

MAGIS

—CUSTOM MOTORS—

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— BRAND VALUES —

This graphic guideline will provide you with the tools you need to maintain consistency across the promotional materials we create.

OVERVIEW

Magis Custom Cars specialize in custom built classic muscle cars, hot rods, and performance packages for your modern muscle car. All of our projects are custom built from the ground up using brand new parts and components, custom-fabricated top to bottom, and assembled with meticulous care and expertise. Services include hot rod and muscle car builds, services and repairs, and custom made packages fit for each clients needs.

MESSAGE

With a wide variety of markets in the auto industry, customers will be confident in choosing Magis with our strive for “more”. The care and attention given to the vintage vehicles we love is what keeps muscle car enthusiasts coming back, and our drive to combine the vintage aesthetic with modern-forward thinking is what keeps us moving into the future.

We are passionate and with a keen eye for detail and take the utmost care of each and every customers needs for their dream vehicle. We’ve raised the bar for our customers with a superior selection of innovative technological tools and world-class services that redefine the notion of “best-in-class.”

We are friendly and joyfully loud in our customer interactions, but when it comes to our work we are as “tough as nails”, emphasizing the old-school attitude from the time our cars are from. By showcasing vintage cars in a modern light, we will illustrate to new and returning customers the ways we are always evolving to make vintage cars interesting and evolving for years to come.

It is important to communicate this message to our customers at every level of the industry, from in the shop, at shows, and internally within the Magis family to strengthen company loyalty and make an emotional connection to consumers.

AUDIENCE

Those who cherish the roots and history of these vintage cars, and those who embrace modern additions. People that would attend car shows and rallies and wish to continuously build their collection and knowledge of vintage automobiles.

≡ LOGO ≡

The logo communicates Magis' modern mentality, while paying homage to the vintage styling we are passionate for. The lettering takes inspiration from the curves and slick edges designed into the body of a muscle car, with the letters appearing to lean as if in motion. The lettering is both bold and clean, and the tagline honours vintage car advertising banners of the 1940s and 50s.

We remain faithful and passionate to both of our audiences; those who cherish the roots and history of these vintage cars, and those who embrace modern additions. This sleek design will remain timeless and tell a story to future customers who pay a visit.

There are three options for our logo: coloured, grey, and white. The coloured version is the logo that should be first priority. The Coloured and grey logo may only be used on lighter background, while the white may be used on a darker background for legibility.



≡ CUSTOM MOTORS ≡



≡ CUSTOM MOTORS ≡

— LOGO —

USAGE GUIDELINES



RESIZING

There must be a specific amount of empty space around the logo, as indicated above. The logo may be proportionately scaled to the desired size, but it must not be rotated or stretched in any capacity. The smallest size for the logo to maintain readability is 1" in height, while maintaining a 0.5" empty space around the border. Note spacing in examples above.

PLACEMENT

Each element of the logo cannot be used separately, and must be used as a single object. Both Horizontal and Vertical versions can appear in the same piece but should never both appear on the same page or side by side. The usage of either logo is up to the format of the media it is displayed on.

COLOUR

The colours of all logos may not be adjusted in any way including brightness/darkness, or saturation. The logo should be reproduced in colour, otherwise it may appear in the greyscale version. If the logo is being used on a dark background, used the white version.

USAGE GUIDELINES

FILES + SHARING

Please use the version of the logo that is best suited for your needs. Jpeg images are acceptable for placing into Word documents, online documents and other in-house items. These logos can all easily be made smaller but please do not make them larger. Making the logos larger than the file will result in poor quality representation of the image (pixelated or fuzzy-looking images.) For designers and professional printers, use the eps (vector) versions.

INCORRECT HANDLING

- Never attempt to create your own Magis logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never use the logo in a crowded space.
- Never print on top of the logo.

IMPROPER USAGE:



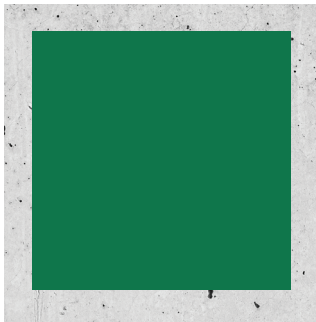
ELEMENTS

COLOUR

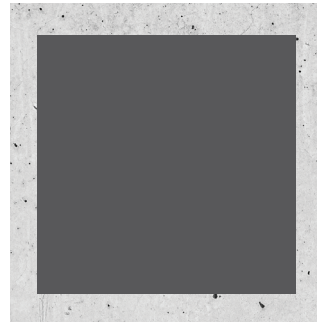
This color system has been developed to provide a recognizable brand personality. This color palette is being used across all visual media including corporate communications, collateral, marketing materials, social media and online tools. Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look for Magis.

Deep green communicates the retro-inspired brand foundation while illustrating the imagery of green = GO. The grey, white and black accents convey our modern and sleek work. The tones are cooler to represent the industrial like colours of steel and metal.

Our colour palette consists of colours selected from the Pantone Matching System® (PMS)*. Colours are also shown with a CMYK breakdown for four-colour printing and an RGB breakdown for electronic media or web use.



