



Trademark Usage Guidelines

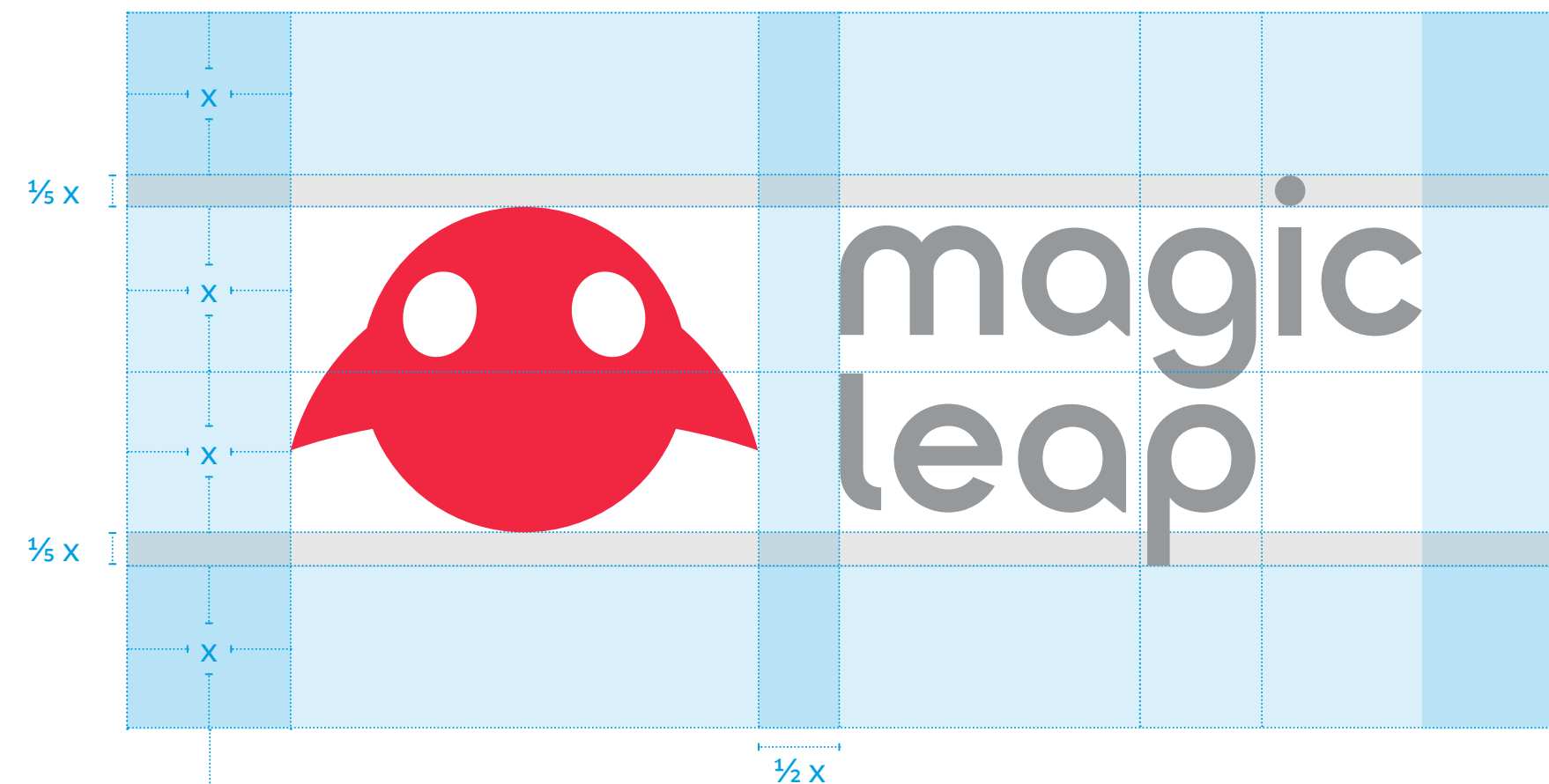
April 2018



OUR LOGO

Clear spaces

The clear space protects the clarity and visual integrity of the lock-ups. For maximum legibility, it is important that no graphic elements or text enter the safe area.



The value of 'x' should always be proportional to 1/2 of the height of the Leaper.

Minimum sizes

The Brandmark and Logo should always be scaled while maintaining their original proportions. For maximum legibility, these Brandmarks should never be scaled below these recommended minimum sizes.

Printed



1 inch wide

Digital



75px wide

1

Our Logo

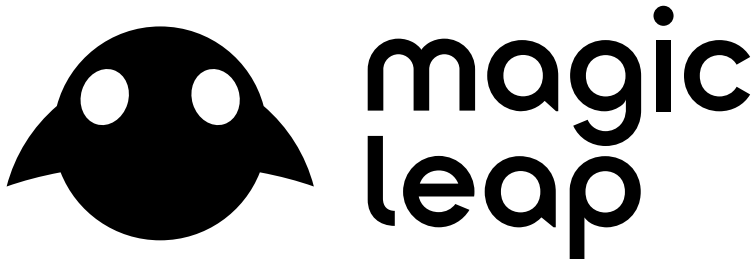
Main colorway



2D Logo color treatments

The main Mission Red colorway should be prioritized. Our secondary, monochromatic lock-ups should only be used when Mission Red does not provide sufficient contrast or brand visibility.

Secondary colorways



Black



White



Gray (for MR use only)

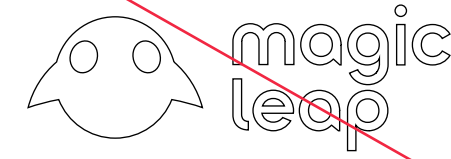
Incorrect usage

These are examples of incorrect usage of the Brandmark and its elements. They make us sad.

DO NOT re-engineer the lock-up position.



DO NOT outline the Logo.



DO NOT change the Leaper or the Wordmark.



DO NOT distort the Logo and Wordmark.



DO NOT alter mark and Logo disproportionately.



DO NOT lower the opacity of the Logo.



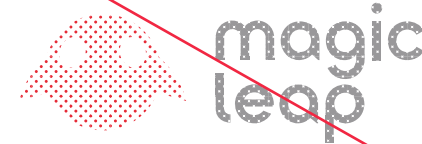
DO NOT change the orientation of the Leaper.



DO NOT change the Wordmark into another font.



DO NOT overlay patterns over the Logo.



DO NOT change the Logo into unspecified colors.



DO NOT use drop shadow or other effects.



DO NOT blur the Logo.



DO NOT alter the dimensionality of the Leaper in the Brandmark.



DO NOT re-engineer the shape or form of Leaper.



DO NOT use the Logo as a mask.



DO NOT fill in the eyes of the Leaper.





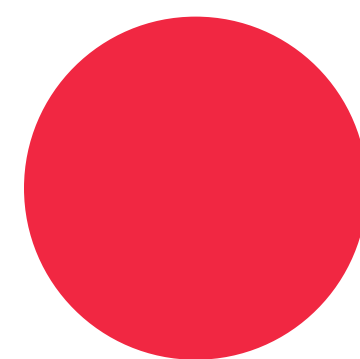
COLOR PALETTE

Our primary palette

Our primary palette is made up of Mission Red, White and an extensive range of Grays.

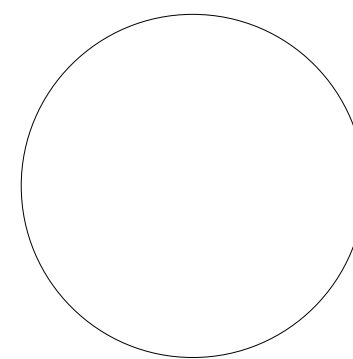
We use this palette in most applications, as it delivers the greatest brand recognition (which is particularly useful in situations where we need to establish our brand).

We're careful with our use of Mission Red. Too much could come across as high volume, low cost — which really isn't us. So, we balance Mission Red with large amounts of white to avoid creating the wrong impression.



