



MAGIC
PAGES

Logo

01

Brand Guidelines

Logo 1.1

The **Magic Pages** logo captures the wonder of storytelling with a charming illustration of an open book, from which stars emerge, symbolizing imagination and adventure. Below, the company name is elegantly displayed, reinforcing its focus on personalized children's bedtime stories. The deep blue color adds a sense of magic, calm, and nighttime charm.



Brand Guidelines

The logo should be adapted to the background for optimal visibility. On dark surfaces, the logo must be displayed in white, while on light surfaces, it should be presented in brand's blue or black to ensure clear and impactful presentation.



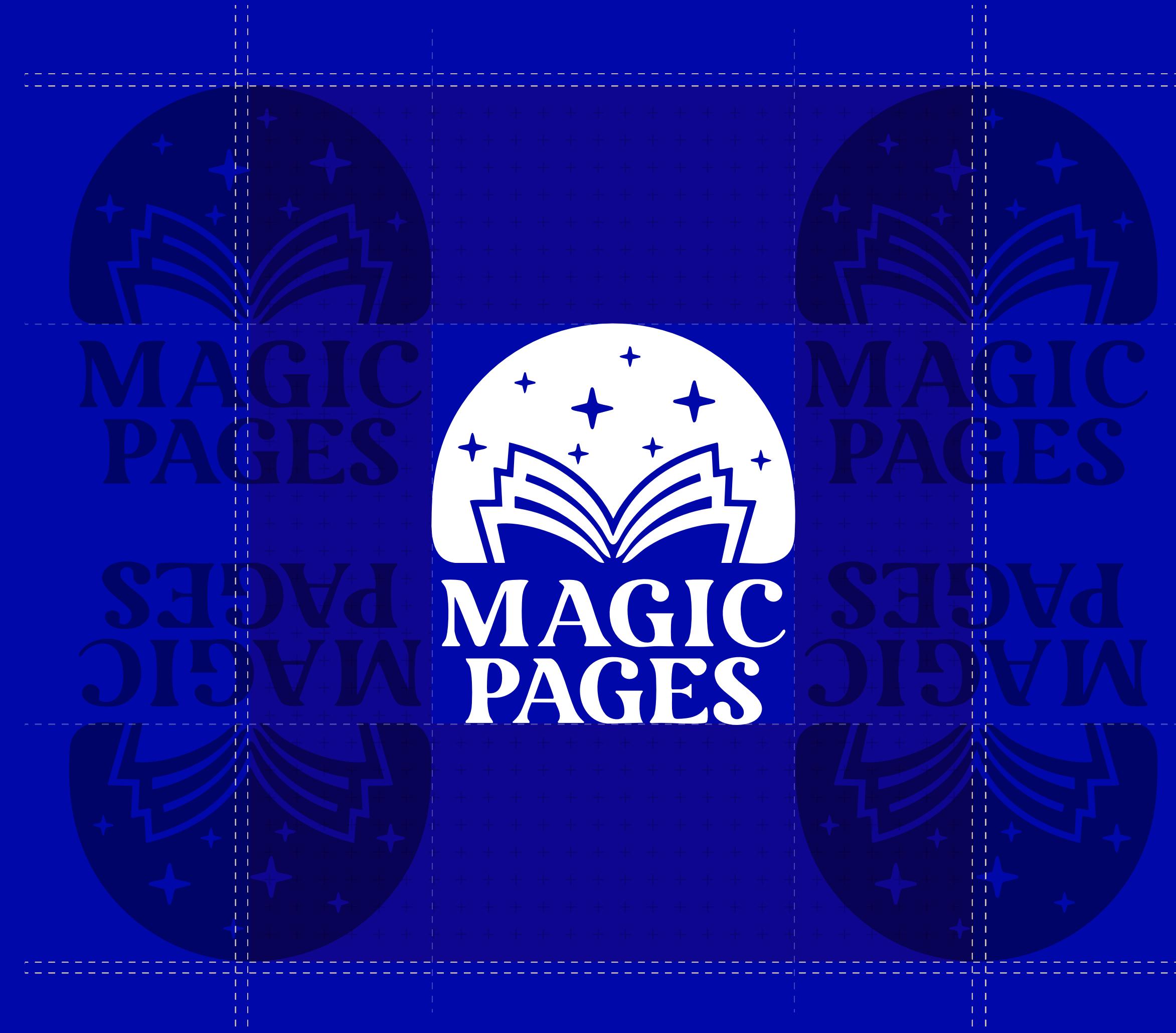
Logo 1.2



Brand Guidelines

Logo 1.3

Wherever the logo is used please include whitespace or padding to allow the mark to remain legible and to not compete with any surrounding elements.



