

BRAND GUIDELINES

UPDATED OCTOBER 2023

At the heart of the StorMagic Identity there are two principle elements, the Wordmark and Monogram.

The Wordmark is composed in the StorMagic typeface, Graphik. It is timeless and mature, whilst retaining an approachability and echoes the form of the Monogram.

The Monogram is an abstract representation of the letters “S” and “M”, conveying dynamism and innovation.

Always use approved master artwork where possible and never try to recreate artwork/graphics/icons/etc.

The Marketing team is here to help. If you cannot find the necessary artwork, then reach out to the in-house designer (tomm_child@stormagic.com) or the marketing team (marketing@stormagic.com)

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StorMagic is solving the world's edge data problems. We help organizations store, protect, and use their data at and from the edge. Our Forever Data solutions ensure data is always protected and available, no matter the type or location, to provide value anytime, anywhere... even forever.

OUR CORE VALUES

Our values are our principles, and our principles guide how we make decisions, interact with one another, and do business with our partners and customers. The key values StorMagic adheres to are Progressive, Collaborative, and Bold. Bear these in mind when using any StorMagic assets.

TAGLINES AND PHRASES

The StorMagic tagline is:

Solving the world's edge data problems

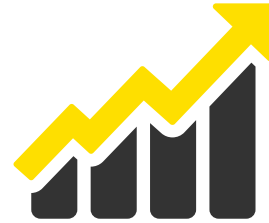
This encompasses the ethos of StorMagic - we aim to deliver the most advanced edge data software platform so customers can forever store, protect, and use their data at and from the edge.

Other phrases we use are:

- The Forever Data company
- Keep your edge with StorMagic
- Store, protect, and use your data at and from the edge
- Give your edge an edge with StorMagic

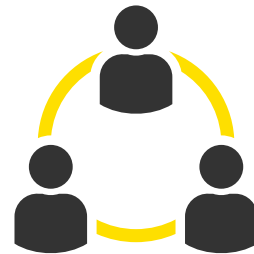
PROGRESSIVE

We aim to be at the forefront of our industry, embracing new ideas and leading the way with forward-thinking initiatives both for our people and our products.



COLLABORATIVE

We understand that the strength of a business lies in its people and their ability to work together. This is why we strive to create an atmosphere of understanding, support, recognition and togetherness.



BOLD

We believe in our products and in our people, which gives us the confidence and determination to rise to any challenge.



To protect the legibility and the integrity of the Wordmark, an exclusion zone and minimum size value have been set up.

EXCLUSION ZONE

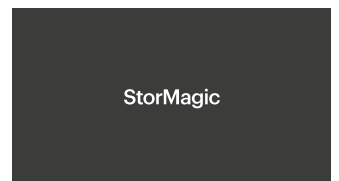
Exclusion zone - An exclusion zone that is equal to half of the height of the Wordmark should be maintained around the Wordmark at all times.



MINIMUM SIZE

The Wordmark should not be reproduced smaller than 2.6 mm for printed applications and 10 pixels for digital applications.

PRINTED



DIGITAL



To protect the legibility and the integrity of the Monogram, an exclusion zone and minimum size value have been set up.

EXCLUSION ZONE

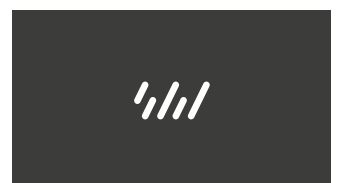
An exclusion zone that is equal to a quarter of the height of the Monogram should be maintained around the Monogram at all times.



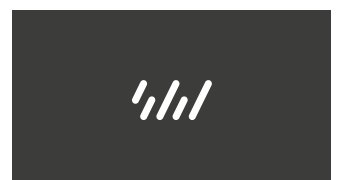
MINIMUM SIZE

The Monogram should not be reproduced smaller than 5 mm for printed applications and 15 pixels for digital applications.

PRINTED



DIGITAL



The StorMagic color palette plays a critical role in the creation of the unique and distinctive StorMagic identity.

