MAGNA TECHNOLOGY GROUP

Brand Guidelines

Start with one workflow.

EDITION
Core edition

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DESIGNED BY
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Everything the brand needs to hold together.

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INTRODUCTION

How MTG speaks, looks and shows up.

These guidelines set how MTG speaks, looks and shows up as it moves from Salesforce partner to enterprise AI partner. The logo stays. Everything around it moves up.

WHAT'S NEW

- **A clear position:** applied AI and business systems, starting with one workflow.
- **A visible method:** Map, Prototype, Transform.
- **A voice** that is practical, precise and calm, with numbers before adjectives.
- **Go-Live** leads the palette and now lights up the logo arrow. Backend carries it.
- **Geist and Geist Mono** replace DM Sans, Inter and Helvetica Neue.
- **One shape:** a graphic system built only from the arrow in the logo.

> Every color pairing in this guide is measured against WCAG 2.2 AA. The live tools sit in the MTG BrandOS.

01

Brand Strategy

THE MOMENT
THE INSIGHT
THE COST OF LOOKING SMALL
WHERE WE PLAY
STRATEGIC CHOICES
GUARDRAILS
BRAND PYRAMID
ARCHETYPE
NARRATIVE
GROWTH LADDER
ARCHITECTURE
SUCCESS



THE MOMENT

Every enterprise has an AI mandate. Few have a first working workflow.

AI is on every board agenda. Budgets moved before plans did. Tools get bought, pilots get started, and a lot of them stall somewhere between the slide deck and the shop floor.

Only 37% of companies are seeing actual profit from AI use. According to McKinsey, the businesses seeing success share two things: connected data and rapid execution.

What stops them sits underneath the AI: processes nobody has mapped, data spread across systems, and no clear owner for the result.

That layer is where MTG has worked for nine years. The market just started caring about it.



THE INSIGHT

AI pays back one workflow at a time.

Enterprise buyers want proof inside their own operation: small enough to approve this quarter, real enough to scale next year.

The partner who maps the business, builds that first workflow and connects it to the data underneath earns the rest of the program. MTG owns that first step.



20 · RECORD GRID · MANY RECORDS, ONE GO-LIVE BAND: THE FIRST WORKFLOW

THE COST OF LOOKING SMALL

Look like the safe choice. Work like the builder.

Enterprise buyers rarely pick a partner they feel unsure about. When two options look equal on skill, the bigger-looking one feels safer, and the deal goes there.

MTG's delivery already competes with the global firms. Its presentation did not. Closing that gap is the first job of this brand.

01 Scale

One consistent system across deck, site, post and proposal. Restraint reads as size.

02 Proof

Numbers, certifications and named clients set large, before any adjective.

03 Method

A visible process lowers the risk of saying yes. Buyers can see what happens next.

04 People

Senior builders, shown honestly. The team is the product, so the team is in the brand.

WHERE WE PLAY

Four choices that focus the brand.

WHO

Enterprise leaders with an AI agenda

VPs across marketing, sales, operations, engineering and IT, and the C-suite above them. Manufacturing first.

WHAT

Salesforce and AI transformation

Two service lines on one foundation: the systems and the data, then the intelligence built on top.

WHERE

US enterprise, Salesforce as the door

The Salesforce relationship opens the conversation. Applied AI grows the account.

WHEN

After the tools, before the stall

The window between buying AI and losing faith in it.

STRATEGIC CHOICES

More of this. Less of that.

MORE OF	LESS OF
Applied AI outcomes, with numbers	Salesforce-only positioning
Conversations with VPs and the C-suite	Selling to the admin team alone
Named offers buyers can picture	Open-ended hours and staffing language
A clear point of view on LinkedIn	Partner badges as the whole story
One brand color, one shape, one system	Stock photos, glow and generic tech imagery
Real team photos, graded	Borrowed prestige and partner logos as decoration

BRAND GUARDRAILS

Higher finish, same people.

Four tensions to hold every time. Lean too far to either side and the brand stops sounding like MTG.

Refined, never distant.

Premium restraint in the design. Warm, direct people in the words.

Ambitious, never hype.

Point at what AI makes possible, then show the route and the number.

Technical, never cold.

Name the systems when it helps. Explain them like a colleague would.

Confident, never corporate.

Short sentences and clear opinions. No committee language.

SOUNDS LIKE

Bring us the messy one. We will map it with you.

SOUNDS LIKE

One workflow live this quarter. The next three are already mapped.

SOUNDS LIKE

Your data lives in six systems. We connect two of them first.

SOUNDS LIKE

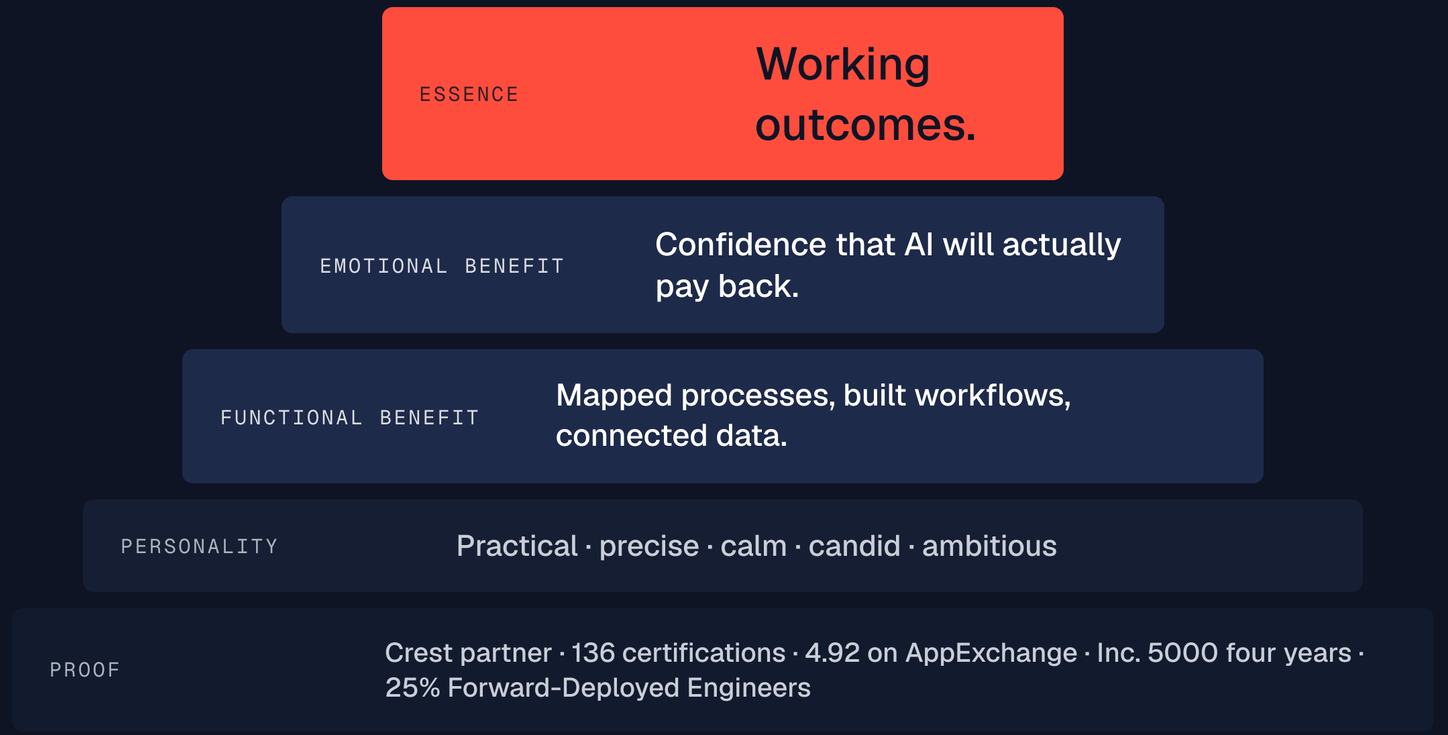
This won’t pay back yet. Here’s what will.

BRAND PYRAMID

From proof to essence.

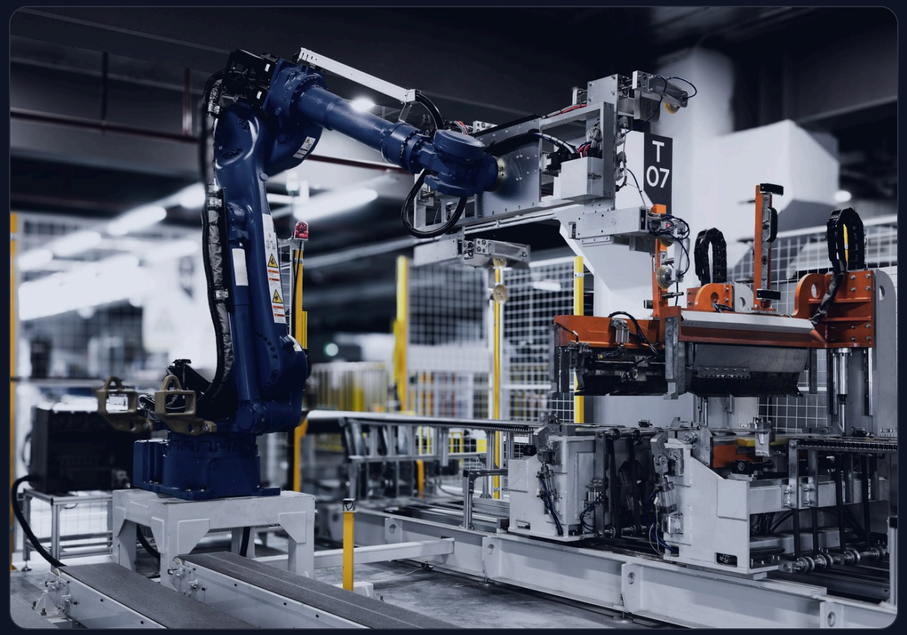
Read it bottom-up. Every level has to hold up the one above it.

> Proof is the base on purpose: MTG earns the right to say “working outcomes” with numbers, not adjectives.



ARCHETYPE

The Master Builder.



THE BUILDER AT WORK · STRUCTURE FIRST, THEN THE THING THAT RUNS

Part engineer, part guide. The Master Builder sees the whole structure, starts with the foundation and stays until the thing stands up.

01 **In the words**

Plans, foundations, first workflows, numbers. Calm authority.

02 **In the visuals**

Built shapes, the 55° cut, real places, nothing ethereal.

03 **In the room**

Senior, hands-on and easy to work with.

SOUNDS LIKE

“We mapped the approval flow first. The first workflow goes live in five weeks.”

NEVER SOUNDS LIKE

“Unlock limitless AI-powered transformation for your enterprise.”

STRATEGIC NARRATIVE

The story every piece tells.

01
The world changed
AI is on every board agenda.

IN A CASE STUDY
Every board now asks about AI.

02
The stakes
Spend without return erodes trust in AI.

IN A CASE STUDY
Pilots stall, and trust goes with them.

03
The obstacle
The mess underneath: processes, data, ownership.

IN A CASE STUDY
The data lives in six systems.

04
The way through
Start with one workflow.

IN A CASE STUDY
So we mapped one workflow and built it.

05
The proof
Numbers, clients, a team that stays.

IN A CASE STUDY
Approvals went from two days to two hours.

> Use this order in pitches, case studies, the website and keynote talks.

GROWTH LADDER

Small first step. Clear way up.

DOOR

Salesforce work

The relationship that opens the account.

MAP

Workflow Map

Ranked use cases with ROI estimates.

PROTOTYPE

Proof of Value

One workflow, built and measured.

TRANSFORM

Transformation Program

Scale across teams and systems.

RUN

MTG Run

Run and improve what MTG built.

BRAND ARCHITECTURE

Two doors. One foundation.

SERVICE LINE · CLOUD

Salesforce Transformation

The systems and the data underneath: CRM, Marketing Cloud, Data Cloud and the integrations between them.

OFTEN THE FIRST DOOR. IT BUILDS THE DATA FOUNDATION EVERY AI USE CASE NEEDS.

SERVICE LINE · AGENT

AI Transformation

Claude AI development and applied AI: workflows, agents and tools built on the client's own data.

THE GROWTH LINE. IT TURNS A CONNECTED BUSINESS INTO AN INTELLIGENT ONE.

SUPPORTING · SANDBOX

Business Analysis

Process mapping and requirements that connect both lines to how the business really runs.

SOLD INSIDE THE OTHER TWO. NEVER A THIRD DOOR.

MTG is the only brand. Service lines are plain descriptors with their color, so every win builds the same name. Offers sit across both lines: Workflow Map, Proof of Value, Transformation Program, MTG Run.

When data is missing, incomplete or outdated, the Salesforce door opens first. Partner badges sit in proof areas and footers, smaller than the MTG logo. Magna Marketing is retired.

WHAT SUCCESS LOOKS LIKE

Twelve months from launch.

PERCEPTION

Enterprise buyers name MTG when they talk about applied AI.

Measure: share of new conversations that start with AI.

AUDIENCE

More first meetings start at VP level and above.

Measure: seniority of inbound leads and first meetings.

PIPELINE

Fewer deals lost to a bigger-looking competitor.

Measure: win rate against global firms, and the reasons in lost-deal reviews.

CONSISTENCY

Every channel looks and sounds like one company.

Measure: BrandOS usage and a quarterly brand review.

02

Brand Platform



- OUR STORY
- SAME ENGINE, HIGHER FINISH
- PURPOSE, MISSION, VISION
- POSITIONING
- BRAND IDEA
- SIGNATURE LINE
- THE MTG METHOD
- PROOF PILLARS
- THE 30-SECOND TEST
- PERSONALITY
- VALUES
- CLIENT MOMENTS
- AUDIENCES
- COMPETITIVE FRAME

OUR STORY

Built on Salesforce. Ready for what comes next.

Most deals still start with Salesforce. More and more of them end with a question about AI.

MTG started in 2017 as Magna Marketing, a marketing agency that went deep on Salesforce Marketing Cloud. Nine years later it is a Crest-level partner, one of seven Full Stack Marketing Cloud partners worldwide, and on the Inc. 5000 four years in a row.

The next decade of enterprise work runs on AI, and AI runs on the systems and data underneath it. MTG has spent nine years inside those systems, with a distributed team of senior builders hired for character and kept for results. That advantage is what this brand is built to show, to a new audience: the VPs and C-suite who own the AI agenda.

The brand finally looks like the partner MTG already is.

2017	INC. 5000	2022	CREST	NOW
Magna Marketing, deep on Marketing Cloud	Four years in a row	Magna Marketing becomes MTG	One of seven Full Stack partners	Applied AI on connected systems

THE SHIFT

Same engine. Higher finish.

Everything clients already trust about MTG stays. The finish around it rises: more refined, more future-facing, every bit as practical.

WHAT STAYS · THE ENGINE		WHAT RISES · THE FINISH
Dependable delivery, deadlines met	→	A calm, premium presence that signals enterprise scale
Practical, hands-on, ROI-first	→	An intelligent, future-facing point of view on AI
At home in undefined problems	→	Clarity: a visible method that turns mess into a plan
People clients enjoy working with	→	Confident, direct language from senior experts
Nine years inside enterprise data	→	Proof told in numbers

> The guardrails in chapter 01 keep the finish from turning into distance.

PURPOSE, MISSION, VISION

Why MTG exists.

PURPOSE

To make technology work for the business, and never the other way around.

MISSION

We map how a business really runs, build the first workflow that pays back, and scale what works.

VISION

The partner enterprise leaders call first when AI has to move from ambition to working reality.

POSITIONING

Where MTG stands.

One sentence, built in three parts: who it is for, what MTG is, and what makes it different.

FOR	enterprise leaders who are expected to make AI and their business systems deliver,
MTG IS	the applied AI and Salesforce partner
THAT	maps how the business really runs and builds the first workflow that pays back.

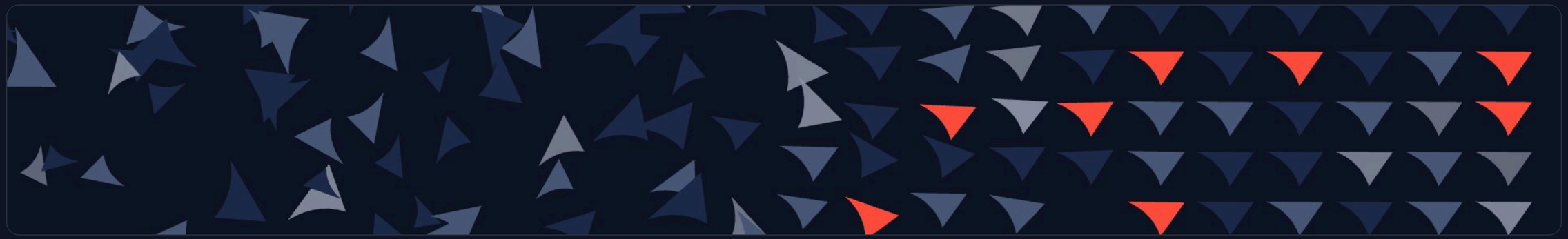
Global firms lead with the strategy deck. Smaller shops lead with capacity. MTG leads with the first working result, built on nine years inside enterprise data, and stays to run it.