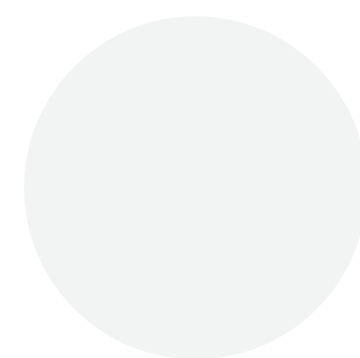
**Mission Red
(PMS 199)**

C 0	R 241
M 92	G 39
Y 65	B 66
K 0	# F12742



White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	# FFFFFFFF



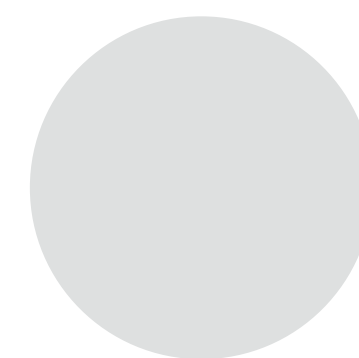
PMS Cool Gray 1

C 3	R 243
M 2	G 244
Y 2	B 244
K 0	# F3F4F4



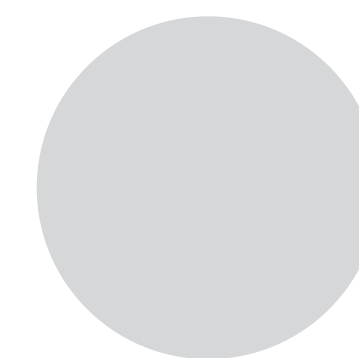
PMS Cool Gray 2

C 7	R 234
M 4	G 235
Y 5	B 235
K 0	# EAE8EB



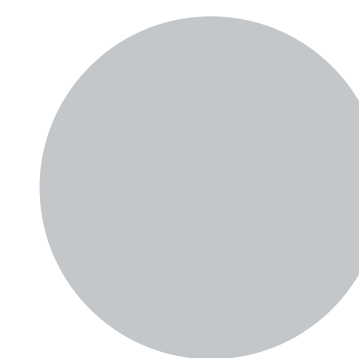
PMS Cool Gray 3

C 11	R 224
M 7	G 225
Y 8	B 225
K 0	# E0E1E1



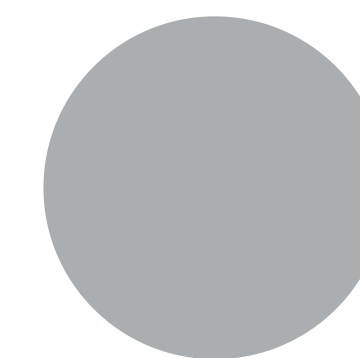
PMS Cool Gray 4

C 15	R 213
M 11	G 215
Y 12	B 215
K 0	# D5D7D7



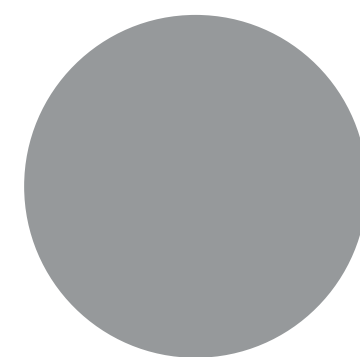
PMS Cool Gray 5

C 23	R 195
M 17	G 198
Y 17	B 200
K 0	# C3C6C8



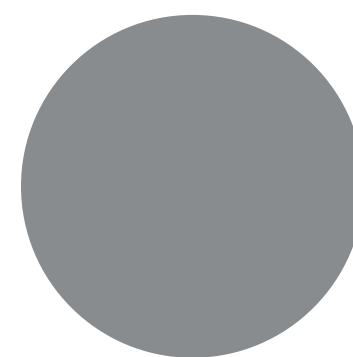
PMS Cool Gray 6

C 34	R 171
M 26	G 174
Y 25	B 177
K 0	# ABAEB1



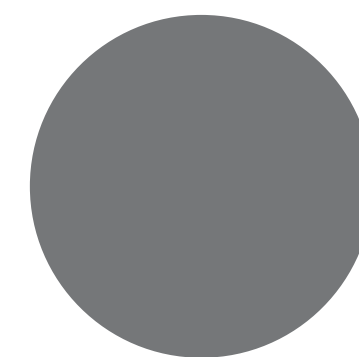
PMS Cool Gray 7

C 44	R 151
M 34	G 153
Y 33	B 155
K 1	# 97999B



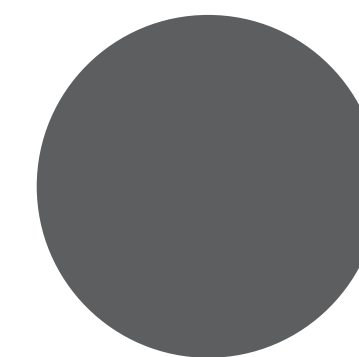
PMS Cool Gray 8

C 49	R 137
M 39	G 140
Y 38	B 142
K 3	# 898C8E



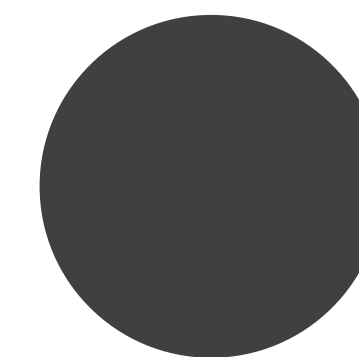
PMS Cool Gray 9

C 56	R 117
M 46	G 120
Y 44	B 122
K 10	# 75787A



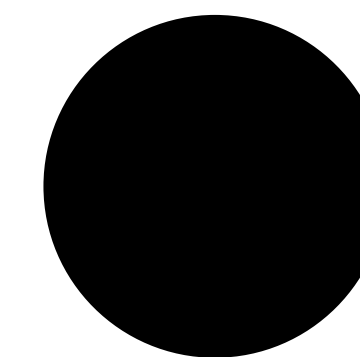
PMS Cool Gray 10

C 65	R 92
M 54	G 94
Y 51	B 96
K 24	# 5C5E60



PMS Cool Gray 11

C 70	R 62
M 61	G 65
Y 58	B 67
K 45	# 3E4143



Black

C 100	R 0
M 100	G 0
Y 100	B 0
K 100	# 000000

Our secondary palette

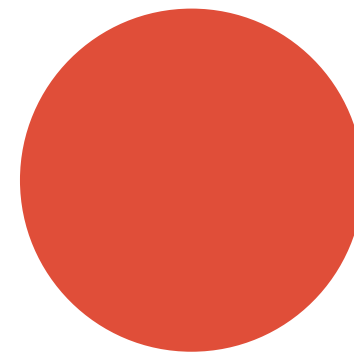
Whilst Mission Red is our favourite color, we don't rely on it alone.

Our secondary palette is made up of a carefully selected range of bright and optimistic colors. We use our secondary palette at times when our primary palette could make us appear too conservative or boring. Something we most certainly are not.

We're careful to use our secondary palette only in applications where we have already established our brand presence, as it does not provide the same recognition as our primary palette.

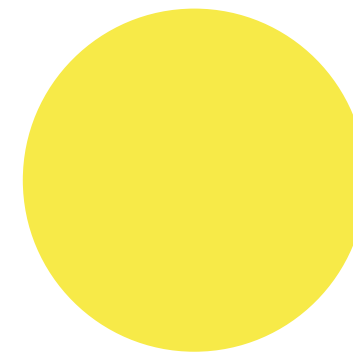
***Note:** The MR colors have been tested and validated for use on device PEQ 5AL and 5AS.

