



Trademark Usage Guidelines

2022
V1.1

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02

Logo

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Color

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Partnerships

Logo

Construct

Our lockup is designed to be responsive to space. It should be used to enhance brand awareness or reinforce our brand presence. It should never be used locked up with partner logos.



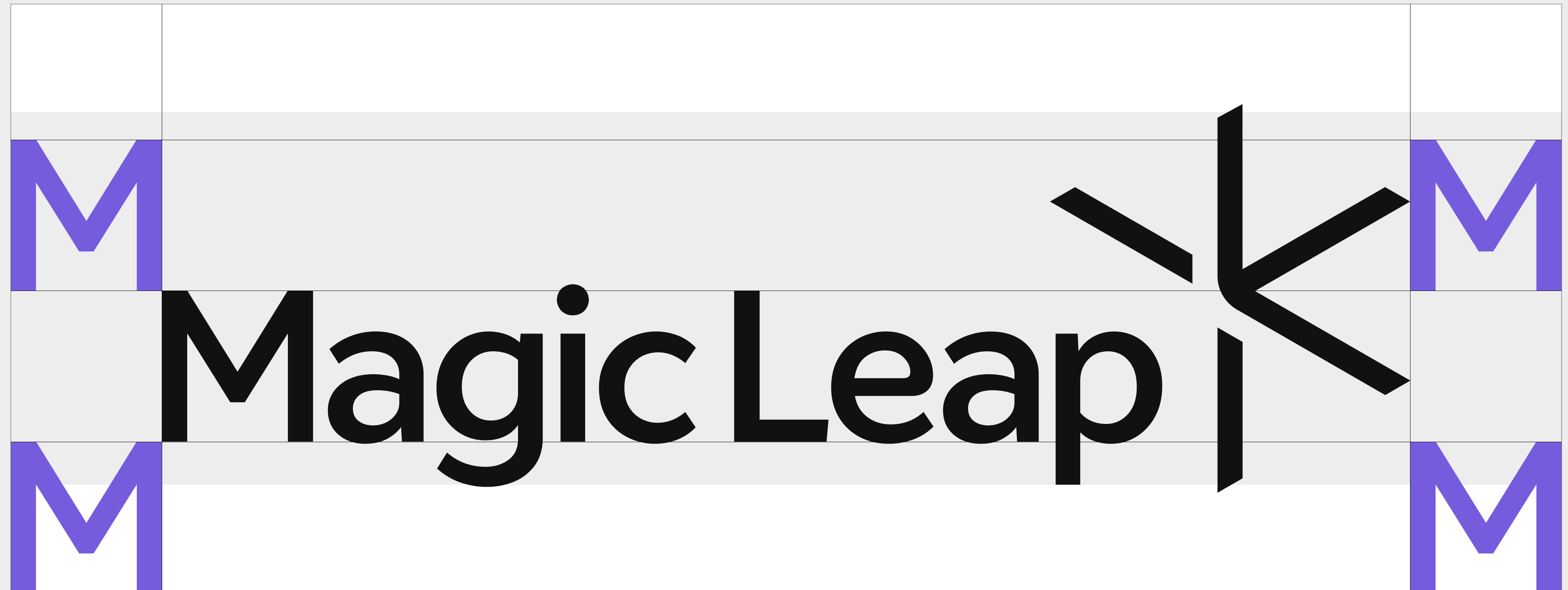
Min. Size Magic Leap 

Digital: 46px H
Print: 0.48in H

Logo

Clear space M100

We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.



Logo

Clear space
M100

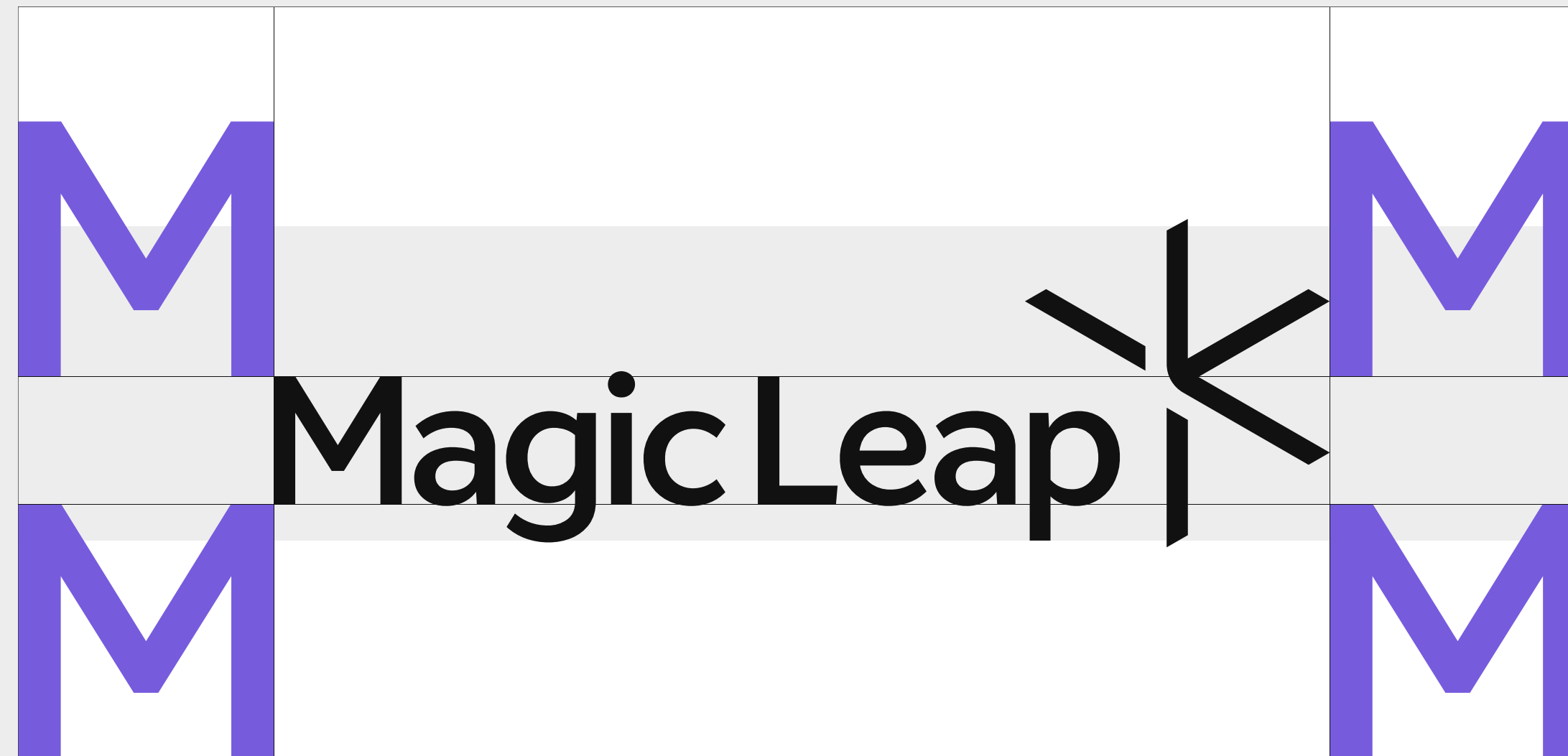
We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.



Logo

Clear space M200

We use the M from the wordmark to create an even balance on all sides, at a scale of 200%.



Logo

Clear space M200

We use the M from the wordmark to create an even balance on all sides, at a scale of 200%.

The image shows the Magic Leap logo in white on a black rectangular background. The logo consists of the words "Magic Leap" in a sans-serif font, followed by a stylized "K" symbol. The "K" is formed by a vertical line and two diagonal lines that meet at the top and bottom. The clear space M200 is indicated by the text "Clear space M200" at the top left of the page, which refers to the minimum clear space required around the logo. The text "We use the M from the wordmark to create an even balance on all sides, at a scale of 200%." is located at the top right of the page, explaining the rationale for the clear space requirement. The logo itself is centered within the black rectangle, and the clear space M200 is the distance from the logo to the edges of the rectangle.

Logo

Color

Our logo is always Meteorite 100 on Bionic background, or vice versa when needed. Never use Cosmic 100 for logos or backgrounds.



Logo: Meteorite 100
Background: Bionic



Logo: Bionic
Background: Meteorite 100

Logo

Color

When our logo must appear on a colored background outside our color system, it must remain Meteorite 100 or Bionic, depending on whether the background color is light or dark.



Logo: Meteorite 100
Background: Light



Logo: Bionic
Background: Dark

Logo

Don'ts

Don't use alternate weight, capitalization, or tracking.



Don't use alternate fonts in the logo.



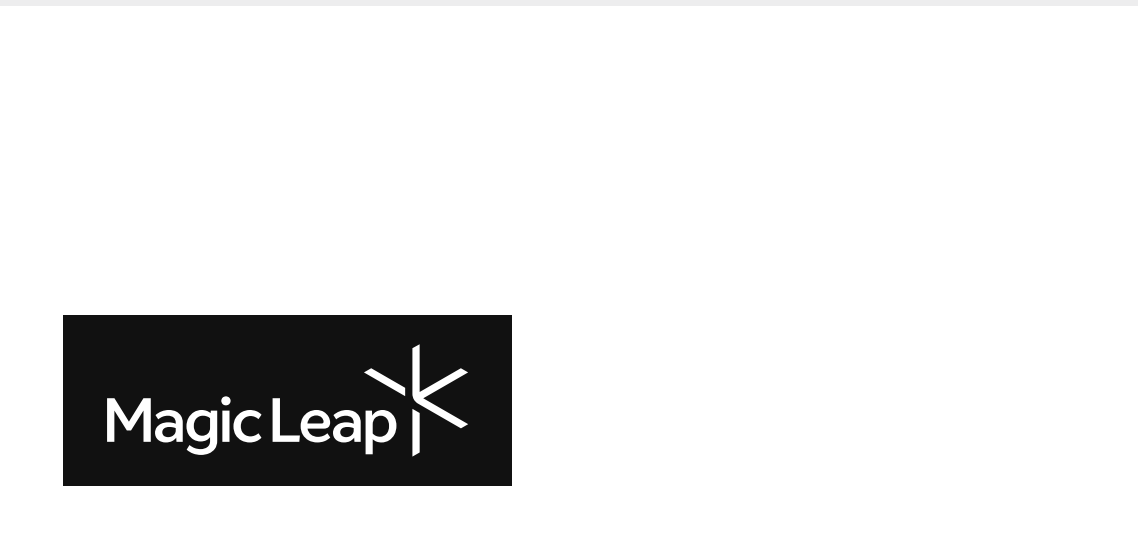
Don't stylize the logo with outlines, shadows, or other techniques.



Don't skew, stretch, or rotate the logo



Don't place the logo in a container on a composition.



Don't use alternative clear space around the logo.



Don't use the logo locked up in any different configurations.



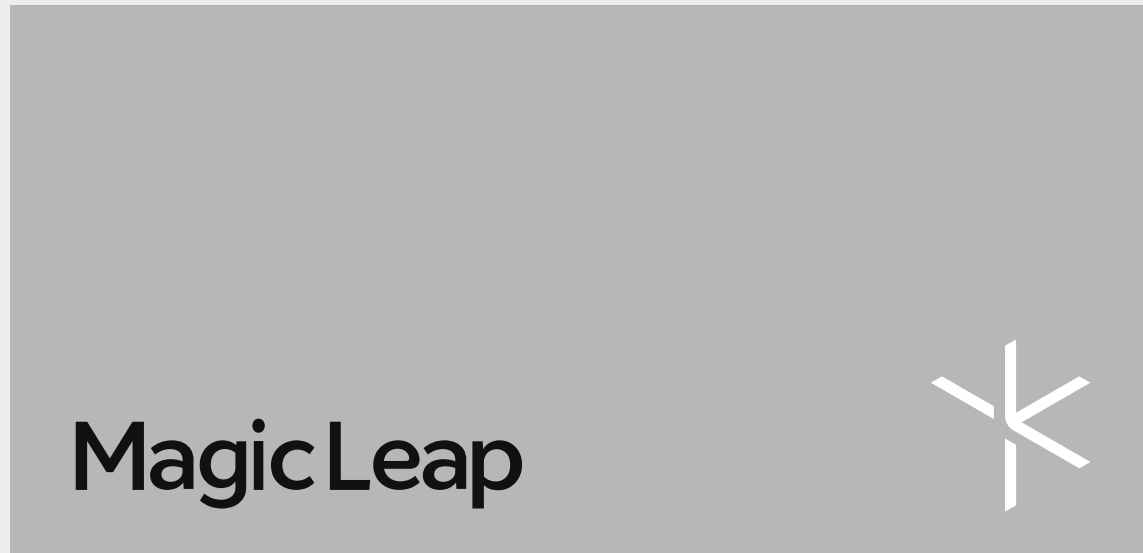
Don't use the logo locked up in any different scale relationships.



