

magicwork | Brand Book





Discover

Heal

Grow





Brand Introduction

Your trusted guide forward

magicwork, the groundbreaking brand that revolutionizes mental wellness on the psychedelic journey. We empower individuals to unlock their healing, growth, and spiritual potential by seamlessly integrating the profound insights gained from psychedelic experiences. With magicwork, embark on a transformative path of self-discovery, guided by evidence-based tools such as journaling, breathwork, and an AI companion.

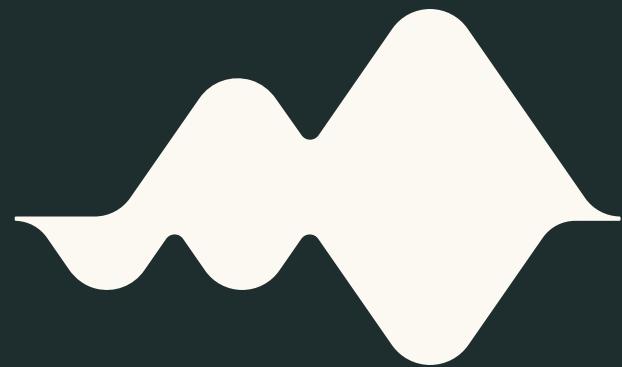
Experience the power of accessible digital solutions as magicwork becomes your trusted partner in safely and responsibly maximizing the mental wellness potential of your psychedelic enhanced experiences.



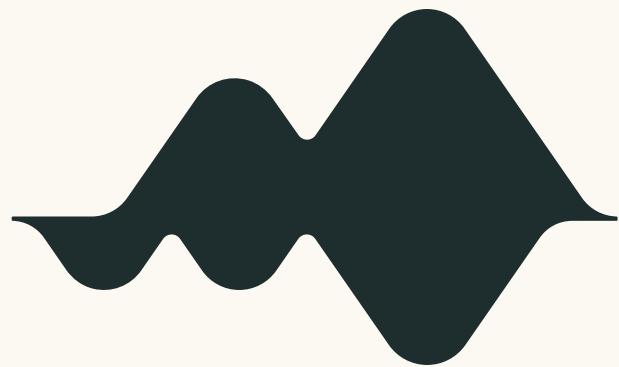
Brand Tone and Feel

**Minimalistic
Psychedelic-inspired
Transformational**





magicwork

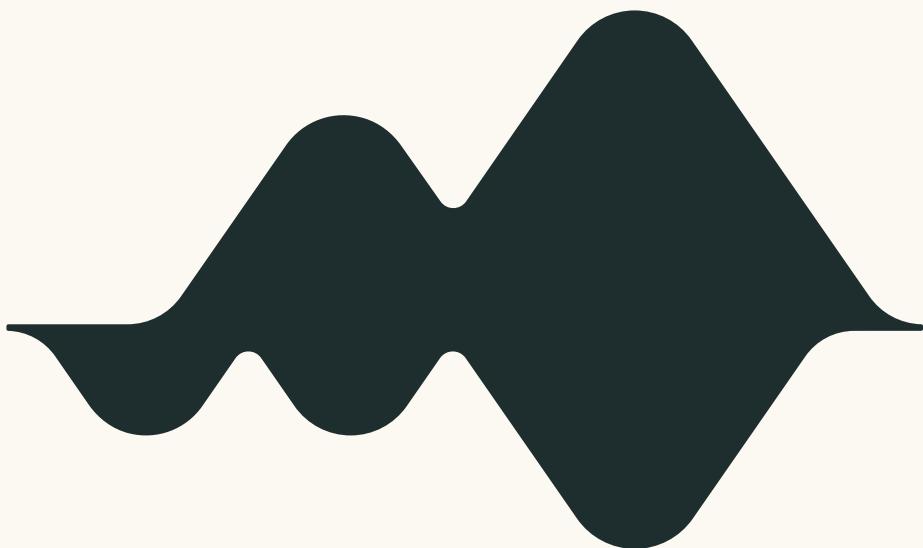


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Our brandmark

This artistic fusion symbolizes the ups and downs, the flow, and the transformative nature of the psychedelic experience.

Cleverly combining the representation of the flow/wave with the initial letters from the brand name, "Magic Work".



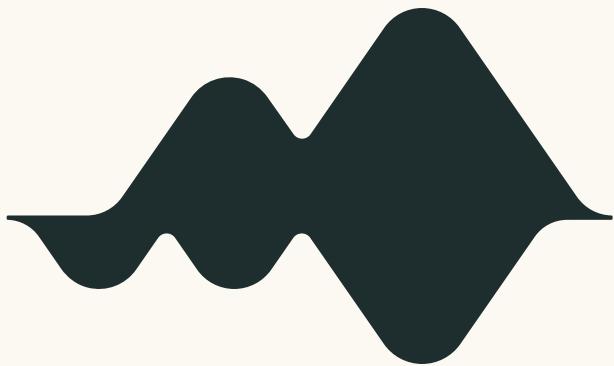
m

+

w



Our brandtype



magicwork

The typography chosen for magicwork is a wide and sans-serif font, which gives a more spacious and open appearance. This wider letterforms convey a sense of stability, balance, and modernity.

