

# BRAND GUIDELINES



create a better place to live

## CONTACT

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### Phone

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**Website:** [www.magicseal.com](http://www.magicseal.com)

# ABOUT US

## Our Mission

MagicSeal improves the quality of life for people by providing high quality, tested products that help to create a better place to work and live. We provide a non-chemical solution against insects, and thermal and acoustic insulation with our Retrofit Double Glazing, which create a better place to live.

## Our Promise

MagicSeal's promise to our customers is to **'create a better place to live!'**

## Our Past

MagicSeal Magnetic Insect Screens were designed and developed in Christchurch, New Zealand in 1989, and MagicSeal Retrofit Double Glazing was added to the product line in 1995. MagicSeal NZ Ltd has achieved many milestones in the 29 years that it has been operating and is now operational in Australia; Singapore; Malaysia and Mexico. All MagicSeal products have Design Patents; Trade Marks and are BRANZ® and WERS® appraised. MagicSeal manufactures the most efficient, technically advanced magnetic screen on the market, as well as manufacturing effective thermal and acoustic insulation for homes.

## Our People

- We are proud to be a family owned, New Zealand business that supports our MagicSeal Agents Nationwide in their respective communities
- At MagicSeal our most important resource is our people. We offer stimulating and rewarding businesses and opportunities to extend our reach
- We value working in an innovative environment that embraces change
- We are supportive and communicate with our MagicSeal Agents, offering our knowledge and best practices to better our products and services. Our products are designed for our customers
- We always put our customers first and provide a warm welcome to our brand
- We passionately engage customers as we showcase our products and help them to discover solutions to their problems
- We are at our best when we develop personal relationships and we strive to inspire and excite our customers with our MagicSeal demonstration.

# ABOUT US

## Our Values

- We are on stage, often in our customers' property
- We welcome everyone with a polite smile and a tidy appearance
- We make it easy to understand and learn about our products
- We create valued product influencers, one customer at a time
- We earn trust by recommending relevant solutions that fulfil our customers' needs
- We respect our customers' busy schedules by arriving at appointments on time
- We exceed our customers' expectations by offering quality fast turn-around installations
- We listen and respond immediately to all feedback - taking personal ownership and the initiative to make it right
- We maintain neat, clean and organised workspaces
- We embrace and speak favourably about our MagicSeal colleagues and our competitors
- We value and strictly adhere to keeping MagicSeal's trade secrets confidential
- We believe in our products and offer excellent customer service and warranties
- We manufacture and install design led and market driven products to a high standard.

## Importance of Branding

A brand is enormously powerful but can be fragile if not handled well. Building a brand takes a lot of hard work, vision and sweat and is all about emotion. How people feel about the MagicSeal brand is vital and the most important thing about the MagicSeal brand is consistency and discipline. The MagicSeal brand must be consistent and there must be discipline to never waiver from our brand's DNA and key message that we **'create a better place to live.'**

This brand style guide will guide you to ensure the MagicSeal brand is not just in the hearts and minds of a few, but in all those who touch and engage with our brand and then play their role in sharing its promise.

It is impossible to overemphasize the importance of brand consistency. This is a guide to ensure clarity and confidence in our brand. Consistency increases awareness and helps cement an emotional connection to the MagicSeal brand. The more single-minded we are, the more powerful the MagicSeal brand will be.

# OVERVIEW

This logo is a unique piece please do not change it. Please download and use logo files from the MagicSeal website.

# STRUCTURE

In order to retain the integrity of the brand mark the overall structure is shown here and should not be altered in any way.



- LOGO REVERSED OUT OF COMPANY COLOUR



- LOGO ON WHITE BACKGROUND IN COMPANY COLOUR

# CLEAR SPACE

Whenever possible there should be a clear space area around the logo. The clear space (or exclusion zone) may be white, the color of the background or a simple area of a photo. The clear space should never be cropped or infringed upon in any way. The clear space ratio is related to the height and width of the entire logo. The minimum clear space is the height of the letter G.

# MINIMUM SIZE

**NEVER** go smaller than the minimum size.



- USE G TO LEAVE ENOUGH SPACE AROUND LOGO



## Applications – minimum

Print = > 30mm width

Web = > 250px width

# TYPOGRAPHY

The type we use helps to convey the personality of the brand.

**Gill Sans** should be available on most computers so it is a good typeface for Staff and Licenced agents to use. This is a free typeface.

**Montserrat** is the font we use for the website and headings. This is also a free typeface from google.

## PRIMARY TYPEFACE

Gill Sans

abcdefghijklmnopqABCDEFGHIJKLM

123456789?&%\$!\*

**abcdefghijklmnopqABCDEFGHIJKLM**

**123456789?&%\$!\***

*abcdefghijklmnopqABCDEFGHIJKLM*

*123456789?&%\$!\**

## WEB TYPEFACE

Montserrat

abcdefghijklmnopqABCDEFGHIJKLM

123456789?&%\$!\*

**abcdefghijklmnopqABCDEFGHIJKLM**

**123456789?&%\$!\***

*abcdefghijklmnopqABCDEFGHIJKLM*

*123456789?&%\$!\**

# COLOUR WAYS

The colours of the brand, are a deep red, grey, black and white.



magicseal



magicseal



magicseal



magicseal



magicseal

# COLOUR PALETTE

The colour palette consists of the brand colours options.

## BRAND COLOURS



DEEP RED



DEEP GREY



MID GREY 80%

■ RGB = R138 G22 B35  
■ CMYK = C0 M93 Y70 K51  
■ PMS = Pantone 1815c  
■ HEX = #8A1623

■ RGB = R43 G47 B48  
■ CMYK = C73 M64 Y62 K62  
■ PMS = Pantone 426c  
■ HEX = #2B2F30

■ RGB = R88 G89 B91  
■ CMYK = C0 M0 Y0 K80  
■ HEX = #58595B



WHITE



# BRAND INTEGRITY

Please retain the brand integrity at all times.  
Here is an example of a letterhead and how we would like the word MagicSeal written.



When using the word **MagicSeal**. Please use a capital letter on the **M** and the **S**. MagicSeal.  
MagicSeal is the correct way we want to write this word for our brand please.

**MAGICSEAL LTD** 10c Sheffield Crescent, Christchurch, New Zealand

**P** +64 3 3589 237 **E** [info@magicseal.com](mailto:info@magicseal.com) **W** [www.magicseal.com](http://www.magicseal.com)

# BRAND INTEGRITY

Please retain the brand integrity at all times. Here are some guidelines as to what **not to do**.



**X** Do not alter the colour of any part of the brand mark



**Do not** distort the brand mark



**Do not** alter the colour of any part of the brand mark



**Do not** Do not alter the structure of the brand mark



**Do not** Do not place the brand mark over any material that will obscure the brand mark, making illegible all or part of the brand mark

# ICONS

Magicseal uses a variety of Icons to support its brand and Licensed agents can use these Icons to help promote MagicSeal.