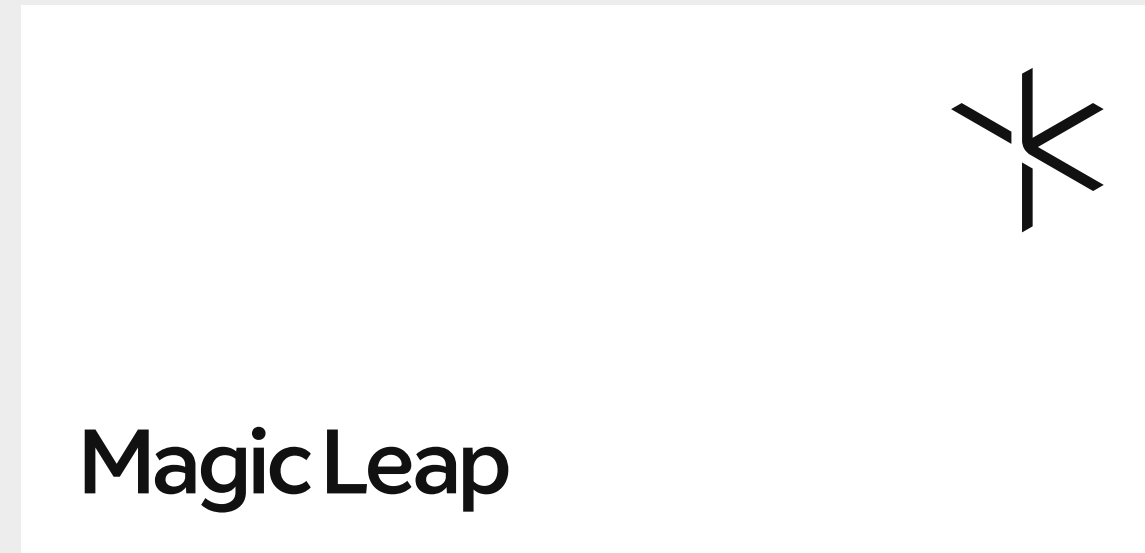
Logo

Don'ts

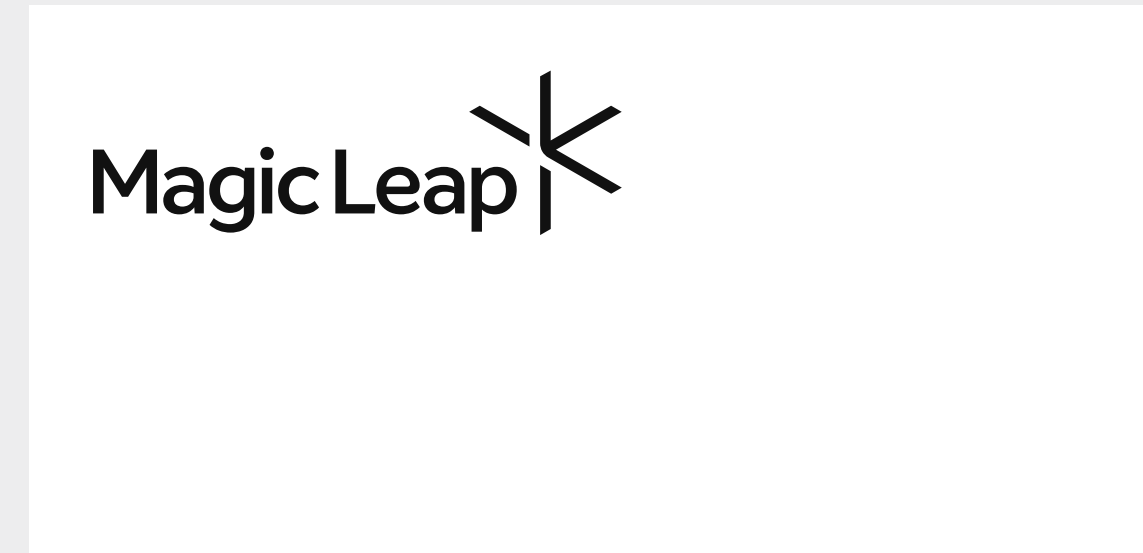
Don't mix the use of Meteorite 100 and Bionic in the logo.



Don't vertically separate the wordmark and symbol in the logo.



Don't use the logo at the top of a composition.



02

Logo

12

Color

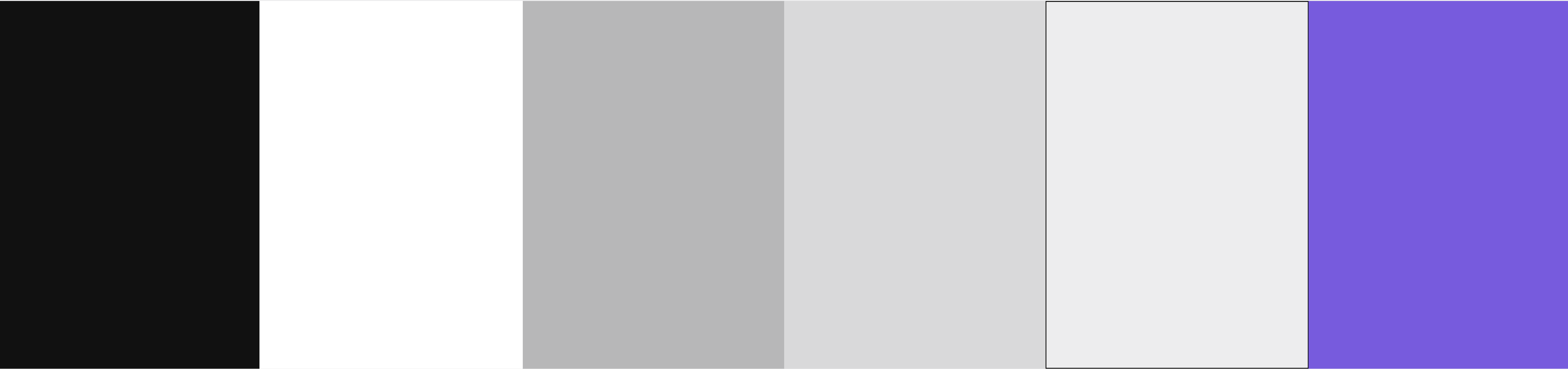
17

Partnerships

Color

Palette

Meteorite 100 and Bionic set the stage for content and are the most used colors. Our primary accent brand color is Cosmic 100. We use it very sparingly and intentionally to create focus in designs.



