Ship Magic

BRAND IDENTITY

2020

OUR STORY

ShipMagic was created to take the guesswork out of determining which carrier offered the best price and delivery options for getting our customer's packages delivered.

OUR STORY

Make it easy, convenient and cost effective for our customers to find the best possible options for shipping their packages with FedEx, UPS or the US Postal Service.

OUR TECHNOLOGY

Using the latest in artificial intelligence the ShipMagic application makes it easy to determine the best, most affordable shipping option then allows you to print the appropriate carrier complaint label .

OVERVIEW

This style guide for the **ShipMagic** brand is to ensure company-wide consistency. This document serves to govern the composition, design, and general look-and-feel of **ShipMagic** branding. These brand guidelines dictate the usage of content of a logo, blog, website, advertisement, and similar marketing collateral.

LOGOS

Logo
The primary logo for **ShipMagic** is the two tone linear logo and should be used whenever possible.

The "Box Portal" icon should be used sparingly and when needed as a brief brand identity asset such as an app icon.

The black/white logo version should only be used in extenuating circumstances as a substitute when the primary logo becomes illegible due to background color.

Margin
Give the logo room to breathe. The minimum clear space that must surround it is equivalent to the height of the portal.

TYPOGRAPHY

Fonts & Usage

For Website, App, Internal Presentations

Open Sans Regular

for body copy

Quicksand SemiBold

for headlines and navigation elements (ALL CAPS)

CONNECT WITH US   CONNECT WITH US

For Powerpoint (External Presentations)

Arial Regular

For H E A D E R S : Arial expanded (1.0) all caps in Magic Blue

For body copy: Arial in gray (Black, text 1, Lighter 35%)
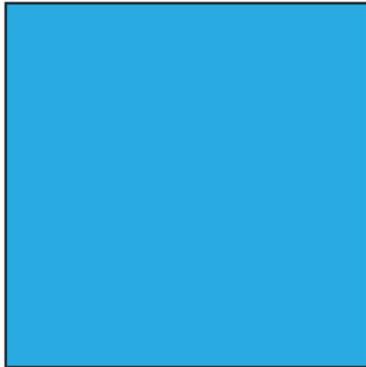
Glyph/Icon Usage

Font Awesome 5 Free Solid

COLOR PALETTE

The **ShipMagic** color palette should be used in the design of all communication materials and websites.

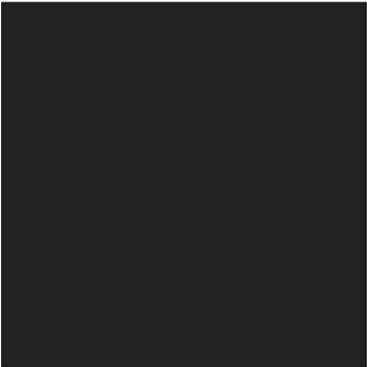Examples below demonstrate correct color use for on-screen (RGB) applications as well as print.

SHIP BLUE

C	69	R	0
M	14	G	174
Y	0	B	239
K	0	HEX	00AEEF

MAGIC BLUE

C	94	R	26
M	68	G	80
Y	32	B	117
K	16	HEX	

DARK GRAY

C	71	R	36
M	65	G	36
Y	64	B	36
K	71	HEX	242424
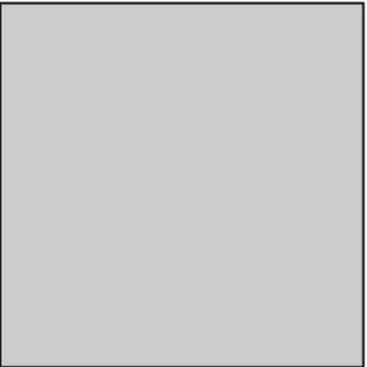
MID GRAY

C	19	R	204
M	15	G	204
Y	16	B	204
K	0	HEX	CCCCCC
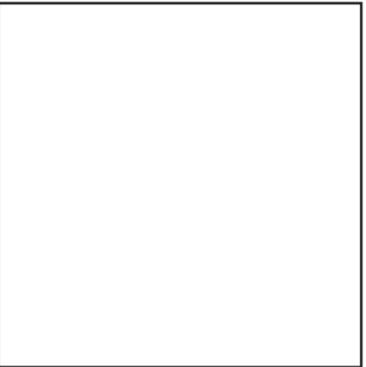
WHITE

