



**MAGNUS**  
AIRCRAFT



BRAND IDENTITY  
GUIDELINES

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The identity manual contains the content and form principles, visual communication rules and aspects of Magnus Aircraft Zrt's visual identity, as well as the related formal elements.

It details usage rules, sizing requirements, and defines basic editing rules.

The rules and illustration requirements specified in the manual must not be deviated from, they must be applied strictly and consistently both by Magnus Aircraft Zrt. and the subcontractors contracted with them, as this will ensure a coherent, uniform appearance of the members.

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# 1 THE LOGO AND ITS USAGE

- 1.1 The Logo
- 1.2 Structure of the Logo
- 1.3 Exclusion Zone
- 1.4 Sizing of the Logo
- 1.5 Logo Mutations
- 1.6 Logo Misuse



## 1.1

## THE LOGO

The logo consists of two main elements: the emblem and the wordmark. The emblem may be used in exceptional situations without the wordmark, while the wordmark may appear only with the emblem. Their combined use is regulated in detail in the image manual.

Two formal mutations in the full version of the logo can be used: the primary, vertical arrangement, and the secondary, horizontal arrangement. The latter should be used in situations where the logo can only appear in a small size.

PRIMARY VERSION  
VERTICAL ARRANGEMENT



SECONDARY VERSION  
HORIZONTAL ARRANGEMENT



## 1.2

## STRUCTURE OF THE LOGO

The square arc of the shield shape and the legs of the letter 'M' evoke the design world of Fusion aircraft.

The golden ratio played an important role in determining the width of the entire logo. The height of the elements of the individually edited logo also determines the height of the negative spaces.



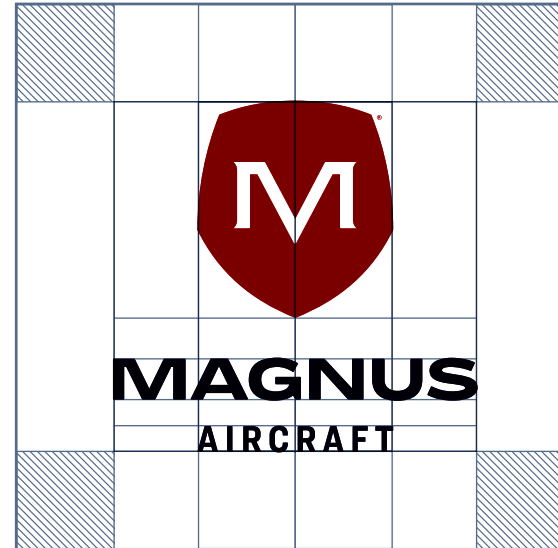
## 1.3

## EXCLUSION ZONE

The mandatory exclusion zone regulates the blank areas to be left around the logo.

The size of the exclusion zone is determined by half the width of the emblem.

No other graphic elements, logos, text, or detailed backgrounds may be placed within these zones.



## 1.4

Determining the minimum size of a logo is very important to avoid unreadable, unrecognizable logo appearances and ensures that the impact and legibility of the logo is not compromised in application.

The minimum width of the entire Magnus Aircraft logo is 150 pixels on screen (72 ppi resolution) and 15 mm in print (300 dpi resolution).

In situations requiring a smaller size, the should be used without the wordmark, with a minimum width of 50 pixels on the screen (72 ppi resolution) and 5 mm in print (300 dpi resolution).

## SIZING OF THE LOGO



15 mm / 150 px



5 mm / 50 px

## 1.5 A

Negative mutations of the logo should be used on dark-toned surfaces, preferably Magnus dark blue. These versions are formally identical to the positive mutations, the only difference appearing in the color of the wordmark, in this case they were given white instead of Magnus dark blue.

## LOGO MUTATIONS – NEGATIVE MUTATIONS



## 1.5 B

Monochrome, solid color versions of the logo can also be used in exceptional cases.