Signature lockup

The brand lockup is composed of the logo mark and logotype.



Logo Mark

Logo Type



x

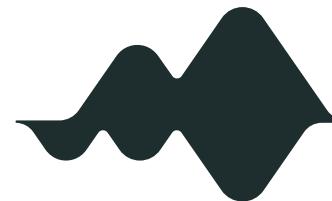
$\frac{3}{16}$ x

$1\frac{1}{2}$ x

Logo Usage

- Horizontal lockup is the primary logo design, which is the main logo used to represent your brand on different media.
- The vertical lockup is the secondary logo design, which is a more compact design.
- The logotype lockup is the secondary alternative logo design, when we need to simplify the visual representation of the brand
- The submark can be placed on website footer, small print pieces.
- The favicon/logomark is the smallest design mark and can be used for socials, website url tab.

Primary Logo



magicwork

Secondary Logo



magicwork

Logo type

magicwork

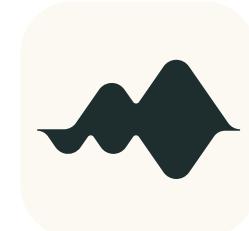
Submark



Logomark/favicon



App icon

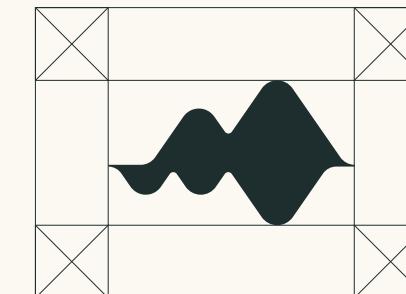
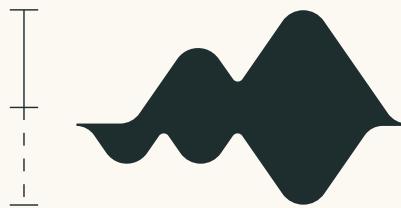


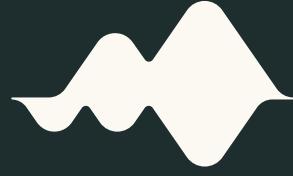
Clear Space

The brand logo must be bordered by a protection zone for an overall prominent position, clear legibility and coherence with the rest of design elements.

The protection zone is (X) where (X) is equal to half the height of the Logo mark

X= half the height
of the logo mark





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Minimum size

A minimum print and digital size of our logo has been determined to maintain legibility.

Primary Logo Min. size
Print: width = 30mm
Digital: width = 30px

Secondary Logo & Logotype Min. size
Print: width = 16mm
Digital: width = 42px

Favicon Min. size
Print: width = 7mm
Digital: width= 20px



Common Errors

Always use approved artwork to reproduce the corporate logo. Never modify, change or alter the approved artwork.

The examples of incorrect corporate logo usage shown here are not intended to be a complete list. They are only a small sampling to show how incorrect use of the logo affects the integrity of our identity.



- Do not change signature elements position.