Usage: All applications



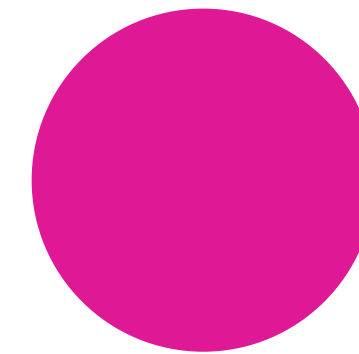
Florida Orange
(PMS 7417)

C 1 R 224
M 83 G 78
Y 85 B 57
K 0 # E04E39



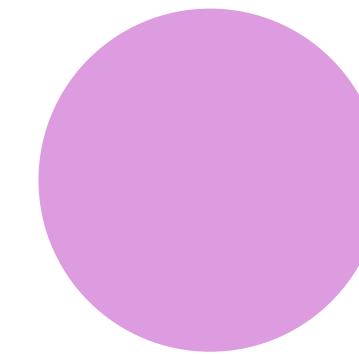
Luna Yellow
(PMS 101)

C 0 R 247
M 0 G 234
Y 68 B 72
K 0 # F7EA48



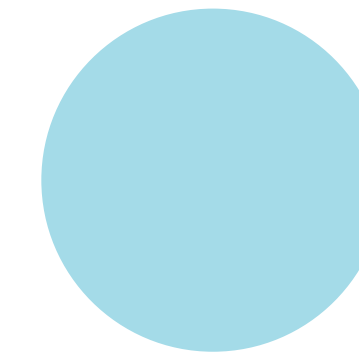
Nebula Pink
(PMS 225)

C 4 R 223
M 88 G 25
Y 0 B 149
K 0 # DF1995



Cosmic Purple
(PMS 251)

C 17 R 221
M 43 G 156
Y 0 B 223
K 0 # DD9CDF



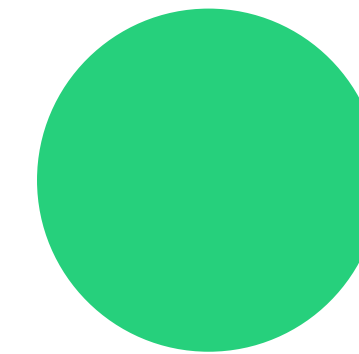
Mystic Blue
(PMS 635)

C 30 R 164
M 0 G 219
Y 7 B 232
K 0 # A4DBE8



Celestial Blue
(PMS 279)

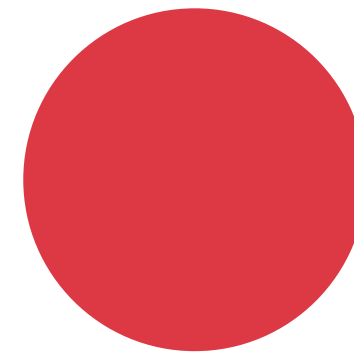
C 68 R 65
M 34 G 143
Y 0 B 222
K 0 # 418FDE



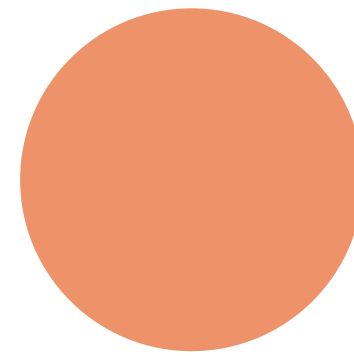
Shaggle Green
(PMS 7479)