Brand Guidelines

Logo 1.4

Examples of incorrect logo treatments.

Logo must follow this simple set of parameters to ensure it maintains equity, prominence, and consistency.



Do **not** stretch or skew



Do **not** alter letter positions



Do **not** rotate



Do **not** separate



Do **not** use in single row



Do **not** use colors outside the brand

Typography 02

Roca Bold and Roca Regular are the primary typefaces for headlines and titles, providing a clean, modern appearance that enhances brand consistency.

For body text, Instrument Sans is the standard choice, offering readability and a refined look across all paragraph content.

Calls to action through buttons or similar interactive elements are a perfect occasion to use Instrument Sans.

These fonts should be used thoughtfully to maintain a cohesive and professional typographic hierarchy throughout all brand materials.

Available in Adobe Fonts. Links to font files:

Roca
<link rel="stylesheet" href="https://use.typekit.net/dvg6jnb.css">

Instrument Sans
<https://fonts.google.com/Instrument+Sans>

Roca Bold

Roca Regular

Instrument Sans Medium

Instrument Sans Regular

Roca Bold

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
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * , . : ; < = > ? @ { }

Roca Regular

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
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * , . : ; < = > ? @ { }

Instrument Medium

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
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * , . : ; < = > ? @ { }

Instrument Regular

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
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * , . : ; < = > ? @ { }

Headline

Body paragraph copy example using Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pulvinar at odio id tincidunt. Pellentesque malesuada ut leo semper condimentum. Vestibulum eleifend quam eget mattis pulvinar. Vivamus ornare rhoncus sapien vel elementum. Praesent gravida risus sit amet arcu tempus, porta pulvinar justo cursus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam dui. Maecenas efficitur efficitur velit non aliquet. Morbi suscipit faucibus nibh. Etiam tincidunt molestie arcu ac luctus. Cras id vehicula erat. Phasellus auctor convallis arcu. Quis eros in, aliquet suscipit tellus.