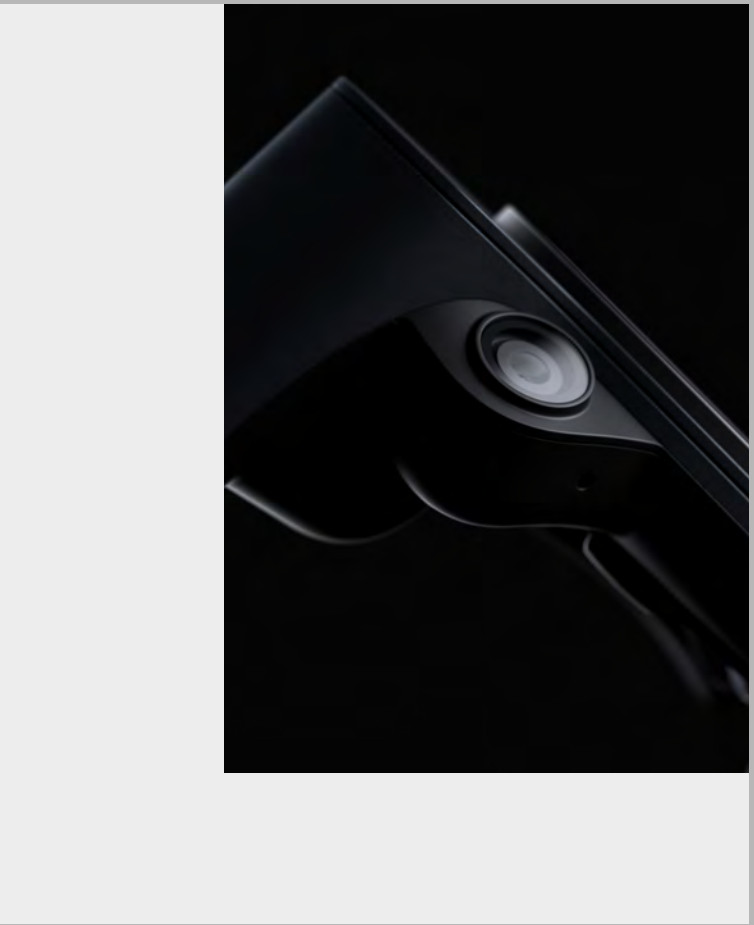
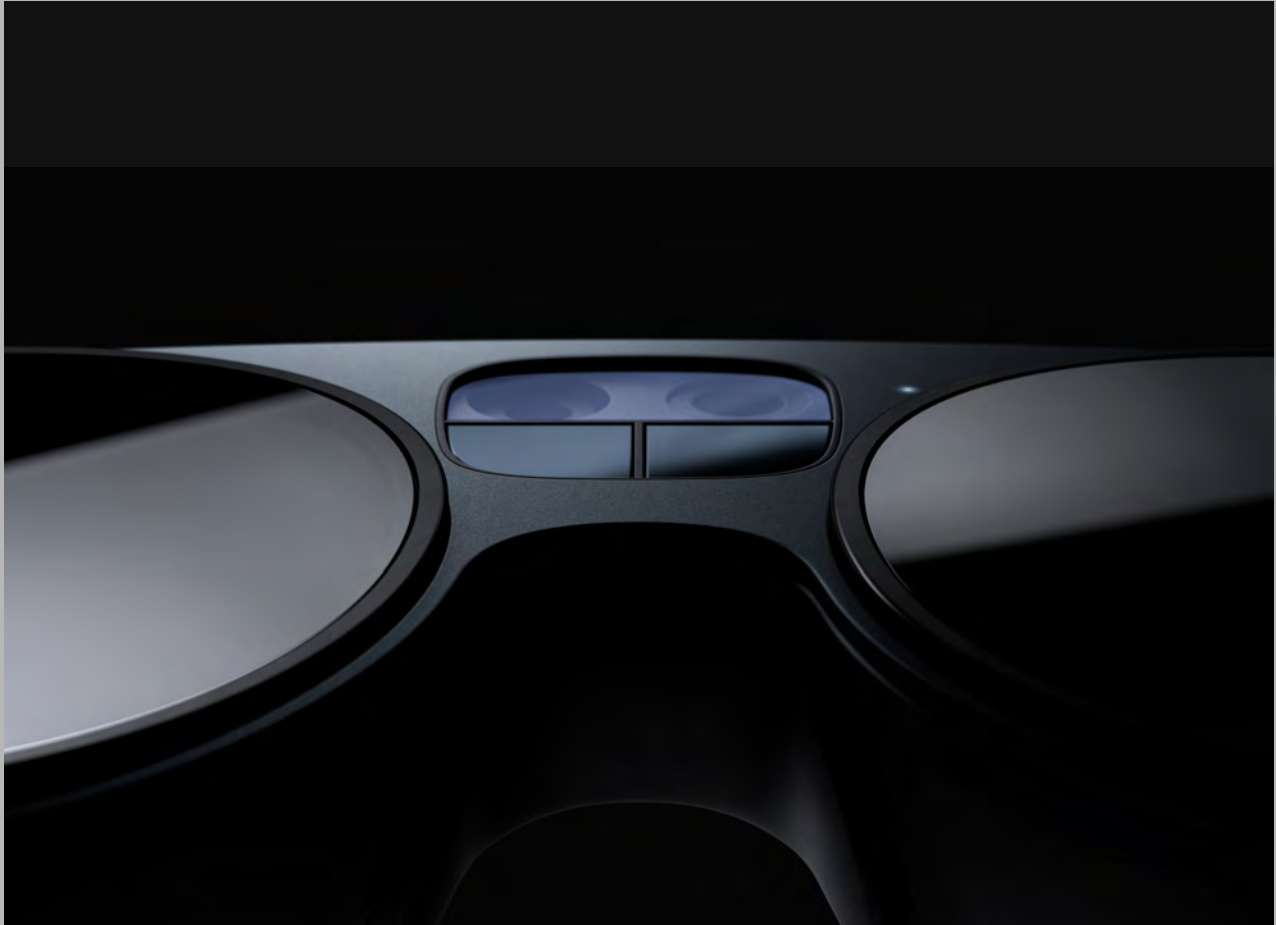
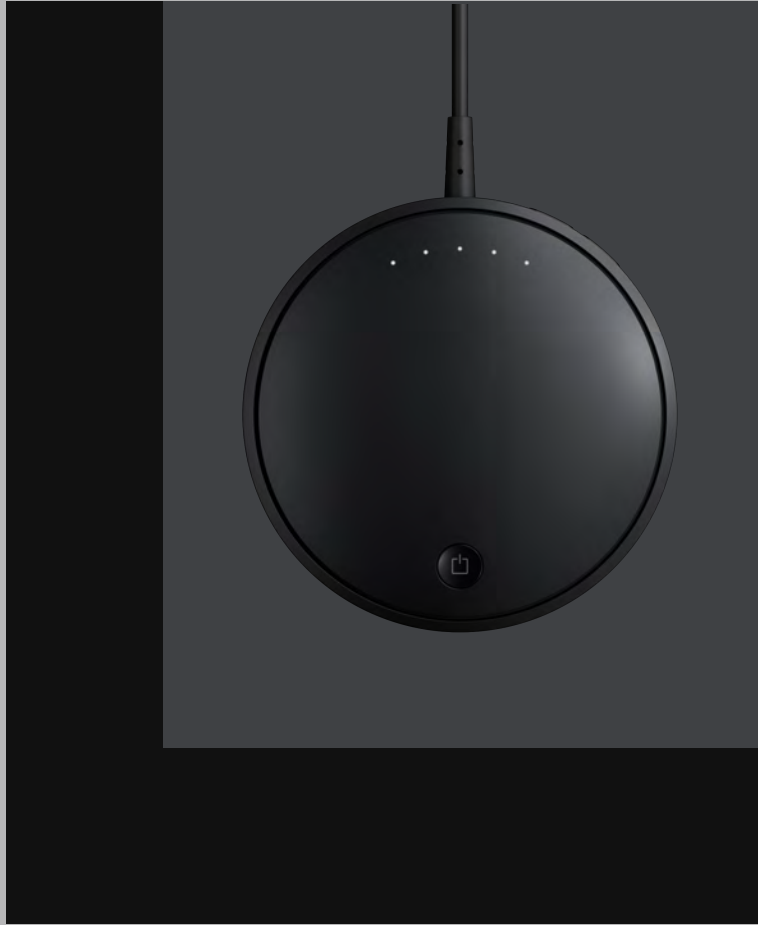
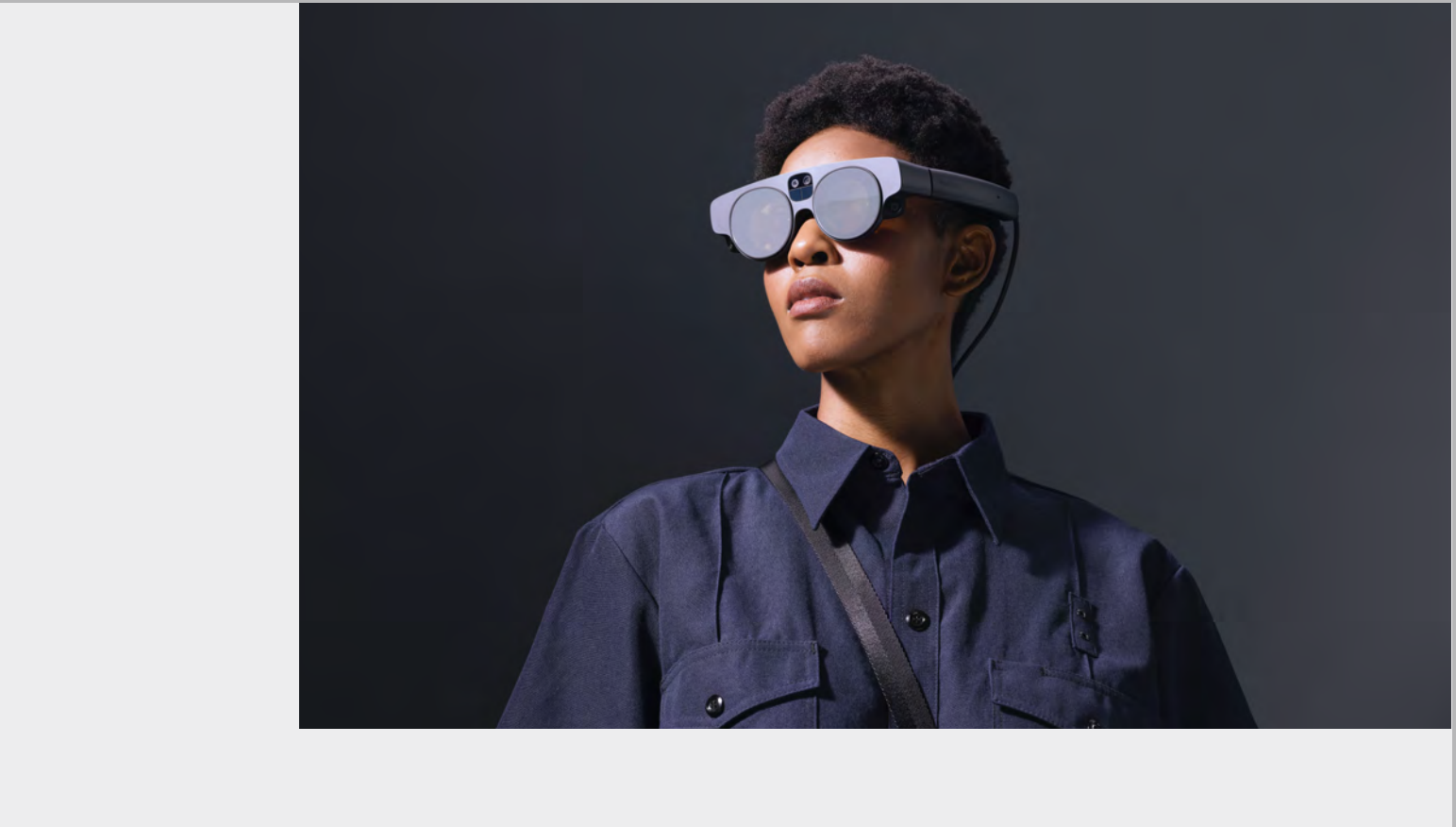
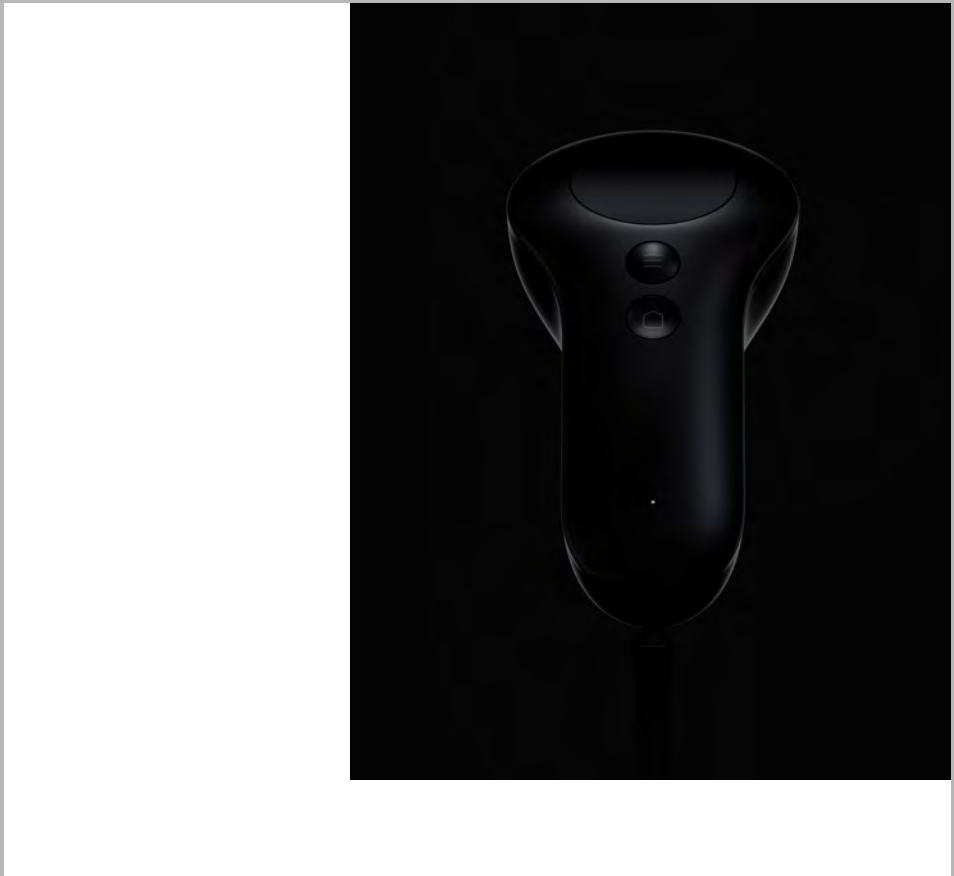
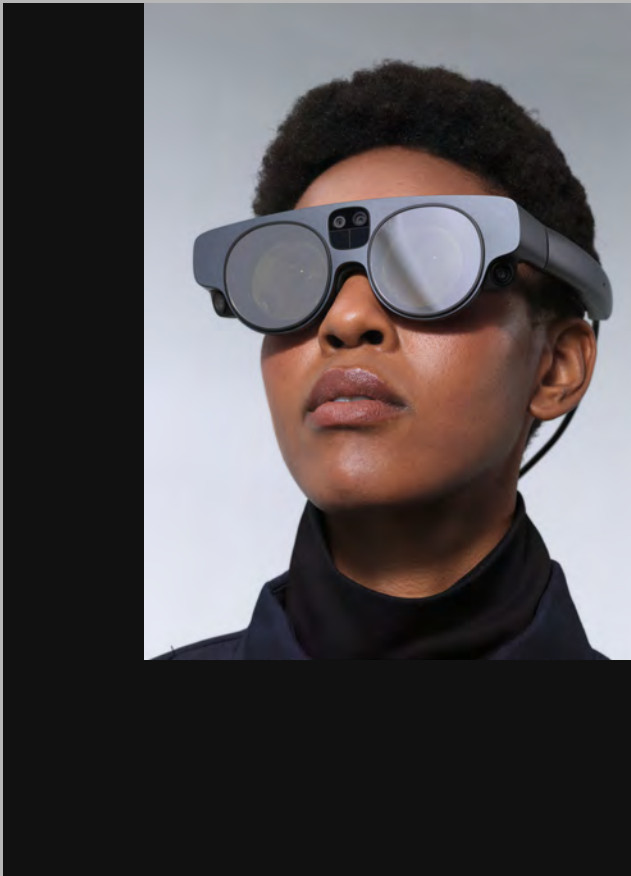
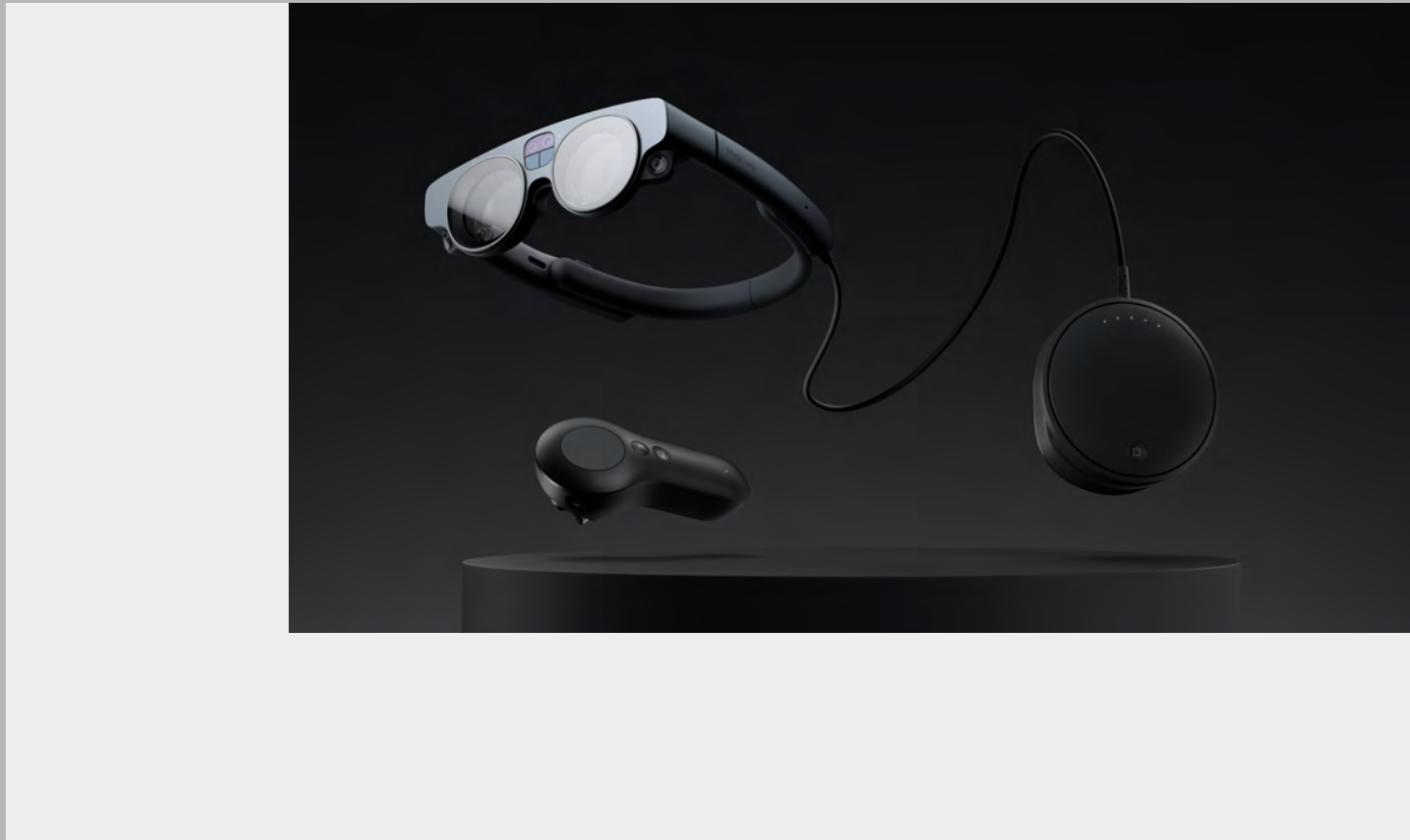
Meteorite 100	Bionic	Meteorite 30	Meteorite 20	Meteorite 10	Cosmic 100
HEX #111111	HEX #FFFFFF	HEX #B7B7B8	HEX #D9D9DA	HEX #EDEDEE	HEX #6D47D3
RGB 17 / 17 / 17	RGB 255 / 255 / 255	RGB 183 / 183 / 184	RGB 217 / 217 / 218	RGB 237 / 237 / 238	RGB 109 / 71 / 211
CMYK 00 / 00 / 00 / 93	CMYK (Paper)				CMYK 78 / 82 / 0 / 0
PMS Black C	PMS (Paper)				PMS 2097 C

Color

Usage ratio

Meteorite 100 and Bionic set the stage for content and are the most used colors. Our primary accent brand color is Cosmic 100. We use it very sparingly and intentionally to create focus in designs.

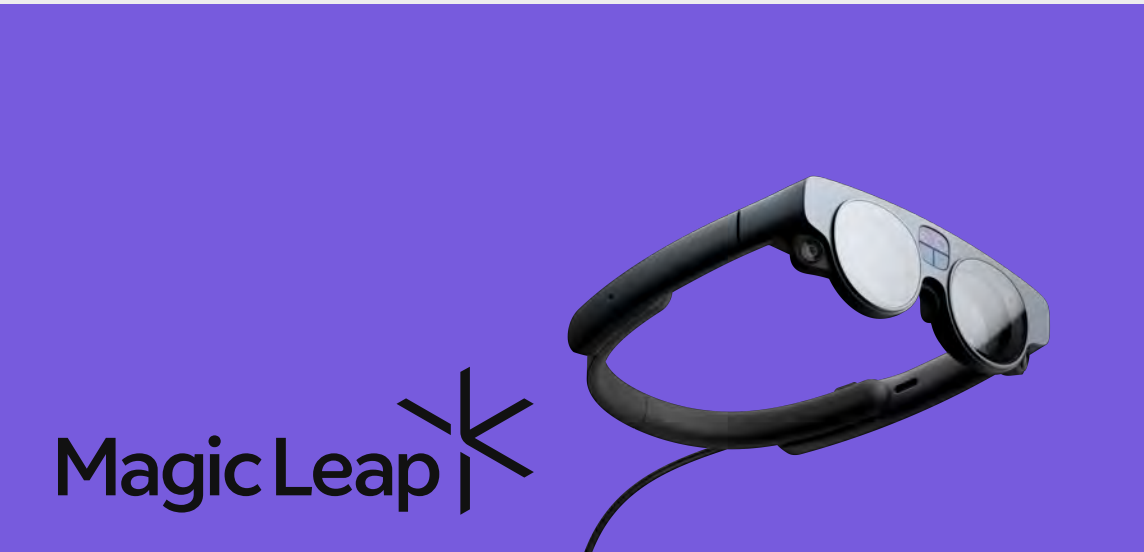




Color

Don'ts

Don't use Cosmic 100 as a background in compositions.



Don't use colors other than Meteorite 100 or Bionic for the Magic Leap logo.



Don't use colors outside the palette.