- Do not rotate or skew the logo



- Do not outline the logo mark in the logo



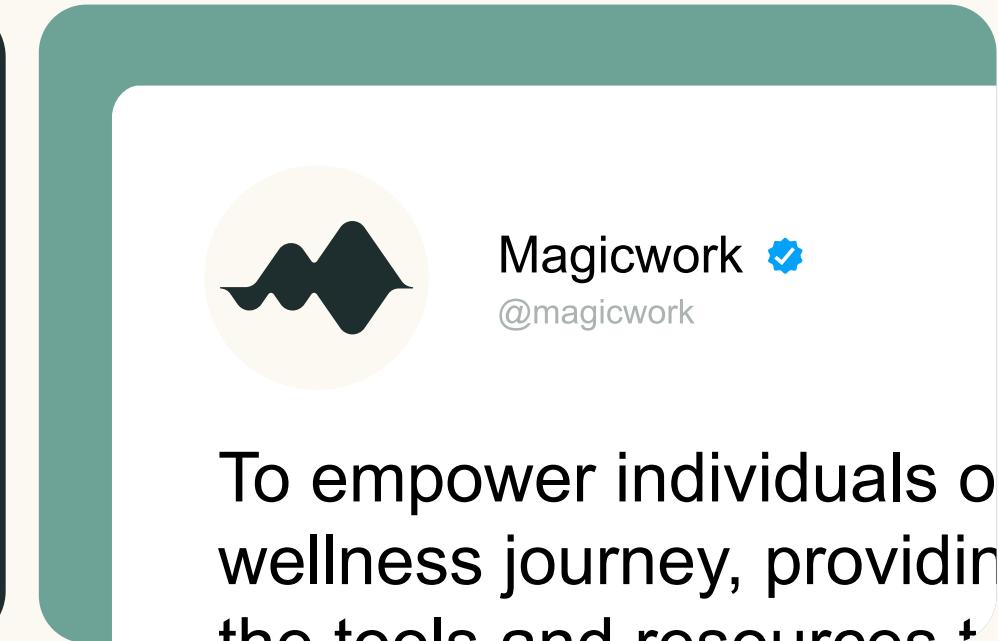
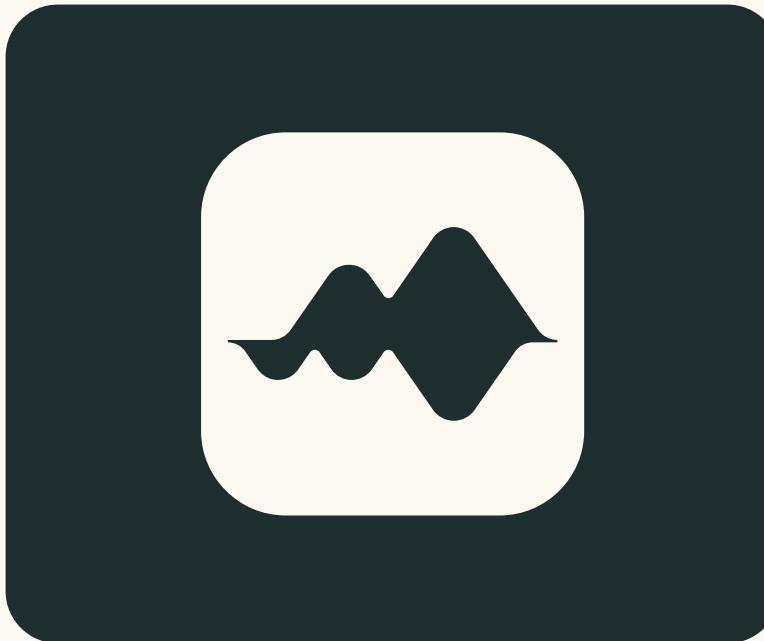
- Do not change the font of the logo type



- Do not change the color of the logo or logo mark



- Do not insert the logo mark inside a shape



**Colors sets
us apart and
helps to invoke
emotions**



magicwork

Primary brand colors

Dark green color connotes growth, and harmony was picked for the brand. It can convey a sense of stability, balance, and renewal. To go with this soothing colour, we've picked a Light beige or off-white color that imparts a sense of warmth, purity, and simplicity. It promotes a sense of tranquility and relaxation.

Overall, this palette evokes a sense of trust, well-being, and nurturing, which are essential elements for individuals seeking mental wellness and personal transformation.

Primary Colors of the brand in Dark green Logo on a beige background and a Beige logo on a dark green background



Adding depth to our color palette

Accent colors

By incorporating accent colors of light purple, light teal, and orange (Sunrise colors) alongside the dark green and beige color, the magicwork brand can achieve a visually appealing and harmonious color palette and evokes tranquility and new beginnings.



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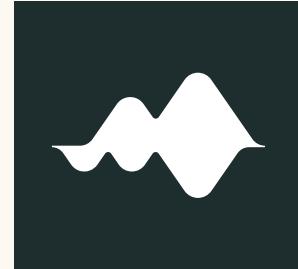
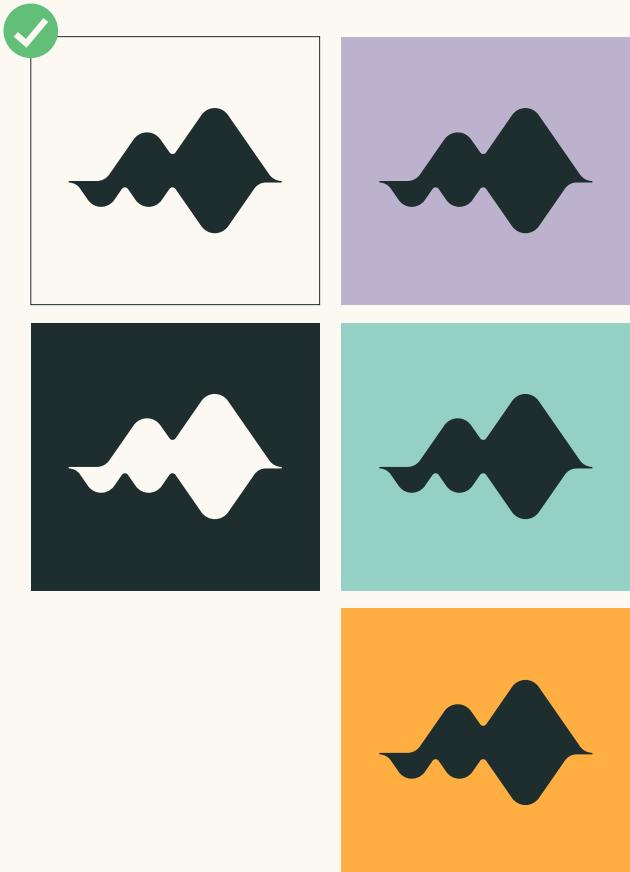


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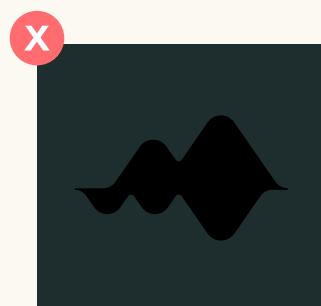
Logo on color

Contrast is the name of the game when considering placing the logo on any background.

