

StorMagic

StorMagic brand guidelines



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01 Introduction

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 through its circular tittle (the dot in the “i”), which also echoes the form of the Monogram.

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

Always use approved master artwork and never try to recreate artwork.

StorMagic



02 Colour

The StorMagic colour palette plays a critical role in the creation of the unique and distinctive StorMagic Identity.

- For printed applications Pantone® or CMYK values should be used.
- RGB or HTML values should be used for all digital applications.
- Only tints of Pantone® Process Black can be used throughout applications.

Pantone® Yellow

C: 0	R: 254	HTML#
M: 1	G: 223	FEDF00
Y: 100	B: 0	
K: 0		

Pantone® Process Black

C: 0	R: 0	HTML#
M: 0	G: 0	000000
Y: 0	B: 0	
K: 100		

100%	90% 90%	80% 80%	70% 70%	60% 60%
50% 50%	40% 40%	30% 30%	20% 20%	10% 10%

White

C: 0	R: 0	HTML#
M: 0	G: 0	FFFFFF
Y: 0	B: 0	
K: 0		



03 Logo

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 3 colour variations. Number 1 is the primary variant and should be used wherever possible.

1. Pantone® Process Black on Pantone® Yellow
2. White on Pantone® Process Black
3. Pantone® Process Black on White

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



03 Logo

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.

1. **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.
2. **Minimum size** - The logo should not be reproduced smaller than 5 mm for printed applications and/or digital applications.



StorMagic

StorMagic

StorMagic

StorMagic 5mm*

03 Logo

Incorrect 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.



Don't place on off brand background colour



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



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



Don't distort or skew



Don't use logo in sentence



04 Typography

StorMagic's typeface is Graphik. It is distinctive and robust, communicating with clarity and confidence. Graphik can be used in three weights – Medium, Regular and Light. Use these weights to create clear hierarchies within communication.

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

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

Graphik

Graphik Medium

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

Graphik Regular

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

Graphik Light

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

Thank you

For any questions/assistance regarding StorMagic branding,
please contact marketing@stormagic.com