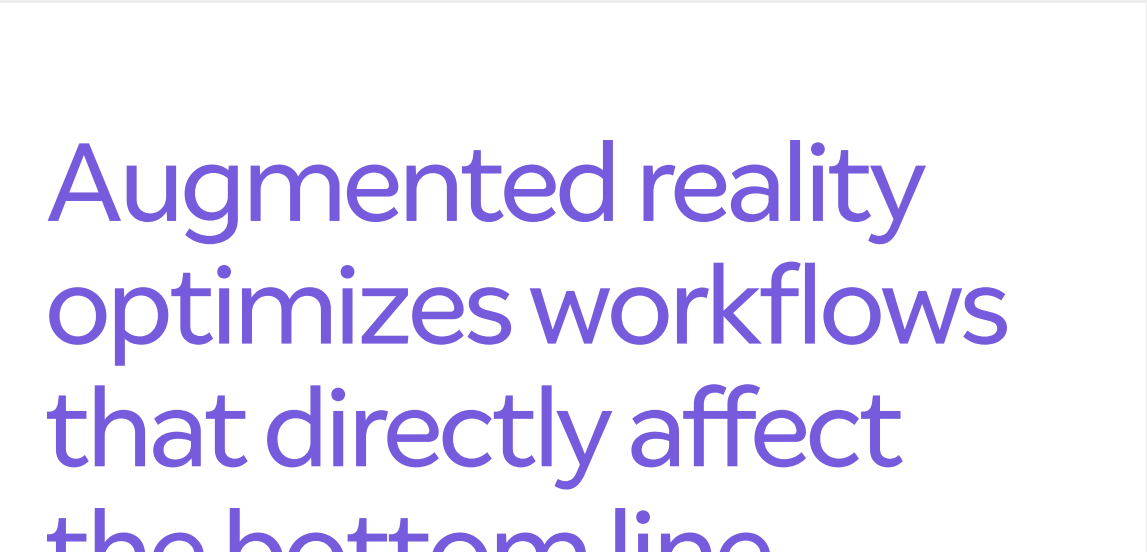
Don't use color combinations with low contrast.



Don't use gradients.



Don't use Cosmic 100 for typography.



02	Logo
12	Color
17	Partnerships

Partnerships

Horizontal lockup

Our wordmark is used for partnership lockups. Logos are seperated by a dividing line equal to X0.5, with a distance proportional to our M between the logo and the dividing line.



Partners' logos are horizontally centered. We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.

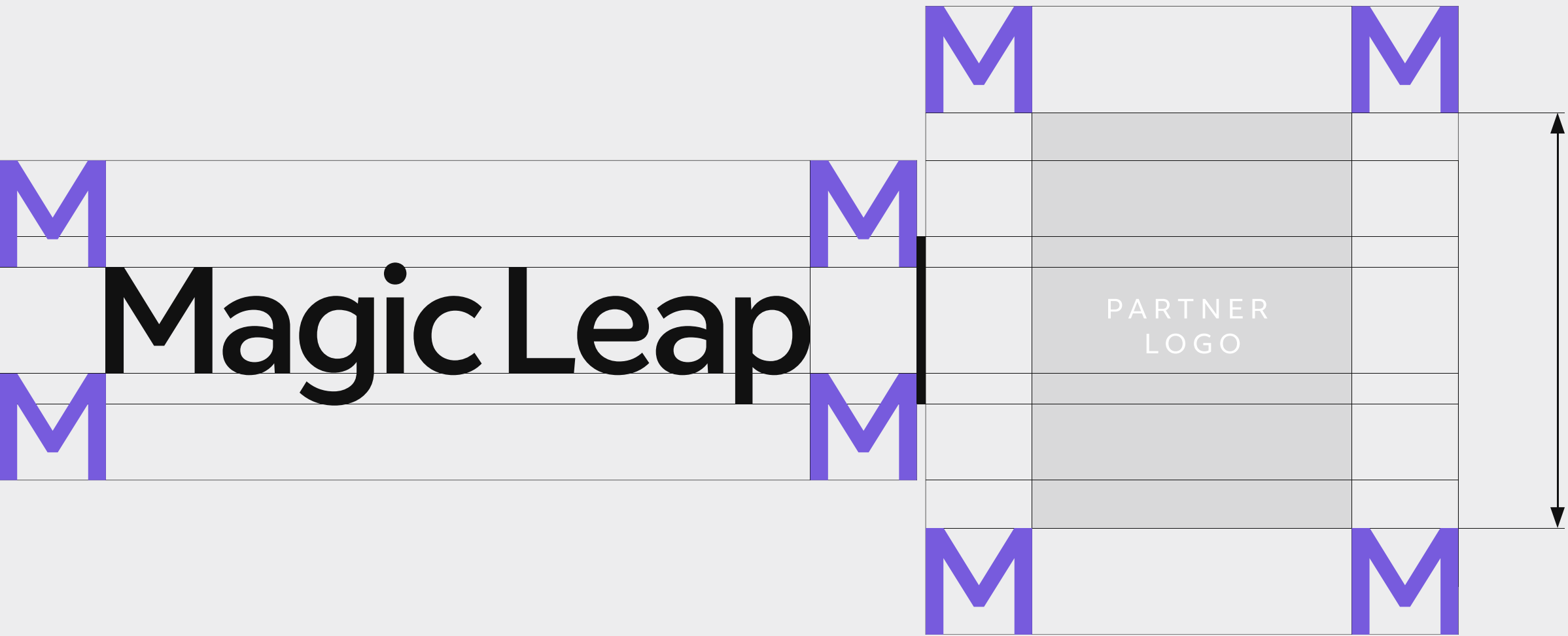
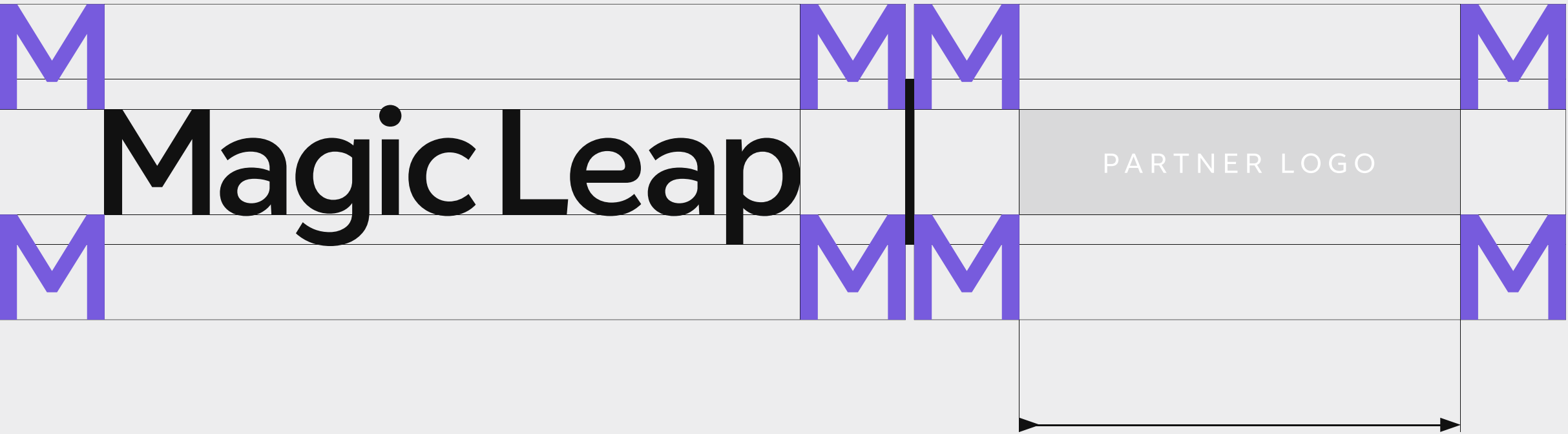


Partnerships

Horizontal lockup

Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.

All trademarks, logos and brand names are the property of their respective owners. All company, product and service names used in this presentation are for demonstration purposes only. Use of these names, trademarks and brands does not imply endorsement.



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Partnerships

Color

All logos and the dividing line used in a partnership lockup should be the same color: either Meteorite 100 or Bionic, depending on the background color.

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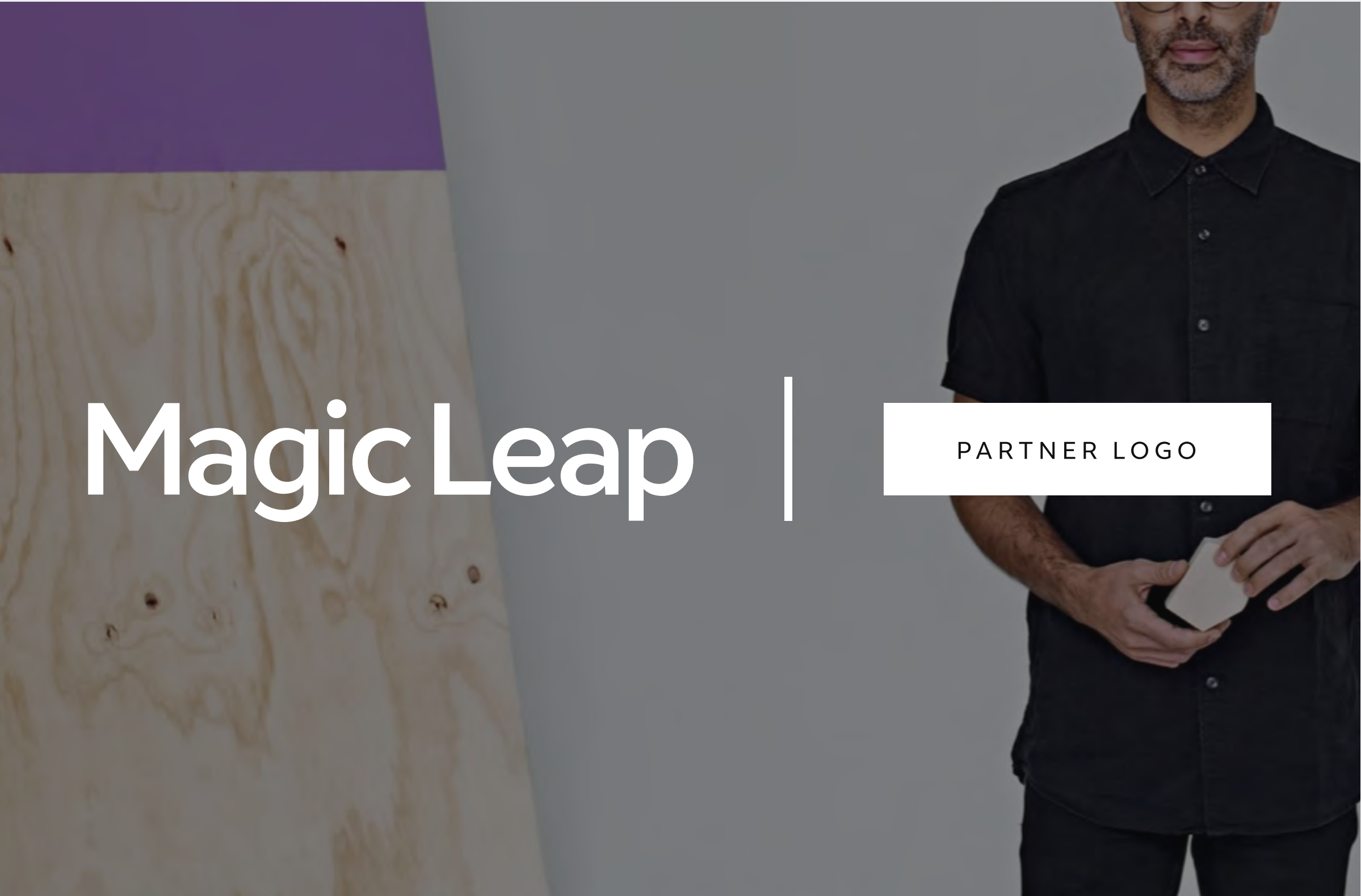


Partnerships

Horizontal compositions

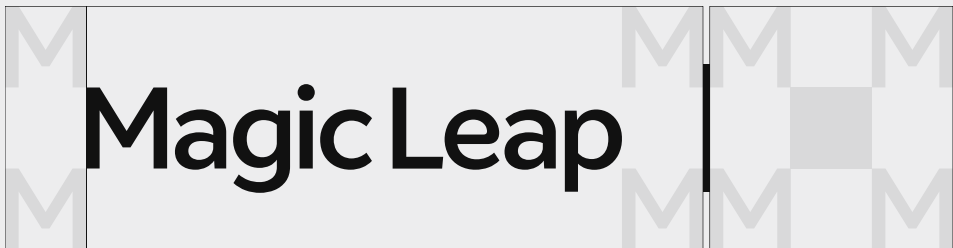
Use the horizontal partnership lockup for compositions that are horizontal or square in orientation.