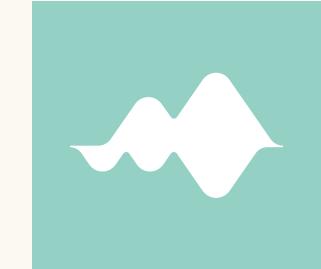
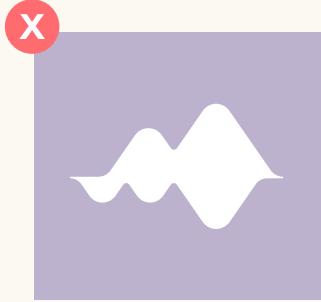
The logo maybe placed on photographs and textures as long as there is enough contrast for the logo to be visible.



Do not use white or light beige color on primary colors



Do not use darker shade or black on green on dark green color



Do not use white or light beige color on accent colors

Logo on background

Contrast is the name of the game when considering placing the logo on any background.

The logo maybe placed on photographs and textures as long as there is enough contrast for the logo to be visible.



Color references

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page. Do not use any unauthorized colors.

Light Beige

#fcf8f2
RBG 252,248,242
CMYK 0,2,4,0

Dark Green

#1e2d2e
RBG 30,45,46
CMYK 80,62,62,62

Light Purple

#bdb2cd
RBG 189,178,205
CMYK 25,27,6,0

Turquoise

#94d1c4
RBG 148,209,196
CMYK 41,1,27,0

Orange

#ffaf42
RBG 255,175,66
CMYK 0,36,82,0



Actay Wide

Actay Wide - 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

Display Font

The Actay Wide is our display typeface and will be used for headlines purposes in all printed and digital material.



Hanken Grotesk

Hanken Grotesk - 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

Hanken Grotesk - 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

Primary Font

The Hanken Grotesk is our primary typeface and will be used for main titles and body text purposes in all printed and digital material.

System default sans-serif fonts (Helvetica) should be used when these options are technically unavailable

Typography Usage

Main Headlines/ Main titles from 2 to 3 lines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Main Headlines/ Main titles from 2 to 3 lines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subtitle Subtitle Subtitle Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



We make mental wellness support accessible

Small Description Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed .



Awaken Your Mind's Potential



Your trusted partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

The trusted guide on your journey

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.



Mindfulness is an inner journey, cultivating awareness.

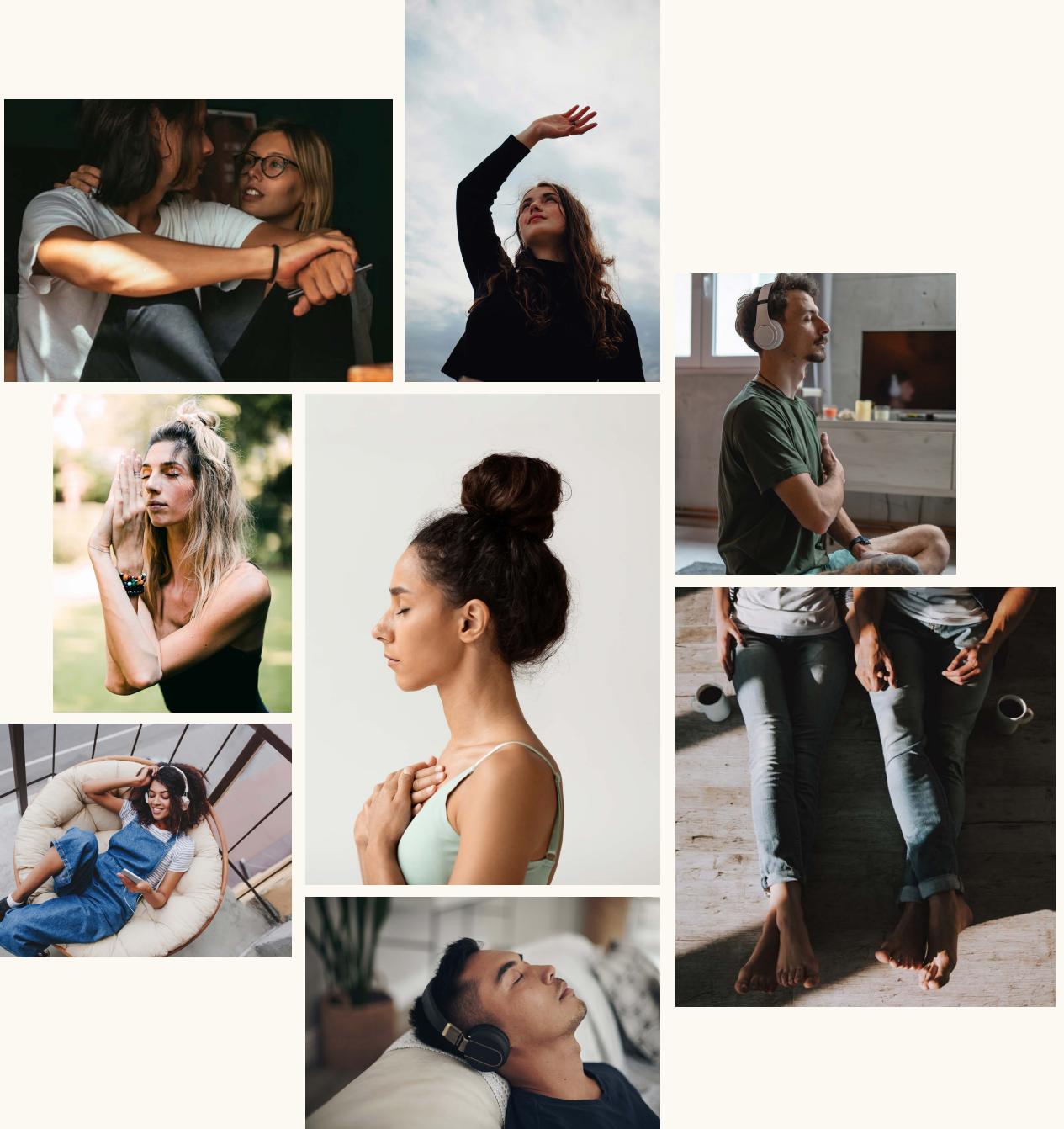
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.