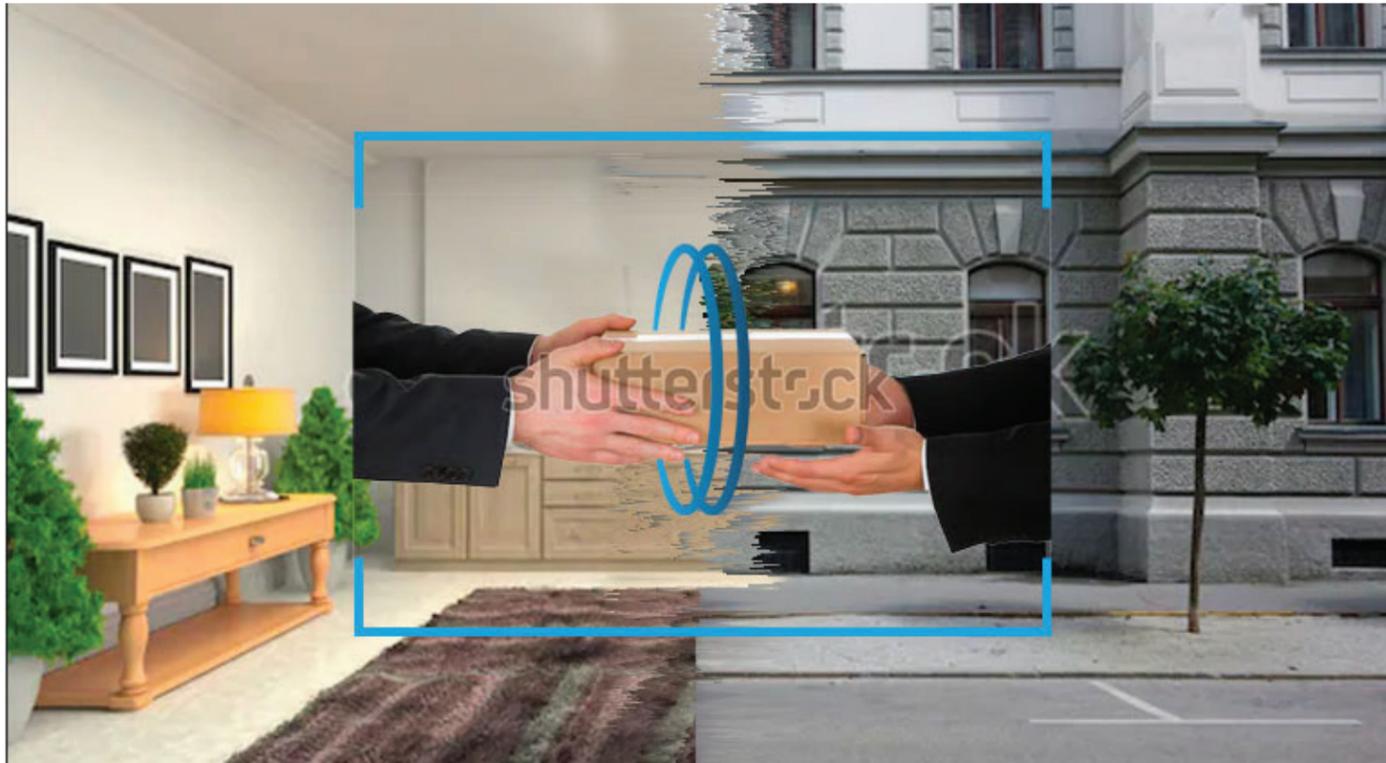|			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0	HEX	ffffff
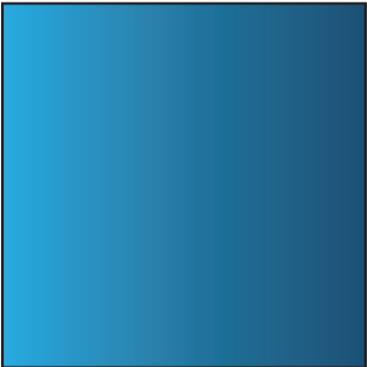
PORTAL GRADIENT

50% SHIP BLUE
50% MAGIC BLUE

PHOTOGRAPHY

The **ShipMagic** portfolio of photography should reflect a feeling of transporting as if by magic.

The photography lets the imagery frame the story of making complex shipping tasks simple, easy and fast.

The split-style of imagery can vary by side and color but it should convey moving from one photo to another with the portal as the conduit.