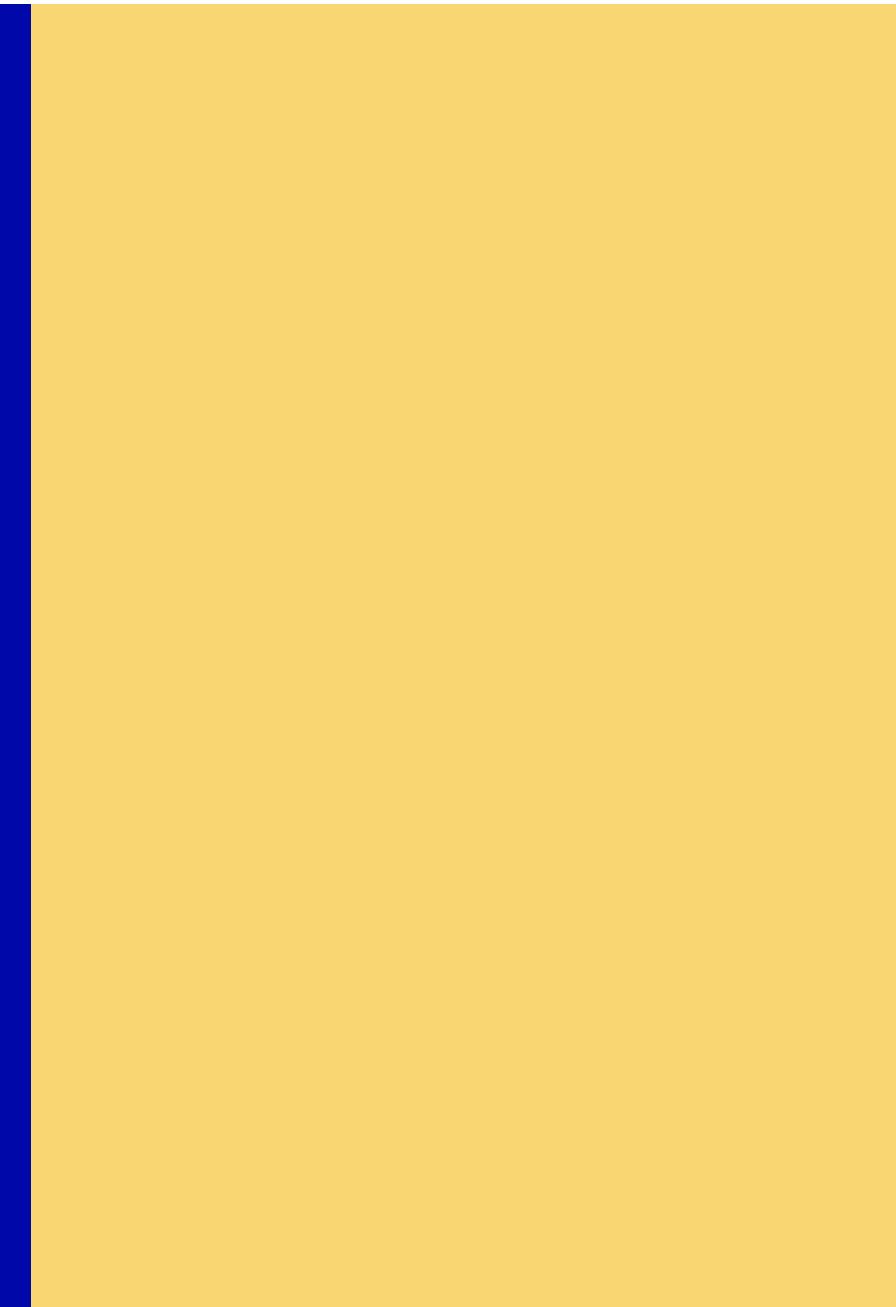
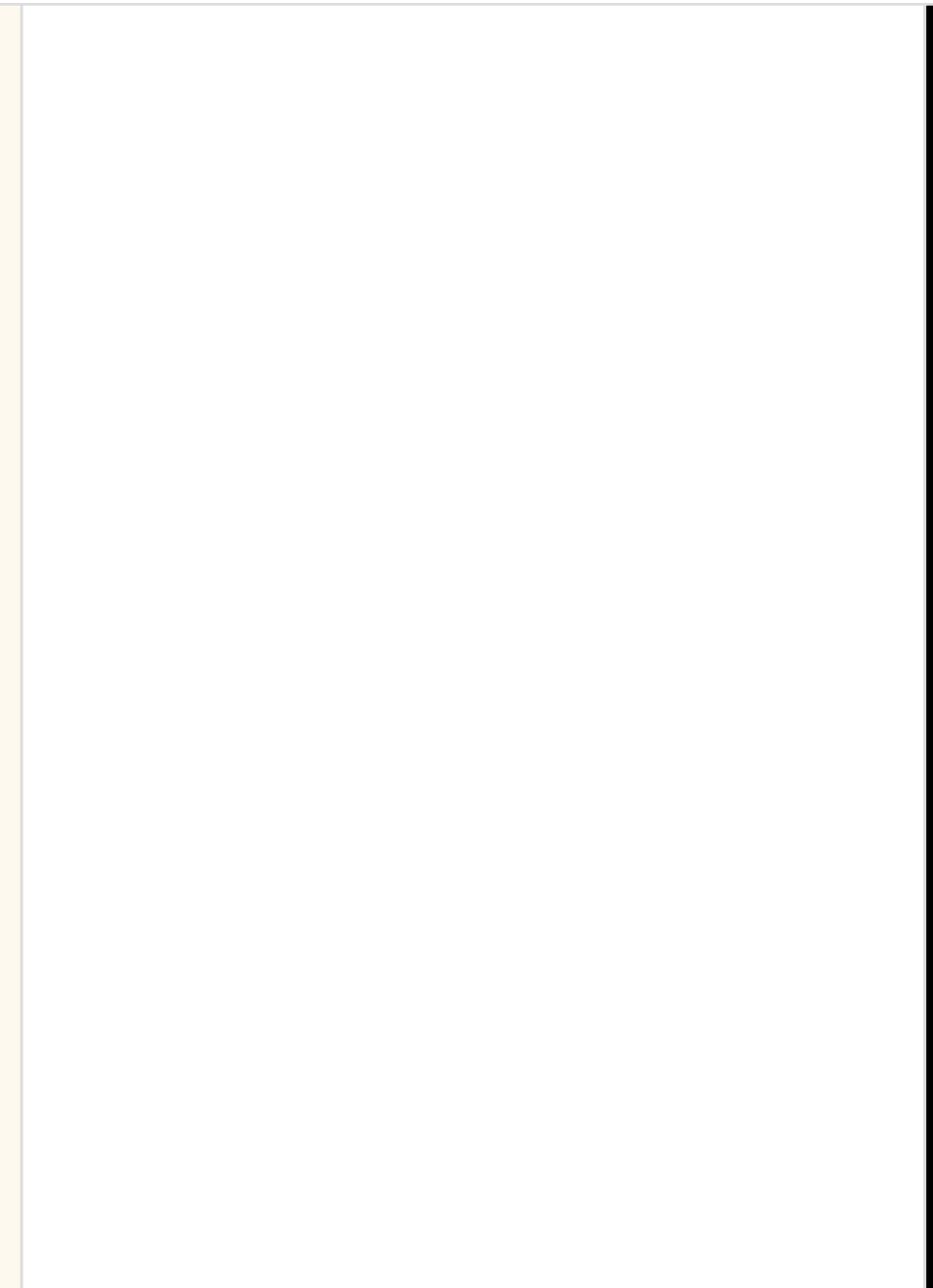