BRAND IDEA

From messy to working.

Every MTG engagement starts in the same place: a business more complicated than its org chart, systems that don't talk to each other, and an AI agenda without a first step.

MTG's value is the move from that mess to something that works. The brand tells this story everywhere: in the words, in the graphic system, where scattered arrows resolve into aligned ones, and in the way case studies are written.



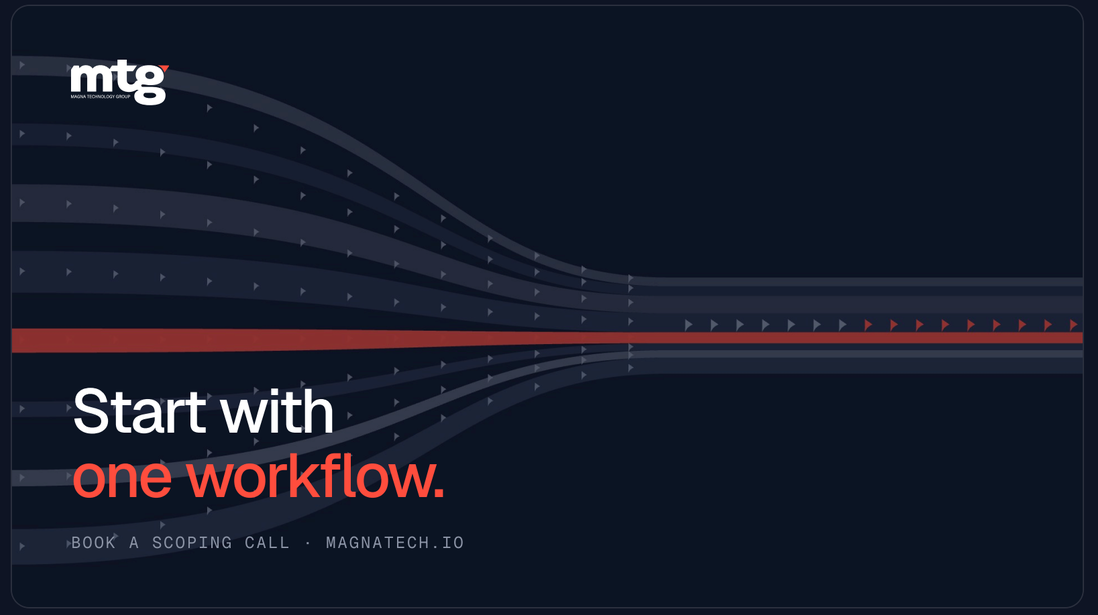
RESOLVE · SCATTERED ON THE LEFT, WORKING ON THE RIGHT

SIGNATURE LINE

Start with one workflow.

MTG's method and promise in four words. Specific where competitors are vague, it lowers the risk of saying yes, and no strategy-only firm can say it. It works as a headline, a sign-off, a campaign and a sales opener.

Retired: "Technology. Moving you forward."



IN USE · THE CLOSING SLIDE OF EVERY MTG DECK

SUPPORTING LINES

- Applied AI and business systems, built at the speed of your business.
- From messy to working.
- Bring us the messy one.
- Map before model.

THE MTG METHOD

Map. Prototype. Transform.

A visible method turns trust into something a buyer can see. Use it in sales, proposals, case studies and on the website.

01

Map

Front-office process mapping: how work, data and decisions really move.

Where AI and systems will pay back, and where they won't.

02

Prototype

One workflow, built as a working proof of concept with a practical ROI.

A working result within weeks.

03

Transform

Scale what works across teams and systems; run and support it.

Lasting change, owned by the team that built it.

WHY MTG

Four proof pillars.

Nine years of connected data

Deep experience moving data across many systems and APIs: the foundation every AI use case depends on.

CREST PARTNER · 136 CERTIFICATIONS · DATA CLOUD · MULESOFT

Practical, ROI-first delivery

Working outcomes over frameworks. Every proof of concept comes with a number.

THREE TECH STACKS INTO ONE TOOL · 4.92 ON APPEXCHANGE

Process mapping first

Good AI use cases start in the front office, long before anyone picks a model.

MULTI-SYSTEM MANUFACTURING PROGRAM

Derisked complexity

Years of running mission-critical projects, from the first call to go-live.

INC. 5000 FOUR YEARS · EXECUTIVE SPONSOR MODEL

136
Salesforce certifications

4.92
Rating on AppExchange

4×
Inc. 5000, consecutive years

25%
Certified Forward-Deployed Engineers

THE 30-SECOND TEST

If a VP remembers only three things.

Every pitch, post and page should leave these behind. If one is missing, the piece is not finished.

1

Practical builders of applied AI.

Senior people who build and stay, on Salesforce and Claude.

2

Nine years inside enterprise data.

The foundation every AI use case depends on, already in place.

3

Start with one workflow.

A small, fast, measurable first step, with a clear way up.

PERSONALITY

Five traits.

TRAIT	MEANS	NOT
Practical	Concrete, always pointing at the next step	Simplistic or salesy
Precise	Numbers, names, exact claims	Cold or overly technical
Calm	Steady under pressure, never hyped	Passive or bland
Candid	Says the hard thing early, offers options	Blunt or careless
Ambitious	Points at what AI makes possible, then the route	Futurist talk without delivery

VALUES IN BEHAVIOR

How MTG works.

01 **Build, don’t just advise.**
Turn a messy problem into something usable.

02 **Adapt to the client.**
Scope changes when the work calls for it.

03 **Tell it straight.**
Bad news travels early, by voice, with options attached.

04 **Hire for character.**
Emotional intelligence, grit and the drive to finish.

05 **Prove it.**
Every claim has a number or a client behind it.

CLIENT MOMENTS

Five moments that make the brand real.

A brand is mostly what happens between the logos. Design these moments as carefully as any page.

01

First call

Ask how the work really runs before showing a single slide. Leave with a written summary of the mess.

SHOWS · WE LISTEN FIRST

02

The map

The Workflow Map is a designed artifact the client keeps and shares internally, on brand, with one live path.

SHOWS · CLARITY

03

First go-live

Mark it. One number, one short note from the lead, one photo of the team that built it.

SHOWS · WORKING OUTCOMES

04

Hard news

A senior lead calls first, then follows up in writing with options and a recommendation.

SHOWS · CANDOR

05

Quarterly review

What runs, what it returned, what the next workflow is. The growth ladder in practice.

SHOWS · A PARTNER THAT STAYS

AUDIENCES

One system. Six readers.

One brand serves every buyer. The proof changes with the reader. Enterprise manufacturing is the strongest fit today.

AUDIENCE	THE QUESTION ON THEIR DESK	LEAD WITH
VP Marketing	Will the platform launch on time and lift results?	Marketing Cloud and Data Cloud depth, client outcomes
VP Sales	Will reps actually use what we change?	Adoption, workflow mapping, speed to value
VP Operations	Where are the hours going, and can we get them back?	Process mapping, automated workflows, time saved
VP Engineering	Will this architecture still hold in two years?	Forward-Deployed Engineers, integration patterns
VP IT / CIO	What does this do to security and governance?	Governance, data handling, the derisking model
C-suite	Where does AI start paying back, and how fast?	Start with one workflow, the method, ROI

COMPETITIVE FRAME

How MTG wins.

ALTERNATIVE	HOW THEY WIN	HOW MTG WINS
Global consultancies · Accenture, Deloitte	Scale, brand safety, C-suite access	Senior builders on the work, speed, and a working prototype in weeks. A brand that now looks the part.
Cheaper similar or smaller firms	Price	Derisked delivery, the method, proof, and the cost of getting it wrong
AI boutiques · Forgd, Tenex	An AI-native story	Nine years of data and Salesforce systems underneath the AI; an enterprise delivery record
Doing nothing	No risk today	Start with one workflow: small, fast, measurable

03 Messaging



MESSAGE HOUSE · ELEVATOR PITCHES · BOILERPLATE · THE PROOF FORMULA · CONTENT PILLARS

MESSAGE HOUSE

MTG makes AI and business systems work for your business, starting with one workflow.

PILLAR 01 · MAPPED

We start by understanding how the business really runs, so tech investment goes where it pays back.

PILLAR 02 · BUILT

We build working outcomes fast: a proof of concept with a number attached.

PILLAR 03 · RUNNING

We scale and run what works, connecting data across Salesforce, Claude and the rest of the stack.

Crest
Salesforce partner level

136
Salesforce certifications

4.92
Rating on AppExchange

4×
Inc. 5000, consecutive years

25%
Certified Forward-Deployed Engineers

ELEVATOR PITCHES

10, 30 and 60 seconds.

10 SECONDS	MTG helps enterprise teams make AI and Salesforce actually work, starting with one workflow.
30 SECONDS	Most companies have the tools and the mandate to use AI, but not the first step. MTG maps how your business really runs, builds one working workflow with a clear ROI, and then scales what works. Nine years of connecting data across Salesforce and enterprise systems means the applied AI we build is grounded in how your business actually operates.
60 SECONDS	Add: MTG is a Crest-level Salesforce partner, an Inc. 5000 company four years running, and a team where a quarter of the people are certified Forward-Deployed Engineers. Clients like Avis, Stanley, Yamaha and Mitsubishi work with us because we are comfortable with messy problems, flexible when scope changes, and direct when something needs to be said.

BOILERPLATE

Say it the same way, every time.

50 WORDS · PRESS, PROFILES, BIOS

Magna Technology Group (MTG) is an applied AI and business systems partner for enterprise companies. MTG maps how a business really runs, builds the first workflow that pays back, and scales what works across Claude AI, Salesforce and the wider stack. Founded in 2017, MTG is based in Brooklyn, New York.

100 WORDS · PROPOSALS, PARTNER PAGES

The 50-word version, plus: A Crest-level Salesforce partner and one of seven Full Stack Marketing Cloud partners worldwide, MTG has been named to the Inc. 5000 four years in a row. Its team of builders, a quarter of them certified Forward-Deployed Engineers, has delivered for clients including Avis, Stanley, Yamaha and Mitsubishi.

FIRST MENTION

Magna Technology Group (MTG)

AFTER THAT

MTG. Never Magna, M.T.G. or MTG Inc.

RETIRED

Magna Marketing, except when telling the history

UPDATE

Use as written. Refresh the numbers once a year.

THE PROOF FORMULA

Every case study, one structure.

The brand idea, applied to proof. It works for a case study page, a LinkedIn post or a one-pager.

01 **Messy**
What was really happening before. The honest version, including the business side.

02 **Mapped**
What MTG found when it mapped the work.

03 **Built**
The one workflow MTG built first.

04 **Running**
The result, with one number set large.

05 **Now**
What the client can do today that they couldn't before.

EXAMPLE · RUNNING

2 days → 2 h

Quote approvals, after the first workflow went live. One number, set large.

> Quote the client's own team where possible, with written approval. A quote about complexity beats any claim about expertise.

CONTENT PILLARS

Four pillars, sized for a team of one.

LinkedIn and resource content are where buyers meet MTG first.
Plan the mix by pillar, not by mood.

SERIES · PROOF
40%
Proof
Results with one number: before and after, the workflow, the client's words.
CASE RESULTS · CERTIFICATIONS · GO-LIVES

SERIES · GO-LIVE
25%
Point of view
Candid takes on AI in the enterprise. One opinion, argued well.
LEADERSHIP POSTS · RESOURCE ARTICLES

SERIES · INSIGHT
20%
Method
How MTG maps, builds and runs. Frameworks buyers can reuse.
CHECKLISTS · DIAGRAMS · HOW-TOS

SERIES · PHOTO
15%
People
The builders behind the work, at meetups, events and at their desks.
TEAM · HIRING · CULTURE

> Rhythm for one person: two LinkedIn posts and one blog image a week, all from BrandOS templates. Batch a month at a time.

04

Verbal Identity



HOW MTG SOUNDS | WRITING RULES | WORDS TO USE AND AVOID | HARD NEWS | CHANNELS

HOW MTG SOUNDS

Like a senior builder on your side.

Calm, specific and practical. Short sentences. Numbers before adjectives. One idea per paragraph.

SPECIFIC · DO We combined three tech stacks into one tool.	DON'T We deliver transformative, end-to-end solutions.
OUTCOME FIRST · DO Approvals went from two days to two hours.	DON'T Our AI-powered platform optimizes approvals.
CONFIDENT · DO Start with one workflow.	DON'T Unlock the limitless potential of AI.
CANDID · DO This won’t pay back yet. Here’s what will.	DON'T Every use case is an opportunity.
WARM · DO Bring us the messy one.	DON'T Let’s crush it together!

WRITING RULES

Seven rules.

01 Lead with the outcome, then the method, then the technology.

02 Use real numbers and name real systems when it helps.

03 Write "we" for MTG and "you" for the reader.

04 Sentences under 20 words; headlines under 8.

05 Say "AI" only when it does something specific.

06 Sentence case for headlines. No exclamation marks.

07 Never invent a number. Mark placeholders until confirmed.

WORDS WE USE

map · build · prototype · workflow · working · run · connect · scale · proof · outcome · ROI · clarity · practical · team · partner · start

WORDS WE AVOID

synergy · leverage (verb) · cutting-edge · revolutionary · game-changing · unlock · seamless · journey · holistic · best-in-class · world-class · AI-powered (without proof) · disrupt · empower · 10x

HARD NEWS

Voice first. Paper second.

Hard news is where trust is won or lost. A senior lead calls the client sponsor before anything is written. Writing and a meeting follow, never replace, the call.

01	What happened, in one sentence.
02	What it changes for you.
03	The options, with our recommendation.
04	When you'll hear from us next.

CHANNELS

LINKEDIN · PRIMARY

Point of view, proof, people

One idea, one number, one image per post.

RESOURCE CONTENT

Thought leadership for AI buyers

Practical frameworks; the method as structure.

WEBSITE

Credibility and conversion

Signature line, method, proof, one CTA: book a scoping call.

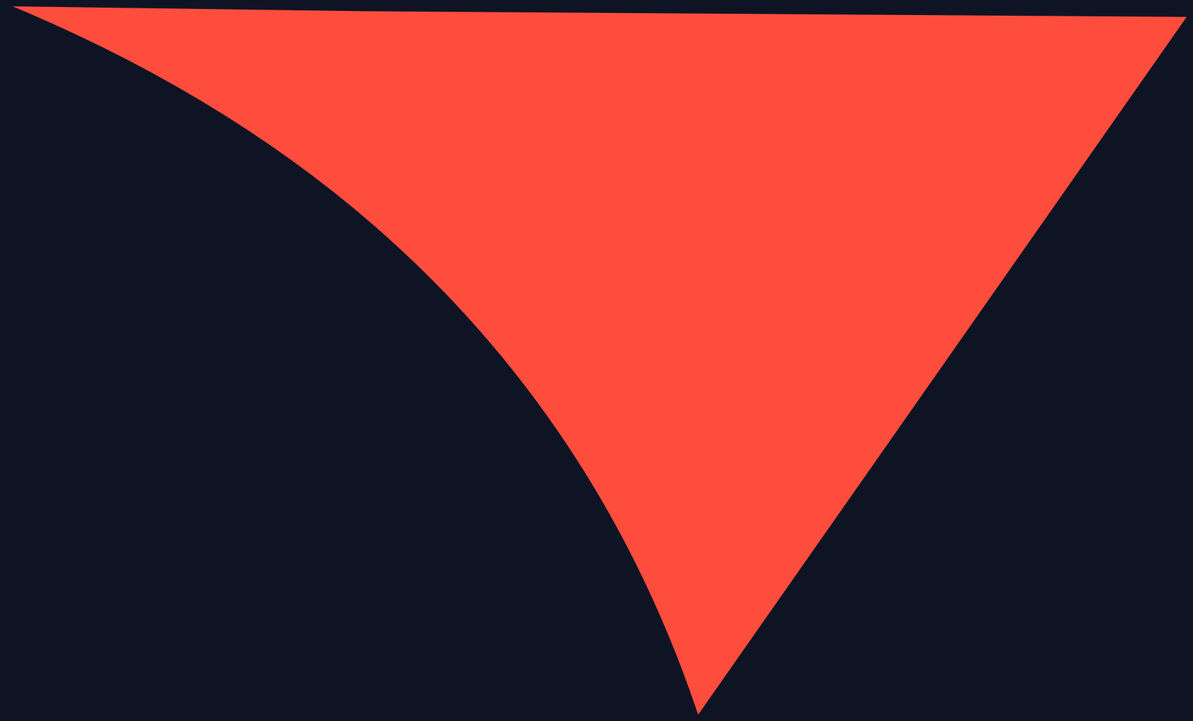
PROPOSALS AND ONE-PAGERS

Win the deal

The client's messy reality, then the map, then the first workflow.

