



MSP
Magic

BRAND GUIDELINES

2021

CORRECT USAGE

The text should be created as follows:

MSP: Cera Pro Black
Magic: Cera Pro Light

Whether as a logo or a text, MSPMagic should always be spelled without an extra space in between.

The logo must be used with a minimum clear space of at least 50% of its height on all sides.

MSPMagic

← Cera Pro Black → ← Cera Pro Light →



MSPMagic

MSPMagic

MSPMagic

An outline version may also be used, but only as a design option for aesthetic purposes only.

The logo should only be made and used with the approved colors: **000000** (RGB Black) for light backgrounds, and **FFFFFF** (RGB White) for dark backgrounds.

RESTRICTIONS

~~MSPMagic
MSPMagic
MSPMagic~~

Do not alter the color of the logo.

~~MSPMagic
MSPMagic
MSPMagic~~

Do not alter or use other similar fonts

~~MSPMagic
MSPMagic
MSPMagic~~

Do not rotate, change the orientation, or distort the logo.

CORRECT USAGE

Secondary logo will still use the same fonts as primary.

Text should be left-justified, and height of each line must remain equal.

Similarly, clear space around the secondary logo should be equal to the text height on all sides.



MSP
Magic



An outline version may also be used, but only as a design option for aesthetic purposes only.

The logo should only be made and used with the approved colors: **000000** (RGB Black) for light backgrounds, and **FFFFFF** (RGB White) for dark backgrounds.



RESTRICTIONS



Do not alter the color of the logo.



Do not alter or use other similar fonts



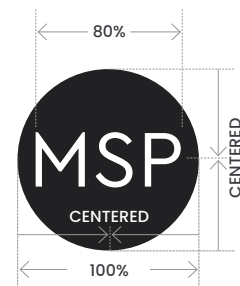
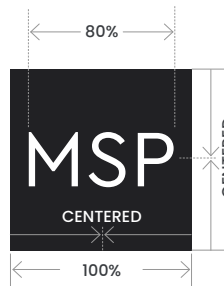
Do not rotate, change the orientation, or distort the logo.

CORRECT USAGE

The icon version shall only be used for instances where any of the full logo versions are not legible / readable due to the minimal allotted space. This may include but are not limited to: favicons, application thumbnails, shortcut buttons.

The text should be created using Cera Pro Regular.

The width of the text should be approximately 80% of the solid shape (square or circle), and centered both vertically and horizontally.



The icon should only be made and used with the approved colors:

Shape: **212124**

MSP text: **FFFFFF**



In cases where the design layout necessitates a dark background, the icon colors may be reversed:

MSP text: **212124**

Shape: **FFFFFF**



RESTRICTIONS



Do not alter the color of the icon.



Do not alter or use other similar fonts



Do not rotate, change the orientation, or distort the icon.

FONTS

The following fonts are provided to help designers and developers ensure a consistent typography for all MSPMagic assets, documents, and materials.

PRIMARY

Used for the logo, as well as most text content for the MSPMagic application, documents, and materials.

Cera Pro
Light

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

Cera Pro
Regular

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

**Cera Pro
Black**

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

SECONDARY

Both of these are used as header fonts for specific sections in the MSPMagic application.

Circular Std
Book

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

Open Sans
Regular

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

WEBSITE

Poppins is exclusively used for the website text.

Poppins
Regular

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

**Poppins
ExtraBold**

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

COLOR SWATCHES

The following swatches are provided to guide designers and developers in creating a consistent color theme for all MSPMagic assets, documents, and materials. All colors are set in web-safe RGB.

PRIMARY



#FFFFFF



#000000



#212124

Used for logo



#FFFFFF



#393C40

Used for text

SECONDARY



#6EE0BD



#69CFD4



#63C7E3

Used for page edge graphic element



#A389D4

Used for background (tenant)



#1DE9B6

Used as background (homepage)



#EAEAEA

Used for background (highlight)



#F2F2F2

Used for background (light)

GRADIENTS



#979797



#DADADA

Used to denote inactivity or unavailability



#F44236



#F4C22B

Used to denote warning



#1DC4E9



#1DE9B6

Used to denote active elements