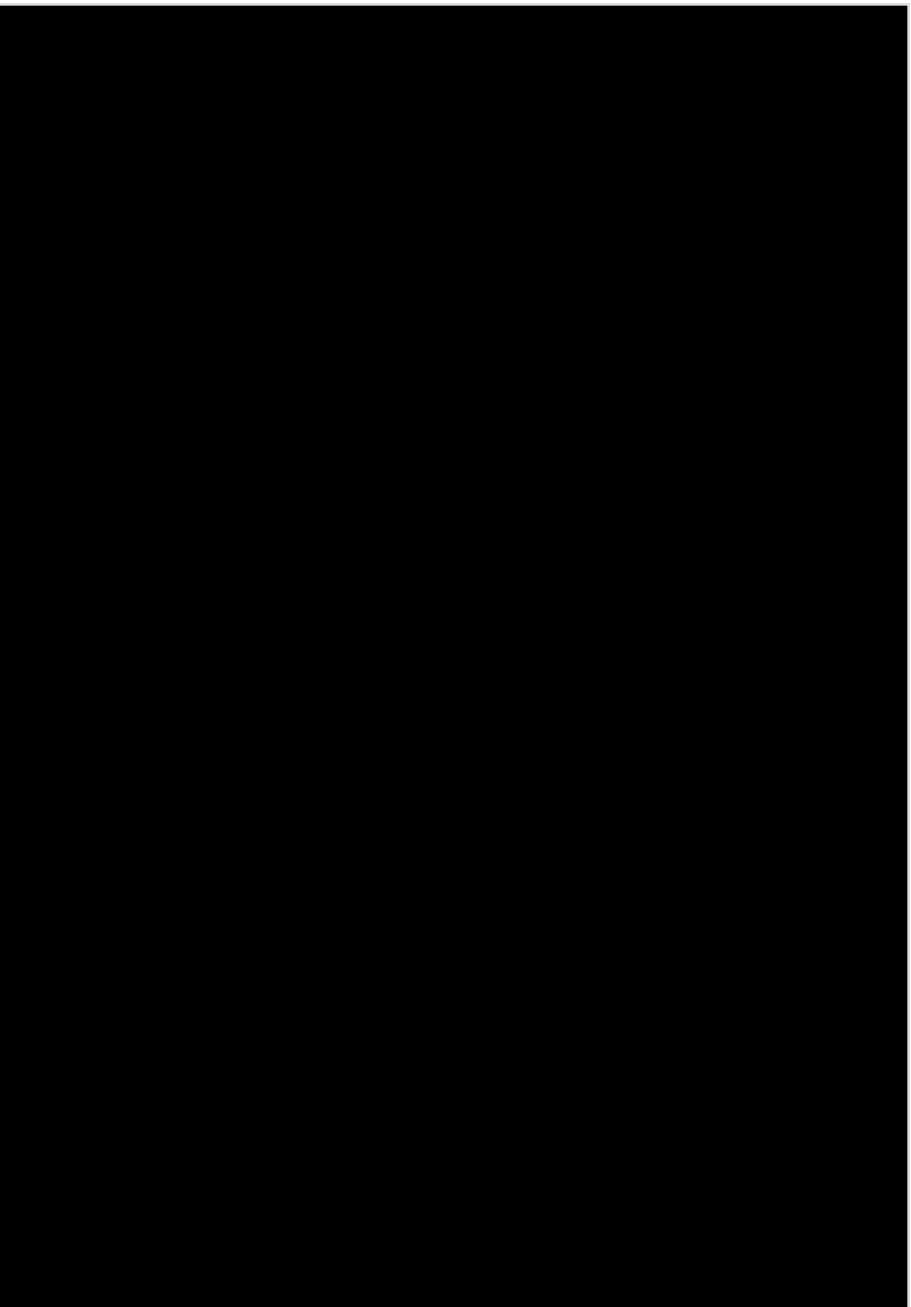
Start Your Book →