05

The Logo



OUR LOGO
VERSIONS
LOCKUPS
CLEAR SPACE AND SIZE
BACKGROUNDS
AVATARS AND ICONS
MISUSE

OUR LOGO

The logo stays. The arrow goes live.

The refresh is built around the MTG logo people already know. The wordmark is untouched; the arrow now carries Go-Live. That arrow is the source of the whole graphic system: every shape, pattern and diagram in the brand comes from it.

Always use the supplied master files. Never redraw or retype the logo.



VERSIONS

Four versions.



FULL COLOR ON BACKEND · PRIMARY



FULL COLOR ON WHITE



ONE COLOR · WHITE



ONE COLOR · BACKEND ON GO-LIVE

The arrow is Go-Live #FF4D3D in every full-color version. Favicons, app icons and avatars come ready-made from the BrandOS Logo Studio.

LOCKUPS

Three lockups, one logo.



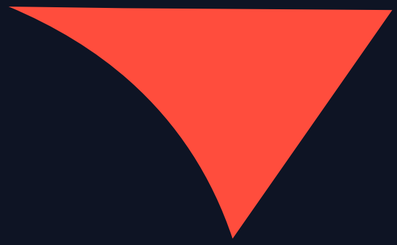
01 · PRIMARY

With “Magna Technology Group”. Covers, documents, the website header, first mentions.



02 · WORDMARK

Without the descriptor. Social posts, small spaces, anything under 200 px wide.



03 · ARROW SYMBOL

The arrow alone. Favicons, app icons, patterns and stamps. Never as a replacement for the logo.

> Export any lockup in the BrandOS Logo Studio: SVG, PNG or JPG, any width, with or without background, transparent included.

CLEAR SPACE AND SIZE

Room to breathe.

X — **Clear space**

The height of the arrow, on all sides. Keep text, images, partner marks and page edges outside it.

MIN — **Minimum size**

96 px wide on screen, 25 mm in print.

SM — **Very small sizes**

Below the minimum, use the g mark on its own.



DASHED LINE · MINIMUM CLEAR SPACE = X

BACKGROUNDS

Where the logo can sit.

YES



BACKEND · FULL COLOR · ARROW
5.58:1

YES



WHITE · FULL COLOR · ARROW
3.29:1

YES



WHITEBOARD · FULL COLOR · ARROW
3.02:1

YES



GO-LIVE · ONE COLOR BACKEND ·
5.58:1

YES



PIPELINE · FULL COLOR · ARROW
4.30:1

> On Go-Live surfaces, use the one-color Backend logo: the arrow would disappear at 1.00:1. On photography, place the logo on a calm, dark area.

AVATARS AND ICONS

Small, round, still MTG.

01 **Avatars**

The wordmark on Backend, sized to survive the round crop of LinkedIn, Instagram and X. 800 × 800 px.

02 **Favicons and app icons**

The arrow on Backend: 16, 32, 48, 180, 192 and 512 px, plus favicon.svg.

03 **One pack**

BrandOS · Logo Studio · Avatars and icons downloads them all at once.



MISUSE

Never.

01
Recolor the arrow or the wordmark

02
Separate the arrow from the g

03
Stretch, squash or rotate

04
Add outlines, shadows, glow or effects

05
Place it on a busy photo with no calm area

06
Rebuild it in a font

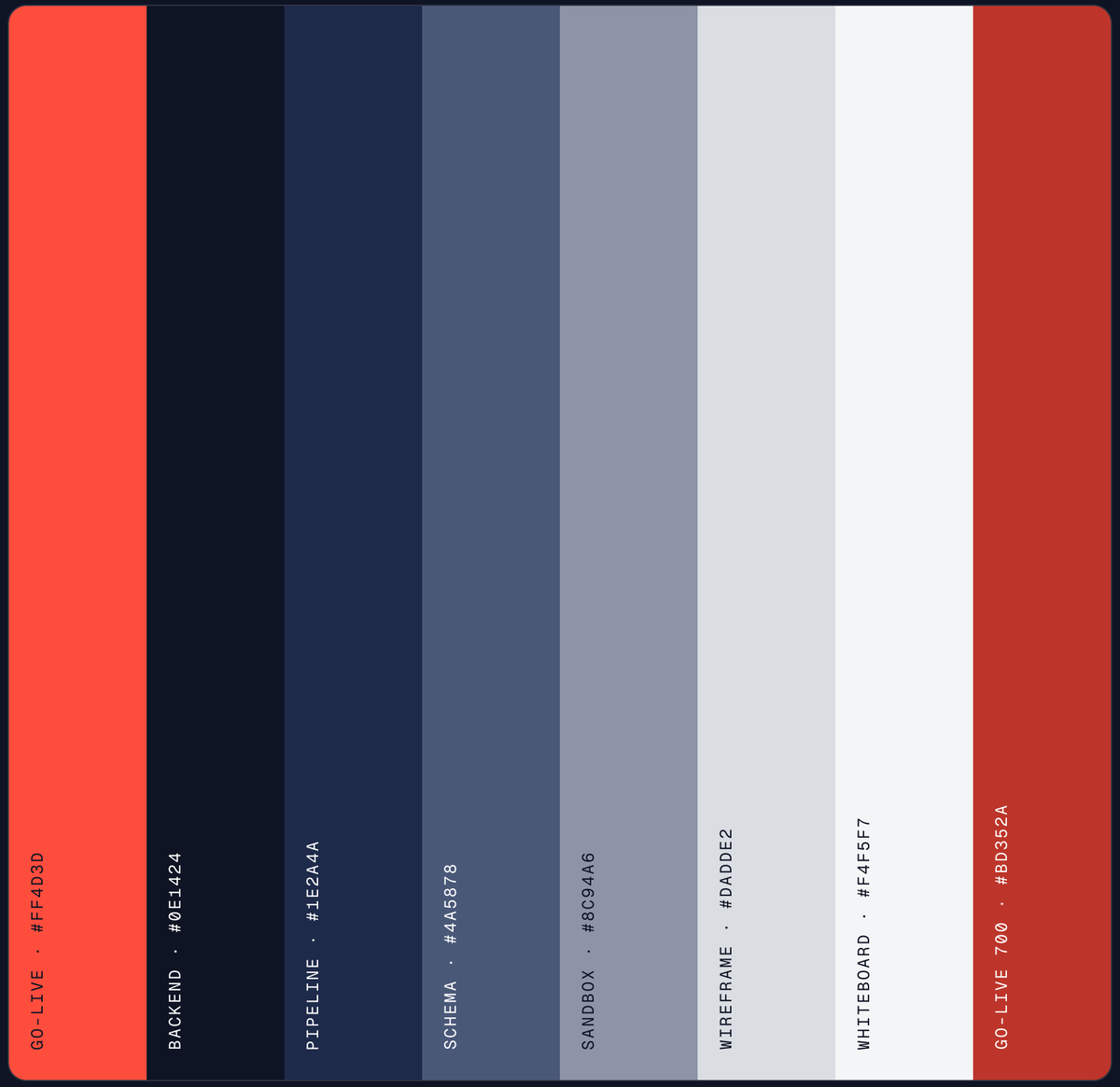
07
Crop any part of it

08
Use the old Magna Marketing logo

06

Color Palette

WHY GO-LIVE
THE PALETTE
THE GO-LIVE FAMILY
GO-LIVE AS A SURFACE
THE ARROW GOES LIVE
INFRASTRUCTURE NEUTRALS
SERVICE COLORS
PROPORTIONS
PAIRINGS CHART



WHY GO-LIVE

Named for the moment it works.

Every MTG engagement builds toward one moment: the workflow goes live and starts paying back. The brand color carries that moment's name, and the neutrals are named for what makes it possible: Backend, Pipeline, Schema, Sandbox, Wireframe, Whiteboard.

01

Owned

Enterprise technology is a sea of blue. Global consultancies hold purple, green and black. A warm red-orange is free, and unmistakable in a LinkedIn feed.

02

From the logo

Go-Live shares the 5° hue of the original arrow. It is the same red, lit up for screens, so recognition carries over.

03

Warm and exact

Bright enough to signal ambition, grounded enough for enterprise. It sits next to Salesforce blue without competing.

04

Accessible

5.58:1 on Backend for text, 4.30:1 on Pipeline for graphics. Backend text on Go-Live surfaces measures 5.58:1.

THE PALETTE

Go-Live leads. Backend carries.

Three core colors do almost all of the work. Backend carries the space, Go-Live marks what is live, and White keeps everything clean.

#0E1424

Backend

RGB	14, 20, 36
CMYK glossy	91, 80, 69, 94
CMYK matte	65, 51, 48, 92
Use	The primary dark, named for what runs underneath. Backgrounds, and text on light.

#FF4D3D

Go-Live

RGB	255, 77, 61
CMYK glossy	0, 82, 74, 0
CMYK matte	0, 96, 100, 0
Use	The brand color, named for the moment a workflow goes live. The logo arrow, accents, live paths. Backend text on it.

#FFFFFF

White

RGB	255, 255, 255
CMYK glossy	0, 0, 0, 0
CMYK matte	0, 0, 0, 0
Use	Text on dark and the light background.

THE GO-LIVE FAMILY

One hue, four jobs.

Every step shares the 5° hue of Go-Live. Only the lightness moves, so the brand reads as one color at every size, on screen and in print.

On dark backgrounds, use Go-Live. On light backgrounds, step down to Go-Live 700 for text and buttons.

#FFDEDB

Go-Live 100

Tints and highlight backgrounds on light. Backend text on it.

#FFA199

Go-Live 300

Hover and active states on dark.

#FF4D3D

Go-Live

The brand color and the logo arrow. 5.58:1 on Backend. Backend text on it.

#BD352A

Go-Live 700

Text, links and buttons on light. 5.67:1 on White.

GO-LIVE AS A SURFACE

Go-Live is for the big moments.

High-impact only

Section openers, banners, a launch post, one big number. Once per piece, never a surface people read for long.

Big text only

Headlines, numbers and labels from 24 px (18 pt) up. No body copy or small text on Go-Live.

Slides

Slides stay on Backend or Whiteboard. The one exception is the pre-built stat slide.

Logo on Go-Live

Use the one-color Backend logo on Go-Live surfaces. Backend on Go-Live measures 5.58:1.

THE ARROW GOES LIVE

One refinement, with a reason.

The wordmark stays exactly as it is. The arrow moves from the old red #BD352A to Go-Live #FF4D3D, the same hue at full brightness.

01 **It works on every dark**

The old arrow failed on navy at 2.50:1. Go-Live reaches 4.30:1 on Pipeline and 5.58:1 on Backend.

02 **Logo and brand match**

The arrow is now the brand color, so every live path in the system points back to the logo.

03 **Recognition kept**

Same shape, same hue family. The change reads as a lift, never as a new logo.









INFRASTRUCTURE NEUTRALS

Named for what holds it up.

#1E2A4A

Pipeline

RGB	30, 42, 74
CMYK glossy	100, 97, 46, 44
CMYK matte	72, 56, 45, 85
Use	Panels and raised surfaces on dark.

#4A5878

Schema

RGB	74, 88, 120
CMYK glossy	79, 65, 31, 15
CMYK matte	100, 83, 17, 16
Use	Secondary text on light, rules and structure.

#8C94A6

Sandbox

RGB	140, 148, 166
CMYK glossy	49, 36, 24, 4
CMYK matte	54, 40, 21, 1
Use	Secondary text on dark, captions.

#DADDE2

Wireframe

RGB	218, 221, 226
CMYK glossy	15, 10, 8, 0
CMYK matte	15, 9, 6, 0
Use	Lines and cards on light.

#F4F5F7

Whiteboard

RGB	244, 245, 247
CMYK glossy	4, 3, 2, 0
CMYK matte	3, 2, 1, 0
Use	The light background for documents and web.

SERVICE COLORS

Color-coded, always labeled.

Each service line gets one color for navigation, collateral and data, always paired with its name. They mark the line; they never replace Go-Live as the brand color.

#4570D3

Cloud

RGB	69, 112, 211
CMYK glossy	79, 58, 0, 0
CMYK matte	81, 57, 0, 0
Use	Salesforce Transformation

#34B288

Agent

RGB	52, 178, 136
CMYK glossy	73, 2, 60, 0
CMYK matte	84, 0, 69, 0
Use	AI Transformation

#8C94A6

Sandbox

RGB	140, 148, 166
CMYK glossy	49, 36, 24, 4
CMYK matte	54, 40, 21, 1
Use	Business Analysis · supporting

PROPORTIONS

Backend leads the space. Go-Live leads the eye.



55%	18%	12%	13%	2%
Backend	White	Neutrals	Go-Live	Service

Go-Live is the brand. Service colors appear only where a service line is named.

PAIRINGS CHART · WCAG 2.2 · 1/2

Every pairing, measured.

Normal text needs 4.5:1. Large text (24 px+, or 19 px+ bold), icons and graphics need 3:1.

Aa White on **Backend** · 18.35:1 AA text	Aa Go-Live on **Backend** · 5.58:1 AA text	Aa Sandbox on **Backend** · 6.03:1 AA text	Aa Go-Live 300 on **Backend** · 9.45:1 AA text
Aa White on **Pipeline** · 14.14:1 AA text	Aa Go-Live on **Pipeline** · 4.30:1 Large text and graphics	Aa Backend on **Go-Live** · 5.58:1 AA text	Aa Backend on **Go-Live 100** · 14.62:1 AA text
Aa Backend on **White** · 18.35:1 AA text	Aa Backend on **Whiteboard** · 16.82:1 AA text	Aa Schema on **Whiteboard** · 6.51:1 AA text	Aa Go-Live 700 on **White** · 5.67:1 AA text

PAIRINGS CHART · WCAG 2.2 · 2/2

Every pairing, measured.

Normal text needs 4.5:1. Large text (24 px+, or 19 px+ bold), icons and graphics need 3:1.

Aa Go-Live 700 on **Whiteboard** · 5.19:1 AA text	Aa White on **Go-Live 700** · 5.67:1 AA text	Aa Go-Live on **Whiteboard** · 3.02:1 Large text and graphics	Aa Go-Live 700 on **Go-Live 100** · 4.51:1 AA text
Aa White on **Cloud** · 4.65:1 AA text	Aa Backend on **Agent** · 6.88:1 AA text	Aa Cloud on **Backend** · 3.94:1 Large text and graphics	Aa Agent on **Backend** · 6.88:1 AA text
Aa White on **Go-Live** · 3.29:1 Large text and graphics	Aa Go-Live on **White** · 3.29:1 Large text and graphics	Aa Go-Live on **Wireframe** · 2.42:1 Fails · never	Aa Sandbox on **Pipeline** · 4.65:1 AA text

07

Typography

Aa

GEIST · GEIST MONO · 0123456789 · → %

GEIST

GEIST MONO

HIERARCHY

WEB AND PRINT

PRIMARY TYPEFACE

Geist

Free on Google Fonts, built for screens and print, sharper and more premium than Inter, and a deliberate contrast to the heavy, rounded MTG wordmark. It replaces DM Sans, Inter and Helvetica Neue.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
0123456789 & % →

Geist Regular

Body, captions

Geist Medium

Headlines, emphasis, numbers

2 days → 2 h

IN USE · CASE RESULT

Approvals went from two days to two hours, once the workflow went live.

TECHNICAL TYPEFACE

Geist Mono

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789 · → %

01 · MAP · WORKFLOW MAPPED · 2 DAYS → 2 H

The technical voice: labels, data, tables, small uppercase captions and code. It signals precision without decoration.

STAGE	WORKFLOW	SYSTEMS	STATUS
01 · MAP	Quote approvals	Salesforce · ERP	MAPPED
02 · PROTOTYPE	Approval agent	Claude · Data Cloud	LIVE

HIERARCHY

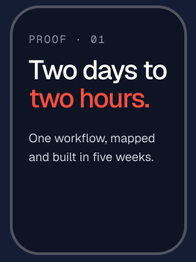
Few sizes, strong contrast.

ROLE	TYPEFACE	SIZE / LINE HEIGHT	WEIGHT	TRACKING
Display	Geist	88-120 px / 1.0	Medium 500	-4%
H1	Geist	64 px / 1.05	Medium 500	-3%
H2	Geist	44 px / 1.1	Medium 500	-2%
H3	Geist	28 px / 1.2	Medium 500	-1%
Body large	Geist	20 px / 1.55	Regular 400	0
Body	Geist	16-18 px / 1.6	Regular 400	0
Label / data	Geist Mono	12-13 px / 1.4, uppercase	Regular 400	+8%

> Never set display type below a line height of 1.0, so descenders keep their room. One Go-Live phrase per headline, never a whole paragraph.

WEB AND PRINT

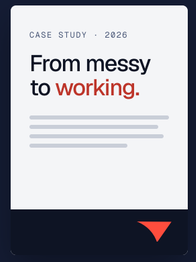
One voice, any surface.



ON SCREEN · RESPONSIVE

Sizes scale with the screen. Body never drops below 16 px; lines stay 60 to 75 characters long.