Photographic style

When choosing/taking photos for the magicwork brand, it should evoke a sense of wonder, personal growth, spirituality, and mental wellness. Follow these principles.

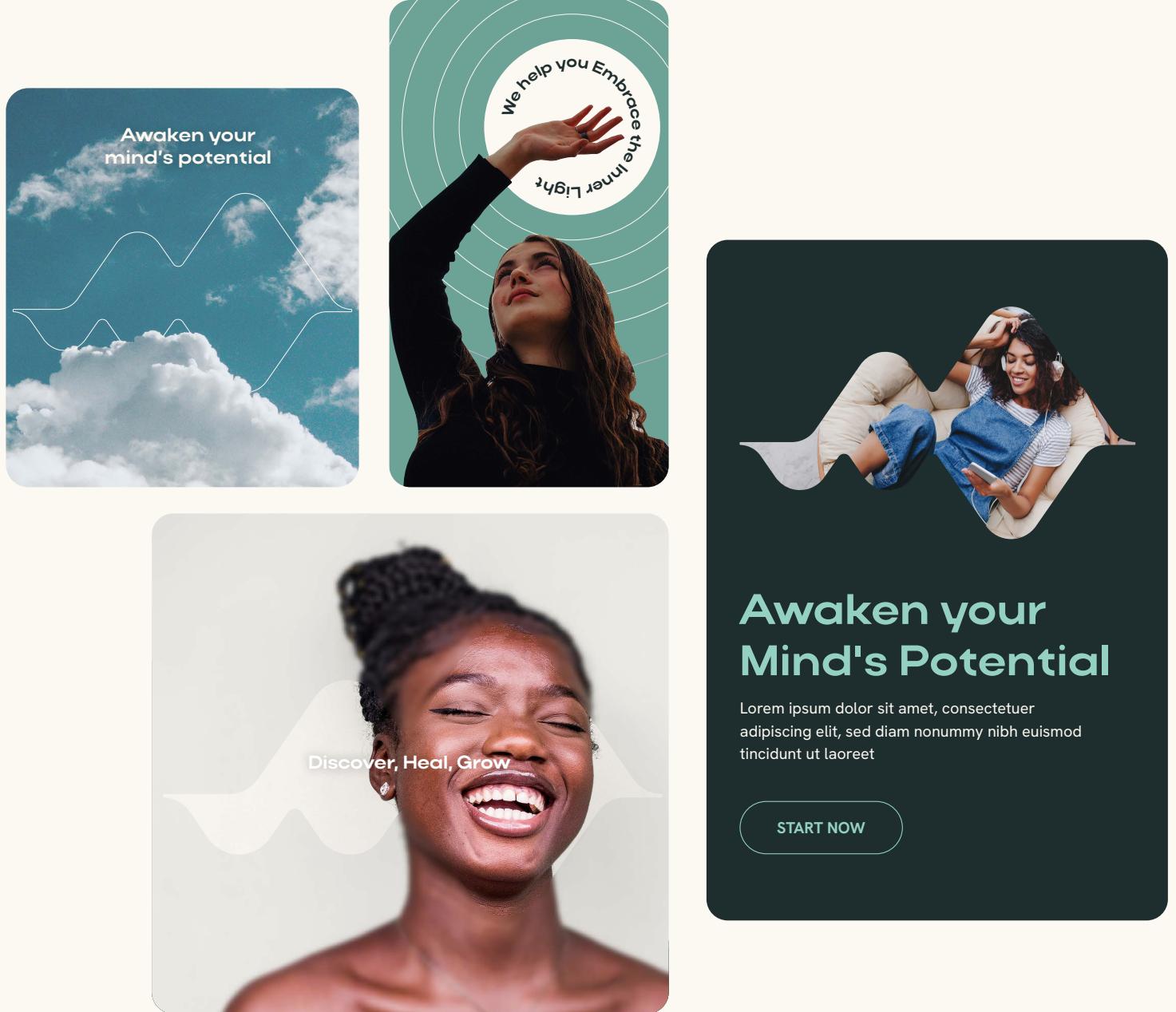
- Images that capture moments of mindfulness.
- Showcasing images of individuals practicing meditation, yoga, journaling, or engaging.
- The spaces should feel lived in.
- Avoid images that are too cluttered.
- Natural poses without fake smiles or extreme emotions.