C 56 R 38
M 0 G 208
Y 58 B 124
K 0

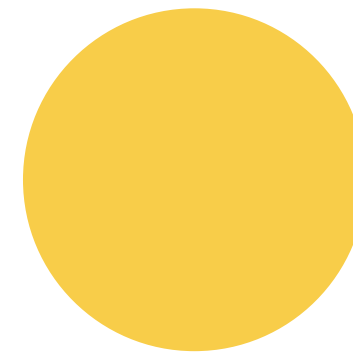
Usage: MR only Brights*



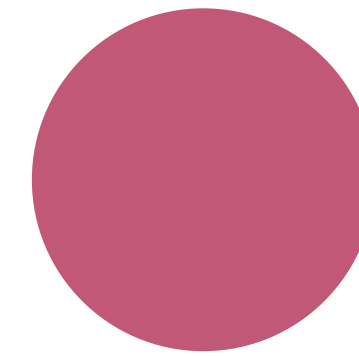
R 220
G 57
B 69
DC3945



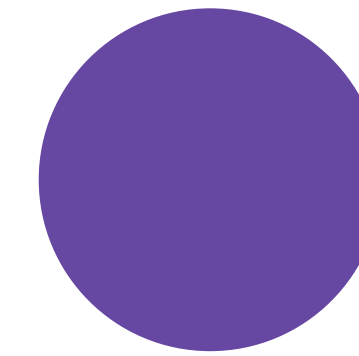
R 240
G 147
B 106
F0936A



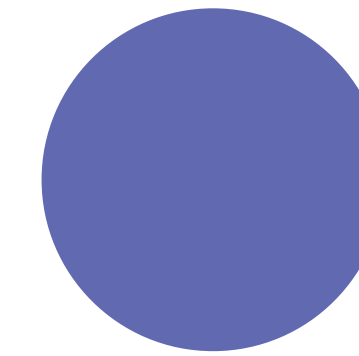
R 248
G 205
B 73
F8CD49



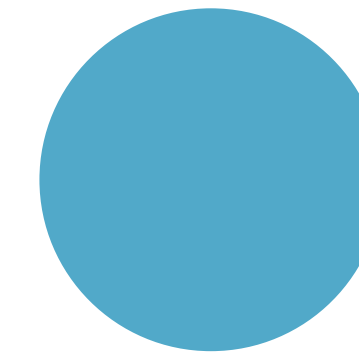
R 194
G 88
B 120
C25878



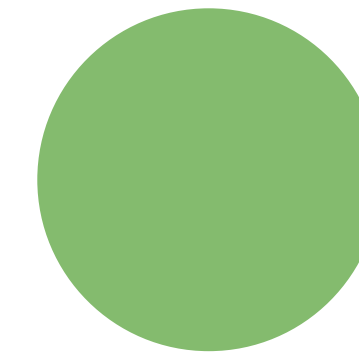
R 102
G 72
B 163
6648A3



R 97
G 106
B 177
616AB1

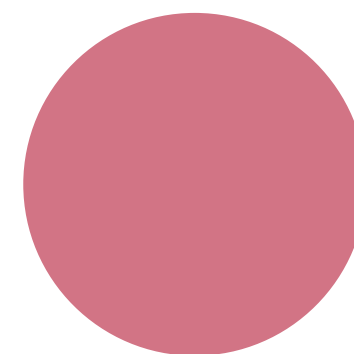


R 81
G 169
B 201
51A9C9

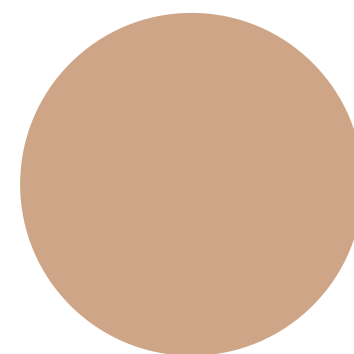


R 132
G 187
B 110
84BB6E

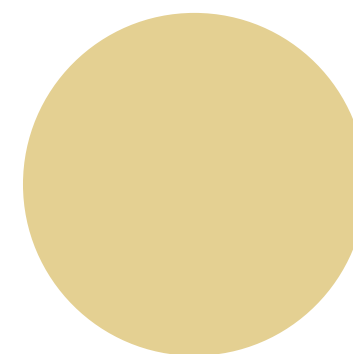
Usage: MR only Pastels*



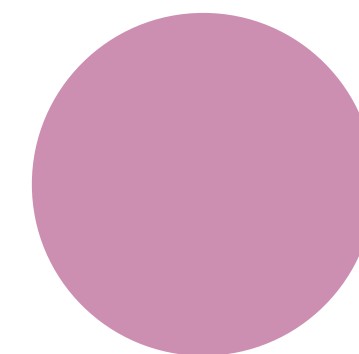
R 210
G 116
B 133
D27485



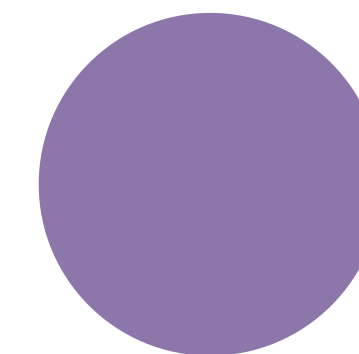
R 207
G 165
B 135
CFA587



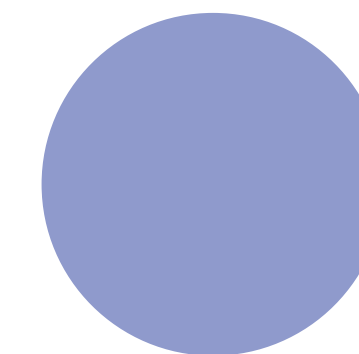
R 228
G 208
B 146
E4D092



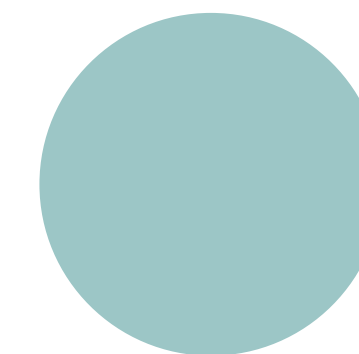
R 204
G 143
B 177
CC8FB1



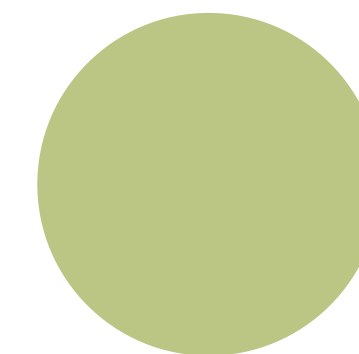
R 141
G 118
B 170
8D76AA



R 143
G 154
B 204
8F9ACC



R 156
G 198
B 198
9CC6C6



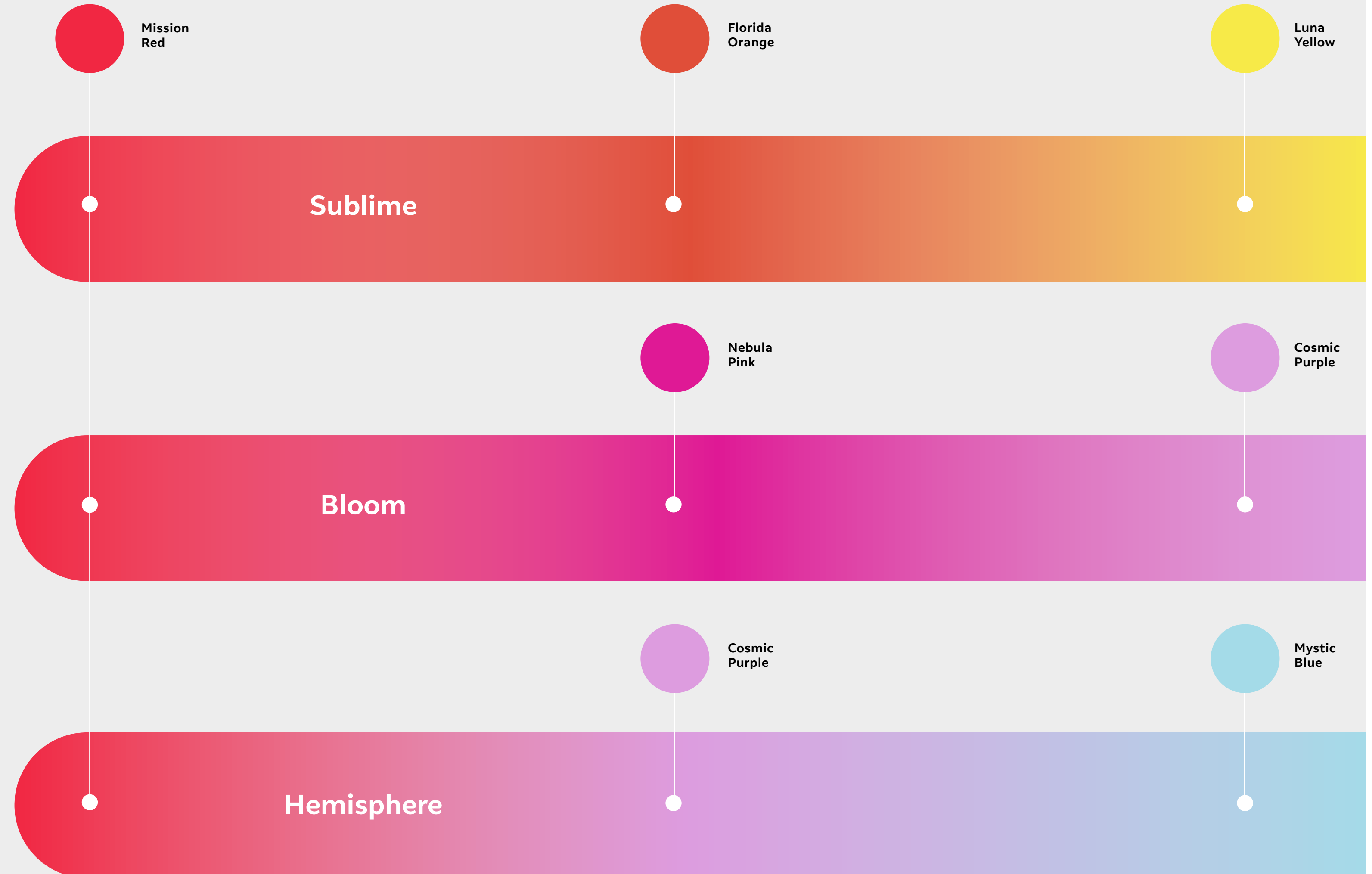
R 187
G 198
B 133
BBC685

Beyond Red Gradients

Whilst Mission Red is our primary brand color, we also go Beyond Red to embrace a broader palette of light.

With Mission Red at their base, our signature gradients take people on a deeper journey through color. Inspired by color spectrums in the natural world, where red is found at their base, these dynamic hues and vibrant tones embody magic, intrigue and discovery.

