



MAGIS

LOGO GUIDELINES

Pushing the boundaries of design
since 1976.



manual for logo use

This document sets out the guidelines for the use of the various versions of the Magis logo.

It includes a detailed analysis of the logo's meaning, its different configurations, rules for its application based on usage requirements, minimum dimensions, spacing rules, permitted colours and improper use.

The Magis logo can be used solely and exclusively in accordance with the conditions stated in this document.

Note that in 2019 we carried out a restyling of the logo which simplified it by removing the circle and making modifications to small parts. This was done to improve its visual impact on small screens and to give greater emphasis to the letters making up the word "Magis", a word already filled with meaning and symbolic of the brand's identity.

The restyling of the logo was the starting point for a broader review of the corporate image, encompassing all digital and printed graphics.

Particular attention should therefore be taken to use this new logo correctly and to promptly replace the old one with one of the versions below, as appropriate.

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Magis

etymology of the name

etymology of the name

A story of ideas, creativity and experimentation. Since 1976. This is the know-how that Magis brings to the world of design. Established in Northern Italy as a family business, the ingenuity of the visionary Eugenio Perazza soon led it to become a great design laboratory for home, outdoor, office and contract furniture, and a global player in the design field.

Magis, more than

Magis is a Latin word meaning “more than” and this is precisely the origin of the propulsive drive for experimentation. To be and do more. Magis has always believed in young and emerging talents, and over the years, the company has grown and experimented alongside many of them, now famous on the international scene. Jasper Morrison, Konstantin Grcic, Philippe Starck, Ronan & Erwan Bouroullec and Jerszy Seymour are just some of the designers who are part of the Magis family.

A concrete view of design, unafraid to dare. Because the drive towards ever new ideas, codes and production systems leads this company towards an uncompromising design that will last over time and create not only industrial projects with an artisanal soul, but also positive relationships with employees, customers and partners.

The focus is on design, the choice of materials, technologies and production processes, which are different for each project and product. With one eye toward the past, which Magis loves to draw upon, and one on a new, sustainable and timeless future. An eclectic, versatile design that graces homes, public spaces and the permanent exhibitions of more than 35 museums around the world, and has won close to a hundred extremely prestigious accolades, including five Compasso d’Oro awards, the oldest and most authoritative world-wide design award.

An idea must not only be “good”, it must also satisfy the criteria of aesthetics and functionality, now and in the future. And it must tell a story. The story of Magis. This is why Magis produces in Italy. To preserve the local tradition of craftsmanship and meet the most exacting standards with Italian-made quality.

Magis’ roots lie in Motta di Livenza, a small town in the heart of the Veneto region. This is where the challenge to design and the desire to create a place of authentic creativity arose. Since 2010 it has had a new home in nearby Torre di Mosto.

An Italian-made genius loci. Exemplary, ethical, and accessible to all. Ready to make a difference in the vision of contemporary living.

MAGIS

ma-gis (màh-gis), adv. LAT **1.** more; better | **2.** to a greater extent | **3.** rather; for preference | **4.** philosophy of doing more; it is related to ad majored dei gloriam, a latin phrase meaning “for the greater glory of god”; doing more for christ, and therefore doing more for others | **5.** expression for an aspiration and inspiration, it relates to forming the ideal society.

the Magis logo

the Magis logo

The Magis logo was used for the first time in 1976, the year the company was founded. Although it has been modified over the years, mainly to meet digital needs and make it more approachable, the lettering has always maintained its original typeface, Didot. This font is synonymous with rigour and guaranteed quality, and is considered to be the first modern font. Designed by French typecutter Firmin Didot in 1784, graphically it presents a high contrast between thick and thin strokes, hairline serifs and vertical stress. For years its neoclassical style, evocative of the Age of Enlightenment, has attracted the attention of fashion magazines, designers and brands.

