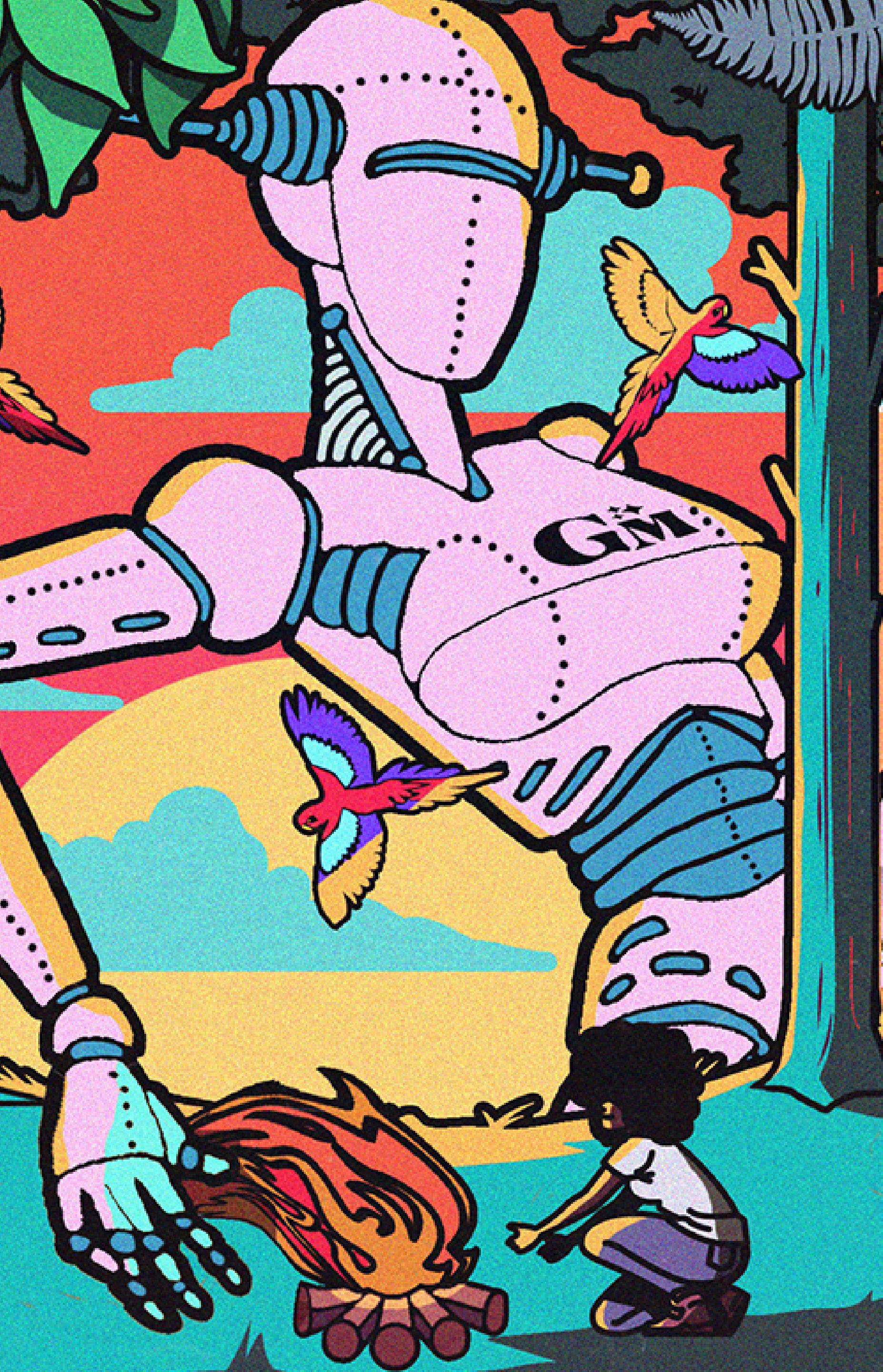