Design techniques to achieve the look: Merge two photos and separate with Effects>Wind>Stagger from Left to Right filter and blend into the background. Note: The package delivery should always be moving forward, that is, left to right to show progress.

Separate hand and package assets are modular and will float on top of the background. Example hand assets include business hands (shown), grandparents to grandchildren, man to woman. Example package assets include the box (shown) holiday packages, important letters, bubble packaging.

COMPOSITIONS

Sample shown here illustrates usage of bold photography, color and typography to deliver the **ShipMagic** messaging.
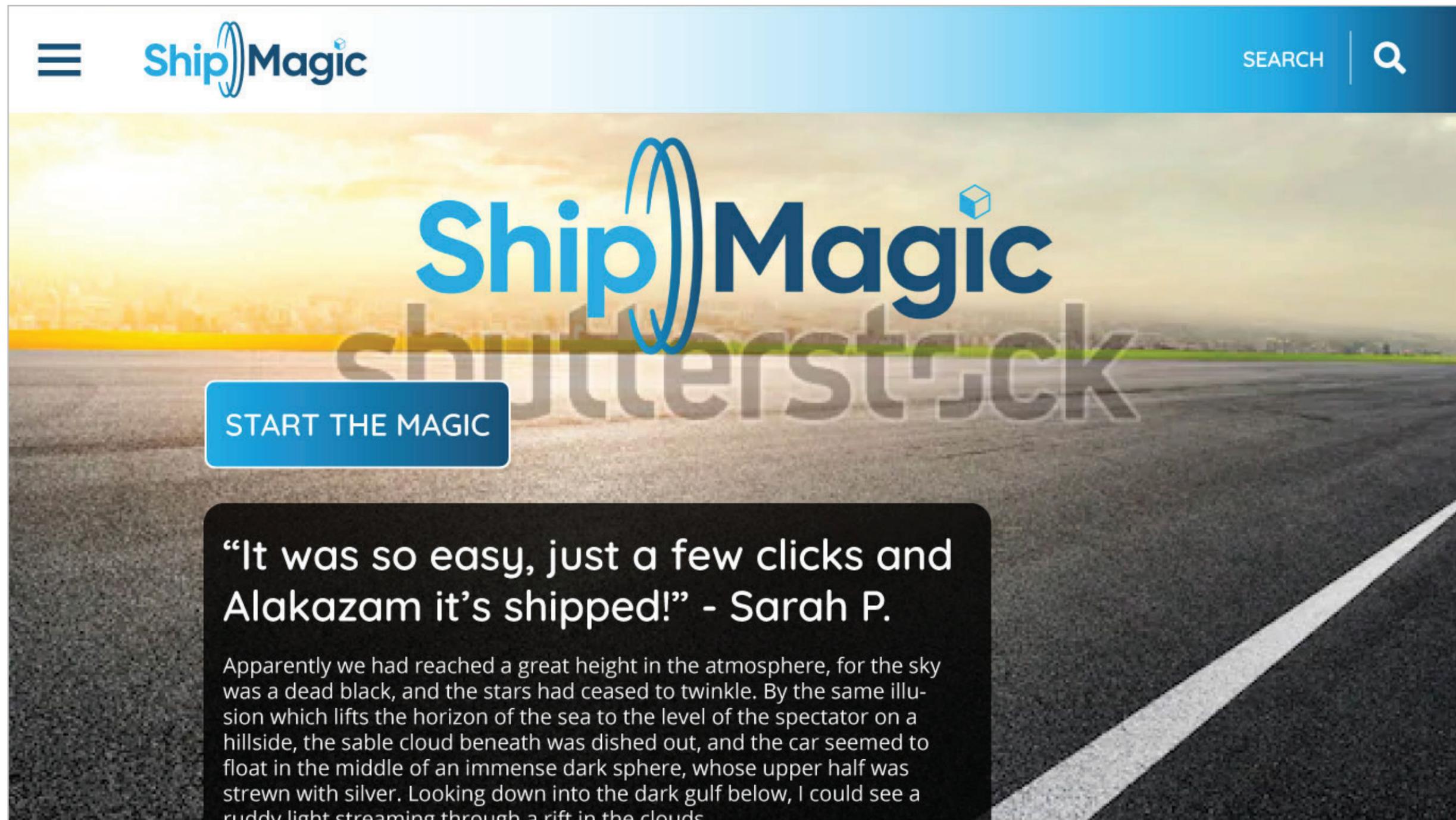
QUESTIONS & REQUESTS

All questions and asset requests should be sent to:
info@shipmagic.com