ROLE	DESKTOP	MOBILE
Display	88-120 px	48-56 px
H1	64 px	40 px
H2	44 px	30 px
H3	28 px	22 px
Body	18 px / 1.6	16-17 px / 1.6
Label · Mono	13 px, +8%	12 px, +8%



ON PAPER · IN POINTS

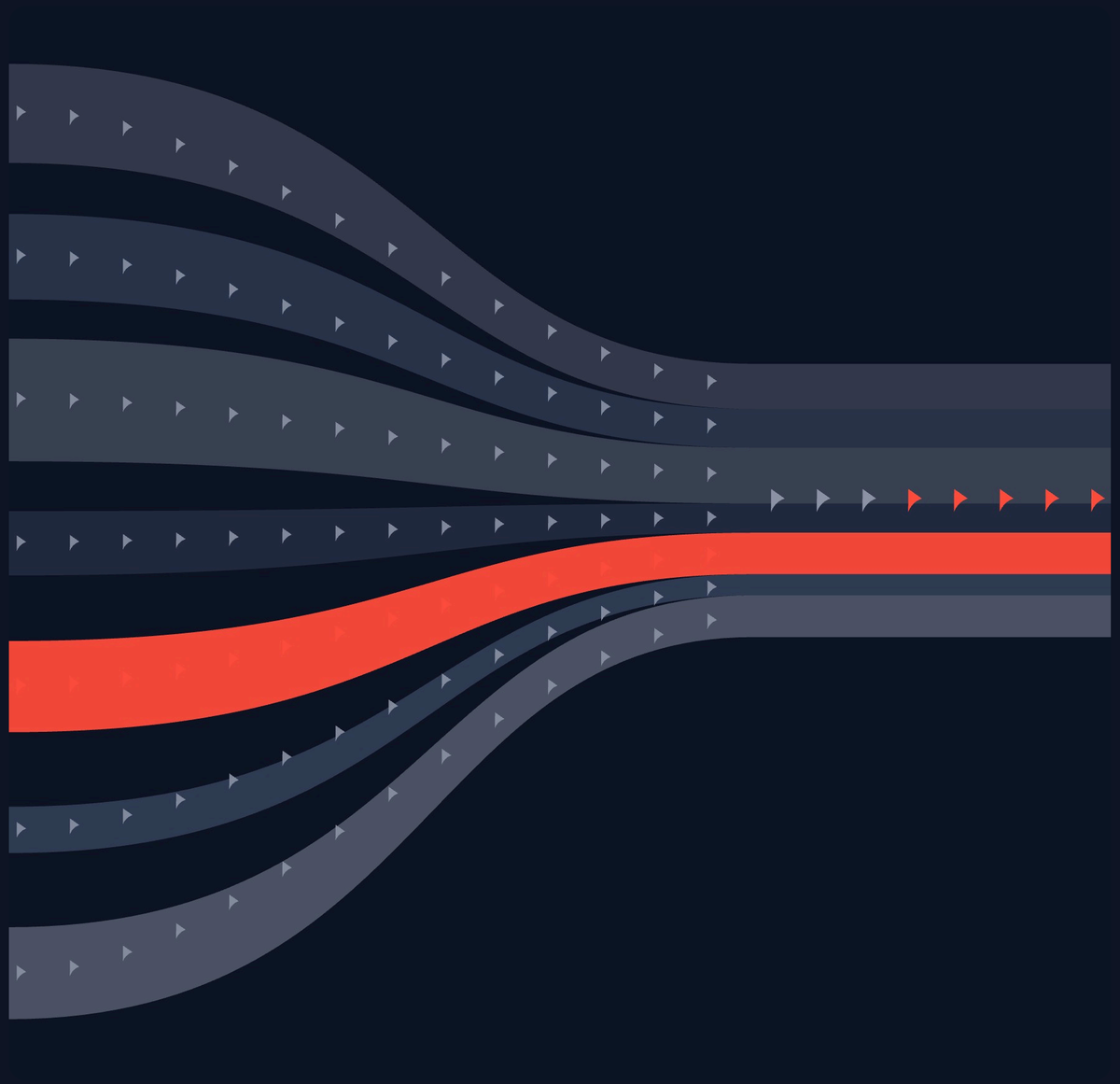
Print reads closer, so sizes drop. Text in Go-Live on white starts at 18 pt; smaller red text uses Go-Live 700.

ROLE	DOCUMENTS	POSTERS, COVERS
Display	40-60 pt	96-160 pt
H1	28 pt	72 pt
H2	18 pt	44 pt
H3	13 pt	28 pt
Body	9.5-11 pt / 1.45	14-16 pt / 1.4
Label · Mono	7-8 pt, +8%	10-12 pt, +8%

Business cards: name in Geist Medium 10 pt, role and contact in Geist Mono 6.5 pt. Nothing in print smaller than 6 pt.

08

Graphic System



PRINCIPLES · OUR ARROW · NOT A CHEVRON · FIVE MOVES · THE FLOW FAMILY · PATTERN LIBRARY · DATA PATTERNS · COLORWAYS · PATTERN RULES · MOTION

GRAPHIC PRINCIPLES

The rules every visual follows.

01

One shape

Everything comes from the arrow in the logo and its 55° edge. No borrowed icons or generic tech imagery.

02

Flat and built

Structured, modular, grounded. No glow, light trails, lasers, decorative gradients or organic, flowing shapes.

03

One live path

Every pattern and diagram carries a single live thread: the first workflow.

04

From messy to working

The core idea in motion and pattern: scattered arrows resolve into aligned ones.

05

Real photography

Urban places and real people. Never stock business people. Dark, high-contrast grade.

06

One system

The same look for every audience. No separate styles per persona.

OUR ARROW

Four details nobody else has.

01 **The flat top**
A level edge, like a foundation line. Every MTG arrow starts from solid ground.

02 **The shoulder**
A curve that bends a messy line into a direction. Our brand idea, drawn.

03 **The 55° cut**
A straight, engineered edge. The angle repeats in bars, crops and layouts.

04 **The landing tip**
It points down and forward: progress that lands somewhere real.



NOT A CHEVRON

The category draws arrows. MTG draws its own.

Arrows are common in consulting brands, usually as a generic chevron that means “next”. MTG’s arrow comes from its logo and keeps its own shape, so it can never be mistaken for theirs.



CATEGORY

The generic chevron

Symmetric, thin, pointing right. A button, a bullet, a “next”. It belongs to everyone.



MTG

The logo arrow

Asymmetric, solid, curved on one side and cut on the other. A shape with a story.

RULE 01

Never use a single arrow as a UI chevron, bullet or “next” button.

RULE 02

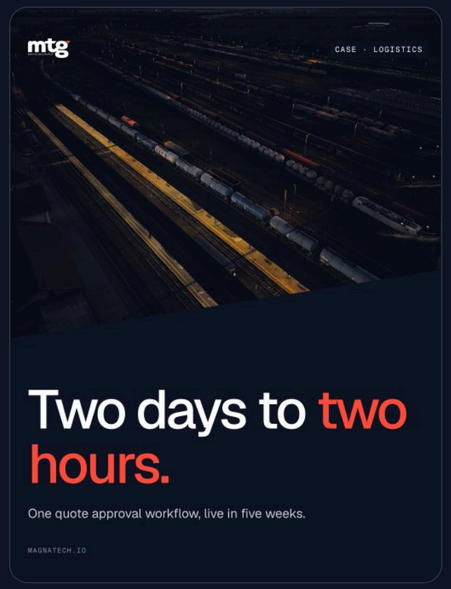
Always keep the shoulder curve and the 55° cut visible. Never outline or thin it.

RULE 03

Arrows travel in groups. Direction comes from the field, rarely from one shape.

FIVE MOVES

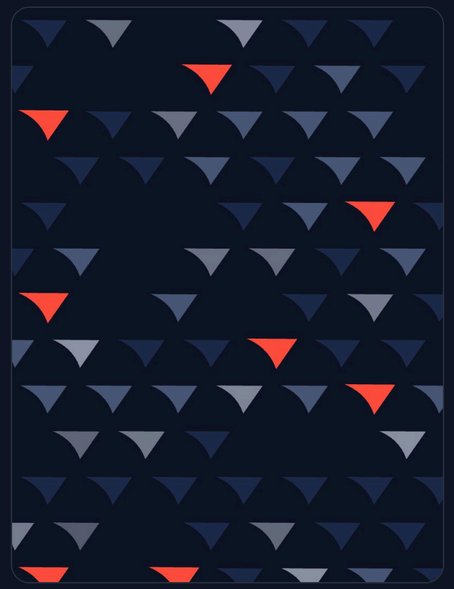
One shape, five ways to use it.



01

Crop

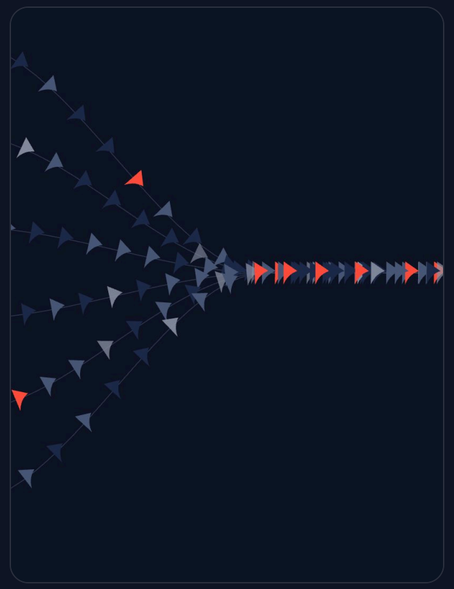
Photography cut at the 55° logo angle.



02

Field

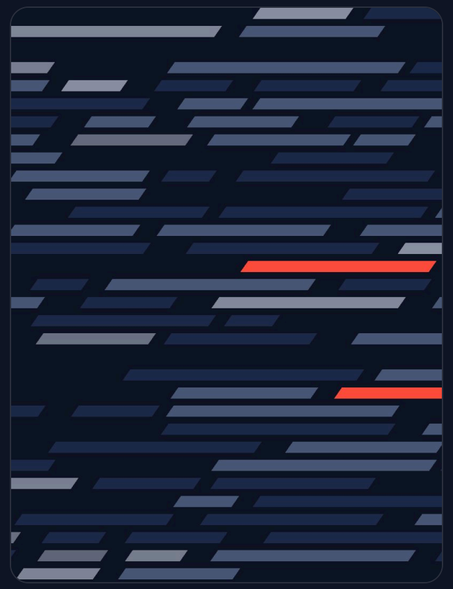
The arrow repeated into a calm texture.



03

Lane

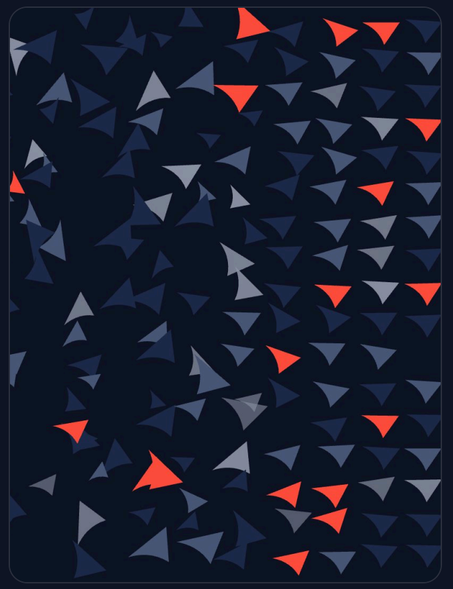
Many paths merging into one: the workflow.



04

Cut

The 55° edge as bars, crops and dividers.



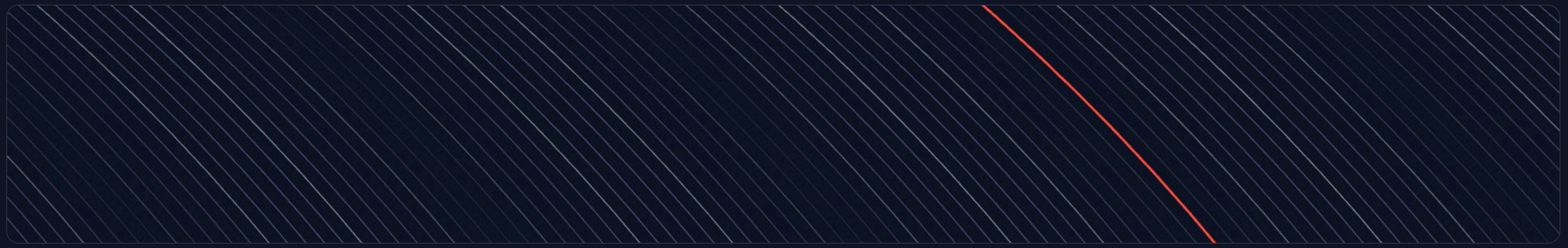
05

Resolve

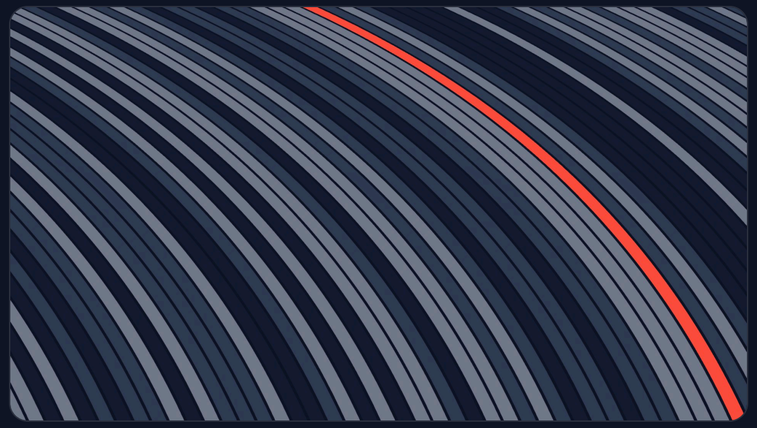
Messy on one side, working on the other.

PATTERN LIBRARY · THE FLOW FAMILY

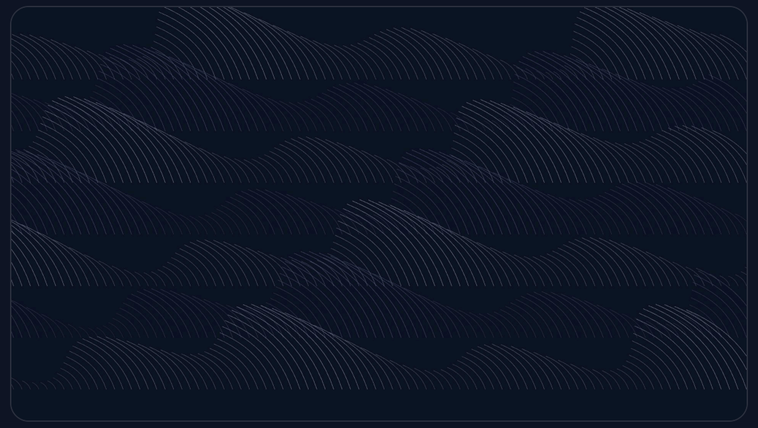
The shoulder curve, in motion.



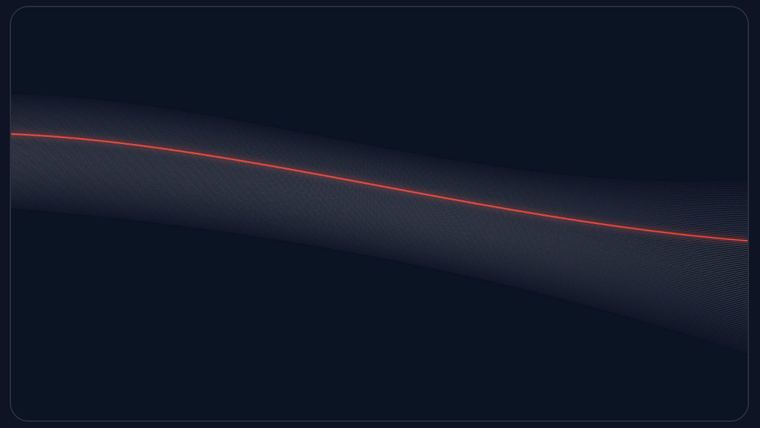
01 · FLOW · THE HERO PATTERN OF THE SYSTEM



02 · FLOW STRATA



03 · FLOW TERRAIN



04 · LIGHT LINES

PATTERN LIBRARY · SYSTEMS

Named for the work MTG does.