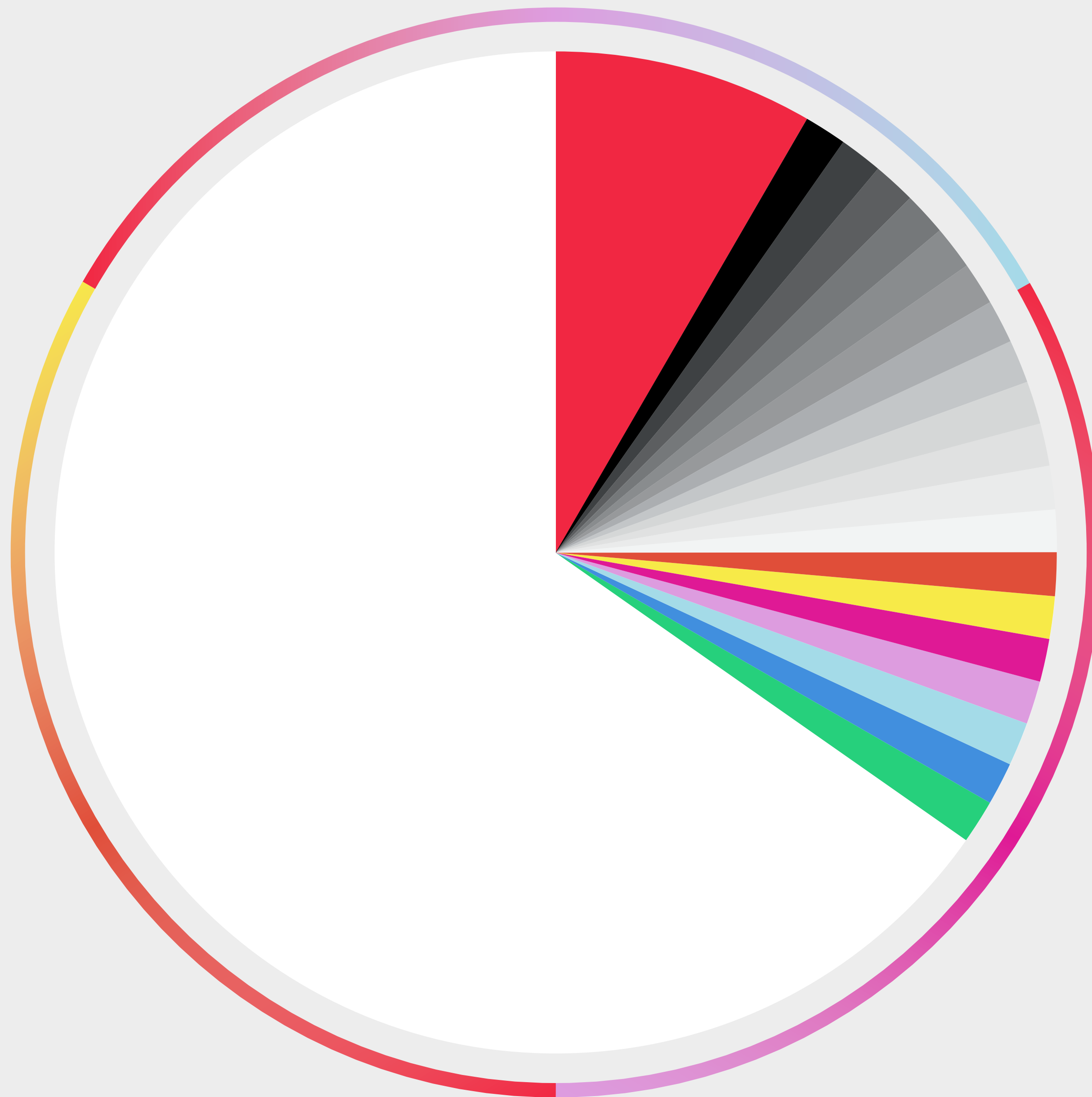
Our Gradients should be used as accents and preserved for use in the moments when we want to create curiosity, adding visual interest in situations where our brand presence has already been established.



Color balance

We're not a "red brand", because lots of red can suggest low cost and low quality. Mission Red is used sparingly throughout, while white is used liberally as a clean canvas.

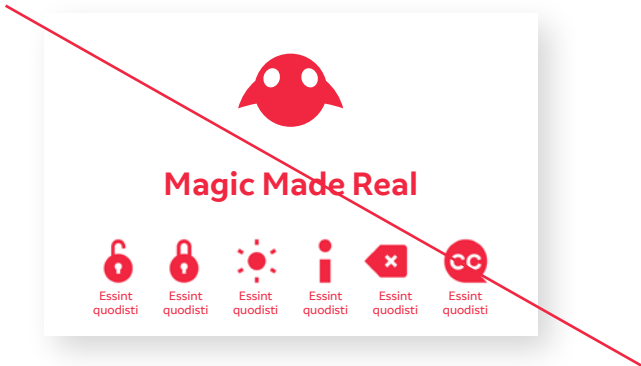
Both our secondary palette and signature gradients are used in small doses to create curiosity and add visual interest.



Incorrect usage

Not for the faint-hearted, these are examples of incorrect usage of our color palette.

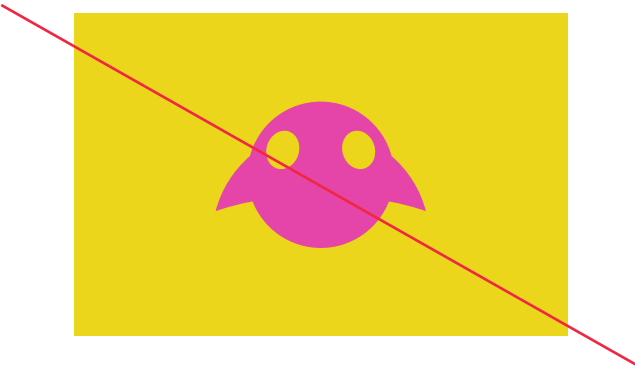
DO NOT overuse red to avoid “redwashing”.



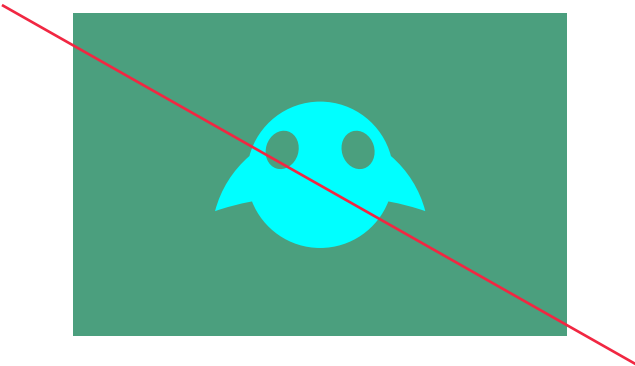
DO NOT overuse gray to avoid “gray-washing”



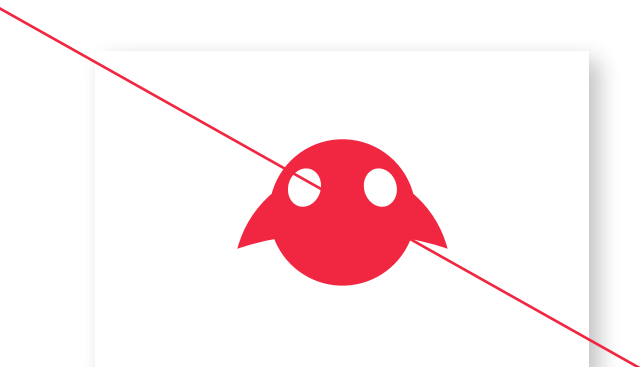
DO NOT use the tertiary palette in print.



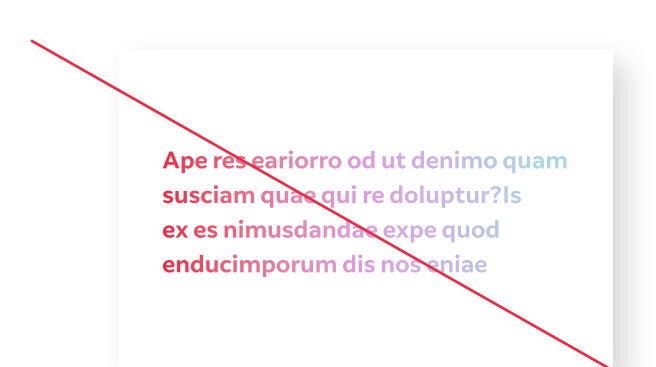
DO NOT use colors outside the brand palettes.



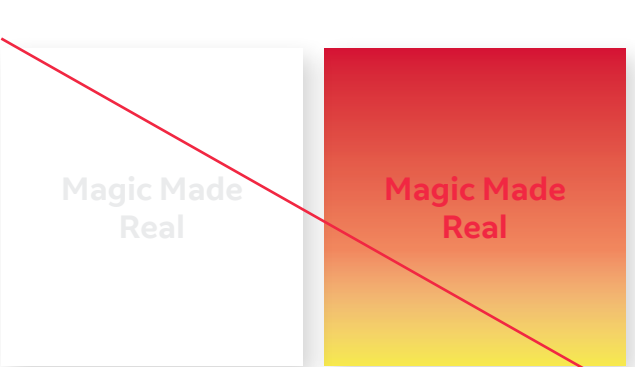
DO NOT tweak or change the brand colors.



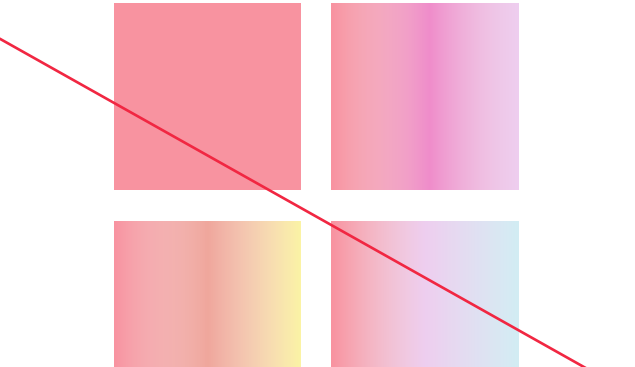
DO NOT use Gradients in body copy.



