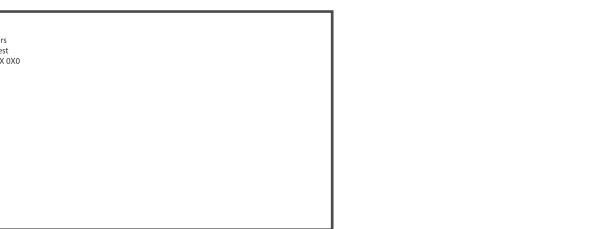
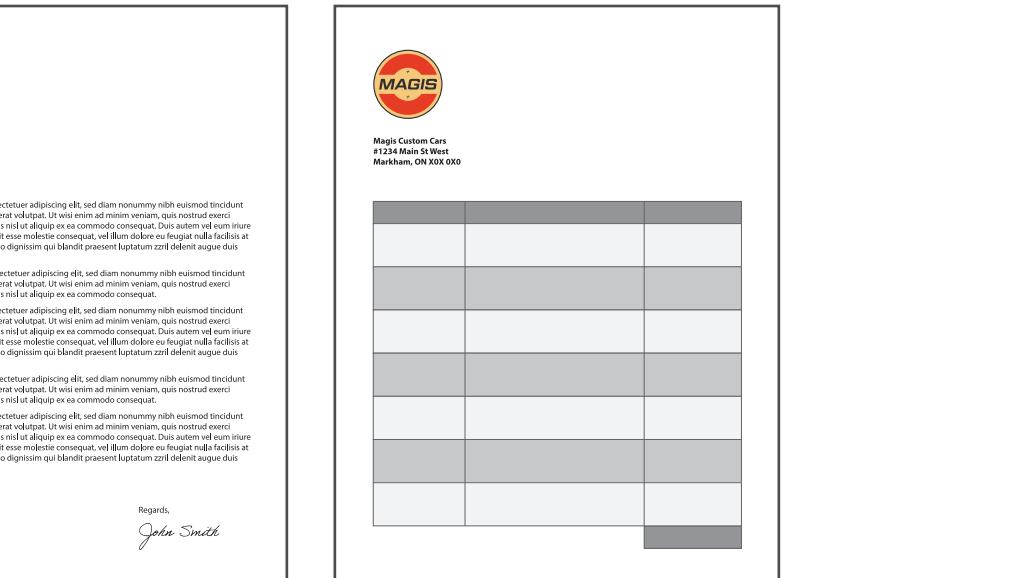
Our standard documents should be printed on regular white paper, with our primary logo mark at the top left corner, and our contact information in Calibri Bold below the logo.

All other information should be in Calibri and placed below our contact info.

This applies to letters, memos, contracts, invoices and any other standard documents.

Smaller stationery items like envelopes and business cards may have our contact info to the right side of our logo, for spacing purposes.

Do not use more than one logo mark per page.



Promotional Items

Most of our promotional items will have our logo centered, towards the upper part of the item.

Use any one of our logo marks with its background as per our Logo Usage Guidelines.

Do not apply more than one logo mark on the same side of the item.

Do not incorporate any imagery (graphics or photos) to promotional items.



Photo Guidelines

Photos are incorporated in brochures, posters, booths, our webpage and social media channels.

The main focus of the photos is on the cars and the craftsmanship of our artisans. The composition should emphasize the cars and their details, NOT the background or environment.

No people or body parts are to be included in any photos.

For designs that will use our logo alongside images, select photos that have toned down colours so our logo stands out. Avoid neon coloured cars. Avoid grass, trees, and buildings in the background. Zoom in to details of the cars. For compliance, no other logos should appear on the photos unless permission has been granted.