- For printed applications CMYK values should be used
- RGB or HTML values should be used for all digital applications
- Yellow is the main StorMagic color and should be used predominantly alongside shades of grey, black, white and the StorMagic blue
- The blue should be used only as an accent color and in diagrams and should be secondary to the yellow
- There are a number of shades of grey. Please use the Main Grey over the others where possible. The other shades are options to use when you might need a darker option.

YELLOW

The StorMagic yellow captures peoples attention and provides a sense of quality and trust. The shade encourages logical and intelligent thinking whilst also invoking the notion of security and cost-effectiveness.

BLUE

The StorMagic blue exudes trust, honesty and dependability and helps to build customer loyalty. It indicates confidence, reliability and responsibility.

YELLOW

C 0
M 1
Y 100
K 0

R 254
G 223
B 0

HTML
fedf00

BLUE

C 81
M 30
Y 13
K 0

R 0
G 143
B 188

HTML
008fbc

MAIN GREY

C 68
M 61
Y 61
K 51

R 60
G 60
B 59

HTML
3c3c3b

DARK GREY 01

C 70
M 63
Y 62
K 59

R 50
G 50
B 50

HTML
323232

DARK GREY 02

C 71
M 65
Y 64
K 69

R 38
G 38
B 38

HTML
262626

DARK GREY 03

C 73
M 67
Y 65
K 79

R 25
G 25
B 25

HTML
191919

BLACK

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

HTML
000000

WHITE

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

HTML
ffffff

The Wordmark and Monogram combined make up the StorMagic logo. The logo offers simple, versatile use of the StorMagic brand.

The StorMagic logo may be used in 4 color variations. They are interchangeable and you may use whichever is best suited for the purpose.

1. Black on Yellow
2. White on Black
3. Black on White
4. White on dark image

Always use master artwork and never try and recreate the logo.

All relevant logos can be found on our [Press page](#) on the StorMagic website. If you need any other variations or formats please contact tomm_child@stormagic.com



EXCLUSION ZONE AND MINIMUM SIZING

To protect the legibility and the integrity of the StorMagic logo, an exclusion zone and minimum size value have been set up.

EXCLUSION ZONE

An exclusion zone that is equal to a quarter of the height of the logo should be maintained around the logo at all times.

MINIMUM SIZE

The logo should not be reproduced smaller than 5 mm for printed applications and/or digital applications.



CORRECT USAGE OF LOGO

To protect the legibility and the integrity of the StorMagic logo, please follow these best practices.

Any attempt to modify or alter these logos is a direct violation of our brand policy.



Standard logo on a solid background color - yellow, black or white.



Standard logo on top of a dark background image



Don't place on off brand background color



Don't distort or skew



Don't add effects including: shadows, transparency, gradients etc.



Don't use logo in sentence



Don't enlarge from smaller size as will blur the artwork

StorMagic's typeface is Graphik. It is distinctive and robust, communicating with clarity and confidence. Graphik can be used in four weights – Semibold, Medium, Regular and Light. Use these weights to create clear hierarchies within communication. The italicised versions of these weights may also be used sparingly.

All typography should be ranged left and typeset in sentence case. Graphik is available to purchase from commercialtype.com

It can also be downloaded from the StorMagic Google Drive [here](#)

For digital applications where Graphik cannot be used, such as Microsoft PowerPoint and Word, the system font Arial should be used.

USAGE IN DOCUMENTS

Headers in documents should be all uppercase in Graphik Medium and the body copy should be sentence case in Graphik Light.

In written documents, standard text should be written in size 12pt, but depending on space restrictions, you may drop down to size 10pt. Headers should be written in size 14pt and titles should be sized sensibly depending on the space available and in accordance with these sizes. This document is a good example and meets the above criteria.

Hyperlinks should be written in the same size as the rest of the body text, but should be in Graphik Medium.

All written communication related to StorMagic should use American English spelling.