The monochrome positive version should be used if color printing is not possible. The negative version of the logo should be used on dark-toned surfaces, detailed photos or illustrations, like a watermark.

In terms of sizing and placement, the same rules apply to these as to the primary versions.

## LOGO MUTATIONS – MONOCHROME VERSIONS

MONOCHROME  
POSITIVE MUTATIONS



MONOCHROME  
NEGATIVE MUTATIONS



## 1.5 C

In exceptional situations, the logo logo may be used with a thin outline, without filling, in any of the identity colors.

This mutation can be applied to various marketing applications as an illustrative element, even in combination with a photo.

## LOGO MUTATIONS – OUTLINED EMBLEM



## 1.6

## LOGO MISUSE

To ensure the unity of the image, the logo must not be used in the following ways:

- A It is forbidden to change the font of the wordmark
- B Do not change colors
- C Distortion of the logo is prohibited, both horizontally and vertically
- D Do not add effects to the logo
- E It is forbidden to use the logo on a medium-toned surface that does not provide the contrast with the logo, or on a rich-toned photo, in which case the monochrome negative version should be used.
- F It is forbidden to change the size relationship of the emblem and the wordmark

A



B



C



D



E



F



## 2 A

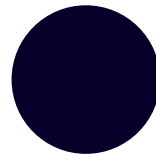
## COLOR PALETTE

The consistent use of corporate identity colors is very important to keep visual identity in unity. The wide variety of applications also necessitates the use of secondary colors.

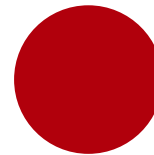
When printing, the CMYK color code must be used to obtain a color-correct print. The RGB color code must be used on electronic surfaces and the HEX color code online.

The color code for usage that require high-volume paint (eg. architectural) is RAL. The next page shows the usage proportion of the colors in the color palette.

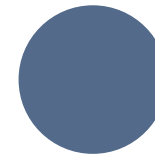
### PRIMARY COLORS



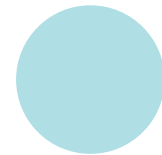
RGB: 8 0 42  
CMYK: 100 100 50 65  
HEX: #08002A  
RAL: 5013