Frame in Layout

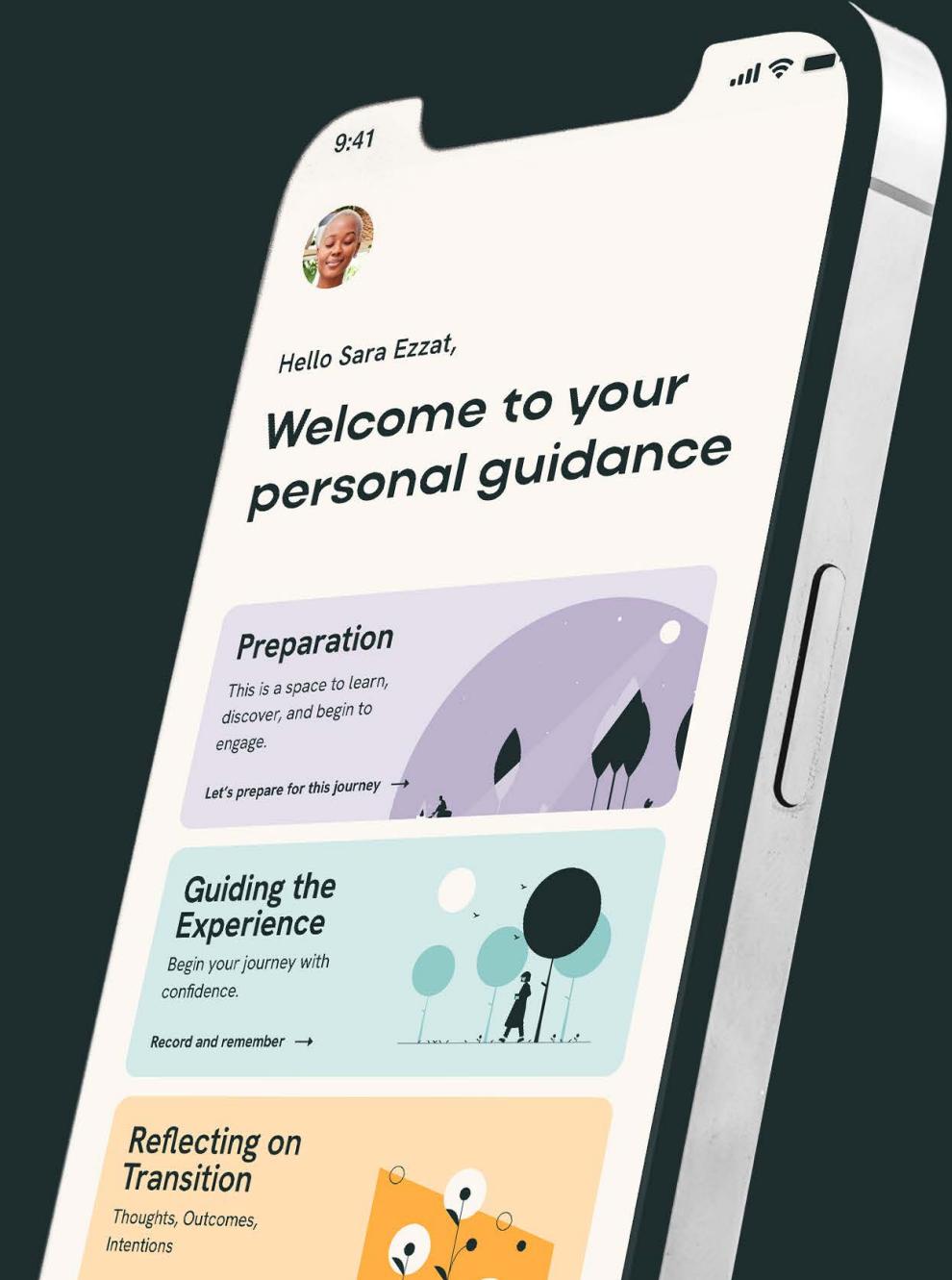
The logo mark can be used as a frame to house photography, illustrations and content.