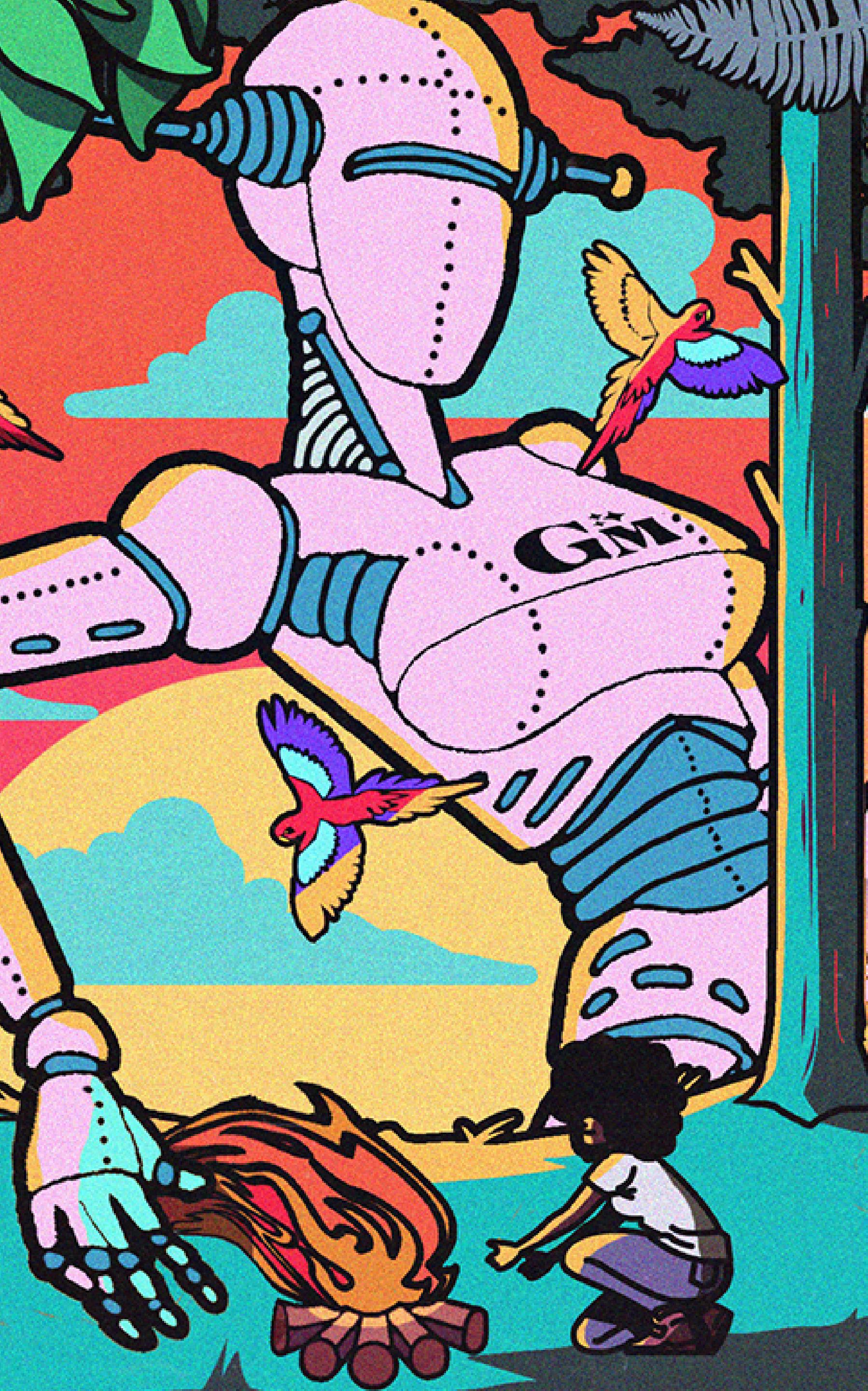