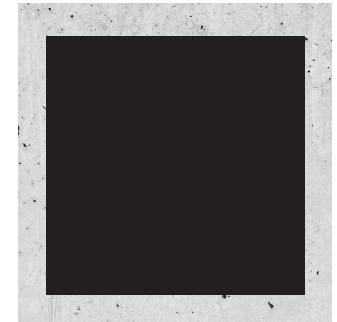
PANTONE P 141-7 C 2
CMYK: 88 - 30 - 85 - 18
RGB 12 - 118 - 75
HEX#: 0C764B



PANTONE P 179-12 C
CMYK: 64 - 56 - 53 - 28
RGB 88 - 88 - 90
HEX#: 58585A



PANTONE WHITE
CMYK: 0 - 0 - 0 - 0
RGB: 255 - 255 - 255
HEX#: ffffff



PANTONE P Process Black C
CMYK: 0 - 0 - 0 - 100
RGB: 35 - 31 - 32
HEX#: 231f20

ELEMENTS

VOICE & LETTERING

VOICE

Magis' tone of voice combines friendly familiarity with respect, as you would speak with a good friend or family member. It is warm and accessible, yet concise and to the point. It invites customers to join in a community and engage in a dialogue. We are focused on our community of enthusiasts, and speak actively with the community both online and in person at shows.

TYPE FAMILY

These fonts are the unique handwriting for this brand - only the defined brand fonts should be used.

The Futura font family timeless appearance and versatile usage work to emphasize our desire to bring the appeal of our cars to passionate enthusiasts for years to come. This sans serif font is clean and precise without being minimal.

TYPE USAGE

Type for the body is Futura PT Book, 12pt size with 13pt line spacing. Sub-headers should be set in all capital letters for contrast. Main headers are in Futura PT Medium in all caps and in a large font (25pt).

FUTURA PT - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+/?

FUTURA PT - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+/?

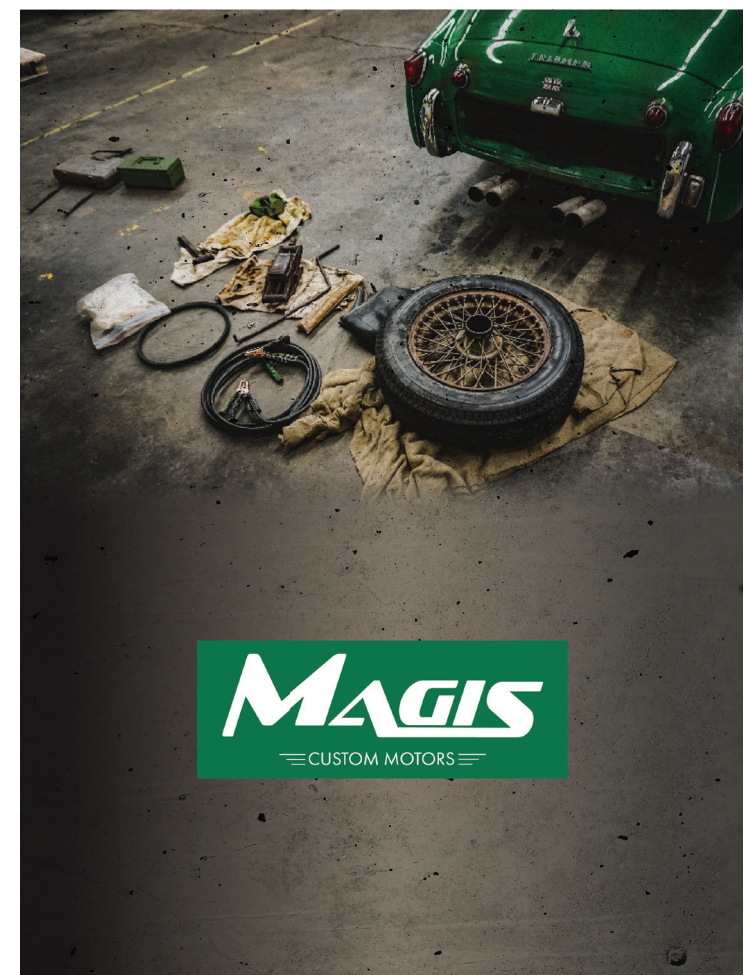
IMAGERY

Magis presents imagery of cool dark tones workspaces, tools, and bold green muscle cars to call back to both the green in the logo and to communicate the “tough as metal” attitude towards restoring these cars. There is transparency shown in our work process to an interested audience. Maintaining the green and/or cool-toned imagery will create cohesion between images.



LAYOUT

The Magis Logo will be presented depending on the subjects of the image. The bold green muscle cars and dark workspace will be front and center, with the information surrounding the images. Whether it be to the left, right, top, bottom, or center, the logo will be placed in the dark areas of the photograph. The surrounding information will be placed at the top or bottom of the promotion, with minimal lettering to not detract attention from the images. Photos are edited in cool tones to create a cold-steel look.



—ADVERTISING—

PAPER ADVERTISEMENTS

Magis utilizes high quality products to reach its target audience. Cohesive brand imagery, design and colours create a consistent and unique brand identity.

Stock

Stock paper should be a high-quality 80lb paper.

Finishing

Stock products should be coated and in a glossy finish.

MAGAZINE PROMO



BUSINESS CARD FRONT



BACK



ADVERTISING

OUTDOOR ADVERTISING

BILLBOARD



BANNER



We have worked incredibly hard to create a unique identity that sets us apart in our industry, so it is crucial that we both strive to protect and maintain it. This standards guide contains important information that you will need to know to communicate using our brand, including documents, artwork, logo and communication directives and examples of proper and improper applications.

DEVELOPMENT

This brand identity was developed and designed by:

Lauren Laschuk

IDM310, 22W

lauren.laschuk@online.torontofilmschool.ca

COMPLIANCE

All external and internal communications and promotional materials must comply with the brand standards. In addition, all external communications must be approved by the person(s) listed below.

Mark Williams

Founder and CEO

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