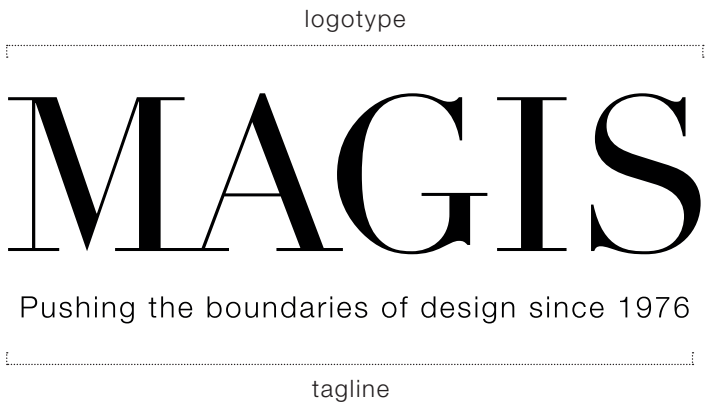


variations

variation 01 /
logotype



variation 02 /
logotype + tagline



The Magis logo is available in two versions; a simple one featuring only the logotype, and one including the tagline, a phrase expressing the brand's identity. Both versions are available in two colours, black or white depending on the background on which they are to be used.

variation 01 negative /
logotype



variation 02 negative /
logotype + tagline



As a general rule, if the background is light, the logo should be used in black, and if the background is dark, the logo should be white. Therefore please make sure it is used correctly and contact Magis to obtain approval for the artefact before publication.

general rules

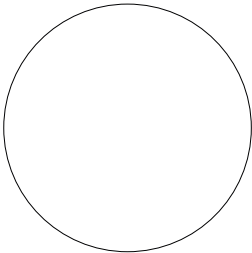
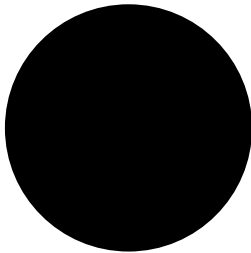
colour palette / exclusion zone /
minimum dimensions / usage / backgrounds

colour palette

The Magis logos, in all their related and possible variants, can only be produced in the two colours described here, depending on the background on which they are placed.

As a general rule, the black logo will be used on light backgrounds and the white on dark backgrounds.

The use of any other colour not present in this guide is not approved by Magis and is therefore not permitted.



black	
R	0
G	0
B	0
C	91
M	79
Y	62
K	97
#	000000

white	
R	255
G	255
B	255
C	0
M	0
Y	0
K	0
#	ffffff

exclusion area



The font used for the tagline is Helvetica Neue Lt Std Light with a character spacing of 80.

The exclusion area is the empty space which should be left around the logo itself. This area must not contain any text, graphics or other logos. It is defined to ensure maximum legibility of the logo and its correct and proportional positioning within a particular space.

minimum dimensions

variation 01 /
logotype

MAGIS
13 mm

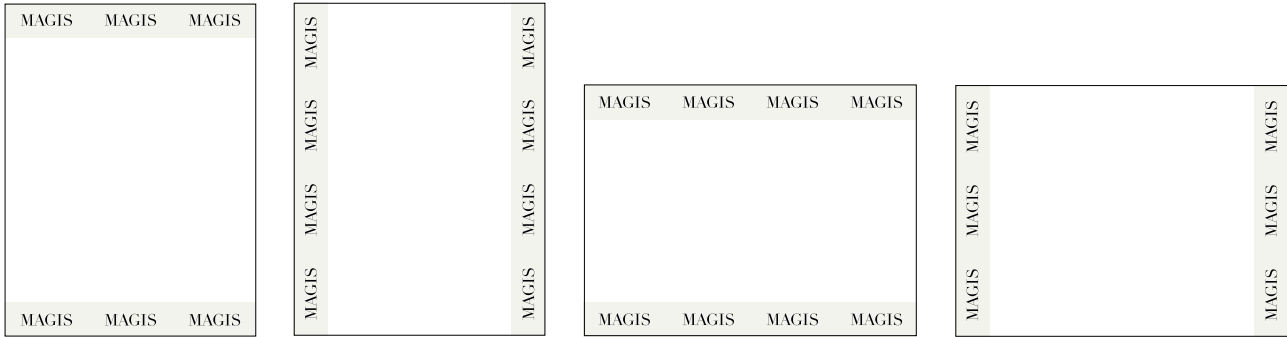
variation 02 /
logotype + tagline

MAGIS
Pushing the boundaries of design since 1976
46 mm

The Magis logo can be scaled up or down according to requirements. Its minimum size depends on the version used and, as indicated in the diagram above, this is 13 mm for the simple version, and 46 mm for the version with tagline.