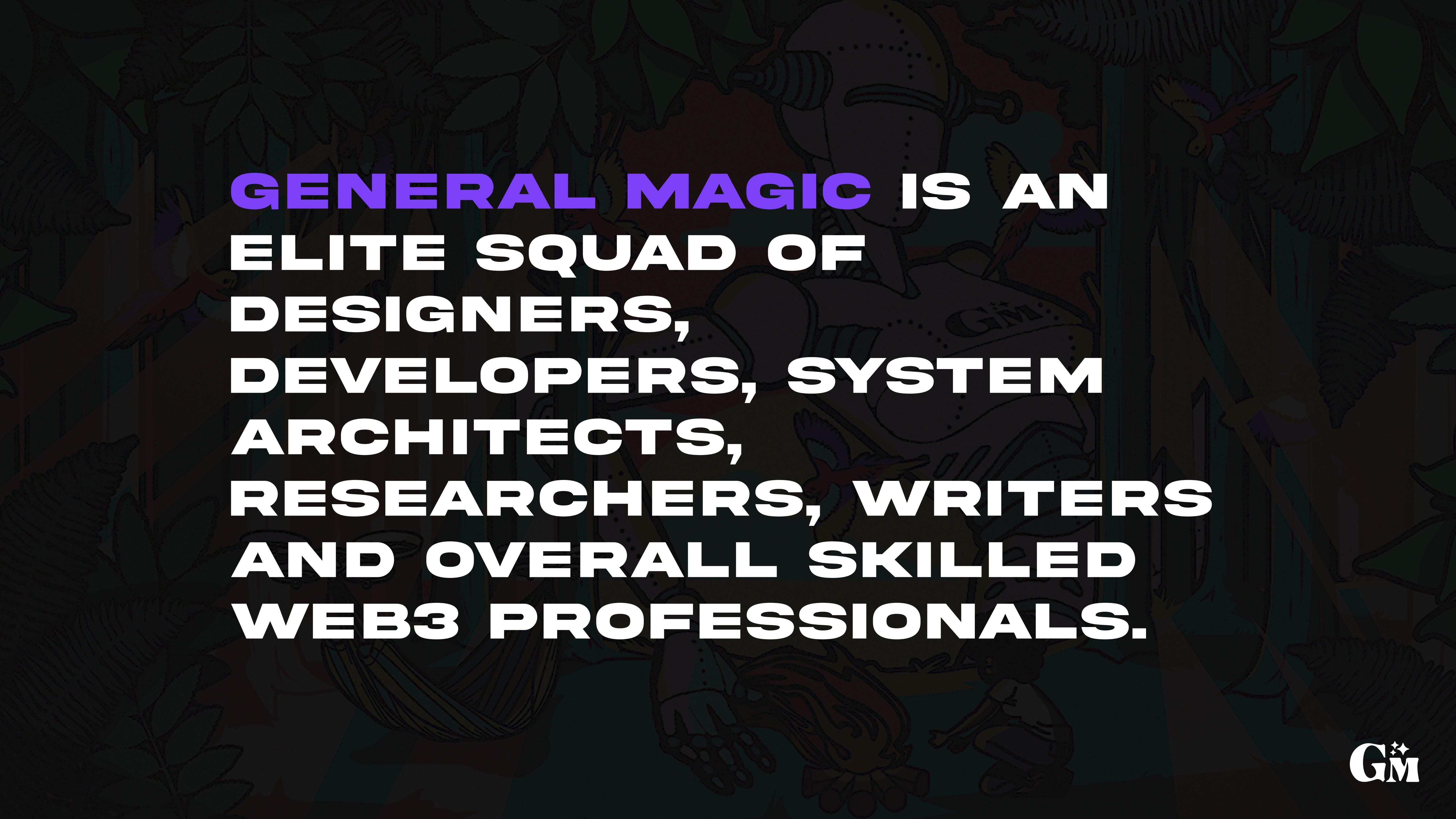
# General Magic

**DESIGN &  
BRAND  
GUIDELINES**

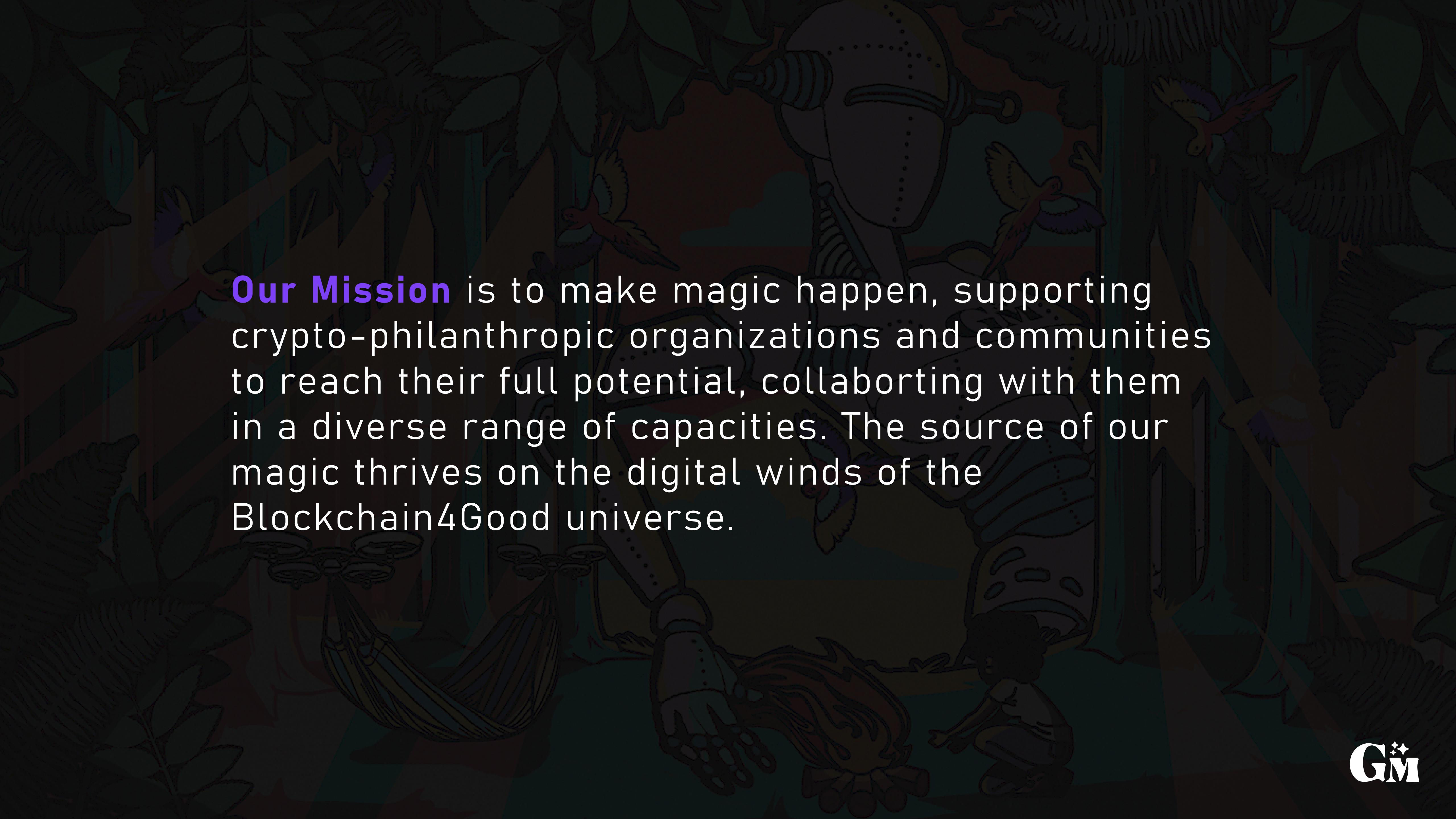


# BRAND OVERVIEW



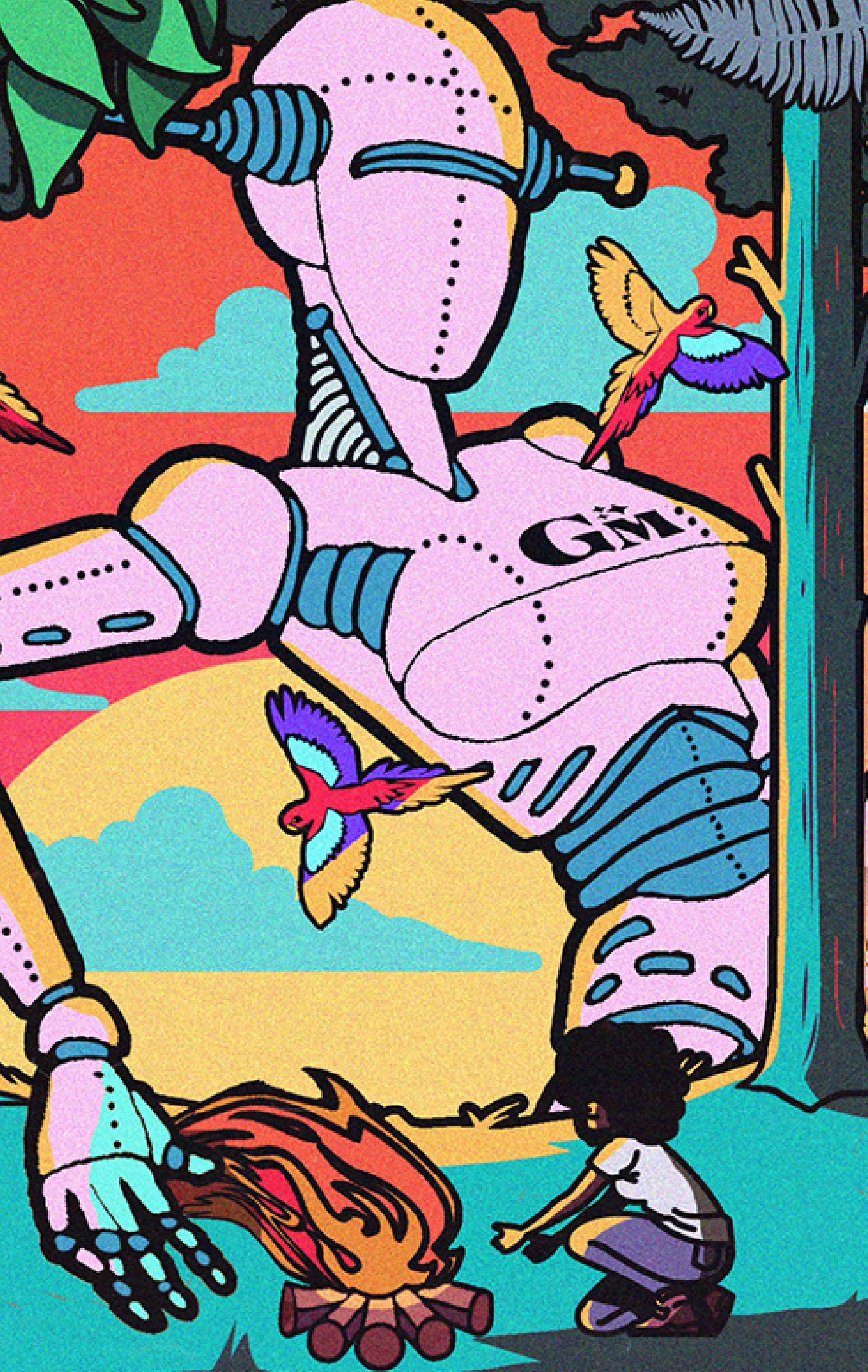


**GENERAL MAGIC IS AN  
ELITE SQUAD OF  
DESIGNERS,  
DEVELOPERS, SYSTEM  
ARCHITECTS,  
RESEARCHERS, WRITERS  
AND OVERALL SKILLED  
WEB3 PROFESSIONALS.**



**Our Mission** is to make magic happen, supporting crypto-philanthropic organizations and communities to reach their full potential, collaborating with them in a diverse range of capacities. The source of our magic thrives on the digital winds of the Blockchain4Good universe.