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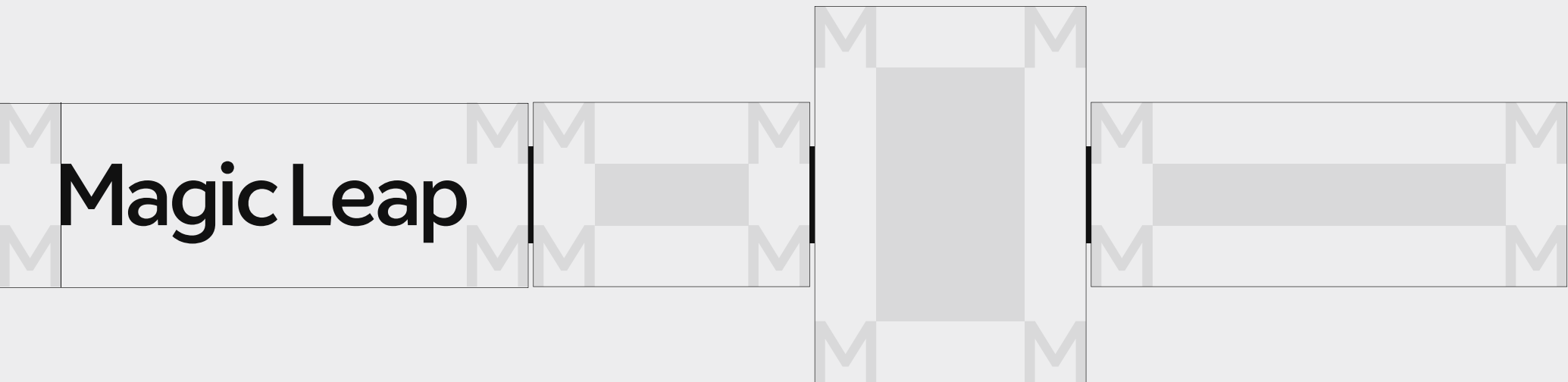
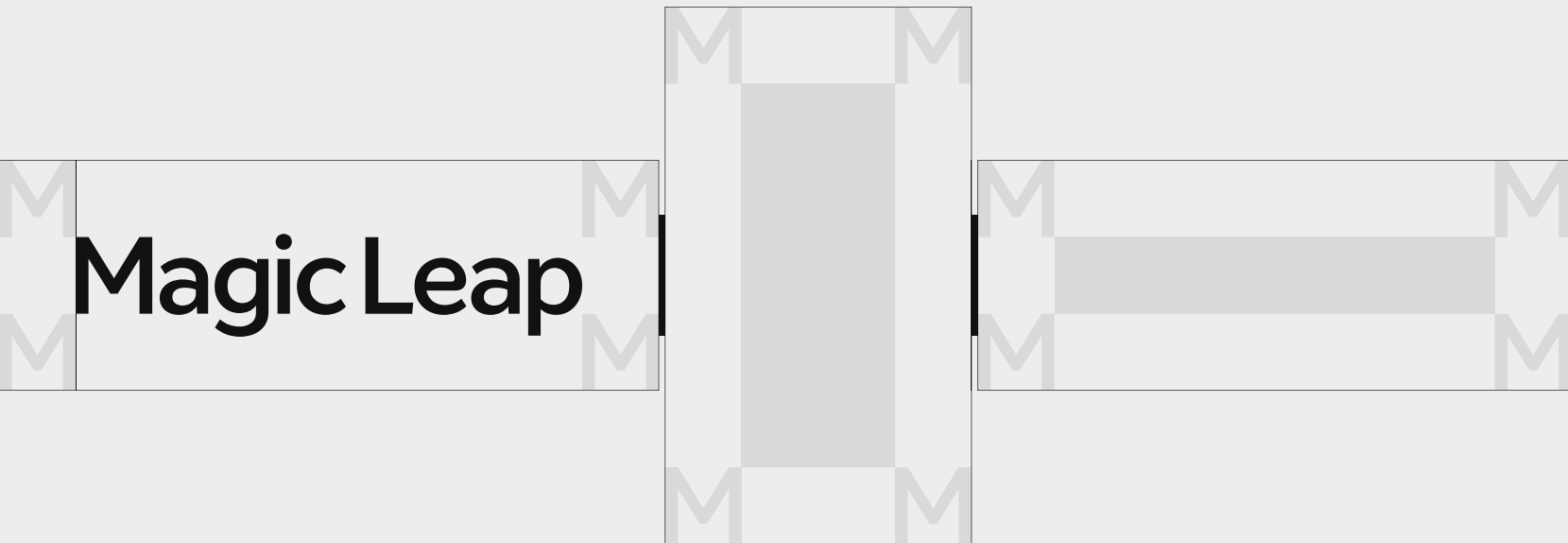
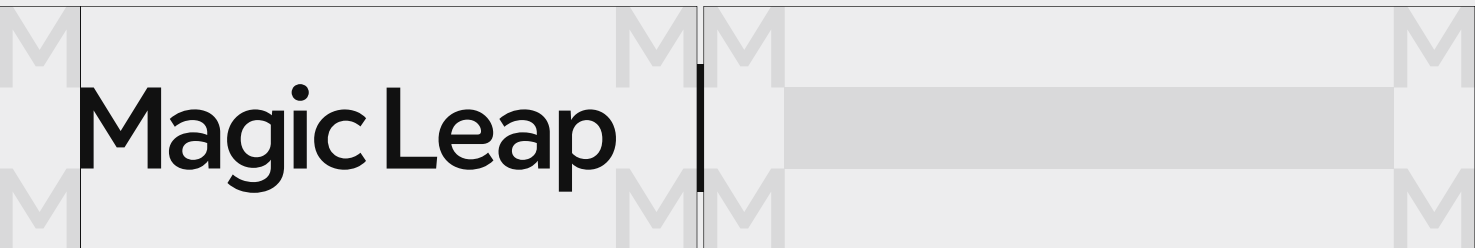
Multiple horizontal lockups

Our partnership lockup system can accomodate anywhere from two to four logos. Once logos are scaled to be optically equal in size, they are centered horizontally with the same spacing principles.



Multiple horizontal lockups

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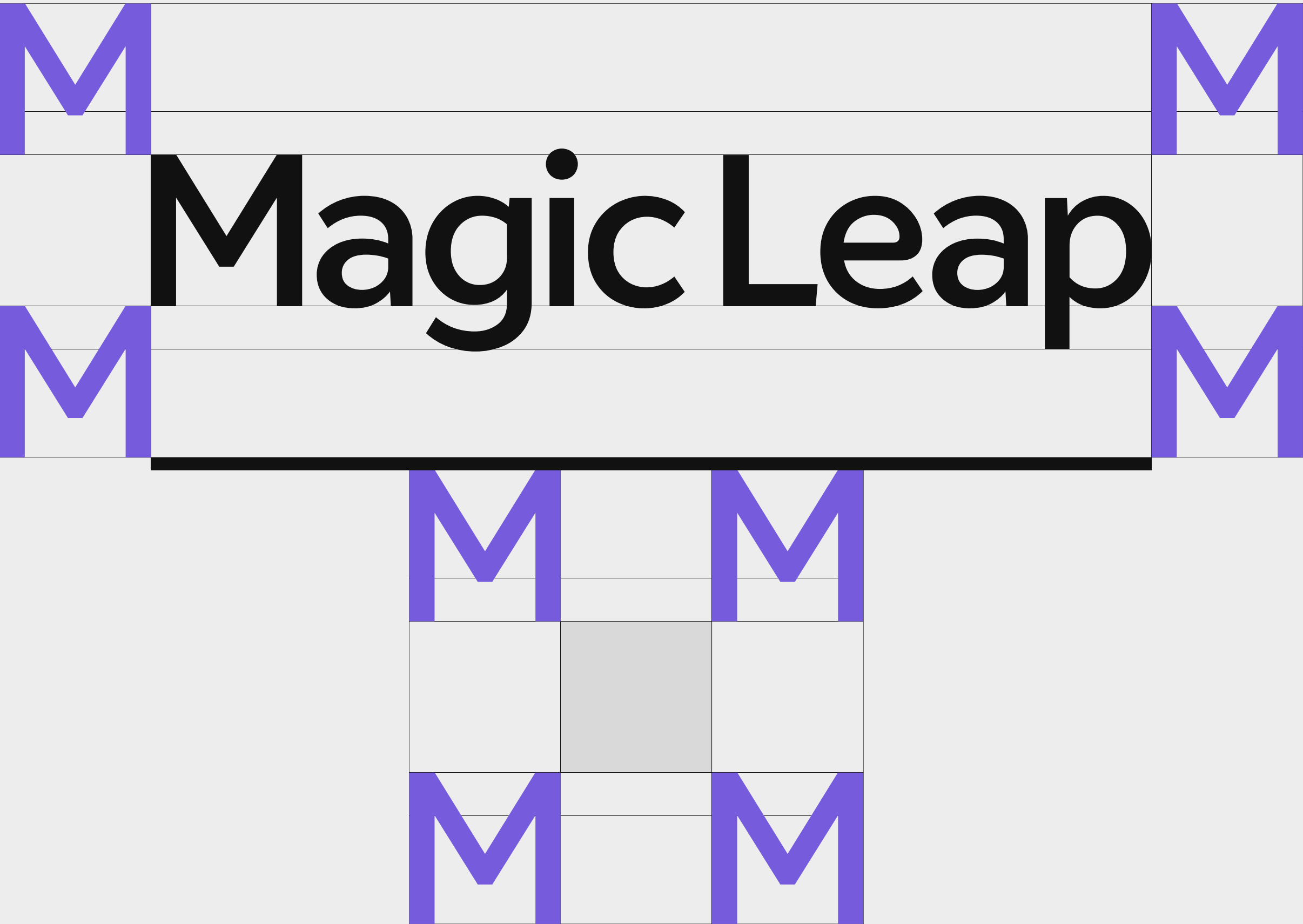
Partnerships

Vertical lockup

Our wordmark is used for partnership lockups. Logos are seperated by a dividing line equal to X0.5, with a distance proportional to our M between the logo and the dividing line.



Partners' logos are vertically centered. We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.



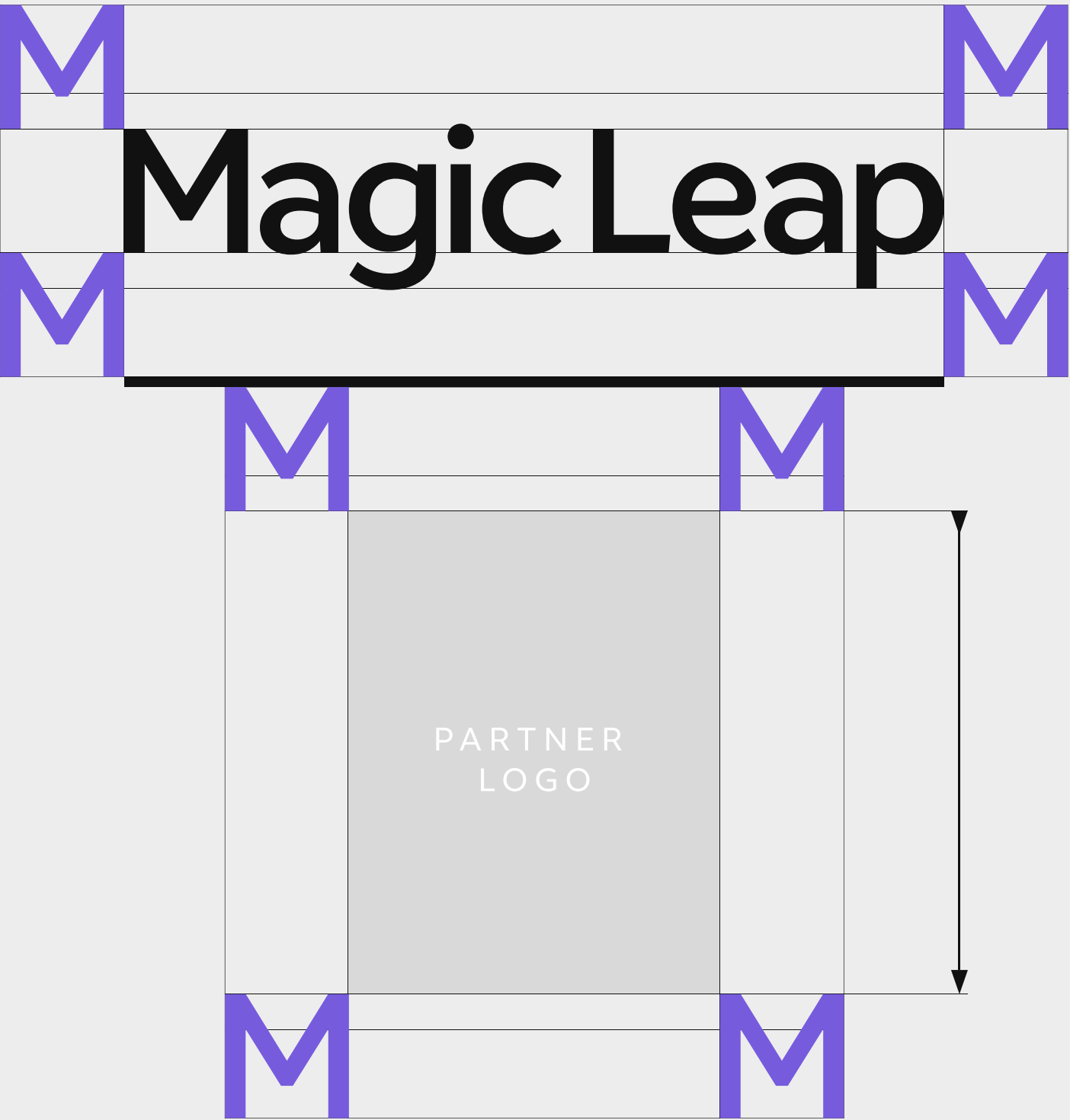
Partnerships

Vertical lockup

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Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.



Partnerships

Vertical lockup

Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.

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Partnerships

Color

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Partnerships

Vertical compositions

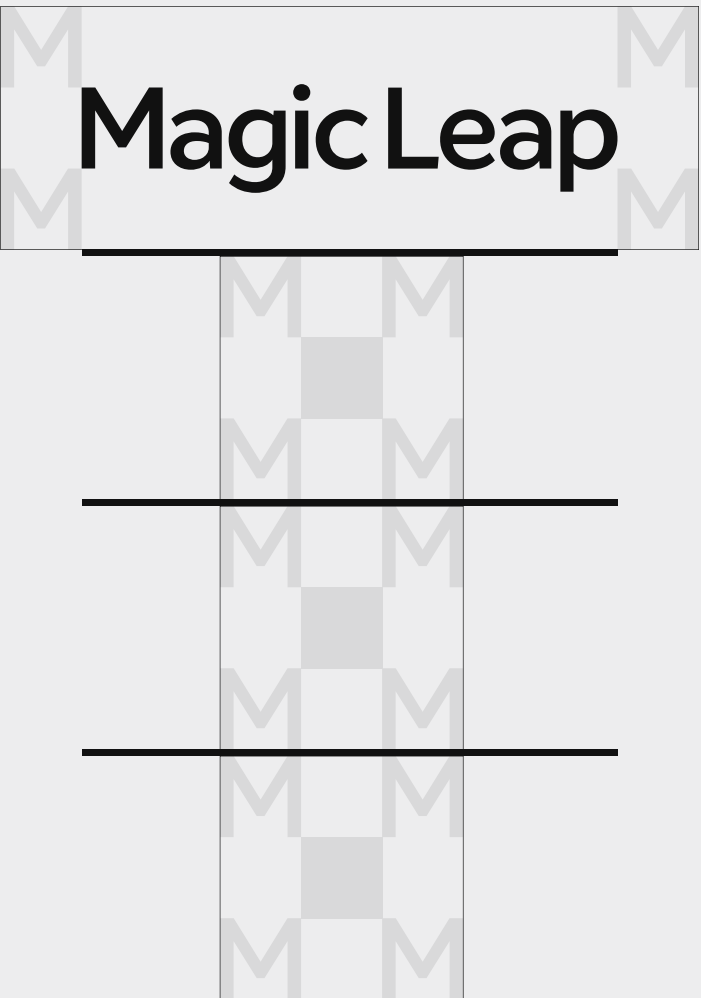
Use the vertical partnership lockup for compositions that are vertical in orientation