Color

03

Brand Guidelines

Color 3.1

				
HEX: RGB: #0209AA RGB (2, 9, 170)	HEX: RGB: #FAD773 RGB (250, 215, 115)	HEX: RGB: #FEFAEF RGB (254, 250, 239)	HEX: RGB: #FFFFFF RGB (255, 255, 255)	HEX: RGB: #000000 RGB (0, 0, 0)

Brand Guidelines

Color 3.2

Brand colors must always be used in an appropriate manner to remain legible and to maintain brand equity.

Options and examples of brand color palette and the appropriate use of brand colors.



Primary Combinations

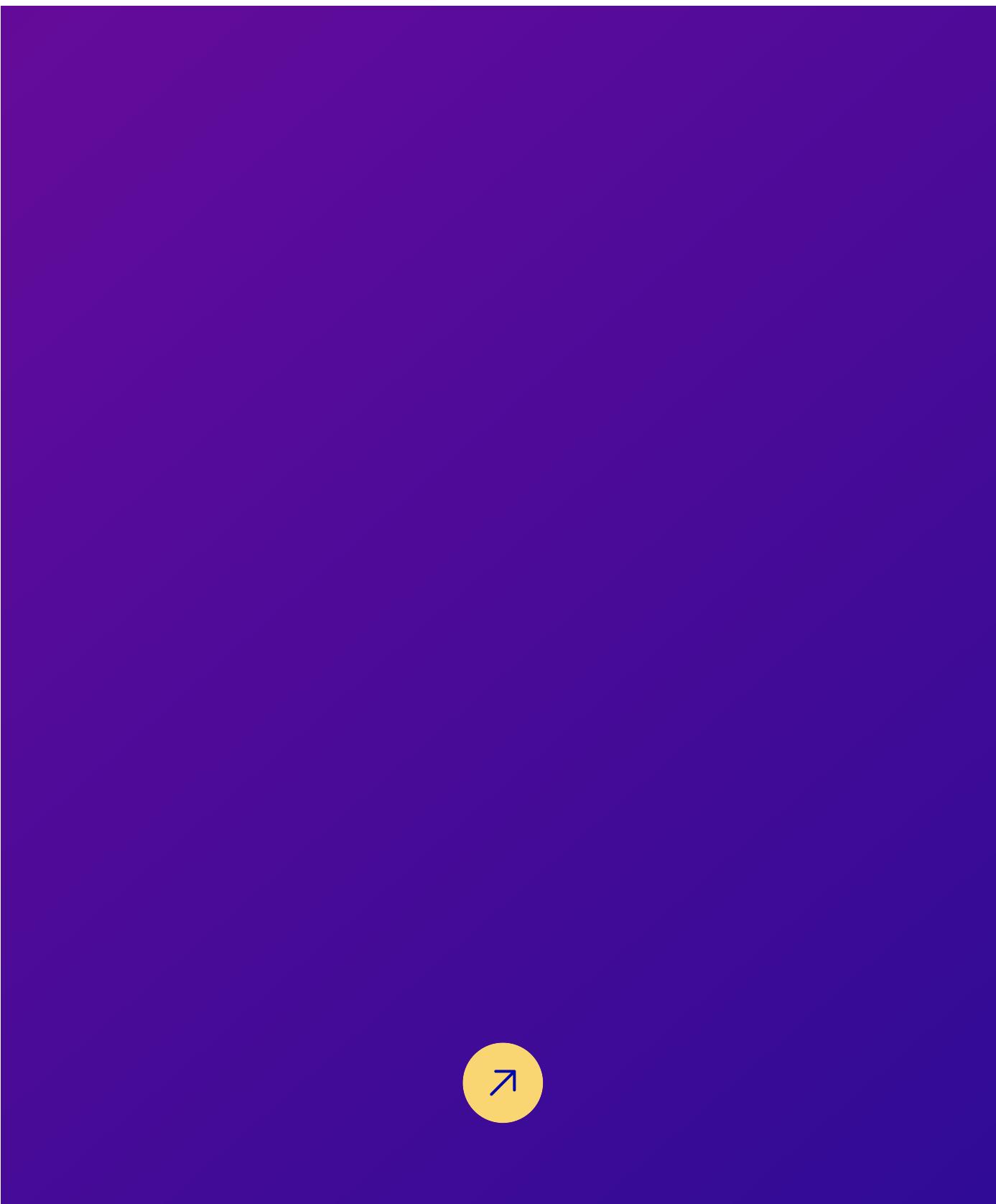


Secondary Combinations

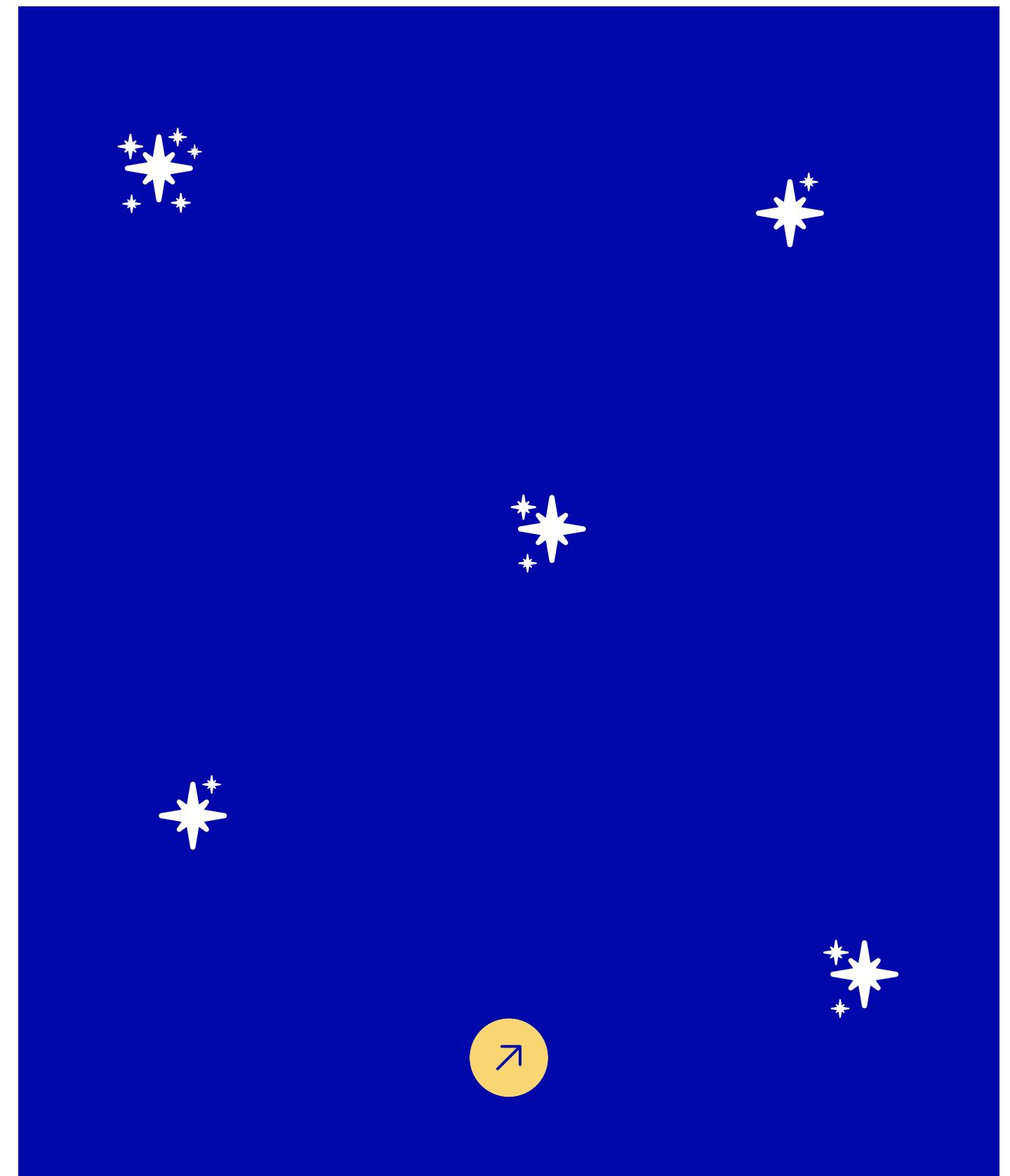
Brand Guidelines

Color 3.3

Alternative background choices that utilize our colors are presented here and should be considered when creating branded assets.