THE STORMAGIC NAME

In sentence case text it should also be sentence case with a capitalized S and M (StorMagic). In headers using all uppercase the name can also be uppercase (STORMAGIC).

GRAPHIK

Thin

Thin Italic

Extralight

Extralight Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Super

Super Italic

Icons are an important part of the StorMagic branding. They are used in many places including in infrastructure diagrams to help explain, and to highlight key messages and content whether in print or digital media. The main goal is to help viewers absorb and process the information more effectively. The icons should highlight content, not overshadow or replace it.

Shown opposite are examples of StorMagic icons. These should be used as a benchmark for style in conjunction with the rules outlined below to develop further icons:

- ✦ All icons must be 2D (3D icons must never be used)
- ✦ Icons should be intuitively recognisable
- ✦ Use the StorMagic color palette at all times. If on a light background then grey should be the dominant color. If on a dark background then white should be the dominant color. Use yellow where possible to add highlights
- ✦ Keep line weight, color, curves and typography as consistent as possible to create a clear and distinct family of icons.
- ✦ Ensure each icon will be legible at smaller sizes

StorMagic has a large number of icons available for usage. If you require an icon for a specific concept/theme please contact our graphic designer:

tomm_child@stormagic.com

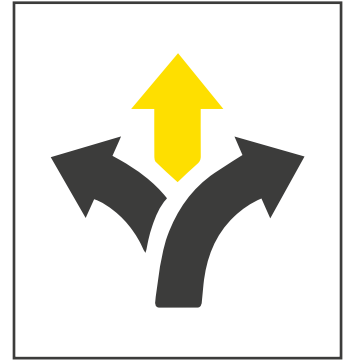
When using a StorMagic icon **don't**:

- ✦ Stretch the icon
- ✦ Change opacity
- ✦ Overlap icons
- ✦ Make icons too large or too small

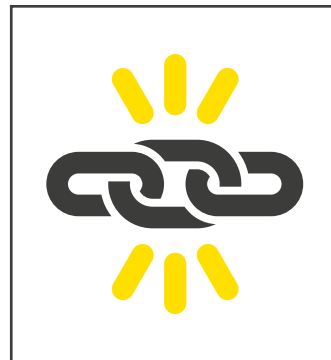
EXAMPLES OF STORMAGIC ICONS



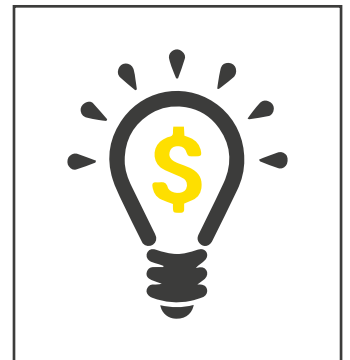
Simple



Flexible

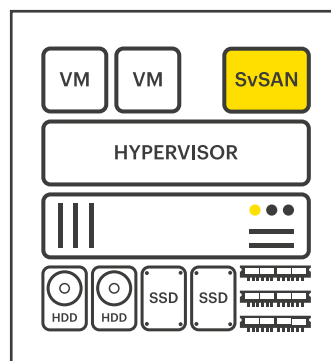


Robust



Cost-effective

EXAMPLES OF STORMAGIC INFRASTRUCTURE ICONS



StorMagic Stack
(VMs, SvSAN, hypervisor, Server, HDD, SSD, and nVME)



StorMagic Witness

The StorMagic image style should express our values as best as possible. Although images are not a predominant aspect to the StorMagic brand they are important all the same. They are mainly used for social media and as dark background images. Use them sparingly.

Some examples are below to give you an idea of the type of image and style to aim for.

CATEGORY EXAMPLES

- /// Data
- /// Technology
- /// Software
- /// Computer components
- /// Edge
- /// Network
- /// City



There are a number of templates available for you to use on the [StorMagic Google Drive here](#), including PowerPoint, Word, and InDesign files.

If you need any other templates available please contact tomm_child@stormagic.com