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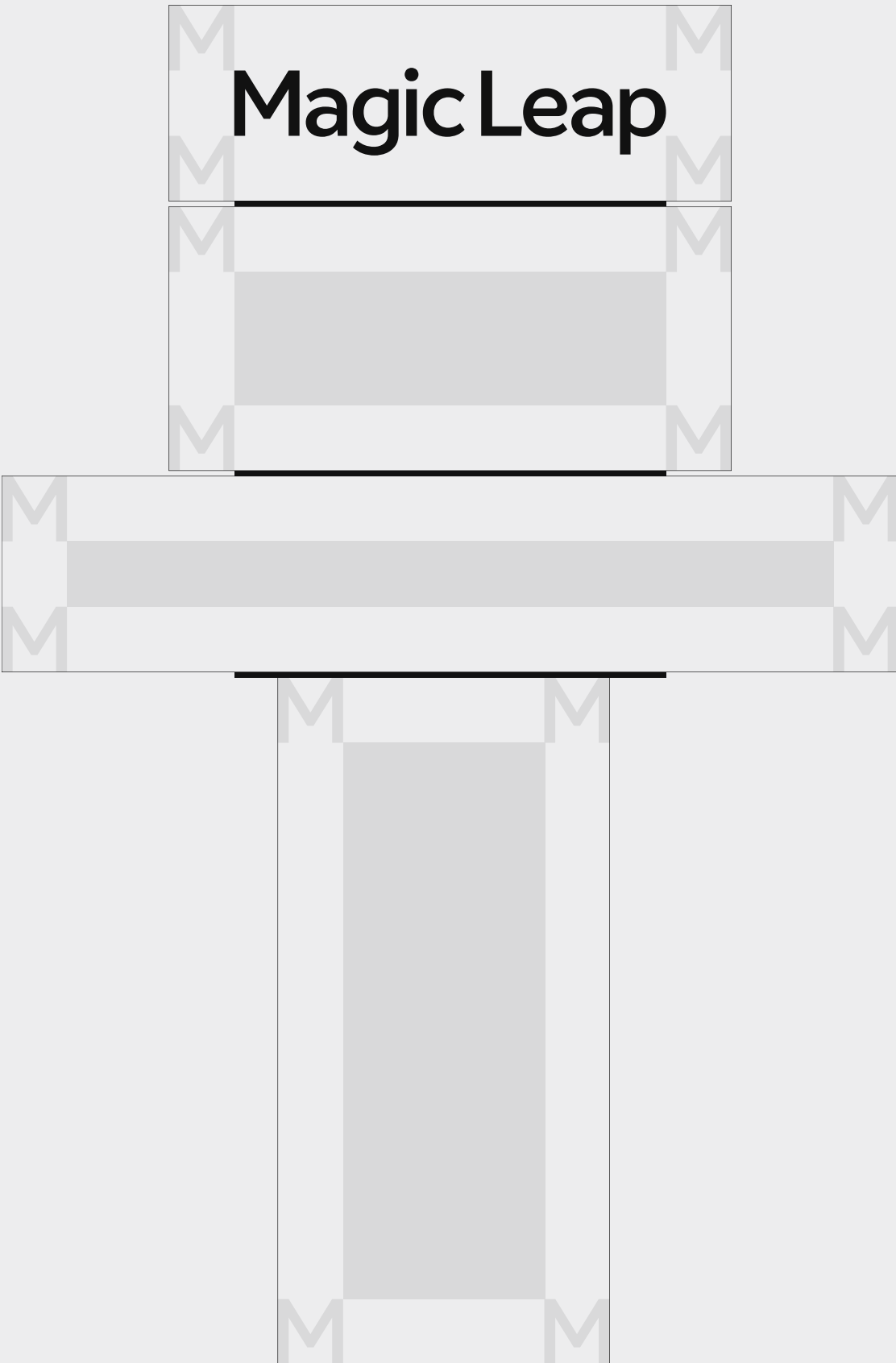
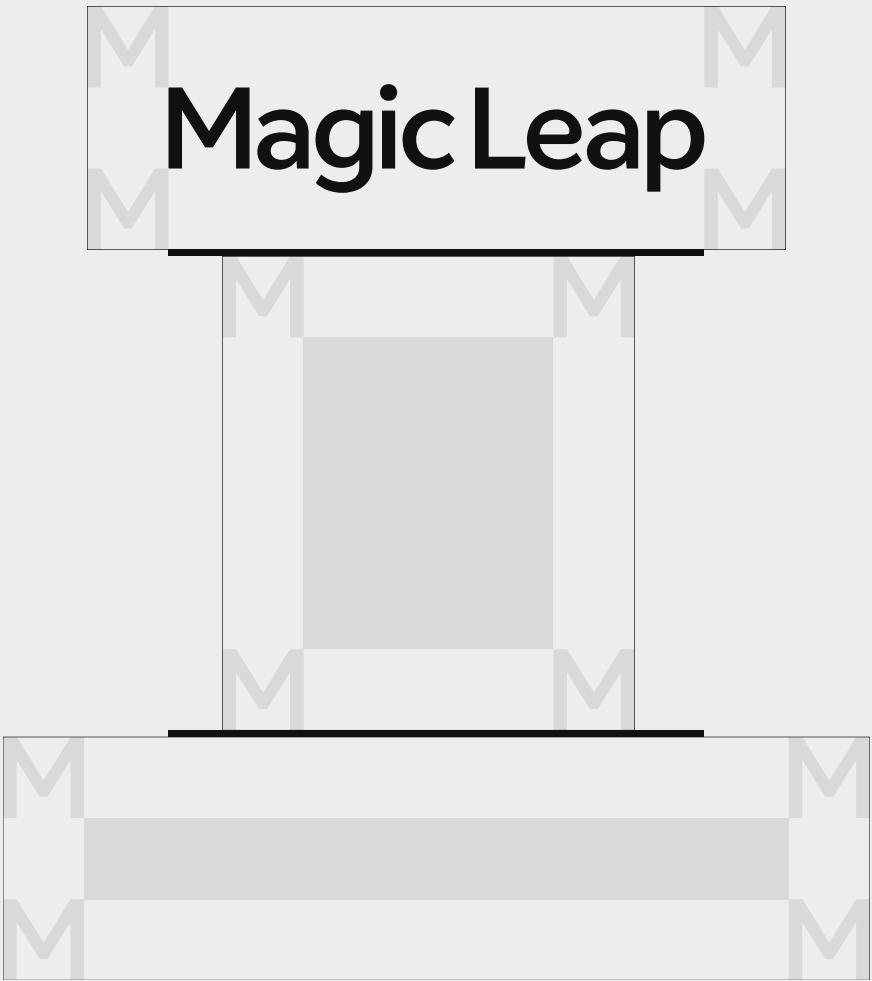
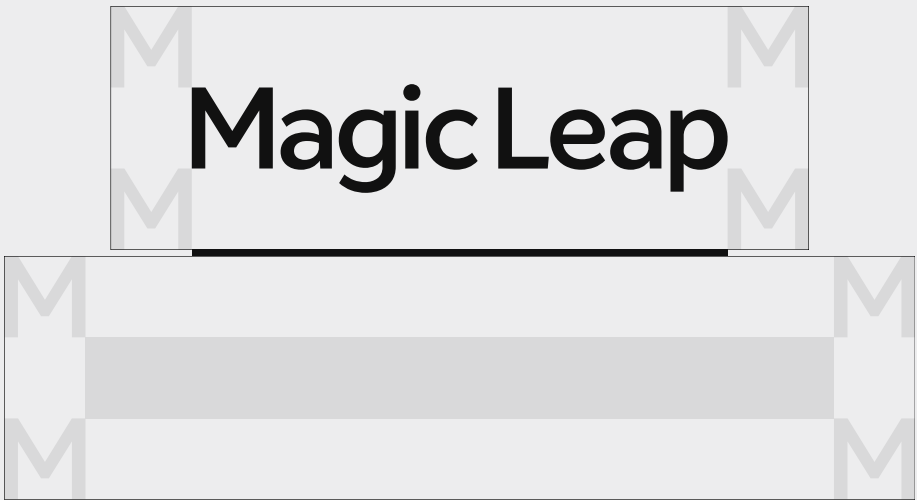
Multiple vertical lockups

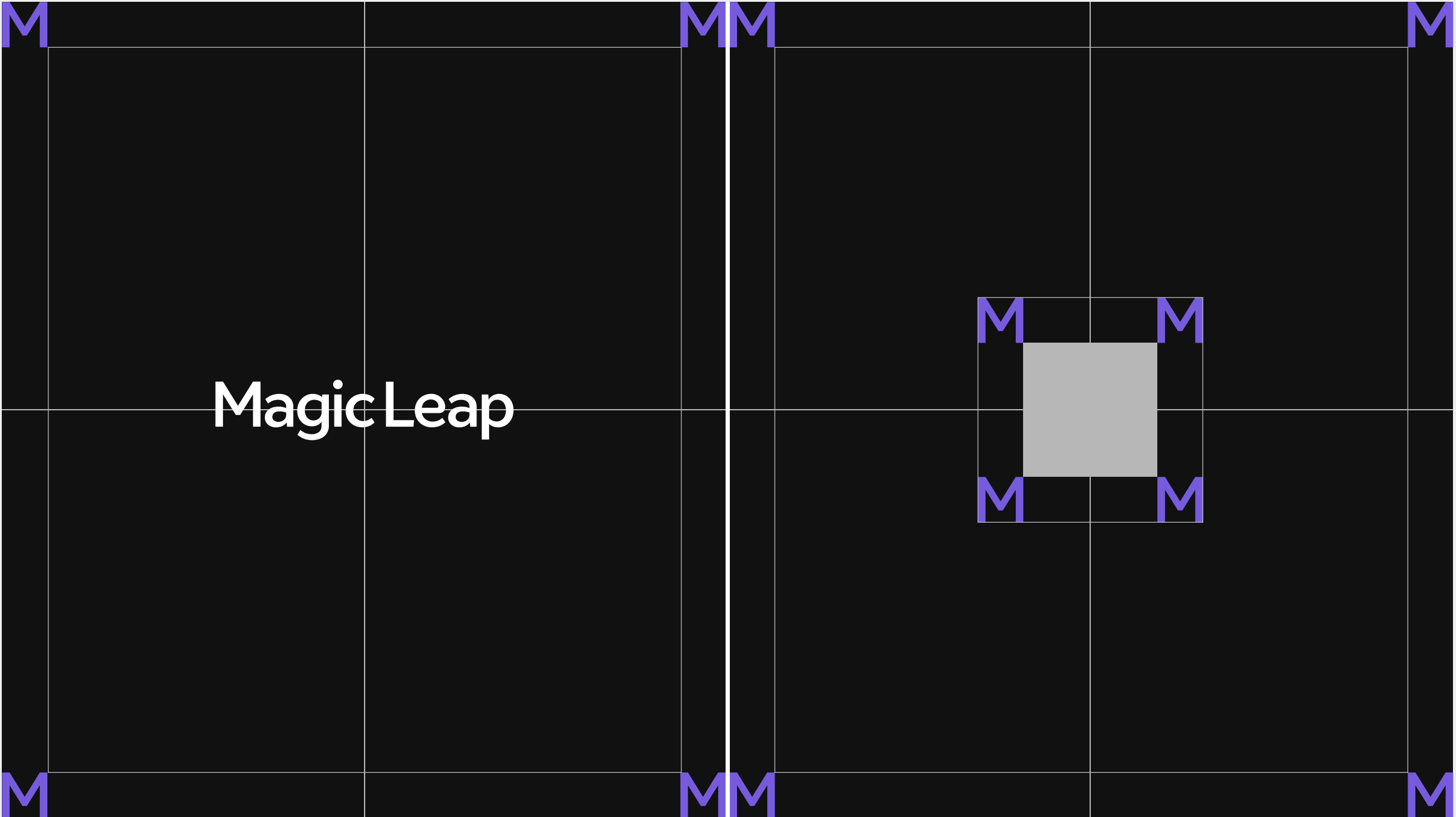
Our partnership lockup system can accomodate anywhere from two to four logos. Once logos are scaled to be optically equal in size, they are centered vertically with the same spacing principles.