Gradient

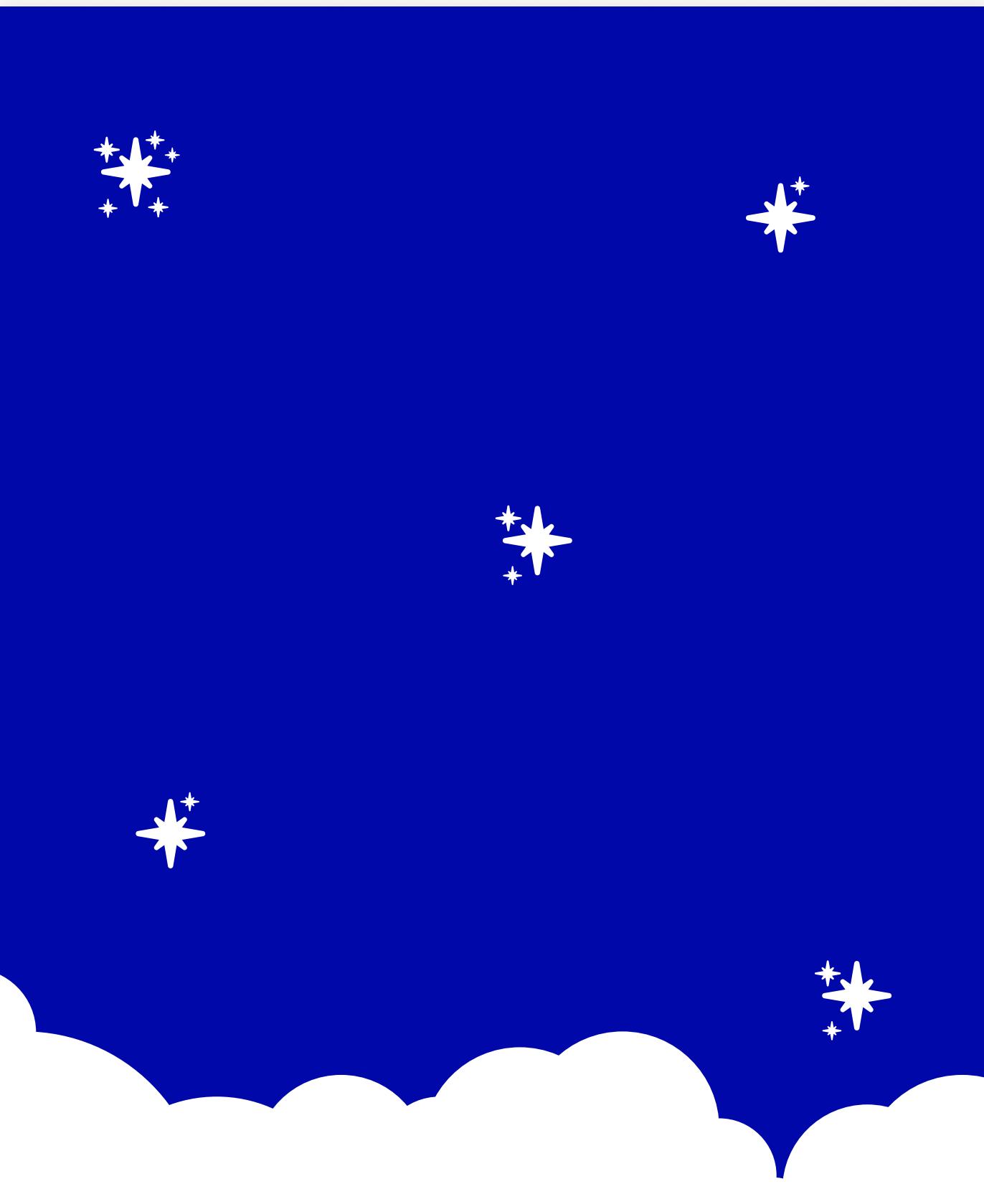


Color with Stars

Brand Guidelines

Color 3.4

The **Magic Pages** brand embraces a dreamy, nighttime aesthetic through its design elements. **Soft clouds** frame the edges of graphics, adding a gentle, whimsical touch. **Scattered small stars** create a serene night sky background, reinforcing the brand's connection to bedtime stories. These elements work together to evoke a sense of wonder, comfort, and imagination.



Dark



Light

Social

04

Brand Guidelines

Social 4.1

Brand is upheld across all social platforms by a consistent use of color, spacing, and iconography.

Recommended usage of Magic Pages logomark for social media purposes.