05 · STACK



06 · RESOLVE



07 · THROUGHPUT



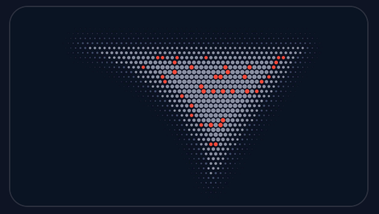
08 · DEPLOY



09 · QUEUE



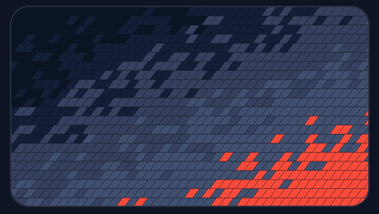
10 · MERGE FIELD



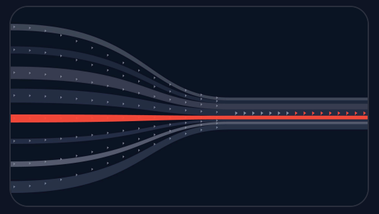
11 · SIGNAL TO NOISE



12 · SCALE



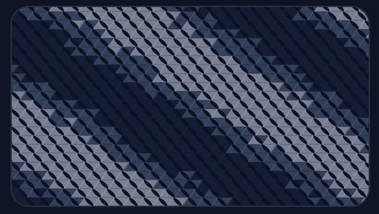
13 · NIGHT SHIFT



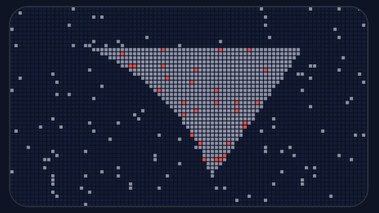
14 · DATA LINEAGE



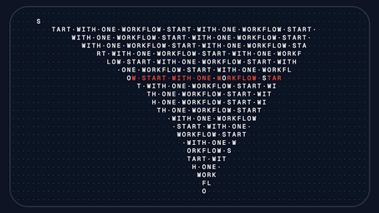
15 · BACKLOG



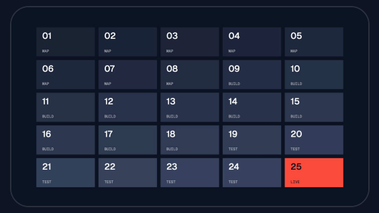
16 · MESH



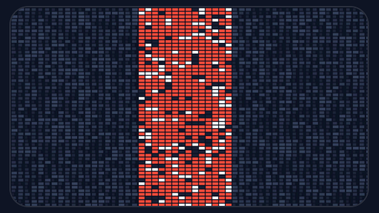
17 · STATUS BOARD



18 · GLYPH FIELD



19 · SPRINT GRID



20 · RECORD GRID



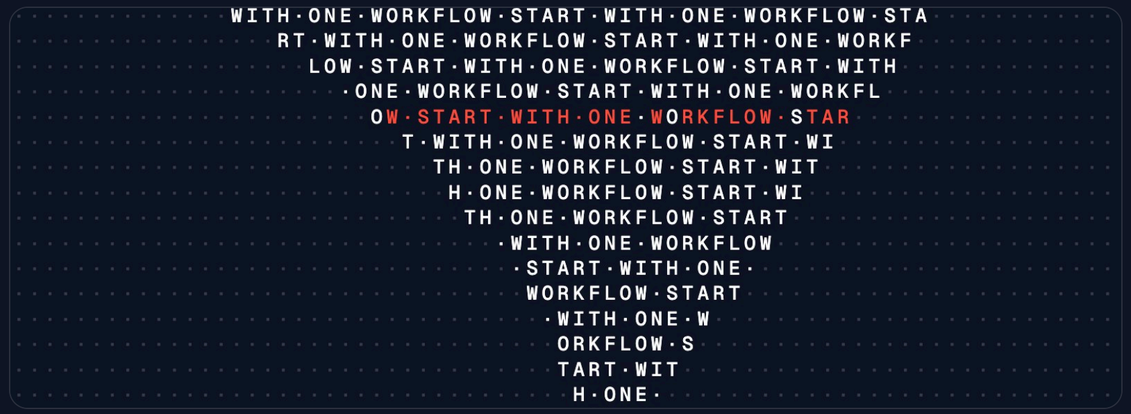
21 · LED DOT BOARD

EVERY SEED IS NEW

Press Surprise me in the BrandOS Pattern Lab. Keep the seed number of the ones you like.

DATA PATTERNS

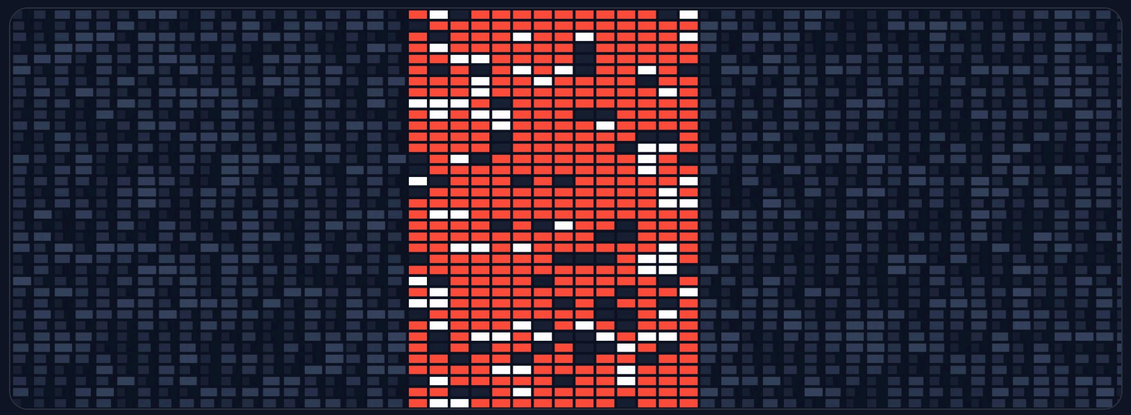
The work, as texture.



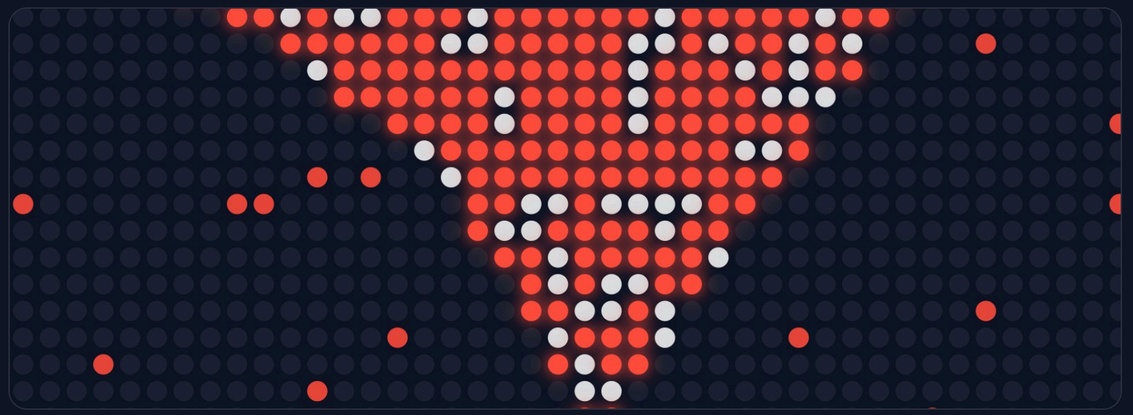
GLYPH FIELD · THE METHOD WRITTEN INTO THE ARROW. TYPE YOUR OWN WORDS IN THE PATTERN TEXT BOX.



SPRINT GRID · FIVE WEEKS, DAY BY DAY, TO LIVE. RENAME THE PHASES IN PATTERN TEXT.



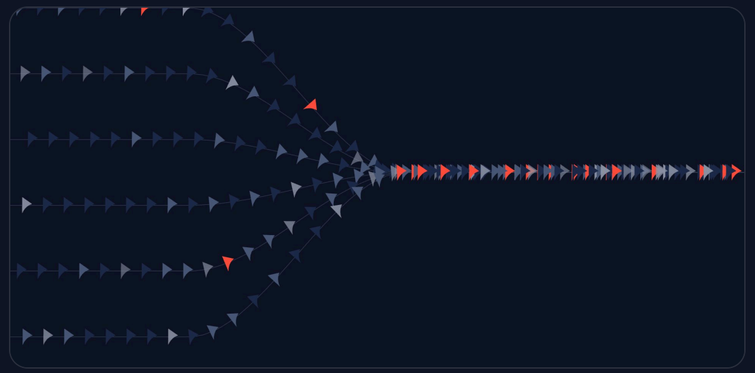
RECORD GRID · MANY RECORDS, ONE GO-LIVE BAND OF TRUTH



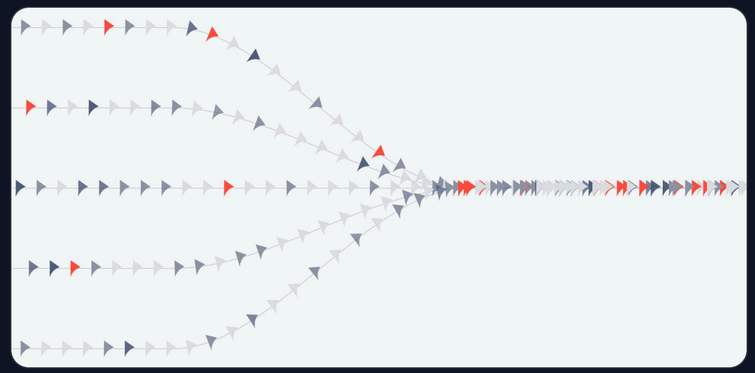
LED DOT BOARD · THE ARROW LIT UP, OR ANY WORD OR NUMBER YOU TYPE

COLORWAYS

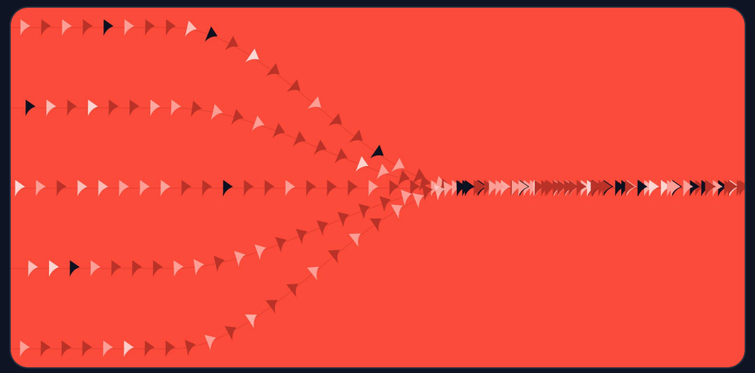
Backend, Whiteboard, Go-Live.



BACKEND · DEFAULT, DARK



WHITEBOARD · DOCUMENTS, LIGHT



GO-LIVE · ONE MOMENT PER PIECE



BACKEND · ACCENTS IN GO-LIVE



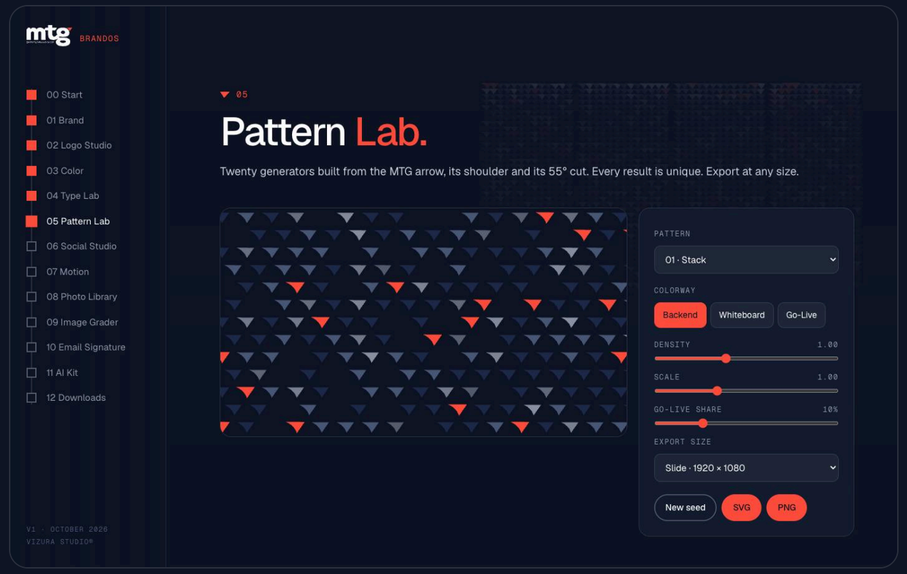
WHITEBOARD · ACCENTS IN GO-LIVE



GO-LIVE · ACCENTS IN BACKEND

PATTERN RULES

Texture, never noise.



BRANDOS · PATTERN LAB

01 **One live path**

Keep Go-Live to 15% of the shapes or less. It marks the first workflow, never decoration.

02 **Calm behind text**

Patterns never sit behind body copy. Fade or crop them where text lives.

03 **One pattern per piece**

Pick one pattern and one colorway per page, post or deck section.

04 **Never redraw the arrow**

Use the generators or the supplied files. Never trace or simplify the shape.

05 **Scale with intent**

Large arrows for covers and openers. Small, dense fields for backgrounds.

MOTION

Messy. Mapped. Built. Running.

Motion tells the brand idea in four beats. The BrandOS hero runs it live with two thousand arrows.

01 · MESSY

Arrows scattered, rotated, at different depths.

SLOW DRIFT

02 · MAPPED

They snap into a grid: the business, understood.

600-900 MS · EASE OUT

03 · BUILT

They assemble into the MTG arrow.

900-1200 MS · EASE IN-OUT

04 · RUNNING

They flow in lanes that merge into one.

CONTINUOUS · LINEAR



> The brand film ships as MP4 in 16:9 and 4:5. Motion is calm and mechanical: no bounce, no glow, no particles that don't resolve. Respect reduced-motion settings.

09

Imagery







PHOTO FAMILIES
THE MTG NIGHT GRADE
GRADER LOOKS
TEXT ON PHOTOS
OUR PEOPLE
SHOOTING A REMOTE TEAM
PHOTO CROPS
DO AND DON'T

PHOTO FAMILIES

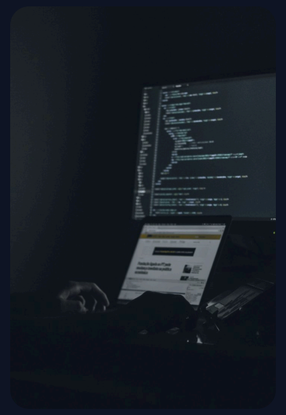
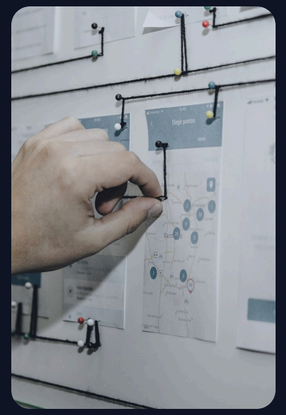
Four families, one grade.




01

City

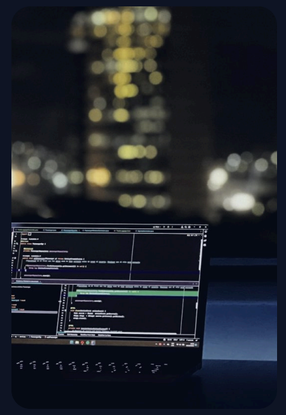
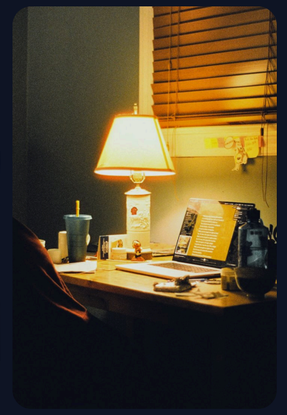
Urban places at night: towers, grids, bridges. Where enterprise work lives.

02

Work

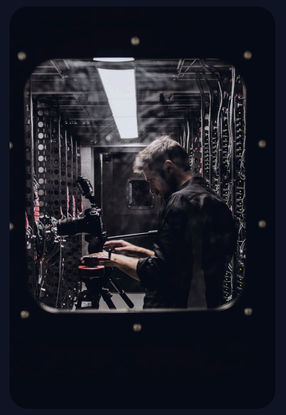
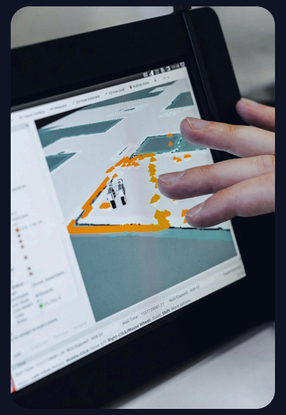
Screens, code, mapping walls. The building, close up.

03

Remote

Home offices after dark. Honest to a distributed team.

04

Systems

Servers, factories and the infrastructure underneath.

THE MTG NIGHT GRADE

Shadows into Backend. Warm light kept.



BEFORE · AS SHOT



AFTER · MTG NIGHT

Shadows

Pulled toward Backend, so every photo sits on the brand dark.

Color

Muted to about a third, loud blues calmed.

Warm light

Kept saturated: lamps, skin and warm reds stay alive.

People, gently

On team photos, keep the grade light (about a third) so faces stay natural.