# LOGO



# General Magic





W: 140 PX  
H: 160 PX

General  
Magic

MINIMUM SIZE

G<sup>♦</sup>M



LOGOMARK

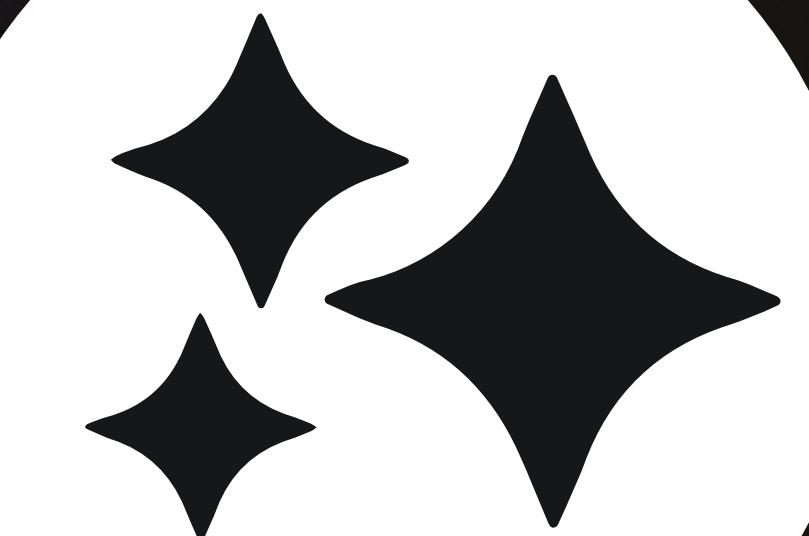
G♦M



**General  
Magic**



**GM**

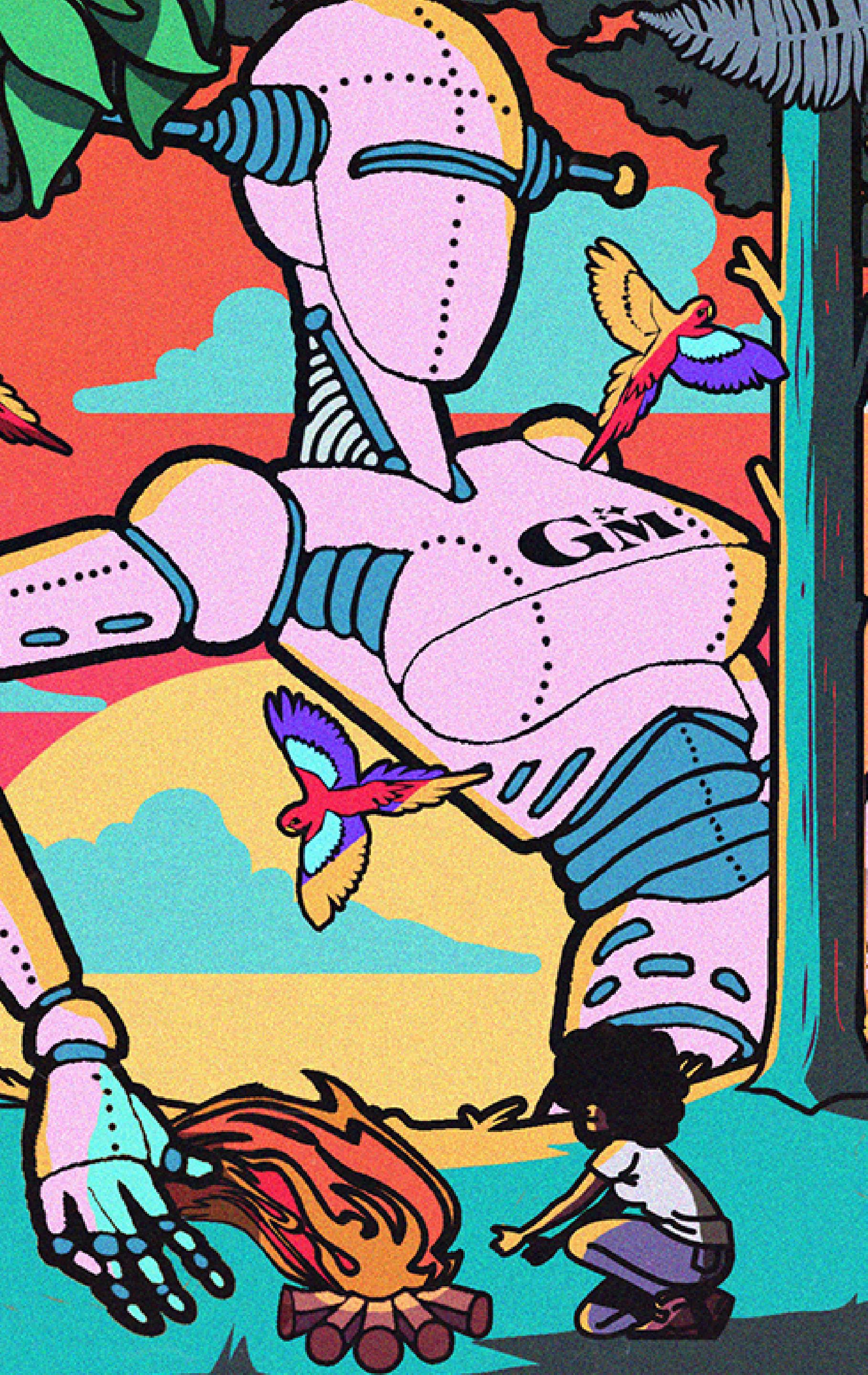


LOGO VARIATIONS



GM

# TYPOGRAPHY



PRIMARY

# Bugaki

Bugaki is a modern and elegant serif font.

Bugaki is well-suited for advertising, branding, logotypes, packaging, titles, headlines and editorial design.

<https://www.dafontfree.io/bugaki-font/>

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

a b c d e f g h i j k  
l m n o p q r s t u  
v w x y z

SECONDARY

# AKIRA EXPANDED

Made for text display purposes, Akira expanded brings a modern and strong impression to your design. With a bold style, make this font suitable as the main text / header text on a website or layout design. Akira expanded also includes alternative glyphs that make it easy for you to make customizations

<https://www.dafont.com/akira-expanded.font>

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

WEB FONT

# Archivo Black

**Bahnschrift is a sans serif font developed by Microsoft that has been included in Windows 10 (Fall Creators Update, Build 16273) since fall 2017. It is based on the writing standard DIN 1451, which is used on traffic signs in Germany and the Czech Republic.**

<https://fonts.google.com/specimen/Archivo+Black?query=archivo+>

A B C D E F G H I  
J K L M N O P Q  
R S T U V W  
X Y Z  
a b c d e f g h i  
j k l m n o p q  
r s t u v w  
x y z