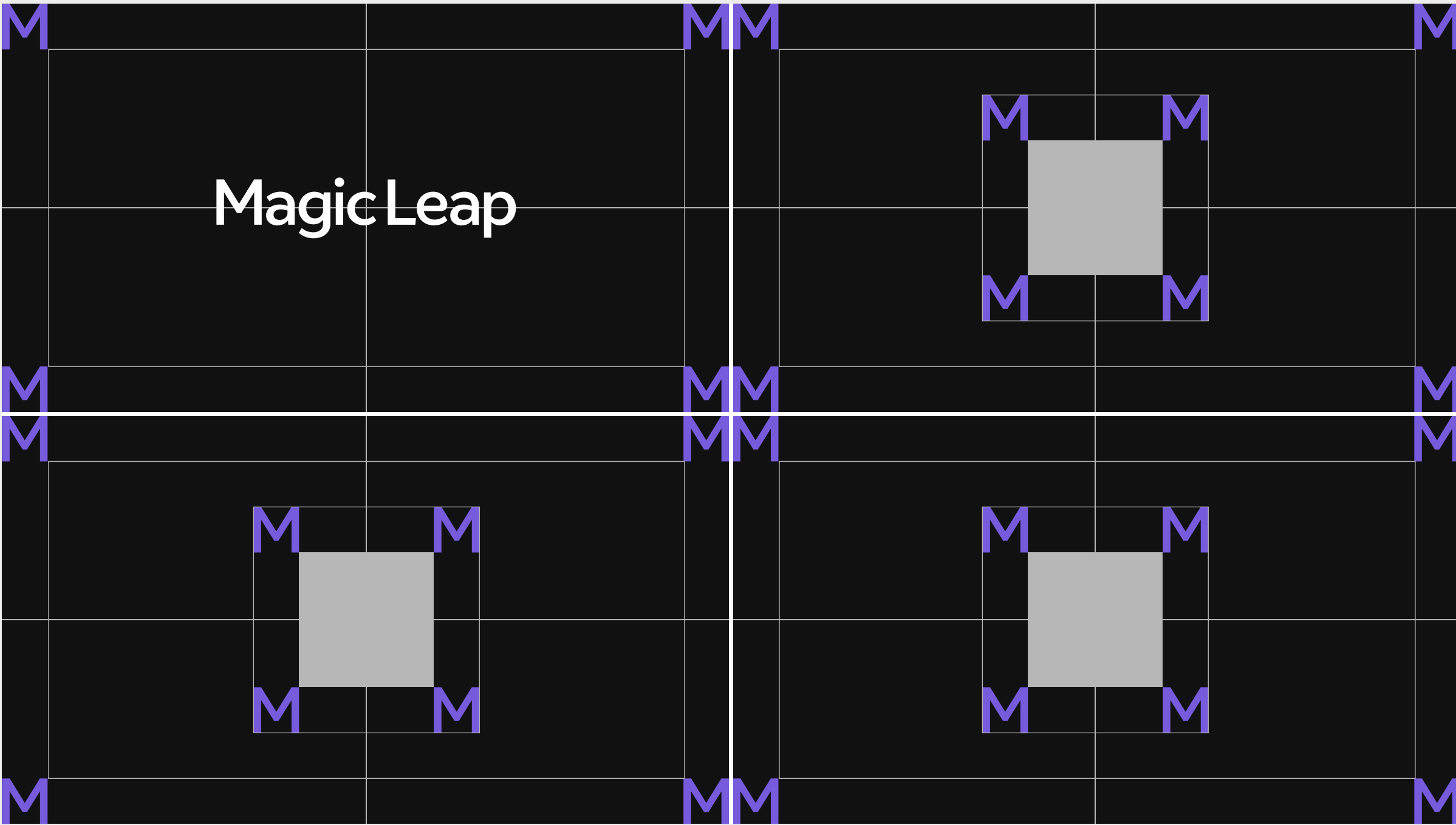
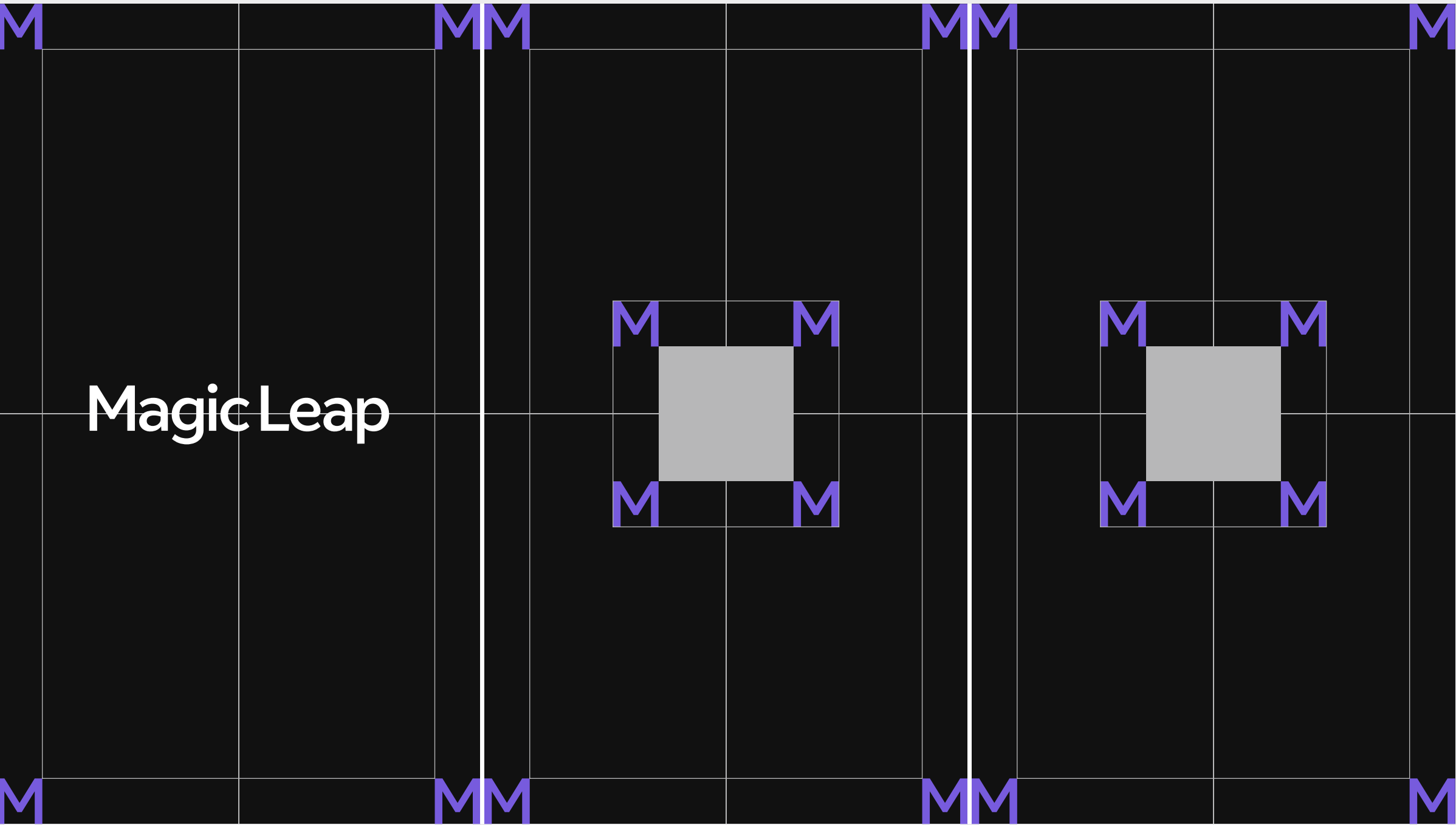


Multiple vertical lockups

Our partnership lockup system can accomodate anywhere from two to four logos. Once logos are scaled to be optically equal in size, they are centered vertically with the same spacing principles.



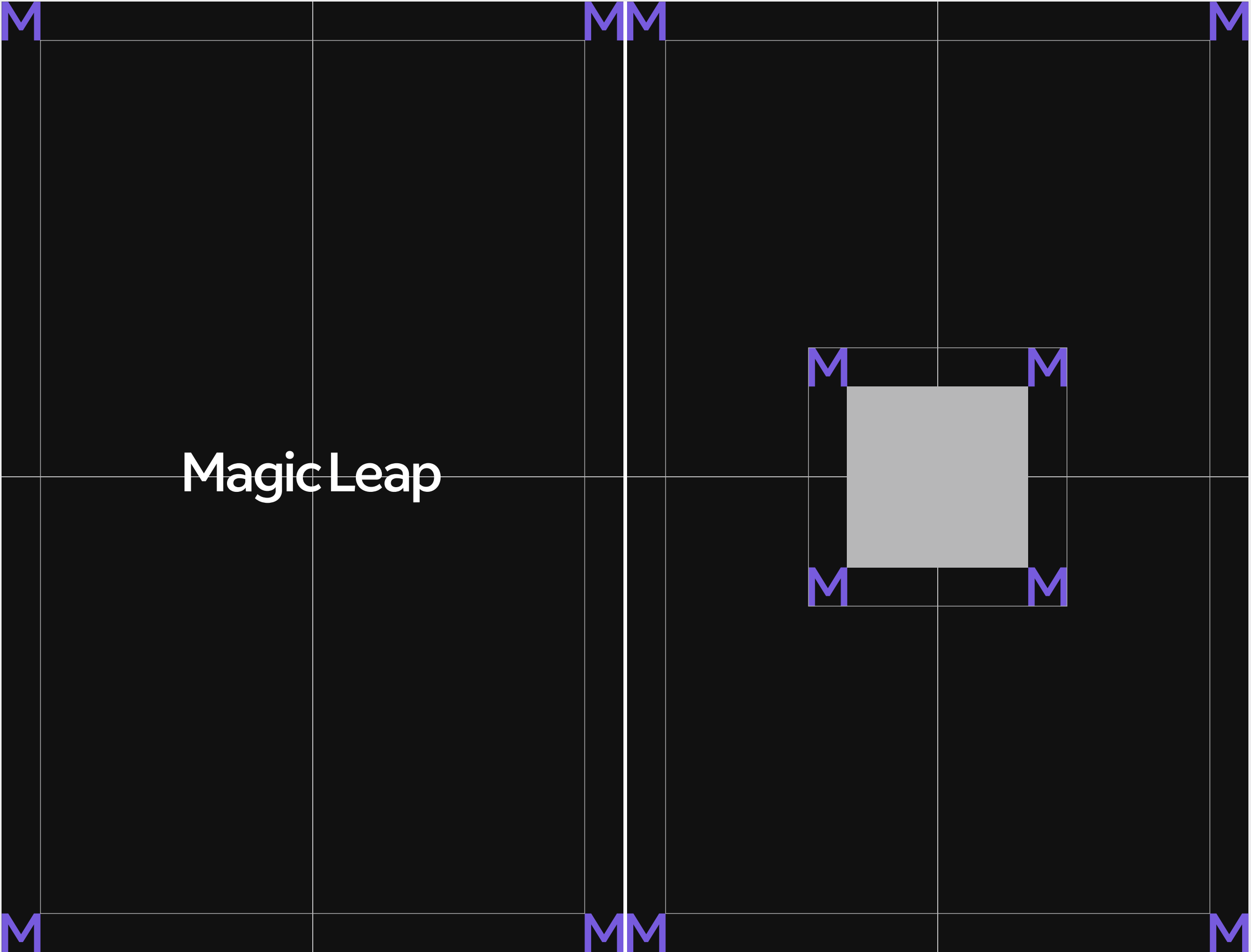




Partnerships

LinkedIn templates

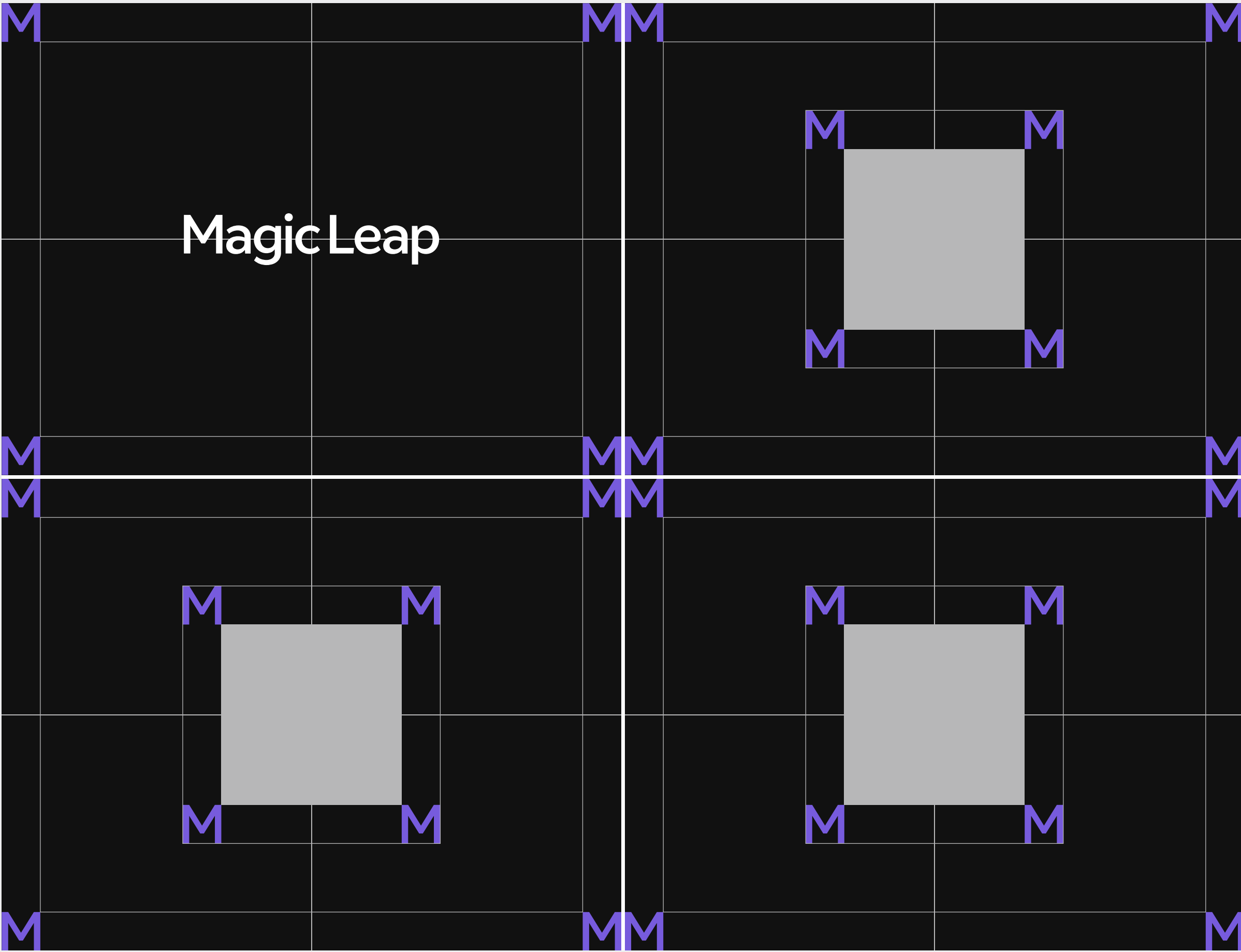
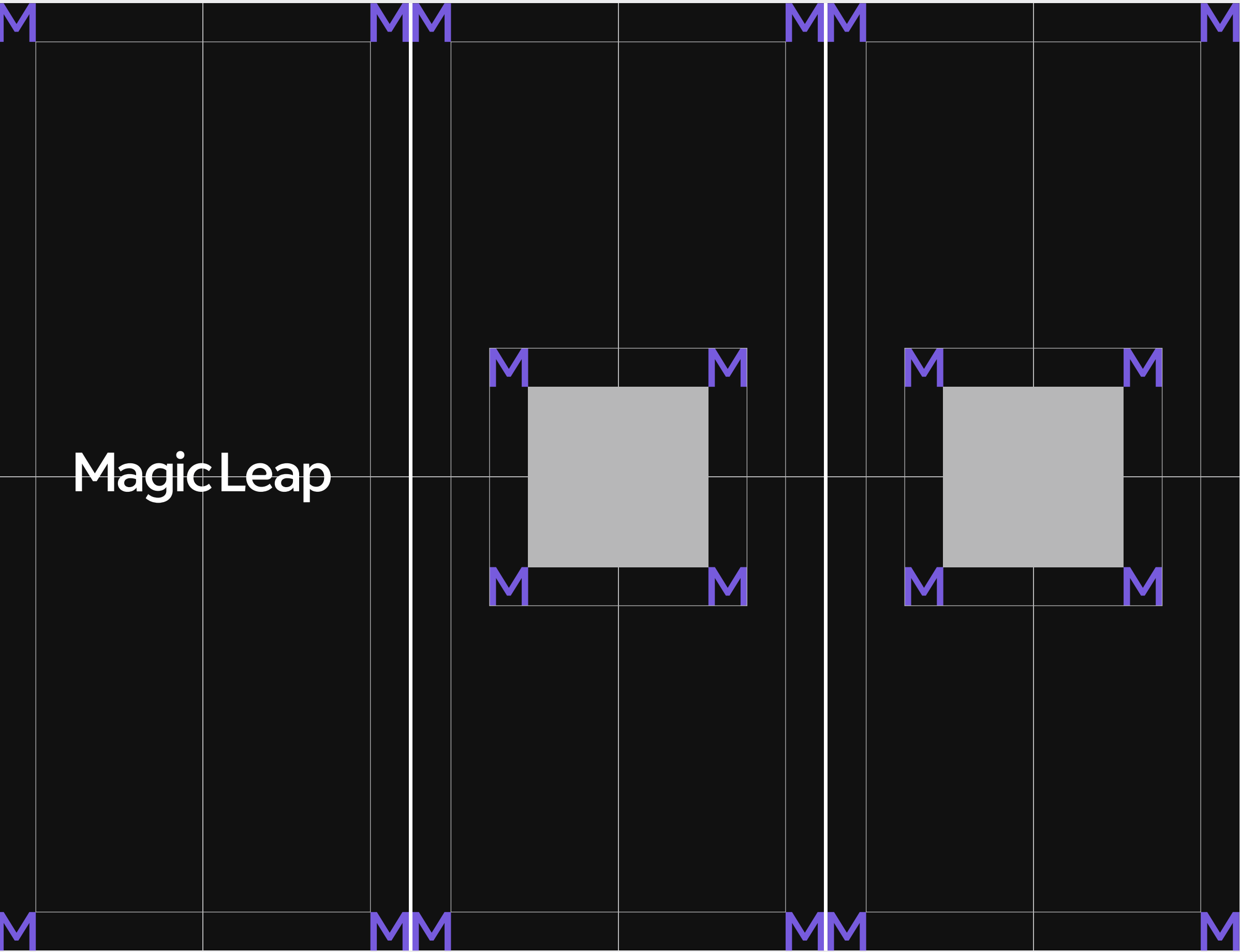
Composition: 1440x1098
Magic Leap wordmark: 60px H
Dividing line: 4px W