Primary Profile Picture



Secondary Profile Picture



Personalized
Hardcover Bedtime
Storybooks

Personalized Hardcover
Bedtime Storybooks

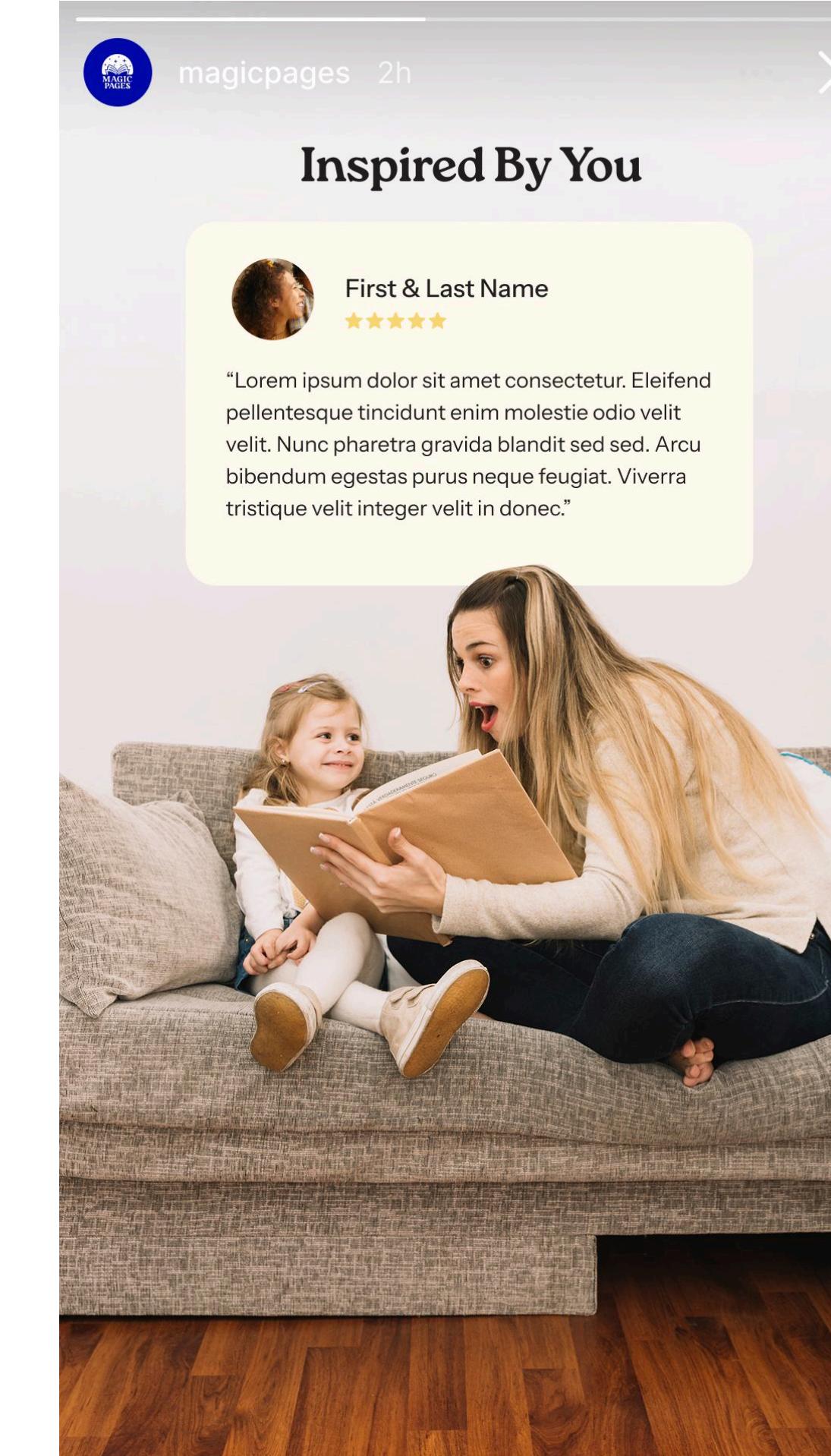
Capture a child's favorite themes and family memories, weaving them
seamlessly into every story to create a calming bedtime routine



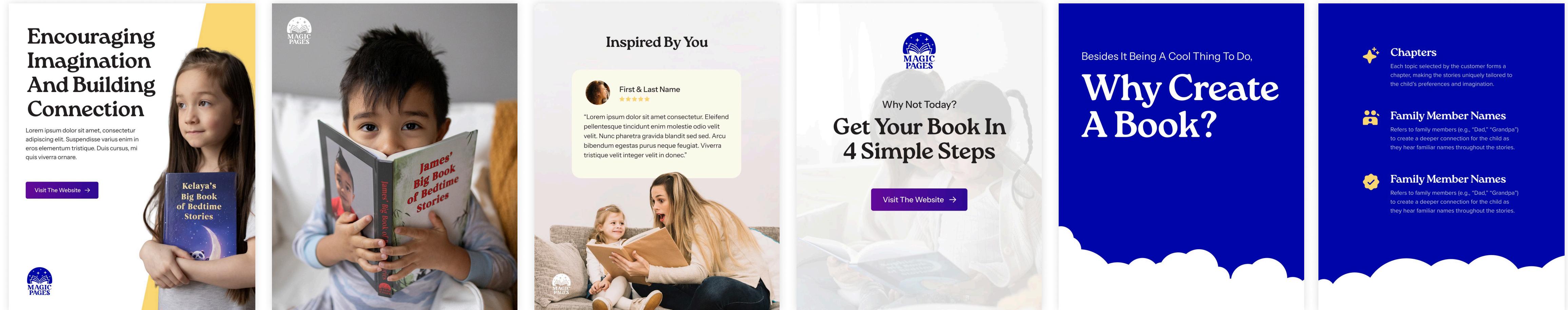
Gradient Cover - Logo

Brand Guidelines

Social 4.3



Instagram Stories



Instagram Stories

- Chapters**
Each topic selected by the customer forms a chapter, making the stories uniquely tailored to the child's preferences and imagination.
- Family Member Names**
Refers to family members (e.g., "Dad," "Grandpa") to create a deeper connection for the child as they hear familiar names throughout the stories.
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**MAGIC
PAGES**

Thank You