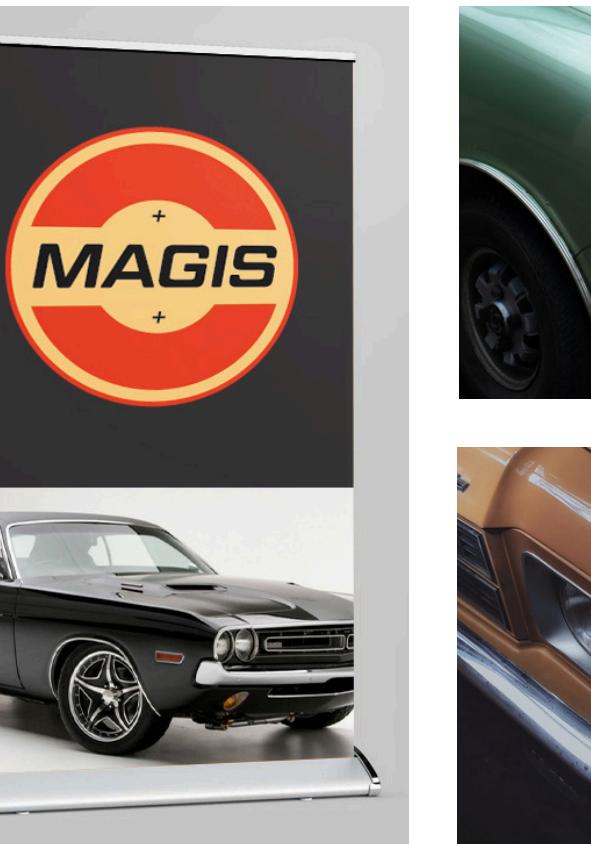


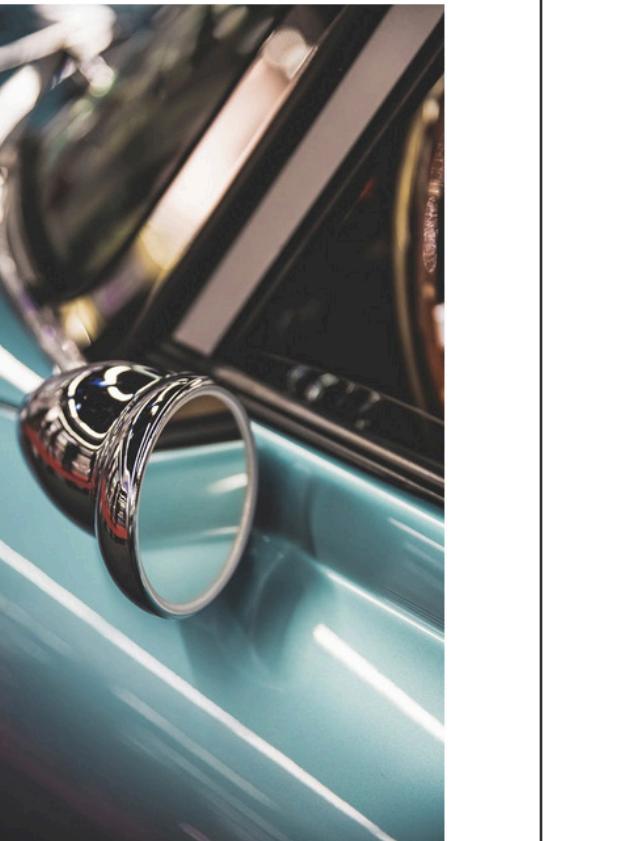
Photo Guidelines

For stand alone images that will NOT use our logo, you can portray cars with any colour vibrance, close ups, and full frames of the cars. The background should be as neutral as possible, with no major distractions. If there is grass, trees and buildings in the background, crop the image by zooming in to the car and eliminate the green areas and buildings as much as you can.

No people or body parts are to be included in any photos, even without our logo.



Acceptable Photo Usage **WITH** our logo

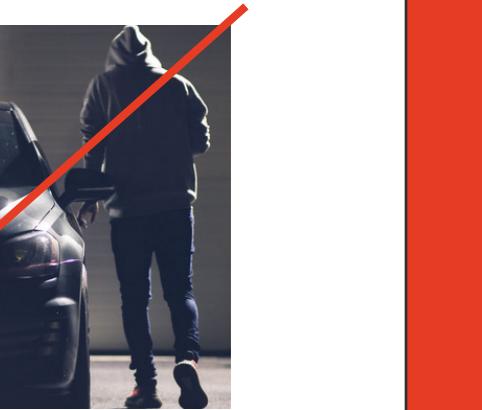
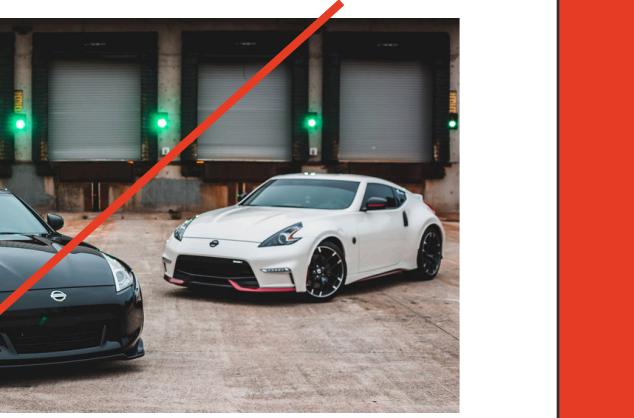


Acceptable Photo Usage **WITHOUT** our logo



Incorrect Photo Usage

- Night shots
- Wide shots where the background takes up more space than the car
- Overtaking and distracting backgrounds
- Vignettes and gradient filter effects
- Images with people



Magis Custom Cars