In addition to that, usage of the circle as a frame layout in the brand which reflects meaningful concepts, such as, continuity, flow, focus and centering, as well as inclusivity & community.



Illustrations

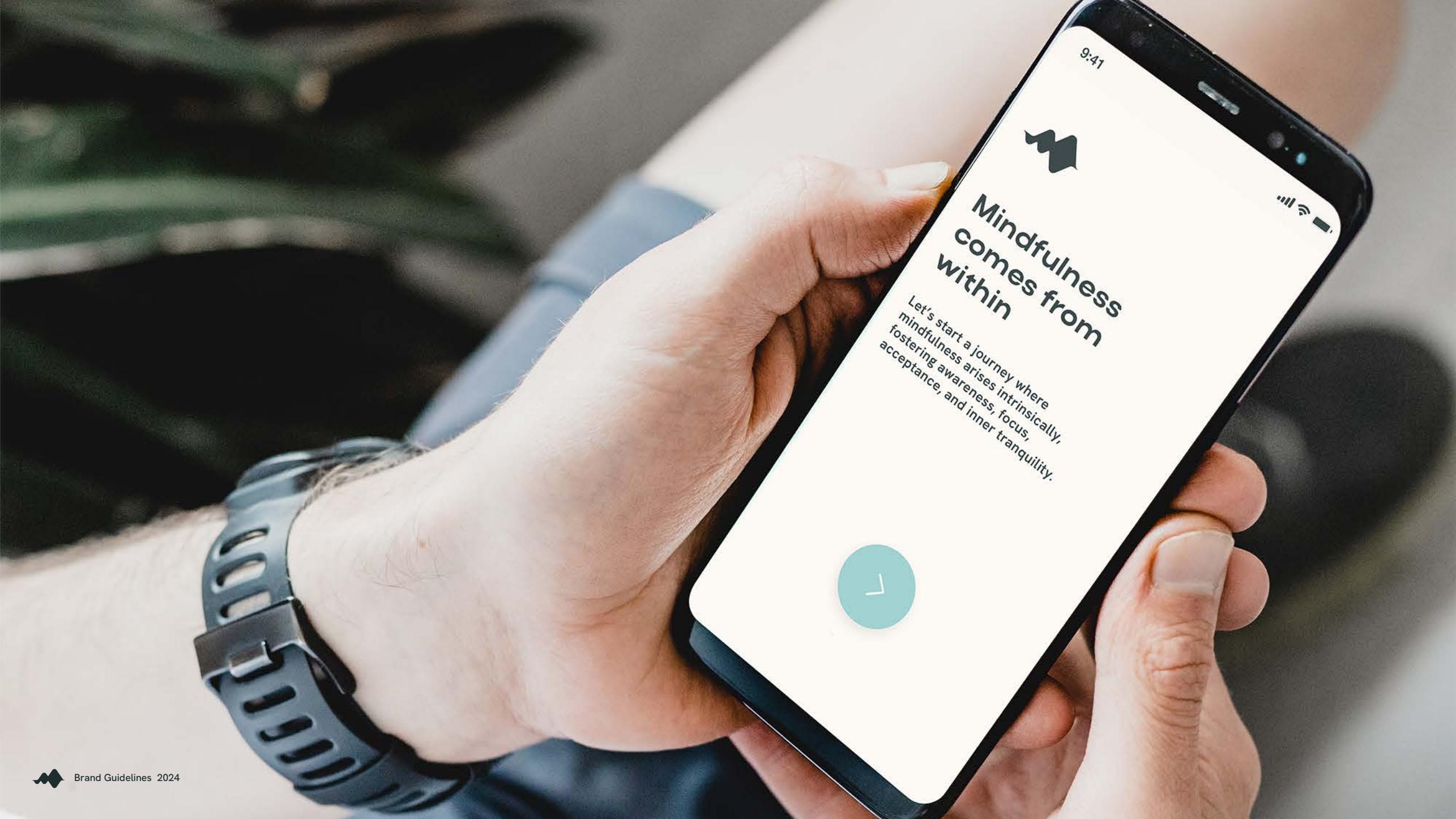
Simple and minimalistic illustrations are used for magicwork brand.



Iconography

Solid icon design





9:41



Mindfulness comes from within

Let's start a journey where
mindfulness arises intrinsically,
fostering awareness, focus,
acceptance, and inner tranquility.