GRADER LOOKS

One photo, eight looks.

MTG Night is the default. The others are for a purpose: Daylight for daytime events, Duotone and Mono for proof posts, Scanline, Dot mask and Glyph band for people and launches.



AS SHOT



MTG NIGHT · DEFAULT



DAYLIGHT



GO-LIVE DUOTONE



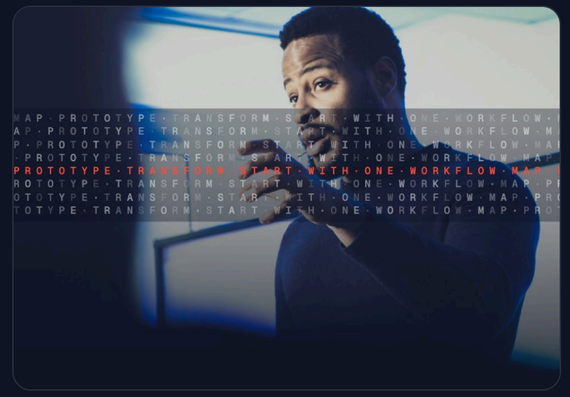
MONO



SCANLINE PORTRAIT



DOT MASK



GLYPH BAND

TEXT ON PHOTOS

The words always win.

01 **Pick the calm side**

Place headlines where the photo is darkest and quietest. Move the focus point before anything else.

02 **Let the grade work**

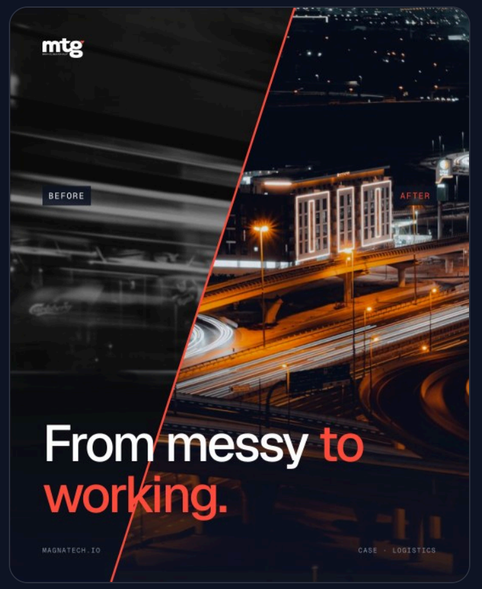
Every photo slot has Text contrast: Auto darkens bright photos only as much as the words need. Light and Strong for hard cases.

03 **Small text gets a tag**

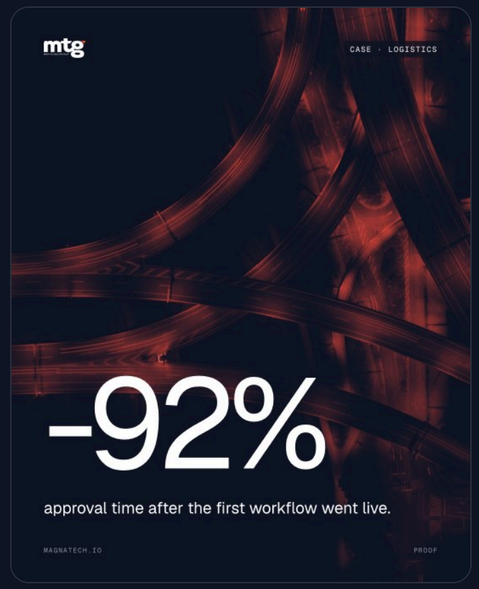
Labels and mono captions over a photo sit on a Backend tag, never loose on the image.

04 **One focal point**

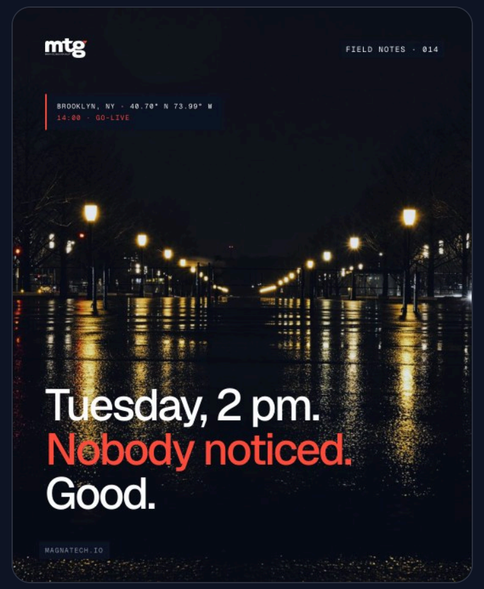
One photo, one headline, one number. Never a pattern and a busy photo together.



TAGS ON A BUSY PHOTO



DUOTONE WITH A STAT



GRADE UNDER THE WORDS

OUR PEOPLE

The team is the proof.

Buyers hire people, not logos. Real photos of the MTG team, even phone shots, beat any stock image. Grade them lightly: faces and colors stay true.

> Use event and culture photos for the People pillar and hiring. Keep brand moments, covers and the website hero for the City and Work families.



TEAM NIGHT OUT



AT THE OFFICE



TEAM DINNER



US RETREAT

SHOOTING A REMOTE TEAM

No studio needed. Just a window and a plan.

MTG works remotely, so the brand's people photography is built for home offices and meetups. Any phone can do this.

AT HOME

Portraits and desk shots

- Face a window, light from the side
- A dark or plain wall behind
- Camera at eye level, landscape
- Screens on, real work visible

AT MEETUPS

Shoot the work, then the people

- Whiteboards, laptops, sessions
- Small groups over big lineups
- City views at dusk when you can
- Ask before posting anyone

ON THE PHONE

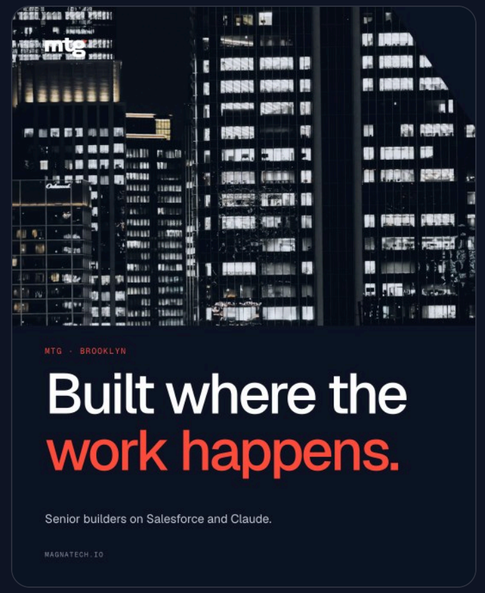
Settings that help the grade

- 1× lens, never ultra-wide
- Portrait mode off
- Gridlines on, horizon level
- Grade in the BrandOS, nothing else

PHOTO CROPS

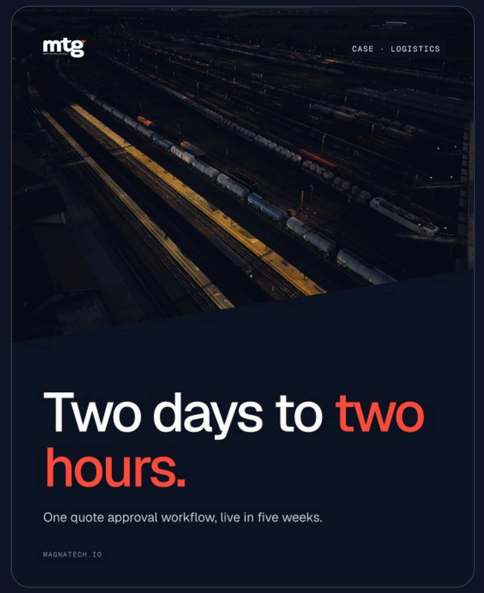
Cut with intent, never decorated.

Four crops carry every photo layout. Each one leaves a calm field for the words and keeps the photo whole.



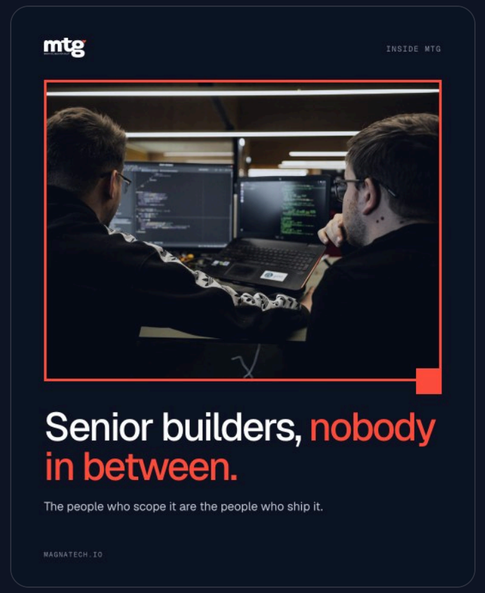
01 · THE 55° PLATE

The photo above, cut by the logo angle. Words below on Backend.



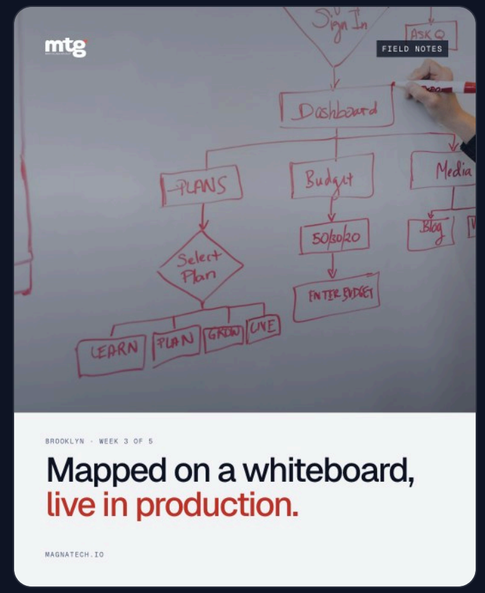
02 · THE DIAGONAL

A soft 55° slope hands the eye down to the headline.



03 · THE GO-LIVE FRAME

A thin Go-Live border for people and moments.



04 · THE CAPTION BAR

A Whiteboard strip for editorial and field notes.

DO AND DON'T

Real over rendered.

DO

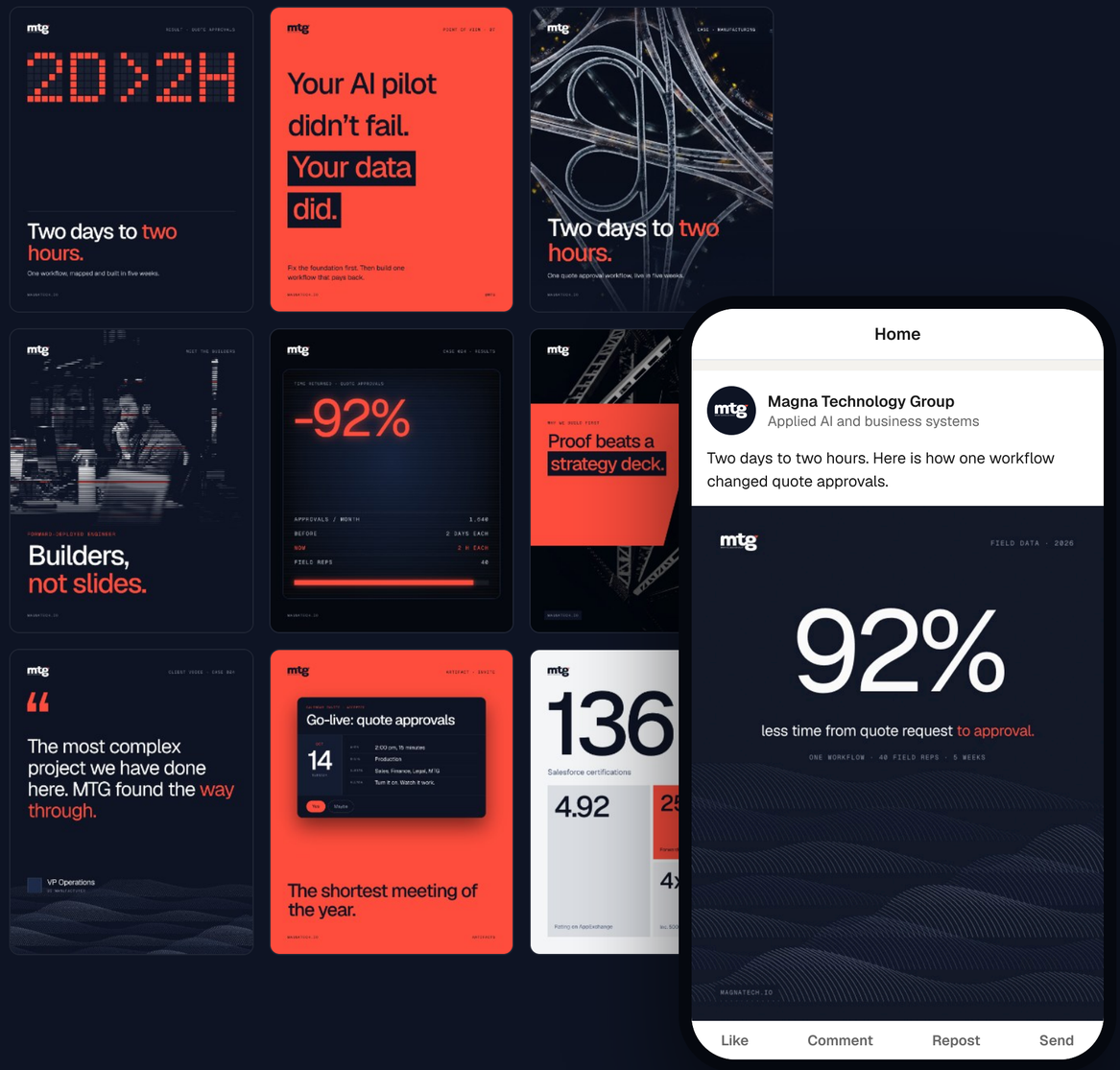
- Real places, real people, real work
- The MTG Night grade on every photo
- Dark, high contrast, urban
- Warm practical light: lamps, screens, dusk
- One clear subject per image

DON'T

- Stock business people shaking hands
- Glowing brains, robots, circuit boards
- Lens flares, light trails and lasers
- Suburban or countryside scenes for brand moments
- Mascots and costumes outside culture posts

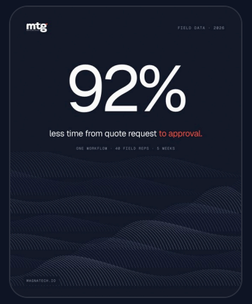
10 Social Media

SIX FAMILIES · THE LIBRARY · CAROUSELS · FEED SETS · LANDSCAPE POSTS · POST ANATOMY · WRITE WITH AI · RULES



SIX FAMILIES

One feed, six jobs.

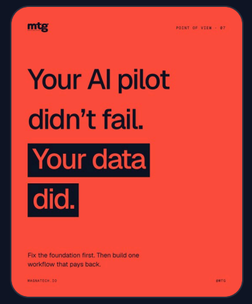




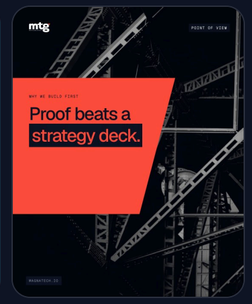


01 · PROOF

Results with one number. 40% of the feed.

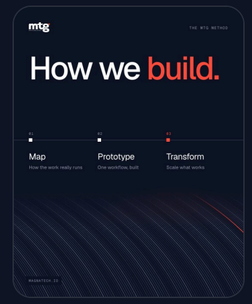






02 · POINT OF VIEW

One opinion, argued well. 25%.





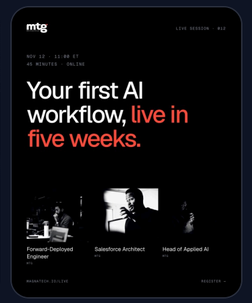


03 · METHOD

How MTG maps, builds and runs. 20%.

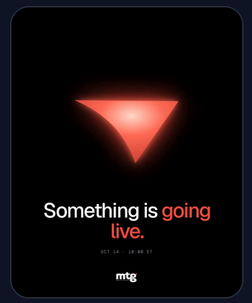


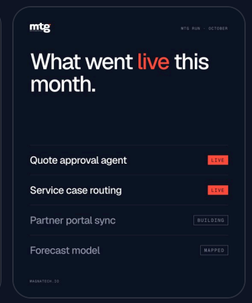


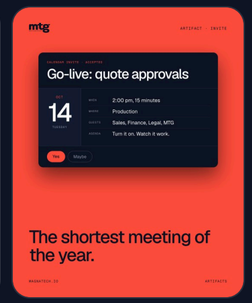


04 · PEOPLE

The builders behind the work. 10%.