Partnerships

LinkedIn templates

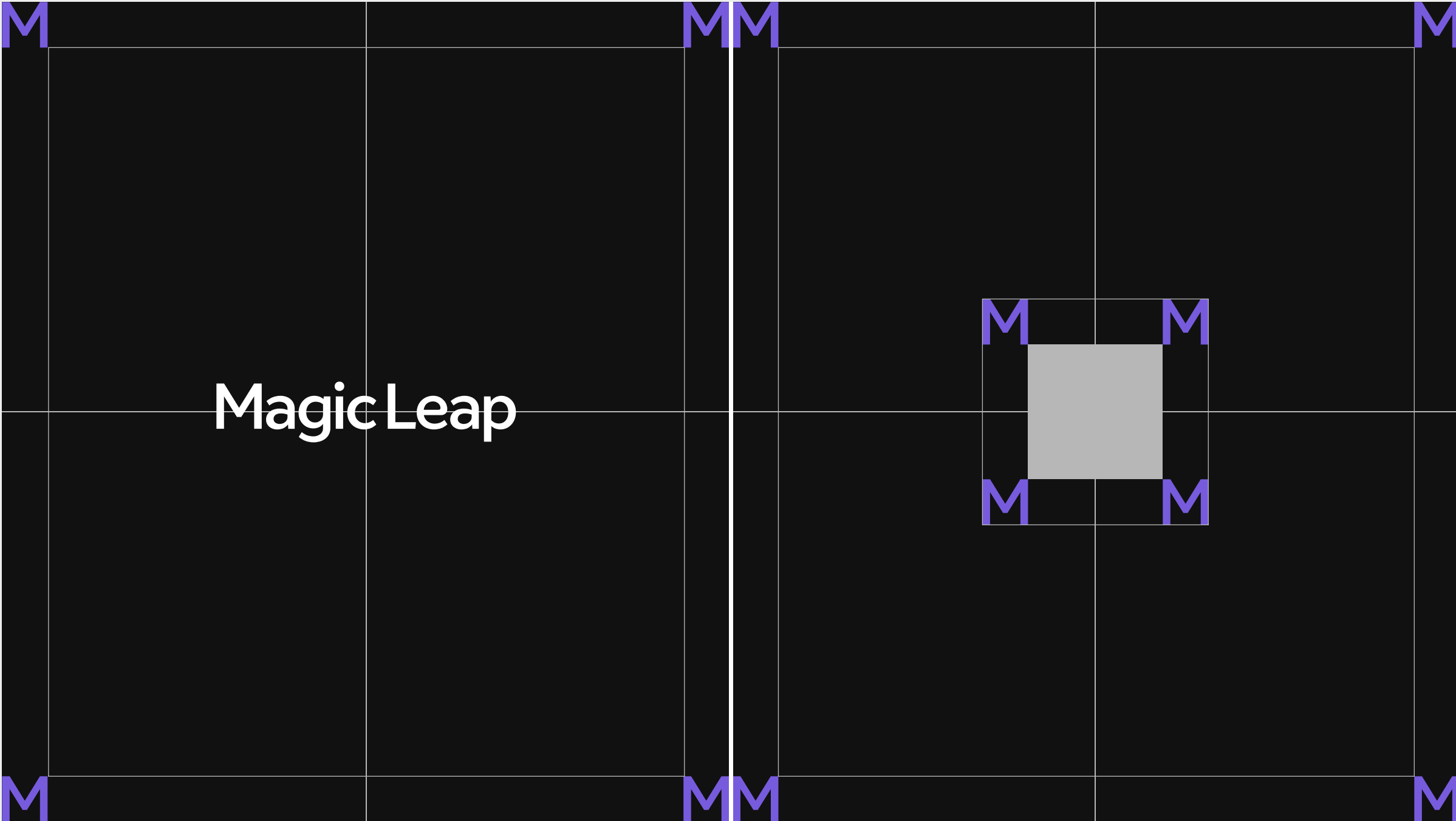
Composition: 1440x1098
Magic Leap wordmark: 60px H
Dividing line: 4px W



Partnerships

Twitter templates

Composition: 1920x1080
Magic Leap wordmark: 80px H
Dividing line: 5px W



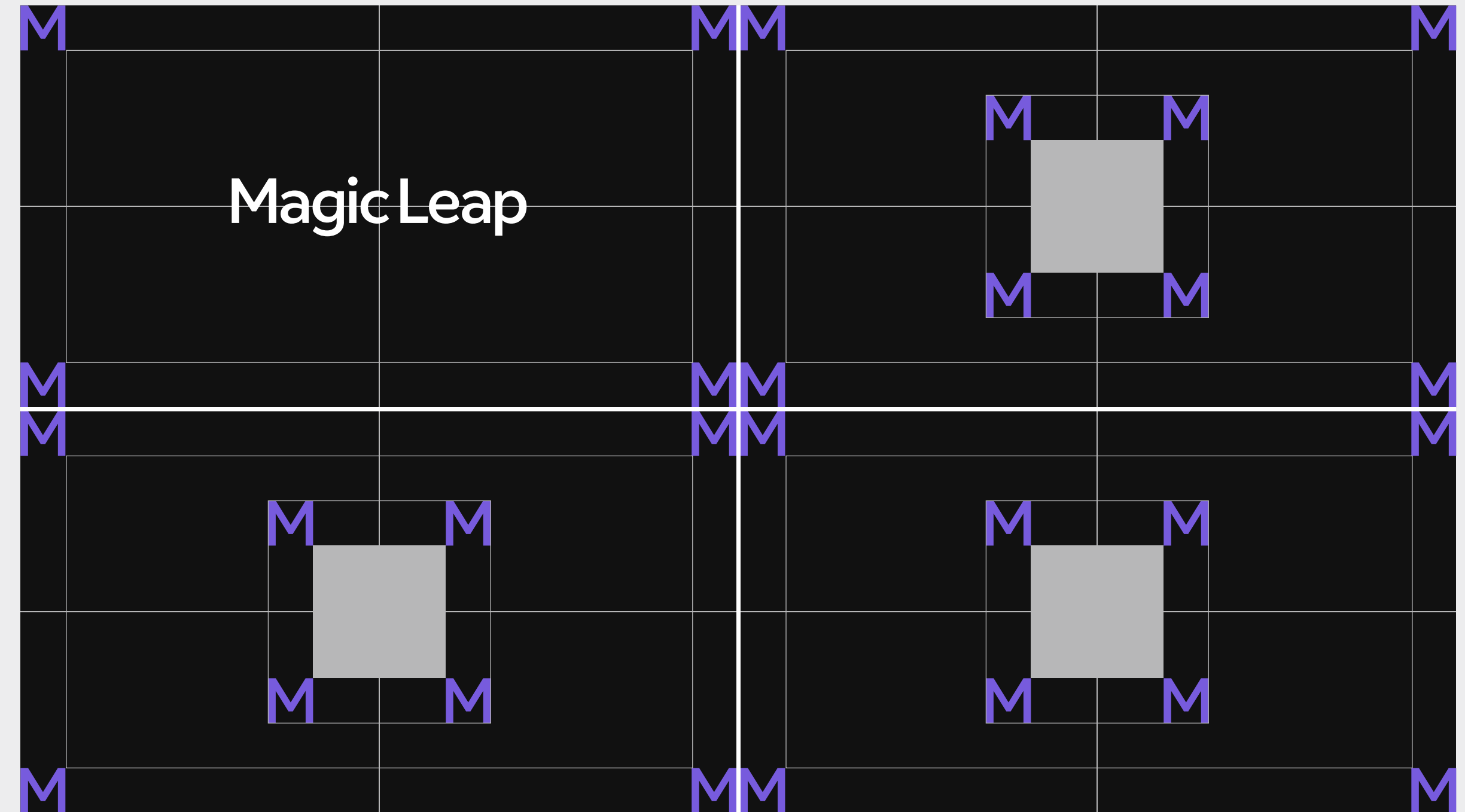
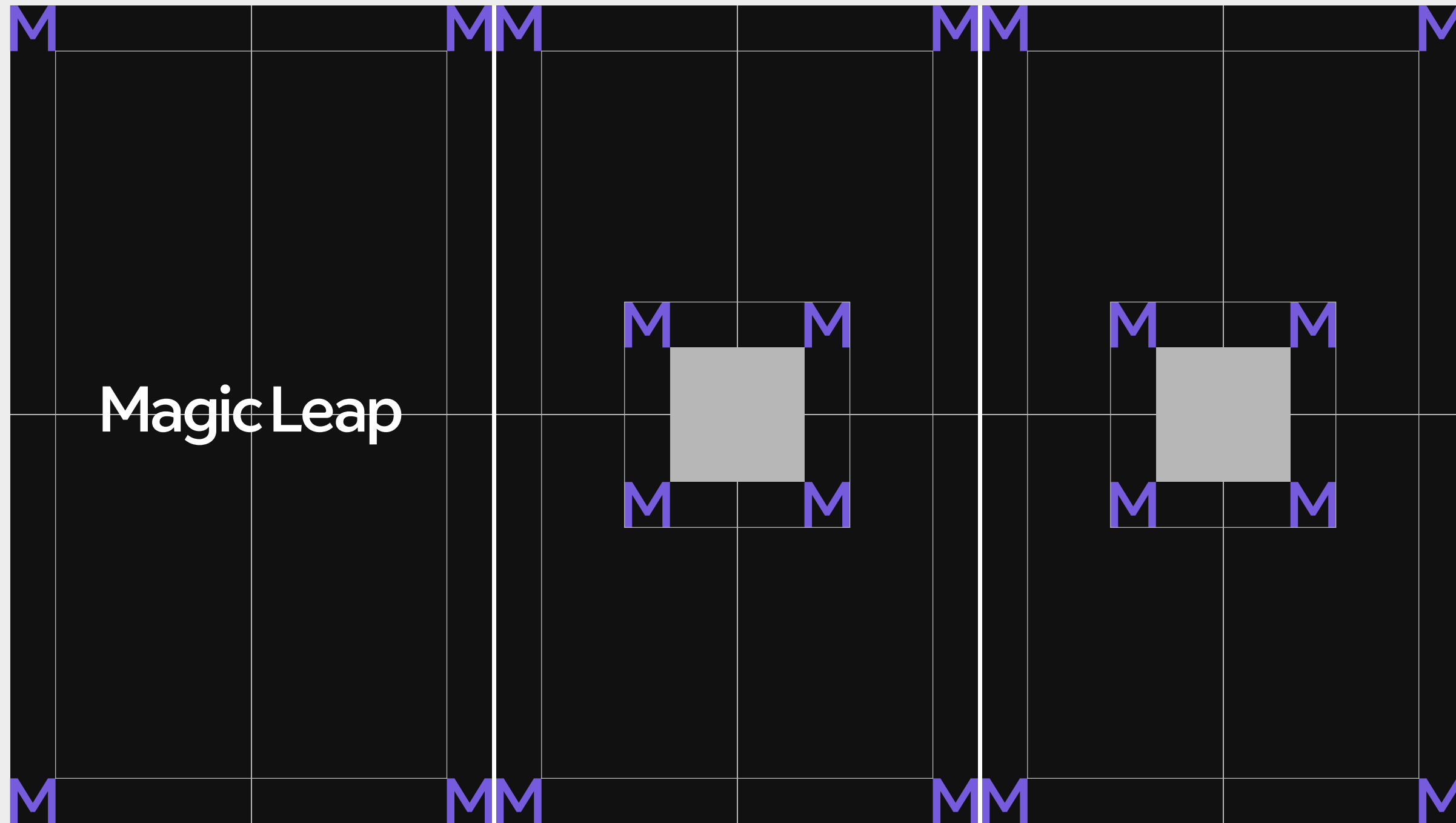
Partnerships

Twitter templates

Composition: 1920x1080

Magic Leap wordmark: 80px H

Dividing line: 5px W



Don't lock up logos in different configurations or scales.



Don't use vertical lockups on horizontal compositions or vice versa.



Don't use colors other than Meteorite 100 or Bionic, and do not mix colors.



Don't use alternate clear space around a lockup.



Don't skew, stretch, or rotate a lockup.



Don't use the Magic Leap lockup logo in a lockup