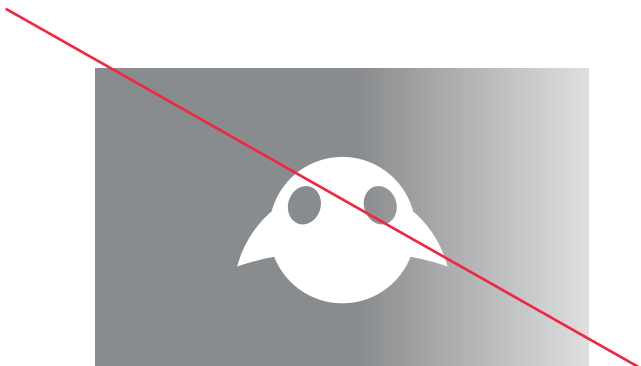
DO NOT use illegible color combinations with little contrast.



DO NOT use tints of the brand colors.



DO NOT use use Gradients outside the secondary color palette.



DO NOT use red as a background.

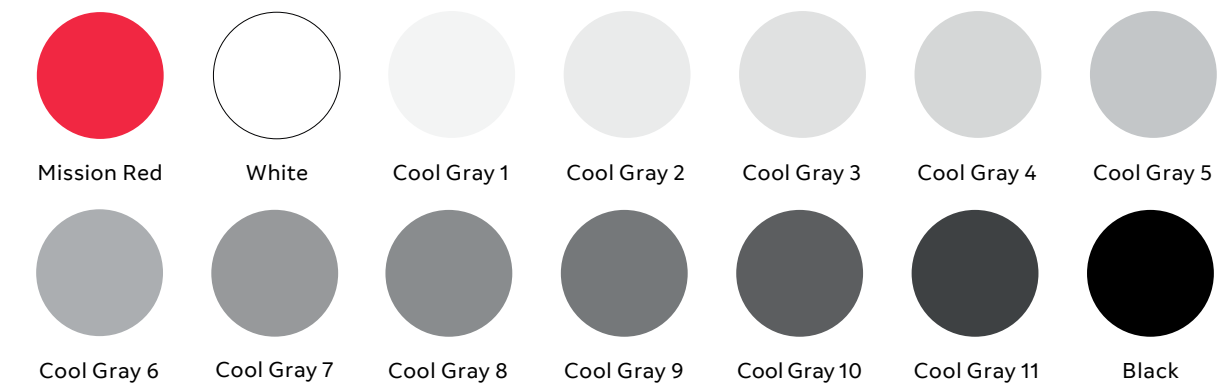


A large, solid red circle is centered on a white background. Inside the circle, the text "USING COLORS" is written in a white, uppercase, sans-serif font.

USING COLORS

Color overview

Primary color palette



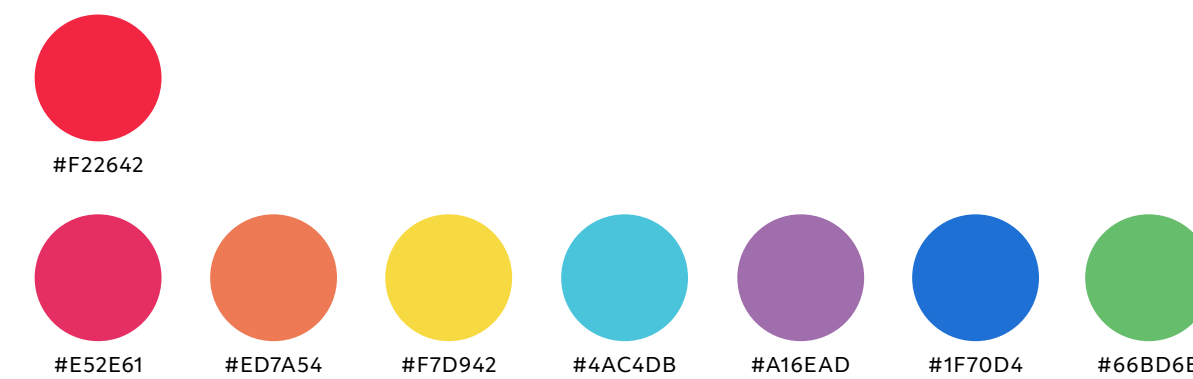
Generally speaking, the primary color palette will mainly be used in print and digital. Only White is used across the entire breadth of applications.

Secondary color palette



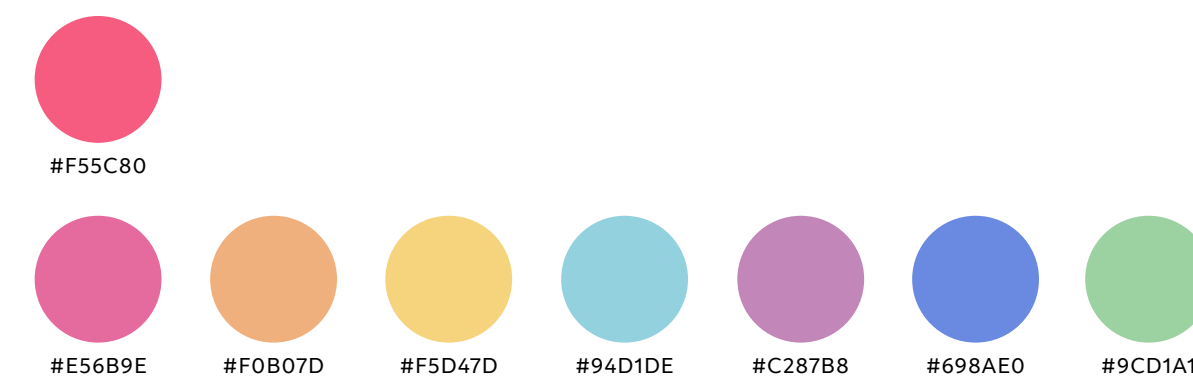
The secondary color palette will mostly be used in print. However, the signature gradients that stem from these colors should appear consistently throughout the brand experience, from print to Spatial Computing.

Spatial Computing bright palette



The Spatial Computing bright palette gives you color tones inspired by Mission Red and Beyond Red, adapted for Spatial Computing use. Apart from the White and the Grays, never use colors from the primary and secondary palette when creating branded content for Spatial Computing.

Spatial Computing pastel palette



The Spatial Computing pastel palette has been created for Spatial Computing environments. This palette allows for variations of color vibrancy within UI/UX.

Printed Applications Light Backgrounds

Primary color palette

Mission Red

White

Cool Gray 1

Cool Gray 2

Cool Gray 3

Cool Gray 4

Cool Gray 5

Cool Gray 6

Cool Gray 7

Cool Gray 8

Cool Gray 9

Cool Gray 10

Cool Gray 11

Black

Secondary color palette

Nebula Pink

Florida Orange

Luna Yellow

Mystic Blue

Cosmic Purple

Celestial Blue

Shaggle Green

Spatial Computing bright palette

#F22642

#E52E61

#ED7A54

#F7D942

#4AC4DB

#A16EAD

#1F70D4

#66BD6B

Spatial Computing pastel palette

#F55C80

#E56B9E

#F0B07D

#F5D47D

#94D1DE

#C287B8

#698AE0

#9CD1A1

Recommendation on logo use

Primary logo

magic leap

White

magic leap

PMS Cool Gray 1

magic leap

PMS Cool Gray 2

magic leap

PMS Cool Gray 3

Monochromatic white

NA

White

NA

PMS Cool Gray 1

NA

PMS Cool Gray 2

NA

PMS Cool Gray 3

Monochromatic black

magic leap

White

magic leap

PMS Cool Gray 1

magic leap

PMS Cool Gray 2


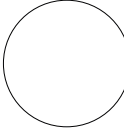











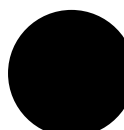
magic leap

PMS Cool Gray 3

Printed Applications

Dark Backgrounds









Primary color palette

						
Mission Red	White	Cool Gray 1	Cool Gray 2	Cool Gray 3	Cool Gray 4	Cool Gray 5
						
Cool Gray 6	Cool Gray 7	Cool Gray 8	Cool Gray 9	Cool Gray 10	Cool Gray 11	Black









Secondary color palette

						
Nebula Pink	Florida Orange	Luna Yellow	Mystic Blue	Cosmic Purple	Celestial Blue	Shaggle Green