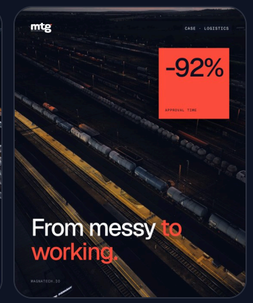


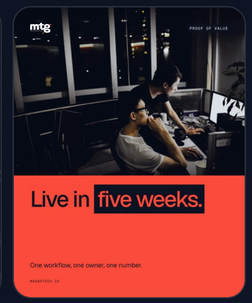


05 · LAUNCHES

What went live, events, news. 5%.





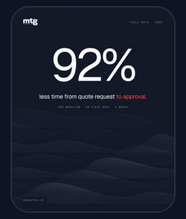


06 · PHOTO

Photography leads, words follow.

THE LIBRARY · 1/2

Proof, point of view and method.



A3 · CENTERED STAT



B2 · BENTO NUMBERS



B4 · KEY NUMBERS



B5 · RECEIPT



B7 · BEFORE / AFTER



C4 · LIVE BOARD



C5 · RESULT TERMINAL



E3 · DUOTONE STAT



LIVE METRIC



F7 · RATING PLATE



B1 · YEAR IN REVIEW



A5 · STATEMENT



B3 · RECTANGLES



B9 · CLIENT QUOTE



E6 · BLOCK CUT



POINT OF VIEW



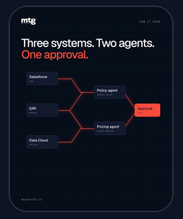
A4 · HOW WE BUILD



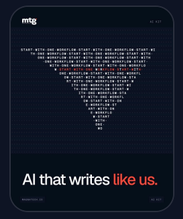
B6 · GO-LIVE LOG



B8 · ROUTE MAP



C7 · AGENT MAP



D3 · GLYPH FIELD



D5 · SPRINT GRID



F2 · BOARDING PASS

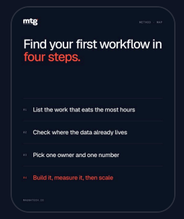


F4 · ELEMENTS

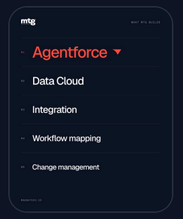
Every post opens in the BrandOS Social Studio with editable words, photos and patterns, in Feed 4:5, Square, Story and, where it works, Landscape.

THE LIBRARY · 2/2

People, launches and photo.



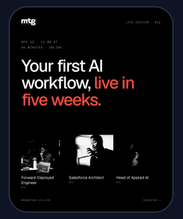
STEPS



INDEX



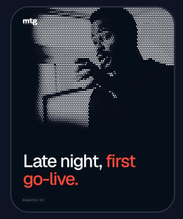
A2 · PORTRAIT BAND



C1 · SESSION LINEUP



D7 · SCANLINE PORTRAIT



E1 · DOT MASK



C8 · GLOW TEASER



C9 · RELEASE NOTES



E2 · TYPE WITH PHOTO



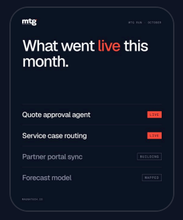
E5 · GLYPH BAND



F3 · OPS FORECAST



F8 · CALENDAR INVITE



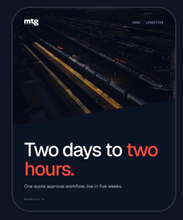
WHAT WENT LIVE



FULL-BLEED PHOTO



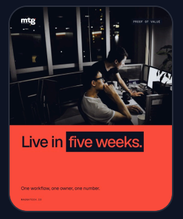
CUT PLATE



DIAGONAL CUT



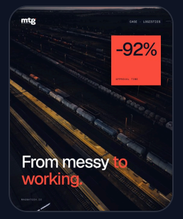
CAPTION BAR



GO-LIVE BLOCK



INSIDE THE ARROW



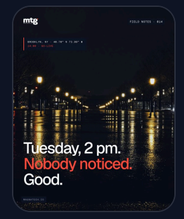
NUMBER STICKER



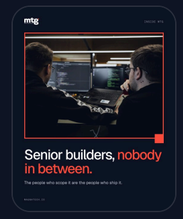
PHOTO QUOTE



THREE FRAMES



LOCATION TAG



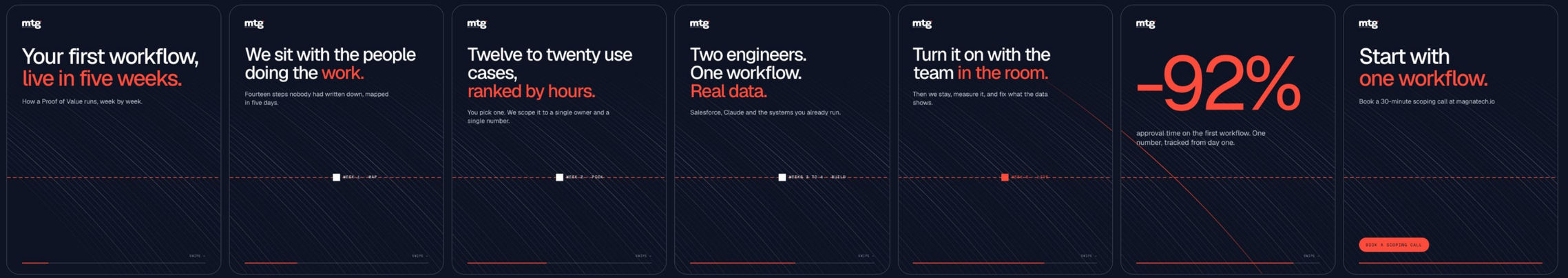
GO-LIVE WINDOW

Every post opens in the BrandOS Social Studio with editable words, photos and patterns, in Feed 4:5, Square, Story and, where it works, Landscape.

CAROUSELS

Full sets, ready to post.

CA1 · YOUR FIRST WORKFLOW IN FIVE WEEKS · ONE CONTINUOUS PATTERN ACROSS ALL SEVEN SLIDES



CA3 · FIVE SIGNS YOUR AI PILOT WILL STALL · THE LIST POST



Cover asks, slides answer, the last slide asks for one action. A progress bar runs along the bottom. Download the whole carousel in one click.

FEED SETS

Nine posts, one grid.

Feed sets plan a whole profile at once. The rhythm alternates dark, Go-Live and photo so the grid reads as one piece and every tile still works alone.

01 **Edit tile by tile**
Click a tile, change it like any post.

02 **Swap freely**
Replace any tile with another post. Keep the rhythm.

03 **Post in order**
Tile 09 first, tile 01 last, so the grid lands as designed.



LANDSCAPE POSTS · 1200 × 627

Built for links, ads and articles.

Text on the left, the visual on the right. For link posts, sponsored content, article covers and website share images.



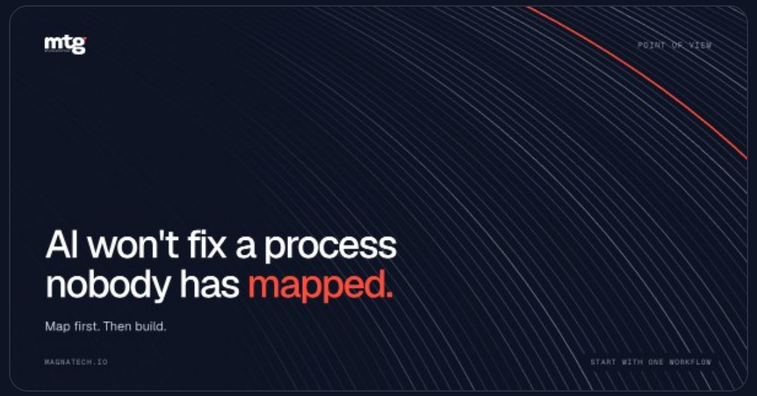
BEFORE / AFTER



RESULT TERMINAL



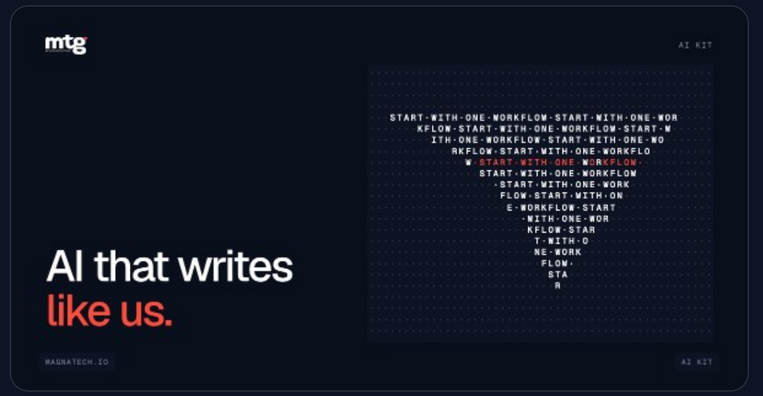
FULL-BLEED PHOTO



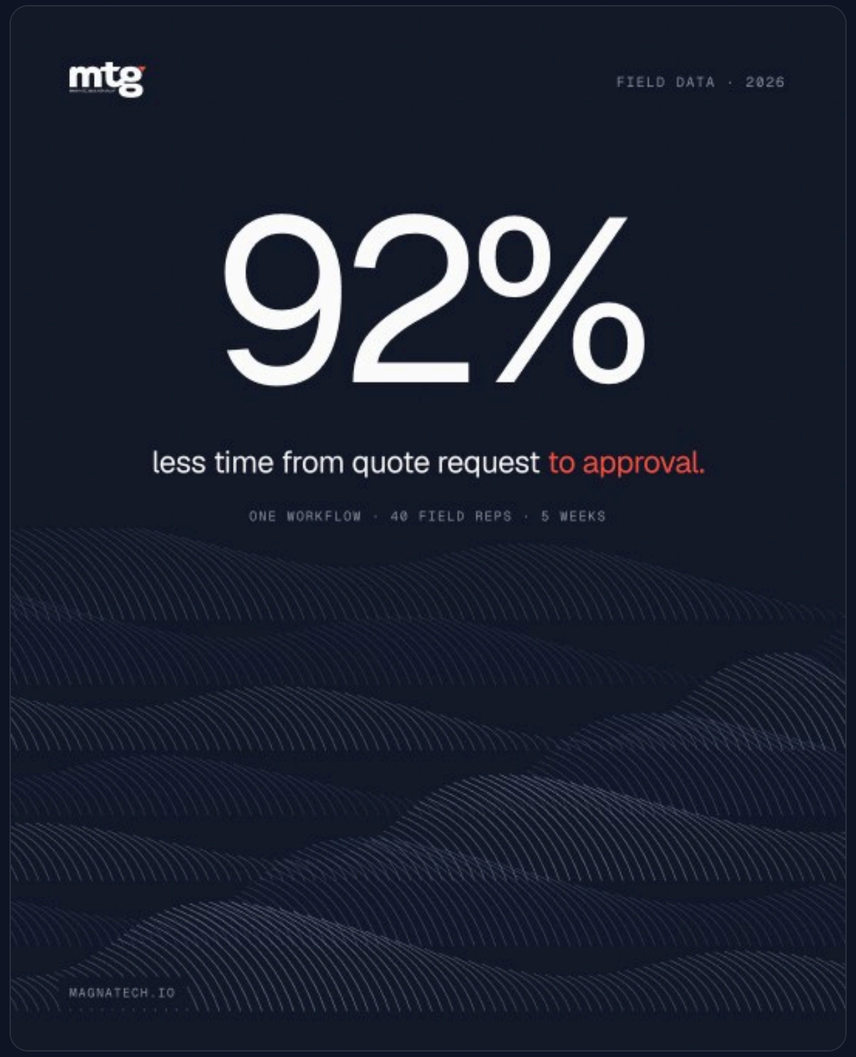
STATEMENT



RECTANGLES



GLYPH FIELD



POST ANATOMY

Every post, the same bones.

A

Logo, top left

Full color on Backend and Whiteboard, one-color Backend on Go-Live. 76 px margins on 1080 px.

B

Label, top right

Geist Mono, uppercase. The series and the context.

C

Headline

Under eight words. One phrase in Go-Live, marked with *stars*.

D

One visual

One pattern, one photo or one number. Never two at once.

E

Footer

magnatech.io on the left, the series or a tag on the right.

WRITE WITH AI

One sentence in, a finished post out.

Every post in the Social Studio has a Write it with AI button. The brand brief travels with the prompt, so the AI already knows the voice, the proof and the banned words.

01 **Say what the post is about**

One or two sentences. Real numbers only, or mark them [CHECK].

02 **Open your AI assistant**

One click opens a new chat with the full prompt and the brand brief already in it.

03 **Paste the answer back**

The post fills itself and the key phrase turns Go-Live. Check anything marked [CHECK], then download.

SOCIAL RULES

Fast to make. Hard to get wrong.

FORMATS

1080 × 1350 first

Portrait for the feed. Square and Story where the post supports it. 1200 × 627 for links and ads.

MIX

Follow the pillars

Proof 40%, point of view 25%, method 20%, people 10%, launches 5%. Never two Go-Live posts in a row.

PROOF

Never invent a number

Every figure comes from a confirmed source. Mark placeholders [CHECK] until then.

ACCESS

Alt text, always

Describe the image in one sentence. Never put key information only in the image.

CONSISTENCY

Templates, not one-offs

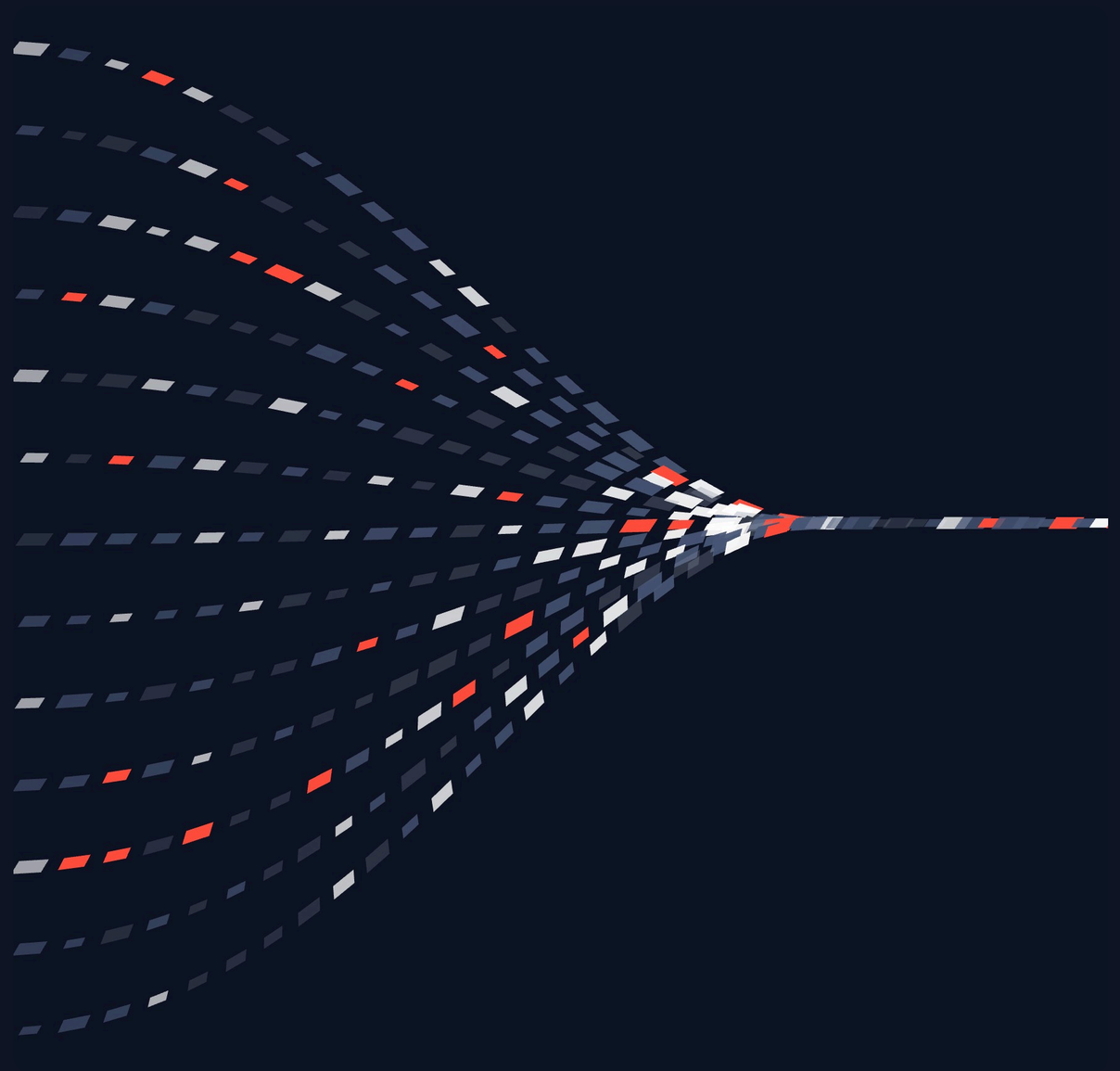
Start every post in the Social Studio. Change the words, not the system.