Your Trusted
Guide on the
Journey Within



Embrace Your
Authentic Self



Enhancing
Intimacy and
Quality



magicwork

ABOUT

PSYCHEDELIC RETREATS

BLOG

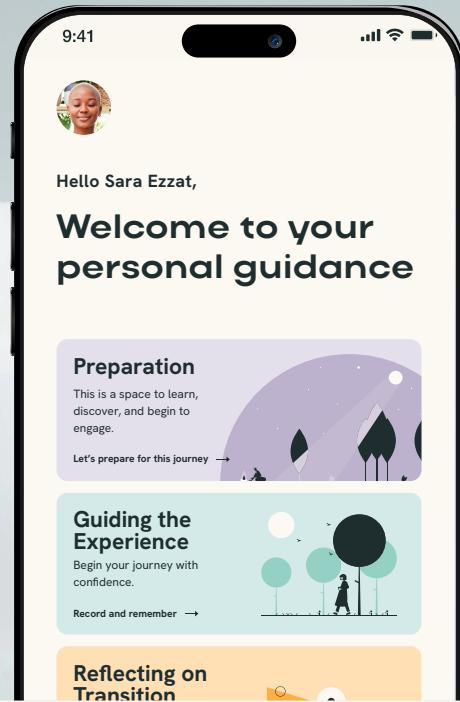
QUOTES

DOWNLOAD APP

Awaken Your Mind's Potential

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

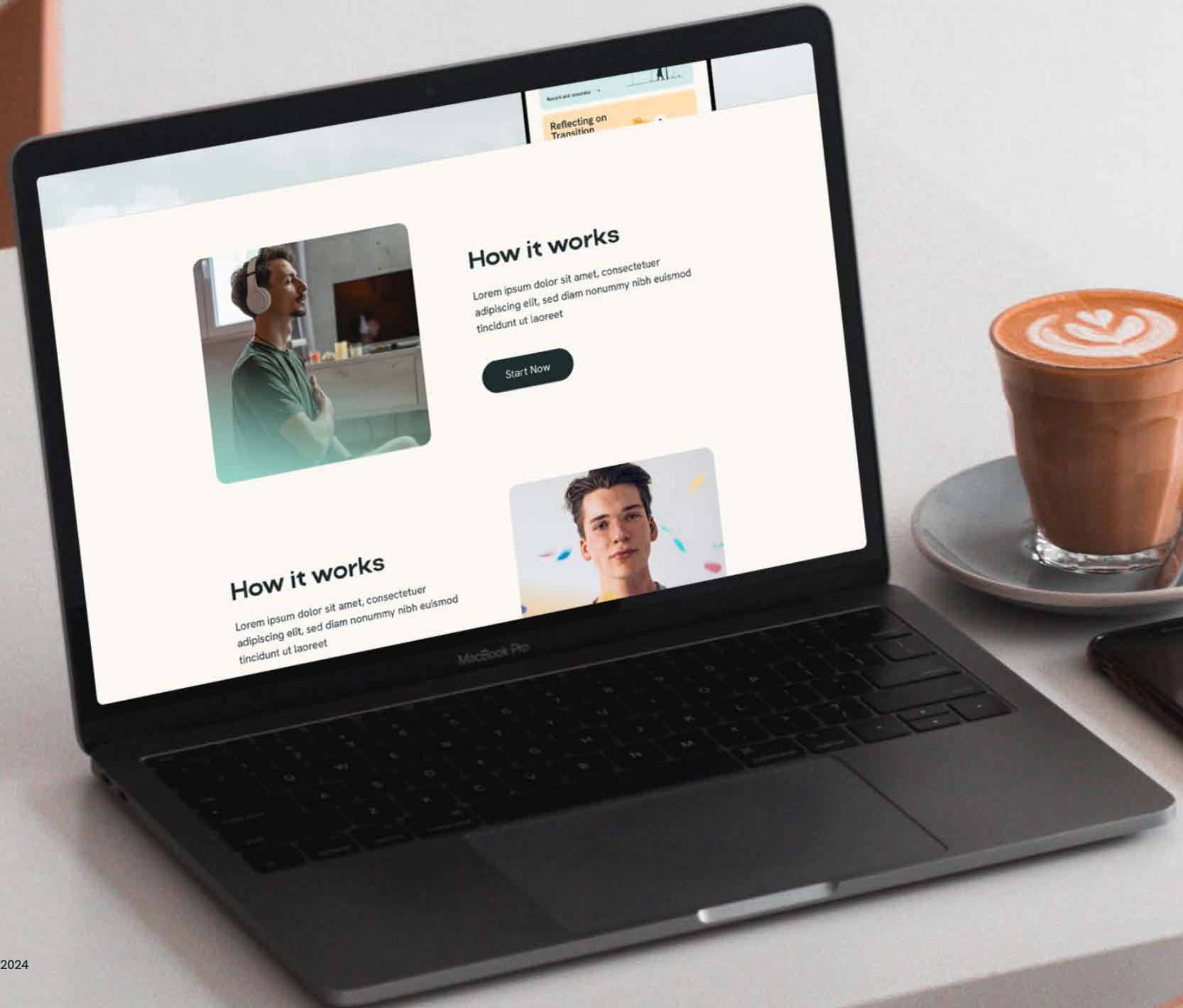
START YOUR JOURNEY



How it works

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Start Now



Thank you!



MADE BY