Spatial Computing bright palette

						
#F22642						
						
#E52E61	#ED7A54	#F7D942	#4AC4DB	#A16EAD	#1F70D4	#66BD6B

Spatial Computing pastel palette

						
#F55C80						
						
#E56B9E	#F0B07D	#F5D47D	#94D1DE	#C287B8	#698AE0	#9CD1A1

Recommendation on logo use






Primary logo

				
NA	NA	NA	NA	NA
Cool Gray 4	Cool Gray 5	Cool Gray 6	Cool Gray 7	Cool Gray 8
				
NA	NA	NA	NA	
Cool Gray 9	Cool Gray 10	Cool Gray 11	Black	

Monochromatic white

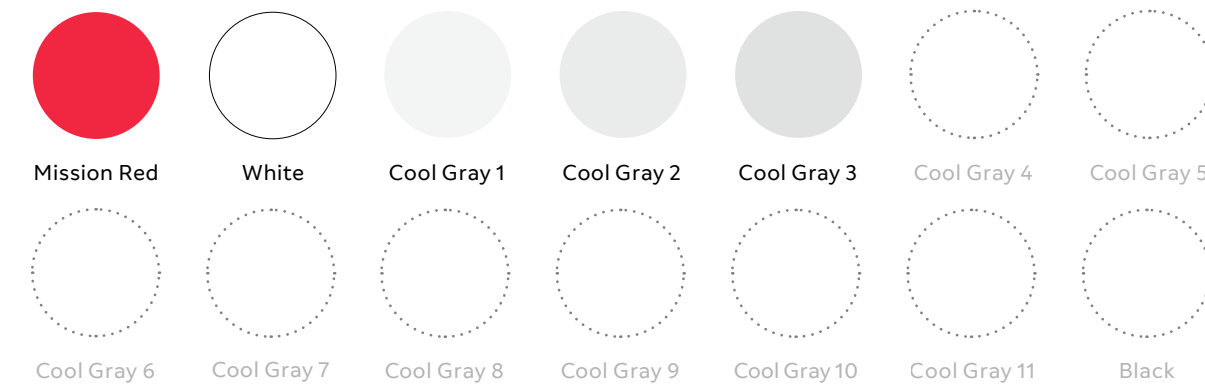
				
magic leap	magic leap	magic leap	magic leap	magic leap
Cool Gray 4	Cool Gray 5	Cool Gray 6	Cool Gray 7	Cool Gray 8
				
magic leap	magic leap	magic leap	magic leap	
Cool Gray 9	Cool Gray 10	Cool Gray 11	Black	

Monochromatic black

				
magic leap	magic leap	magic leap	magic leap	NA
Cool Gray 4	Cool Gray 5	Cool Gray 6	Cool Gray 7	Cool Gray 8
				