ALTERNATIVE

# Source Sans Pro

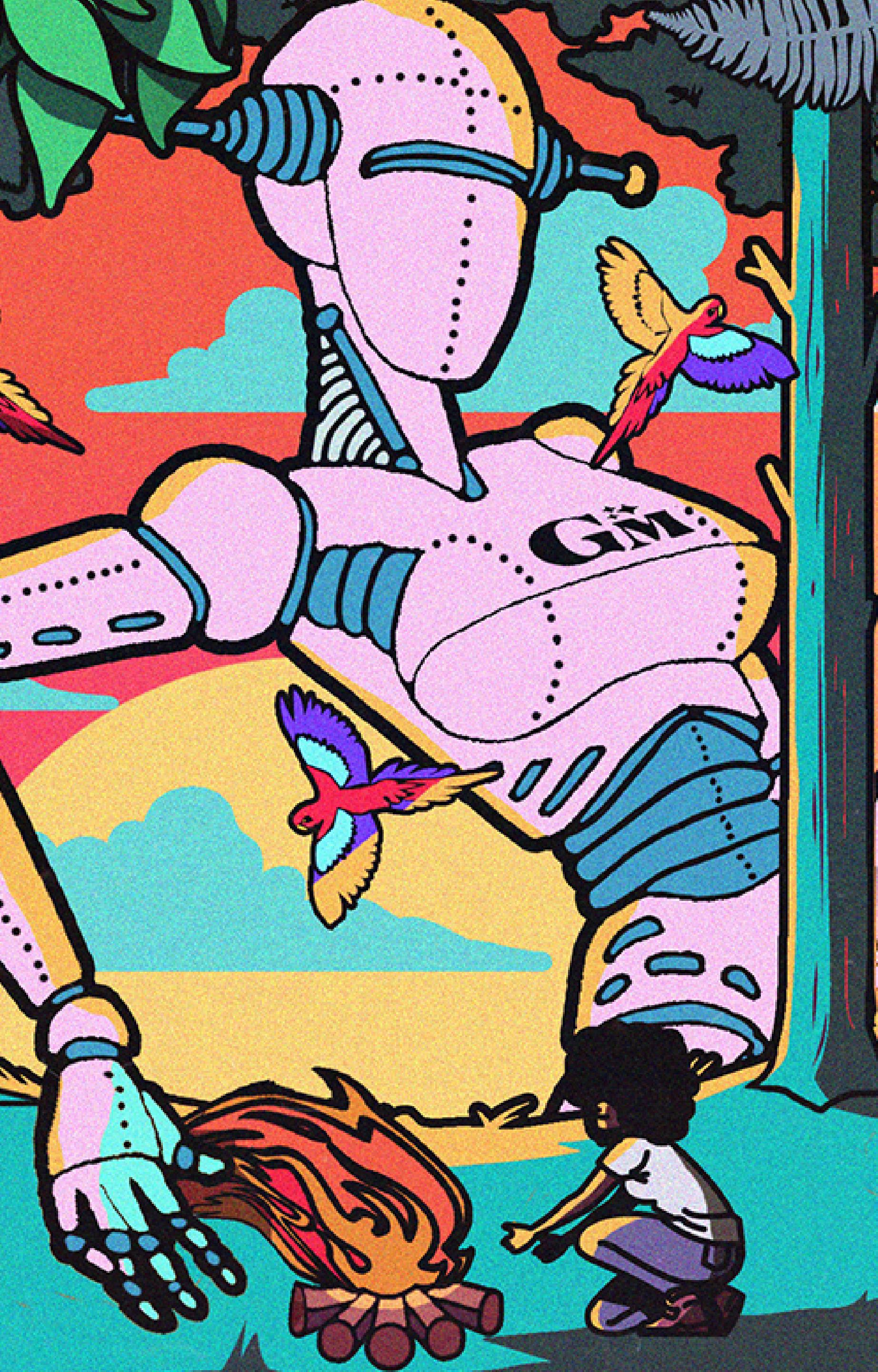
Bahnschrift is a sans serif font developed by Microsoft that has been included in Windows 10 (Fall Creators Update, Build 16273) since fall 2017. It is based on the writing standard DIN 1451, which is used on traffic signs in Germany and the Czech Republic.