VOICE CHECK

Before you post

Run the caption through Voice Check in the AI kit. Aim for 80 or higher.

11 Partners



TWO LEVELS

THE CO-BRAND LOCKUP

PARTNER POSTS

RULES

TWO LEVELS

MTG leads. Partners prove it.

MTG is the only brand. Partner marks appear in two ways, and the moment decides which.

LEVEL 1 · CO-BRAND LOCKUP

Joint moments

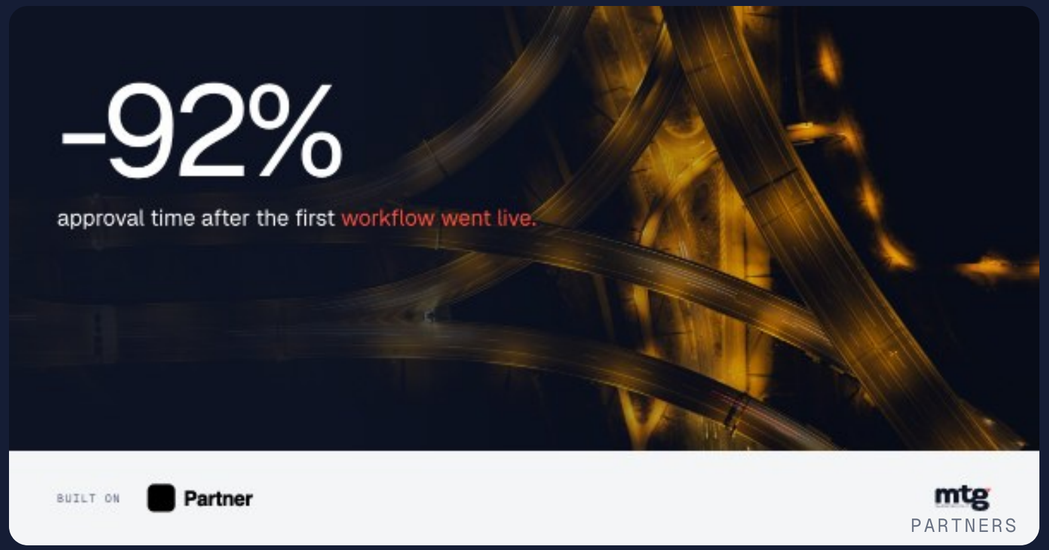
New partnerships, joint webinars, events and co-authored launches. MTG and the partner at equal optical weight, MTG always first.



LEVEL 2 · PARTNER BADGE

Everywhere else

Proof areas, footers, case studies, the website. The official partner badge, no taller than 60% of the MTG logo, never in the header.



THE CO-BRAND LOCKUP

Built, never improvised.

01 · MTG FIRST

The MTG wordmark always sits on the left or on top.

02 · THE DIVIDER

A thin line for partnerships. The Go-Live × only for joint campaigns.

03 · EQUAL WEIGHT

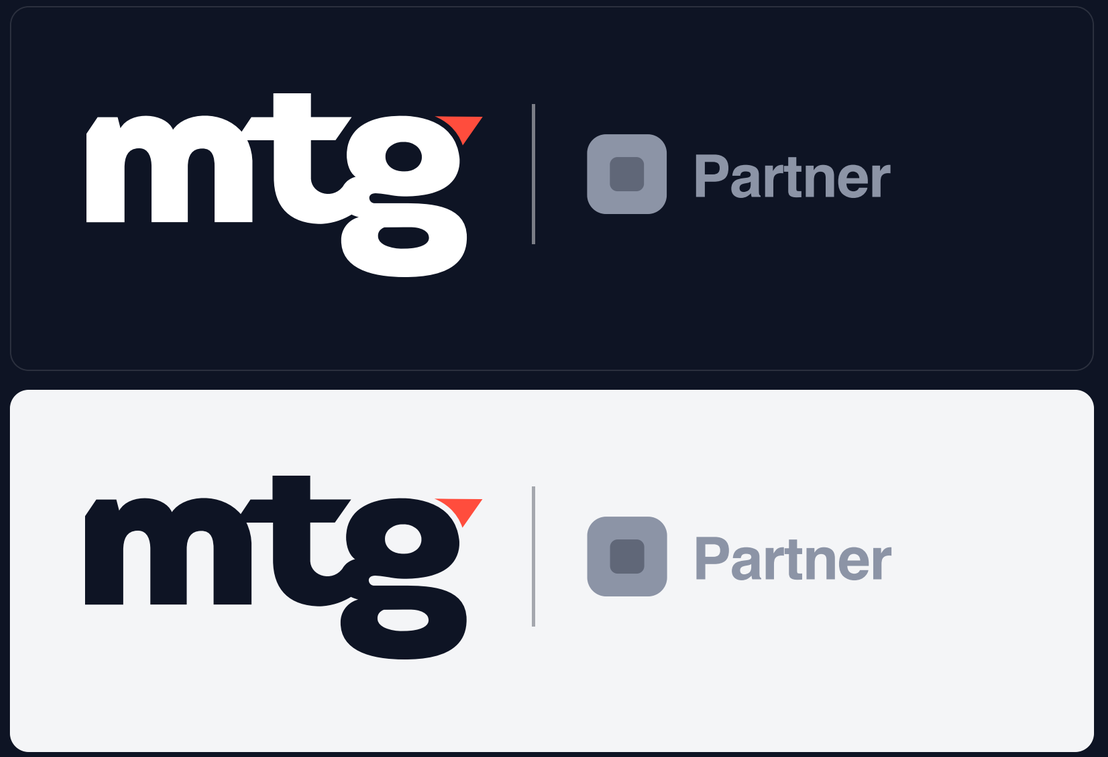
Partner logo at 62% of the wordmark height, centered on the letters.

04 · SPACING

1.7 × the arrow height either side of the divider. One arrow height of clear space.

05 · COLOR

Full color where both logos work. On dark, use the partner's white version or Match MTG.



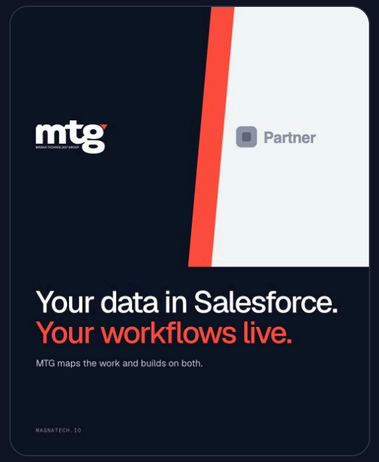
BRANDOS · LOGO STUDIO · PARTNER LOCKUP: UPLOAD THE OFFICIAL PARTNER FILE, EXPORT SVG OR TRANSPARENT PNG.

PARTNER POSTS

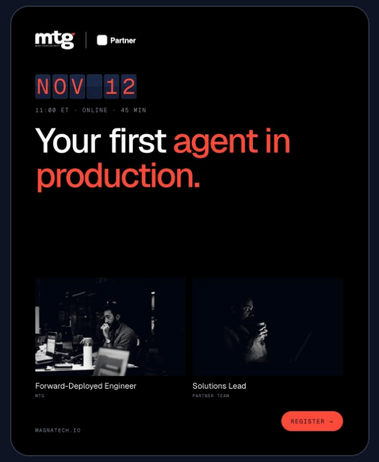
Six formats for every joint moment.



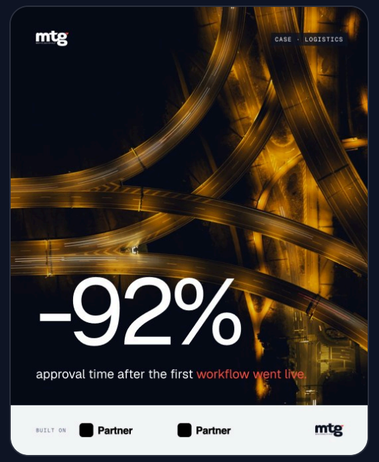
CO-ANNOUNCEMENT



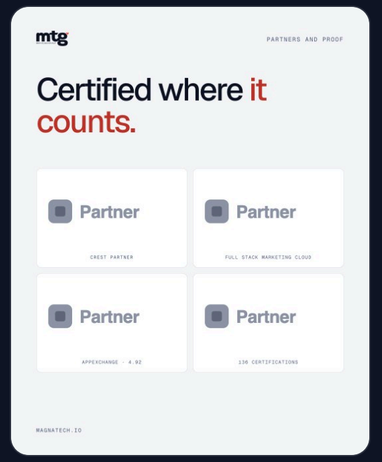
SPLIT SEAM



JOINT SESSION



BUILT ON



BADGE WALL



EVENT

Each post has a partner logo slot: upload the official file, choose Original, White or Backend. The dashed box shows where it goes until then.

RULES

Respect both brands.

DO

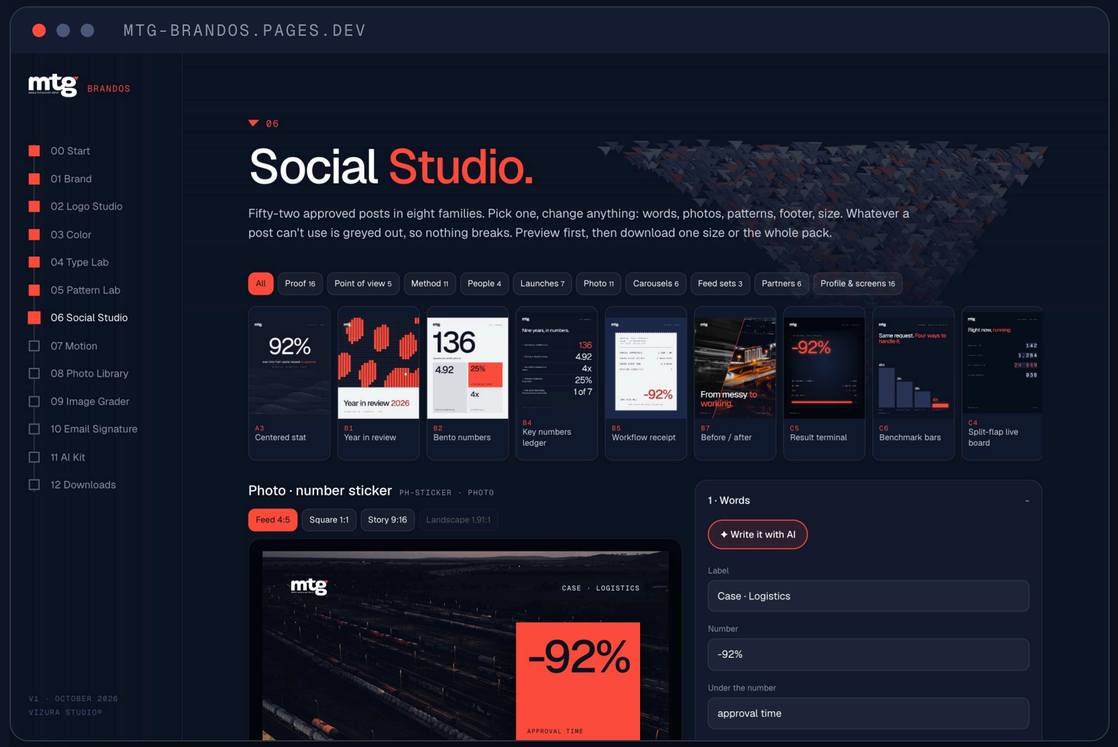
- Use official partner files from the partner portal
- Follow the partner's own logo rules as well as these
- Get written approval for co-branded campaigns
- Name the partner in the copy the way they name themselves
- Keep partner badges in proof areas and footers

DON'T

- Recolor a partner logo beyond white or Backend
- Make a partner logo bigger than MTG
- Use a partner logo in the MTG header or avatar
- Combine two logos into a new mark
- Imply a partnership level MTG does not hold

12

Brand OS



THE LIVE PORTAL

THE AI KIT

BRANDOS PRO

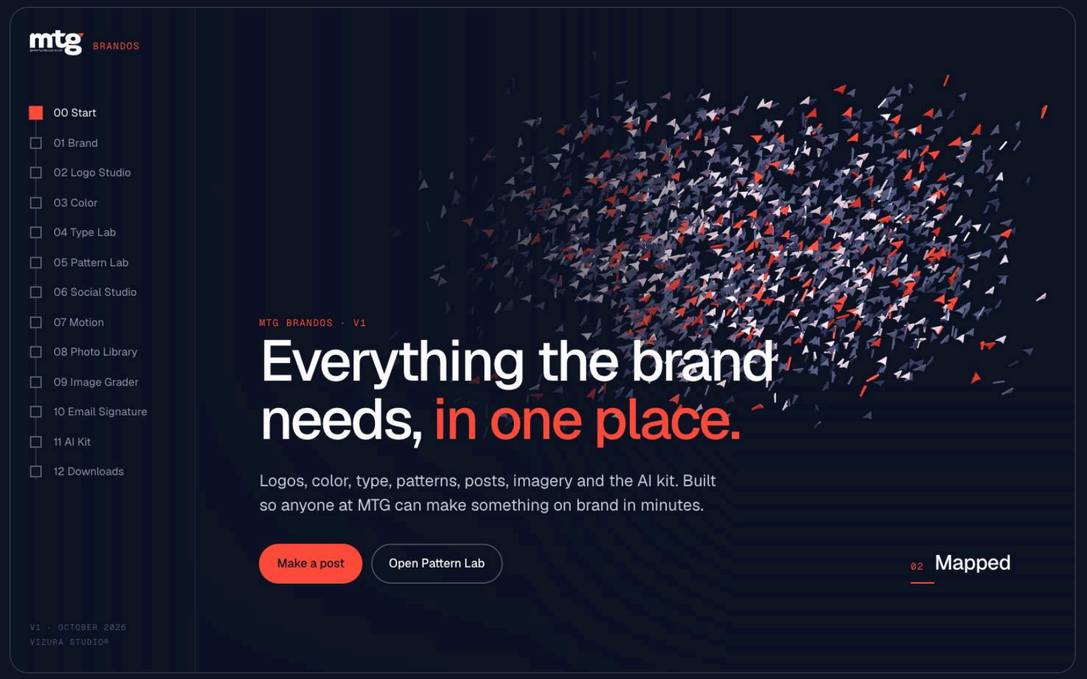
THE LIVE PORTAL

The brand, as a tool.

This guide sets the rules. The MTG BrandOS lets anyone at MTG follow them in minutes, in a browser, with nothing to install.

- **Logo Studio** · the right version for every background
- **Color** · swatches and a live contrast checker
- **Type Lab** · the hierarchy, live
- **Pattern Lab** · twenty-one generators, any seed, any size
- **Social Studio** · over seventy posts, carousels, feed sets and partner posts, with Write with AI
- **Motion** · the brand film
- **Photo Library** · 121 graded photos, preview, add your own
- **Image Grader** · eight looks for any photo
- **AI Kit** · brand bundle, the MTG Chain, Voice Check
- **Downloads** · logos, tokens and this guide

MTG-BRANDOS.PAGES.DEV



THE AI KIT

Teach the AI the MTG voice.

MTG builds with AI, so its own writing should too. The AI kit makes any assistant write like MTG and checks every draft before it goes out.

01

Brand Context Bundle

This whole guide as 16 machine-readable sections: facts the AI may use, voice, every banned word and pattern, visual rules and a self-check. Load it once in an AI project.

02

The MTG Chain

Five steps in one paste for 11 channels and 9 audiences: lock the rules, brief with [CHECK] facts, three drafts, brand audit, final copy with a checklist.

03

Write with AI

In every Social Studio post: describe it, open an AI chat with the brand brief already in the prompt, paste the answer back. The post fills itself.

04

Voice Check

A score out of 100 with flags for hype, vague words, clichés, setups, long sentences, dashes and numbers not in the proof list.

BEFORE VOICE CHECK · SCORE 12

We deliver transformative, end-to-end AI solutions that unlock the limitless potential of your data!

AFTER · SCORE 100

We combined three tech stacks into one tool. Approvals now take two hours.

BRANDOS PRO

More of the brand, ready when you are.

Pro switches on the parts of the system that move and travel: motion, profiles, screens and email. Same rules, same tools, no new learning.

JUST ASK VEDRAN ABOUT IT. HE'LL SHOW YOU EVERYTHING 😉

01 **Motion posts**
Animated posts with editable words, moving backgrounds and text motion, recorded as seamless loops.

02 **Pattern motion**
Ten patterns as live loops for talks, the website and Reels.

03 **Profile and screens**
LinkedIn banners, video call backgrounds with name plates, desktop and phone wallpapers, all editable.

04 **Email signatures**
Four versions with hosted headshots and campaign banners.

05 **Ready-made packs**
Every banner, background and wallpaper as finished files.

MAGNA TECHNOLOGY GROUP

Start with one workflow.

MAGNA TECHNOLOGY GROUP · BROOKLYN, NY · MAGNATECH.IO

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