MagicPod

MagicPod Identity Guidelines

MagicPod BI Guidelines

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This guideline defines MagicPod's Brand Identity (BI) through its logotype, symbol colors, etc., summarizing the design elements and their usage to clearly express MagicPod's image. By applying these design elements in various situations based on these guidelines, a unified and clear image will be established.

MagicPod

New Automated Testing in the AI Era

Harnessing the power of AI, making automated testing for websites and mobile apps easier and more intuitive.

Official Website

https://www.magic-pod.com/en/

Fundamental Design Elements

The fundamental design elements are the smallest units of imagery, such as shapes and text that comprise MagicPod's BI design system.
As fundamental design elements, 1) Logo Mark (Symbol Mark + Logotype) and 2) two types of Symbol Colors have been established.
These fundamental design elements are vital components, used to visually promote MagicPod's image in various services and branding initiatives.

Logo Mark (Symbol Mark + Logotype)

Symbol Mark

Logotype

Symbol Color Set

Note: For the precise symbol colors, please refer to the Symbol Colors section.

| Green (main) | | Dark Blue (sub) | |

Logo Mark (Symbol Mark/Logotype)　　　　　　　　　　　　　　　　　　　　03

The Logo Mark, consisting of the Symbol Mark and Logotype, holds the most crucial role in the BI.
MagicPod's image is conveyed through the appropriate use of the Logo Mark.
Margin guidelines are established to display the Logo Mark in optimal condition.
Except for combination regulations with the Logo Mark or when used as a light-colored 'watermark,' please ensure a margin of at least the specified value around the Symbol Mark when displaying it.
The basic form is a display represented by a full-color Logo Mark (Symbol Mark and Logotype) on a white background (positive display).
When displaying the Logo Mark, please accurately reproduce its form using the digital data intended for print materials.

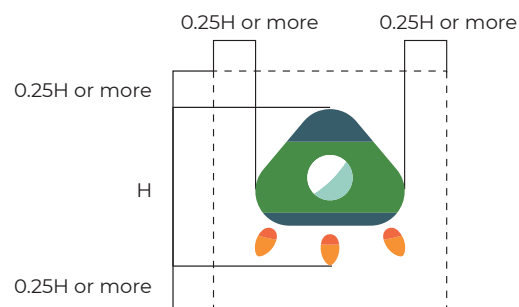## Logo Mark (Symbol Mark + Logotype)

Positive Display (Basic Form)

Negative Display (Alternative Form)

If the basic form cannot be used, it is also possible to use the above alternative form.

Symbol Mark Margin Guidelines

0.25H or more　　0.25H or more

0.25H or more

H

0.25H or more

Minimum Usage Size

0.25pt or more　　3.0pt or more

When printing, please be cautious with reducing the size too much, as finer details of the mark may blur or fail to print.

Logotype Margin Guidelines

0.25H or more　　　　　　0.25H or more

0.25H or more

H

0.25H or more

Minimum Usage Size

0.25pt or more

1.25pt or more

When printing, please be cautious with reducing the size too much, as finer details of the mark may blur or fail to print.

Symbol Colors and Background Color Standards   04

MagicPod utilizes two symbol colors: a main and a sub.

In the guidelines, the main color green is indicated as **Green (main)**, and the sub-color is indicated as **Dark Blue (sub)**, and are respectively used in services and public relations.

The standard display of the logo (Symbol Mark and Logotype) employs the full-color version (positive display), and in cases where there is a background color, a monochromatic version is primarily used (negative display).

In negative display, the basic background color is set to Green (main), and the logo is basically set to white.

If displaying in Green (main) is not possible, display in a dark background color such as Dark Blue (sub) or black.

When reproducing Symbol Colors, please verify the specified color settings and conduct color correction.

Symbol Colors

Green (main)

Dark Blue (sub)

Preferred/Approximate Color

- Dainippon Ink and Chemicals DIC 213

Approximate Color

- CMYK C (78%) M (31%) Y (98%) K (0%)
- RGB **#39893B** / R (57) G (137) B (59)

When setting colors, please use the specified ink color or combination. Among these, DIC 213 is the preferred color.
Whichever is used, please have the closest match to Green (main).

Preferred/Approximate Color

- Dainippon Ink and Chemicals DIC 406

Approximate Color

- CMYK C (86%) M (61%) Y (54%) K (10%)
- RGB **#2A5965** / R (42) G (89) B (101)

When setting colors, please use the specified ink color or combination. Among these, DIC 406 is the preferred color.
Whichever is used, please have the closest match to Dark Blue (sub).

Green (main)

Dark Blue (sub)

Background Color Standards

Logo Display Color / Background Color	Green (main)	Black	White
White or Light Background Color (0-20%)	MagicPod (✗)	MagicPod (✗)	MagicPod (✗)
Green (main)	———	MagicPod (✗)	MagicPod
Black or Dark Background Color (70-100%)	MagicPod (✗)	———	MagicPod

Symbol Mark Color Settings

The Symbol Mark (full-color version) uses multiple colors.
When reproducing the Symbol Mark, please verify the specified color settings and conduct color correction.

Symbol Mark (Full-Color Version)

- CMYK C (78%) M (31%) Y (98%) K (0%)
- RGB **#39893B** / R (57) G (137) B (59)
    *Same color as "Green (main)" from the previous section

- CMYK C (86%) M (61%) Y (54%) K (10%)
- RGB **#2A5965** / R (42) G (89) B (101)
    *Same color as "Dark Blue (sub)" from the previous section

- CMYK C (40%) M (3%) Y (27%) K (0%)
- RGB **#A9D9CB** / R (169) G (217) B (203)

- CMYK C (0%) M (51%) Y (90%) K (0%)
- RGB **#FF9A0D** / R (255) G (154) B (13)

- CMYK C (1.2%) M (73%) Y (80.5%) K (0%)
- RGB **#F7672F** / R (247) G (103) B (47)

When setting colors, please use the specified ink color or combination.
Whichever is used, please have the closest match to the specified colors above.

Combination of Symbol Mark and Logotype

When combining the Symbol Mark and the Logotype, please pay attention to the margins, size, and placement.

Horizontal Layout

H

MagicPod

0.6H

0.2H or more

Minimum Usage Size	5.6mm or more	When printing, please be cautious with reducing the size too much, as finer details of the mark may blur or fail to print.

Vertical Layout

H

0.15H

0.3H

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Center Alignment

Minimum Usage Size	13.5 mm or more	When printing, please be cautious with reducing the size too much, as finer details of the mark may blur or fail to print.