<https://fonts.google.com/specimen/Source+Sans+Pro?query=sour>

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

a b c d e f g h i j k l  
m n o p q r s t u v  
w x y z

# COLOR PALETTE



PRIMARY

# General Magic

# PRIMARY



MAGIC PURPLE  
#A569FF



MISTIC ORANGE  
#FF913E



MAGIC SKY  
#00E4FE



PINK POTION  
#FE61A7

# SECONDARY



DARK PURPLE  
#281F3B



SPACE GREEN  
#00FF9C

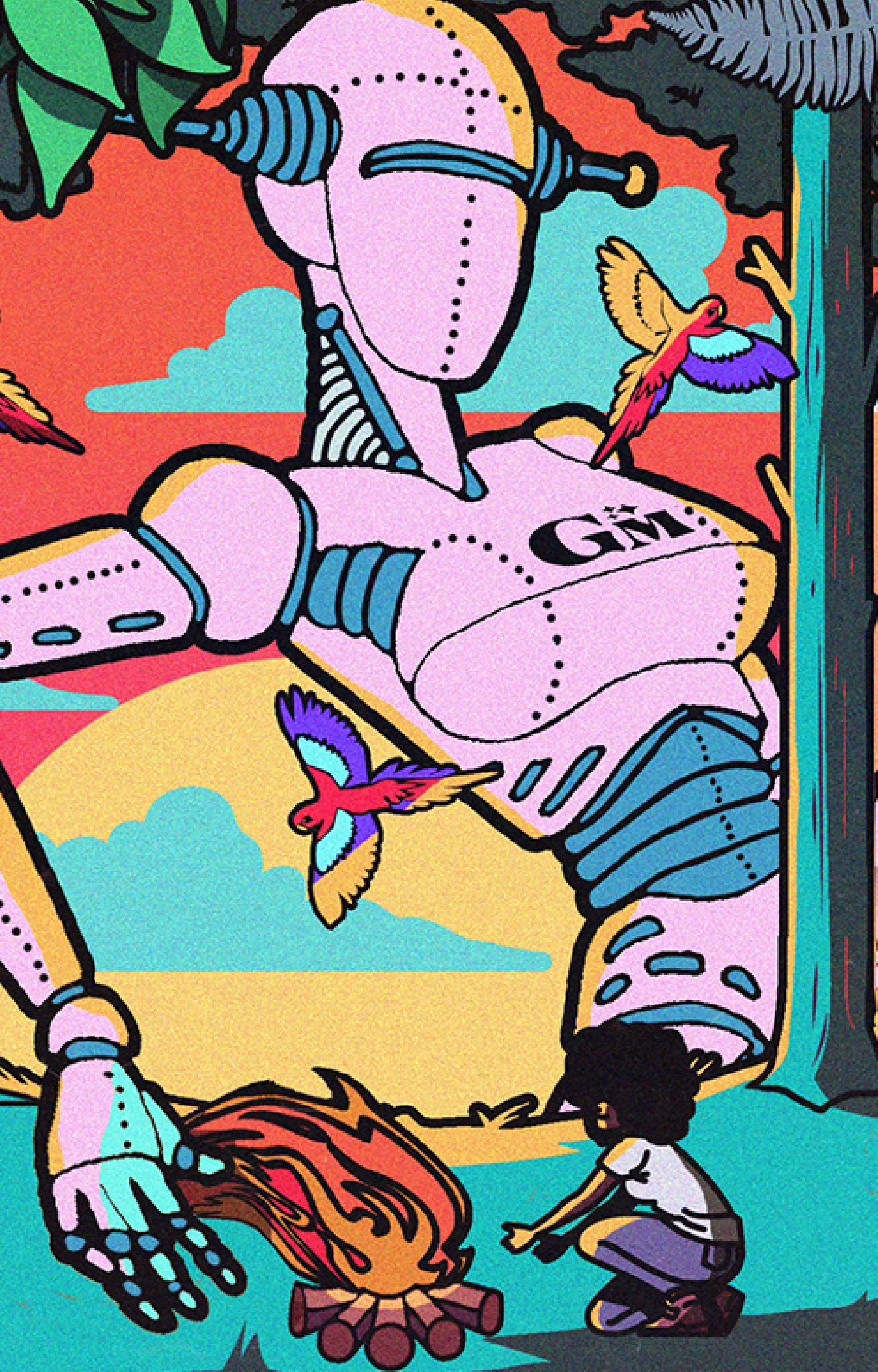


WHITE  
#FFFFFF



DARK GREEN  
#17C0C4

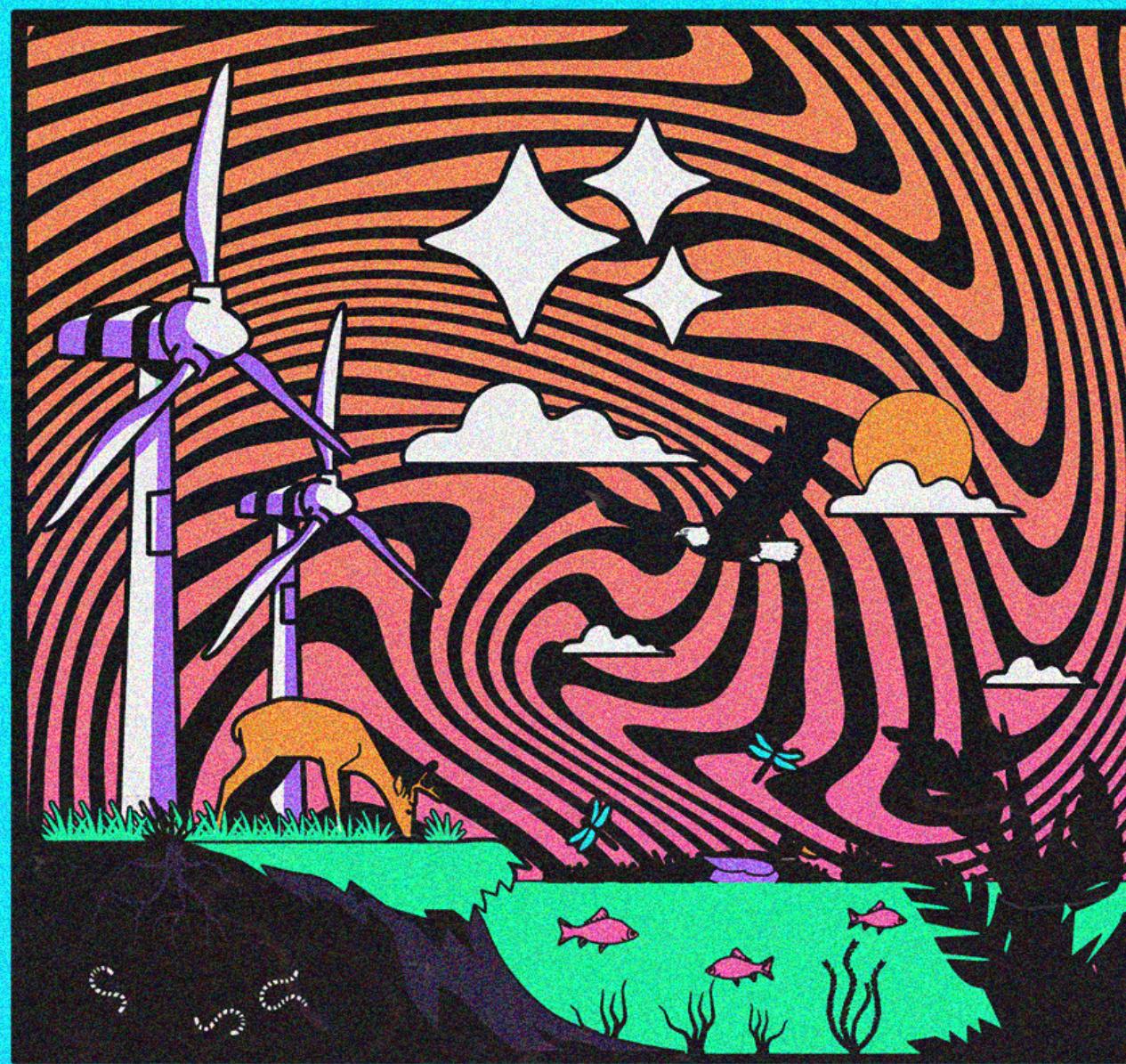
# GRAPHICS





G<sup>♦</sup>M

GENERAL

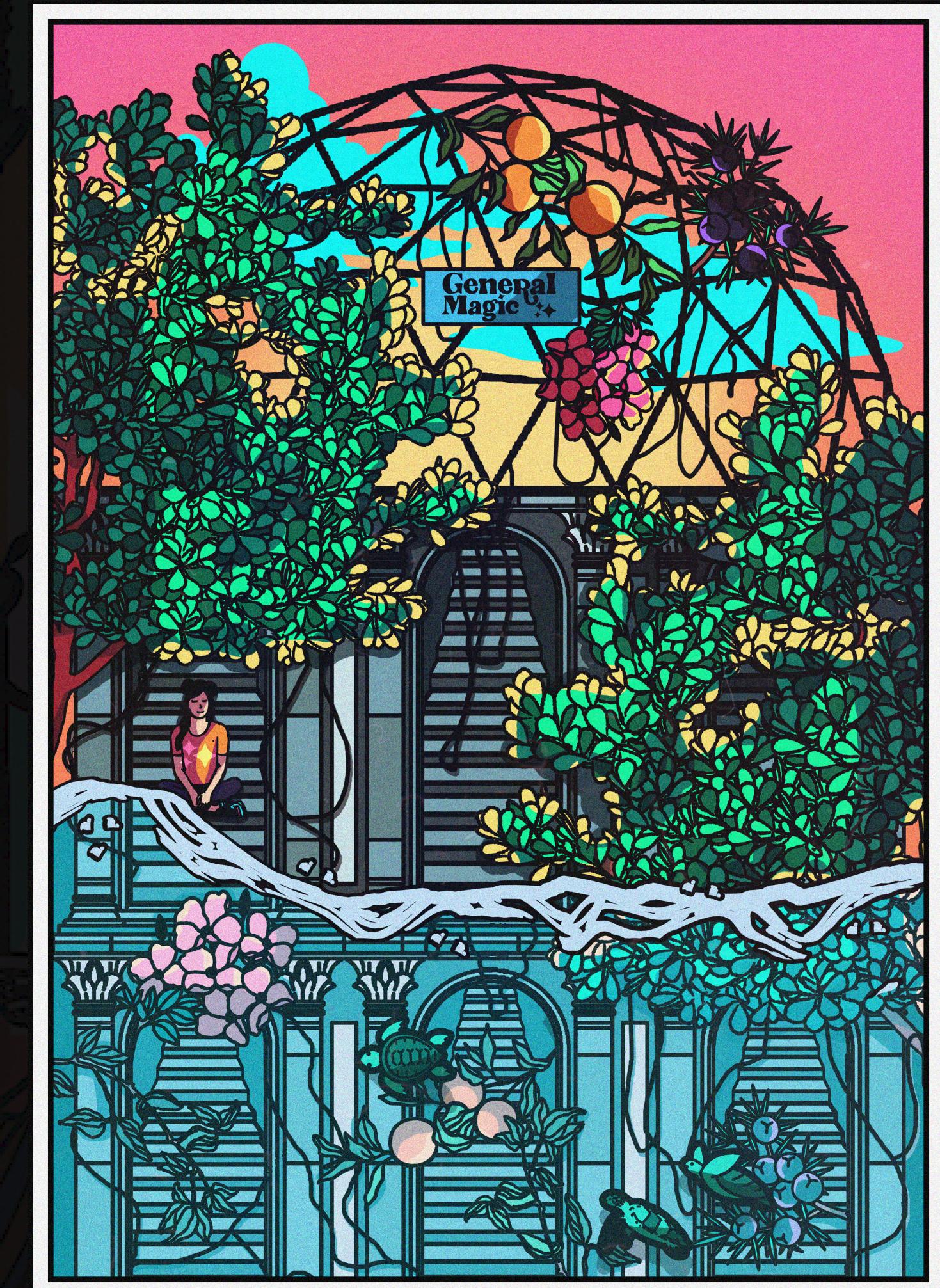


MAGIC

G♦M



**GENERAL MAGIC**



**GM**



GM

# General Magic

# THANK YOU!