NA	NA	NA	NA	
Cool Gray 9	Cool Gray 10	Cool Gray 11	Black	

Screen Applications Light Backgrounds

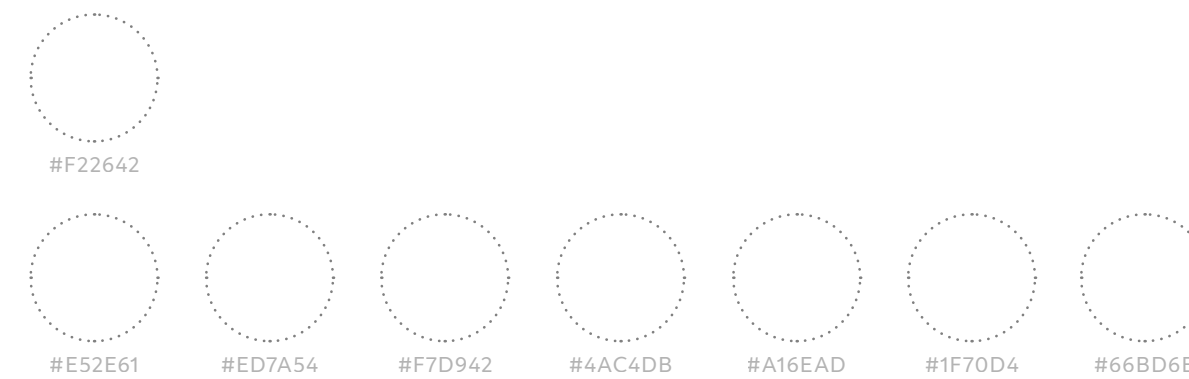
Primary color palette



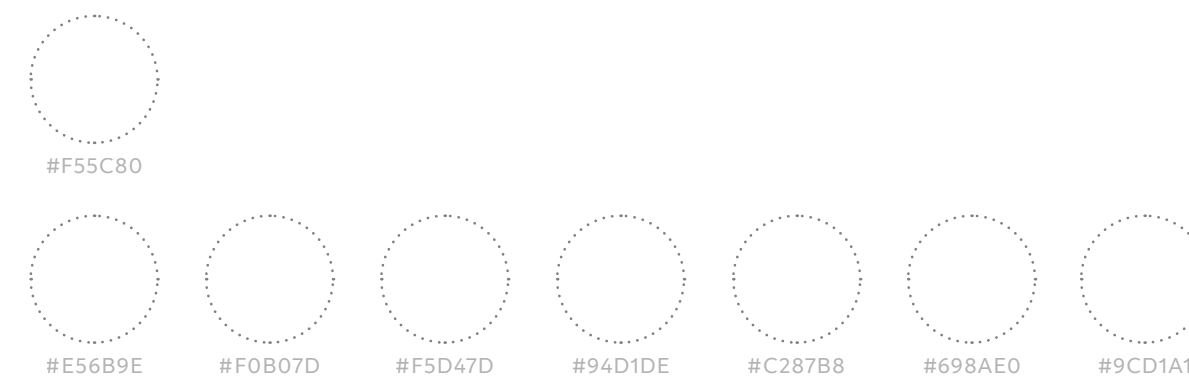
Secondary color palette



Spatial Computing bright palette



Spatial Computing pastel palette

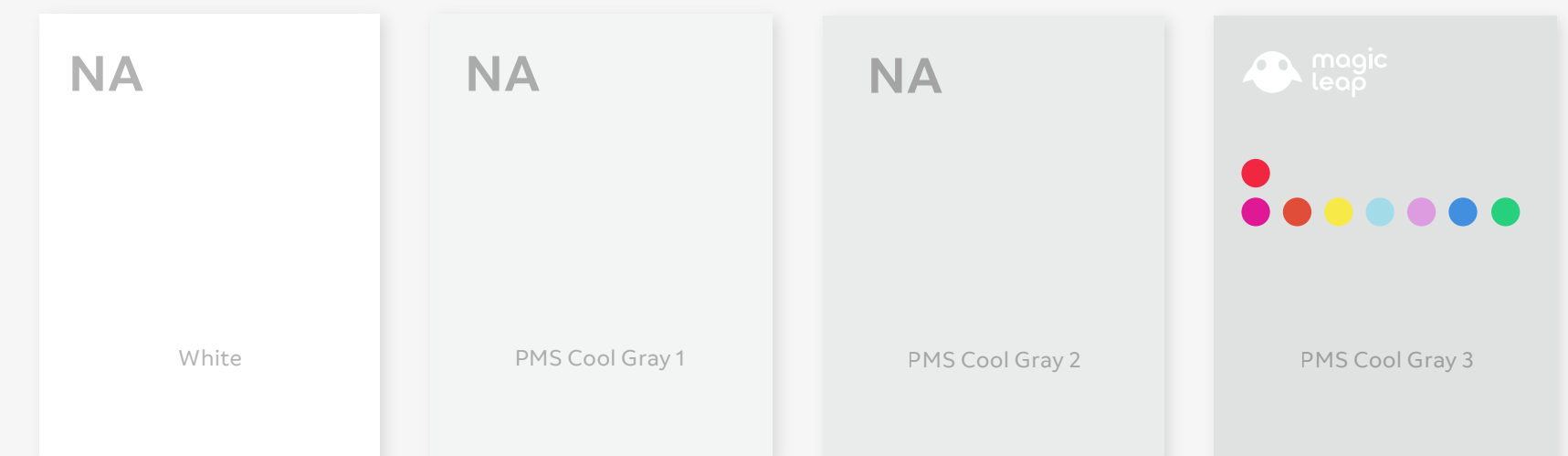


Recommendation on logo use

Primary logo



Monochromatic white



Monochromatic black



Screen Applications

Dark Backgrounds

Primary color palette

Mission Red

White

Cool Gray 1

Cool Gray 2

Cool Gray 3

Cool Gray 4

Cool Gray 5

Cool Gray 6

Cool Gray 7

Cool Gray 8

Cool Gray 9

Cool Gray 10

Cool Gray 11

Black

Secondary color palette

Nebula Pink

Florida Orange

Luna Yellow

Mystic Blue

Cosmic Purple

Celestial Blue

Shaggle Green

Spatial Computing bright palette

#F22642

#E52E61

#ED7A54

#F7D942

#4AC4DB

#A16EAD

#1F70D4

#66BD6B

Spatial Computing pastel palette

#F55C80

#E56B9E

#F0B07D

#F5D47D

#94D1DE

#C287B8

#698AE0

#9CD1A1

Recommendation on logo use

Primary logo

NA

Cool Gray 4

NA

Cool Gray 5

NA

Cool Gray 6

NA

Cool Gray 7

NA

Cool Gray 8

NA

Cool Gray 9

NA

Cool Gray 10

NA

Cool Gray 11

NA

Black

Monochromatic white


Cool Gray 4


Cool Gray 5


Cool Gray 6


Cool Gray 7


Cool Gray 8


Cool Gray 9


Cool Gray 10


Cool Gray 11


Black

Monochromatic black

NA

Cool Gray 4

NA

Cool Gray 5

NA

Cool Gray 6

NA

Cool Gray 7

NA

Cool Gray 8

NA

Cool Gray 9

NA

Cool Gray 10

NA

Cool Gray 11

NA

Black

Color treatments

The main Mission Red colorway should be prioritized. Our secondary, monochromatic lock-ups should only be used when Mission Red does not provide sufficient contrast or brand visibility.

Main colorway



Lumin
Lumin**SDK**
Lumin**OS**
Lumin**Runtime**

Magic Leap **One**
CREATOR EDITION



Secondary colorways



Magic Leap One

CREATOR EDITION

Lumin
Lumin**SDK**
Lumin**OS**
Lumin**Runtime**

Black



Magic Leap One

CREATOR EDITION

Lumin
Lumin**SDK**
Lumin**OS**
Lumin**Runtime**

White

Examples

Light backgrounds

Phone screen 1: Welcome to Magic Leap. Enter your email to continue. Input: amontoya@m. Button: Next.

Phone screen 2: Welcome to Magic Leap. Enter your email to continue. Input: amontoya@magicleap.com. Button: Next.

Phone screen 3: Welcome to Magic Leap. Enter your email to continue. Input: amontoya@magicleap.con. Button: Next.

Dark backgrounds

Phone screen 4: ENABLE BLUETOOTH. bluetooth needs to be on before you connect to Magic Leap device. Button: Enable.

Phone screen 5: User typing. Keyboard visible.

Celestial Blue

Celestial Blue

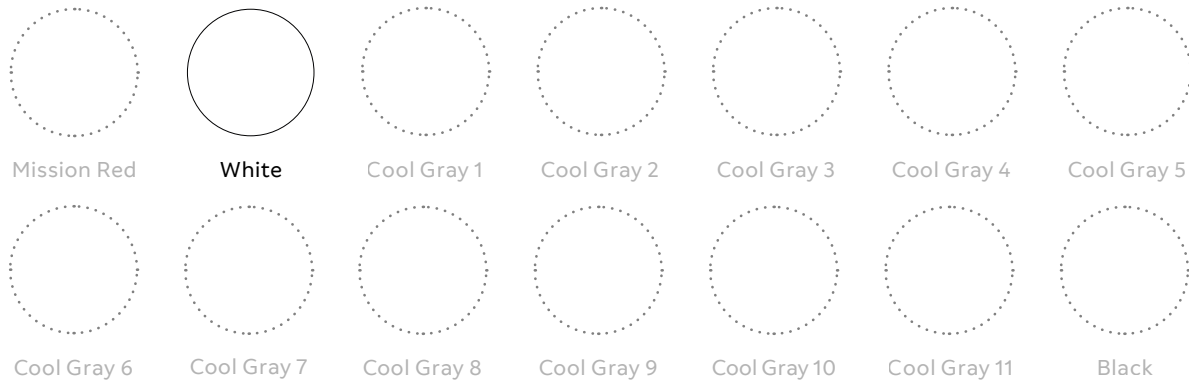
Florida Orange

Shaggle Green

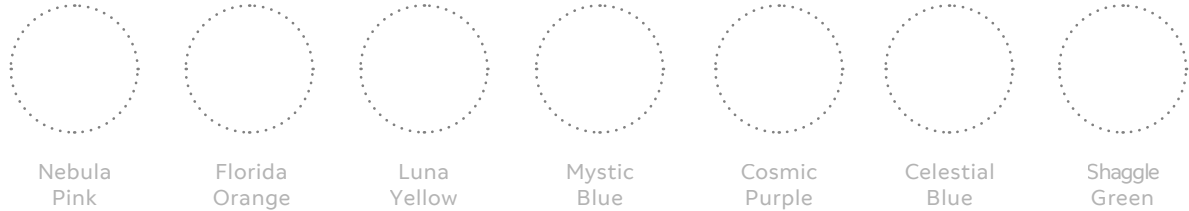
Mystic Blue

Spatial Computing Environment

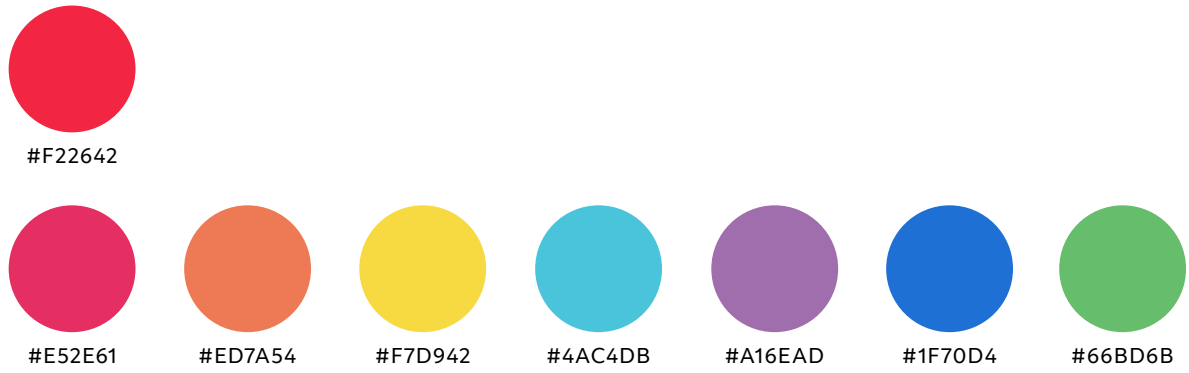
Primary color palette



Secondary color palette



Spatial Computing bright palette



Spatial Computing pastel palette