print and web use

print use / horizontal and vertical



The Magis logo can be used as shown. It can be rotated by 90° anticlockwise or clockwise when positioned at the extreme right and left edge of the page. The logo cannot be rotated to any angle other than 90°.

web use (socials + websites) / square or round format



If the Magis logo is used as a profile image for social networks or websites, it must conform to the colours, proportions and exclusion areas mentioned in this guide in order to ensure its correct visualisation.

application on backgrounds

white background
black logo

black background
white logo

logo on photo
in contrast



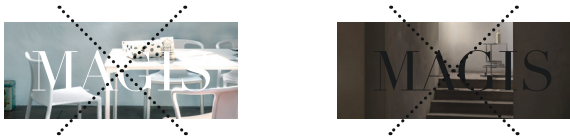
Examples of applications on light/dark, saturated/unsaturated backgrounds

White logo for very dark or saturated backgrounds, black logo for light or unsaturated backgrounds.



incorrect uses

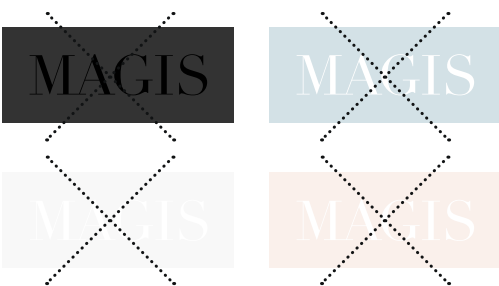
white on light photos, black on dark photos



As previously mentioned, the logo is only allowed in the colours stated. The logo must be used in black on light backgrounds or photos, and in white on dark backgrounds. Uses in which the Magis logo is not perfectly visible, as in the examples at the side, are not permitted.

incorrect uses

white on light backgrounds, black on dark backgrounds



The same rule applies for coloured backgrounds. For very dark or saturated backgrounds the white logo should be used, while for light or unsaturated backgrounds the darker logo should be used. Uses in which the Magis logo is not perfectly visible, as in the examples at the side, are not permitted.

unacceptable logos

unacceptable logos

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used until 2019

At the side are just a few examples of unacceptable versions of the logo.

/ Do not use the logo in any colours other than those specified in the colour palette (black or white).

/ Do not distort and therefore modify the proportions of the logo in any way.

/ Do not use a halved or incomplete logo.

/ Do not apply any effects to the logo.

/ Do not use the logo in any size smaller than those permitted.

/ Do not rotate the logo to any angle other than 90°.

/ Do not use old or unapproved versions of the logo.

font

Helvetica Neue Lt Std

Helvetica Neue Lt Std

Helvetica Neue LT std 65 medium

Helvetica Neue LT std 55 roman

Helvetica Neue LT std 45 light

Helvetica Neue LT std 66 medium italic

Helvetica Neue LT std 56 roman italic

Helvetica Neue LT std 46 light italic

Helvetica Neue LT std 67 medium condensed

Helvetica Neue LT std 57 condensed

The font we use in addition to our logotype, and which is associated with our whole identity, is Helvetica Neue Lt Std. Created in 1983 as a variation of the well-known Helvetica, it is considered to be one of the best fonts for printed and digital graphics, as it offers greater legibility, stronger punctuation and better number spacing compared to the classic Helvetica.

The family now consists of 51 different character styles and weights. The versions we have chosen to use are the roman, the light, and the medium, including their italic and condensed versions.


This font, in the specified versions, is used for all Magis branded documents, from the digital to all printed and company material.


credits


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graphic design

Magis Lab

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