



Magic Flight Branding Guidelines

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LOGO

GUIDELINES

Magic Flight standard logo appears in black, pink and gray. In cases where the color is prohibited, the logo may be used in it's grayscale format.

Standard Logo



Greyscale Logo



COLORS

Magic Flight consists of three colors: black, light gray, and pink.

**BLACK**

PMS BLACK

HEX #000000

RGB 0,0,0

**LIGHT GREY**

PMS GREY

HEX #999999

RGB 153,153,153

**PINK**

PMS 212

HEX #e3468a

RGB 227,70,138

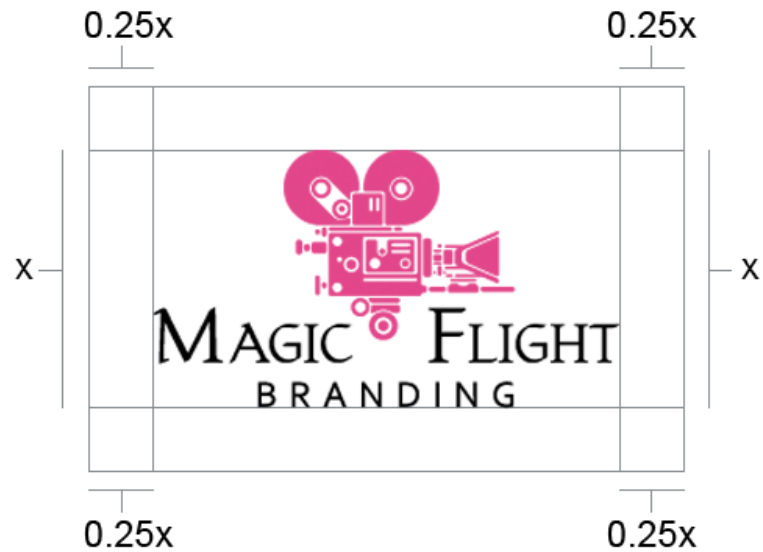
INCORRECT LOGO USES

The Magic Flight logo is the touchstone of our brand therefore it can not be altered in any way. In order to keep its integrity and legibility, the logo should not appear on top of imagery or gradients. In addition the logo colors should not change.



CLEAR SPACE RULES

The Magic Flight logo must have clear space around itself to allow proper breathing room for perfect legibility. The exclusion areas are represented below.



TYPOGRAPHY

Yngreena is the primary typeface used for the words “Magic Flight” in the logo.

Corbel should be used for the words “BRANDING” and the tagline in the logo.



PRIMARY TYPEFACE:

Yngreena

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz 1234567890*?!

SECONDARY

TYPEFACE:

Corbel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
= ~ ! @ # \$ % ^ & * () + [] \ { } | ; ' : " , . / < >