RGB: 177 0 12  
CMYK: 0 100 100 34  
HEX: #B1000C  
RAL: 3020

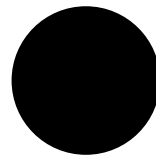


RGB: 83 106 138  
CMYK: 74 56 29 7  
HEX: #536A8A  
RAL: 5023

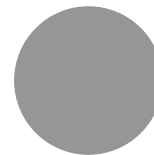


RGB: 175 223 228  
CMYK: 30 0 10 0  
HEX: #AFDFE4  
RAL: 6034

### SECONDARY COLORS



RGB: 0 0 0  
CMYK: 40 40 40 100  
HEX: #000000  
RAL: 9005



RGB: 150 150 150  
CMYK: 0 0 0 50  
HEX: #969696  
RAL: 9007



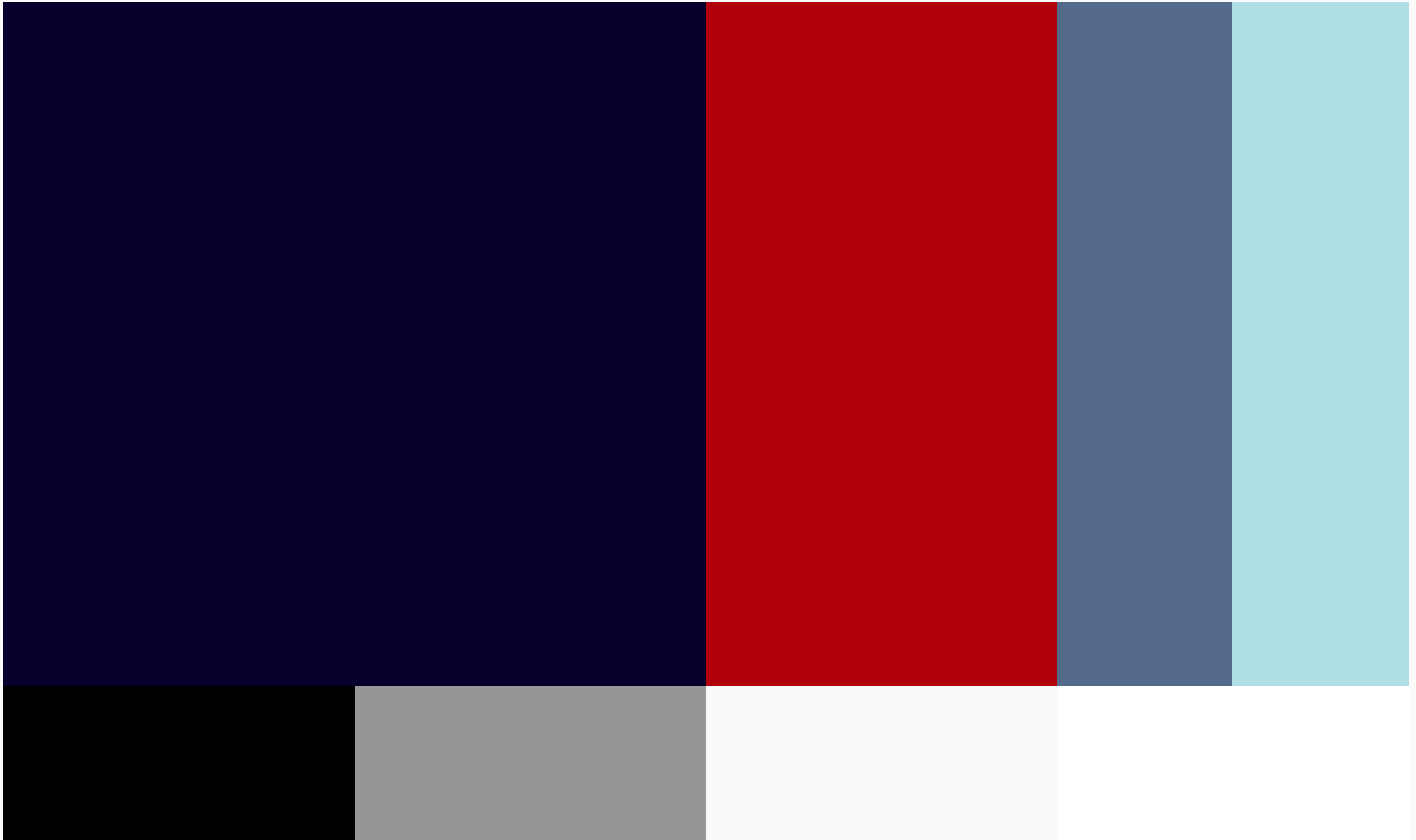
RGB: 250 250 250  
CMYK: 0 0 0 10  
HEX: #FAFAFA  
RAL: 9003



RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #FFFFFF  
RAL 9010

2 B

## COLOR PALETTE – USAGE PROPORTION



## 3

## TYPOGRAPHY

For display headings, such as billboards, the capital letters in the Bold weight of the Barlow Condensed font family must be used.

The font family for the typography of all other applications is Noway Round. Two weights of this can be used: Regular (normal) and Italic (italic). For headlines the capital letters should be used with a tracking of 50 and for running text in lower-case mode with a tracking of 20.

These are geometric-based, professional, modern fonts that can be used ideally on any medium: be it a printed or online interface.

If it is not possible to use the corporate fonts, eg. in PPT presentations or emails, the Calibri font family should be used as the websafe font.

BARLOW  
CONDENSED  
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

NOWAY ROUND  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

NOWAY ROUND  
ITALIC

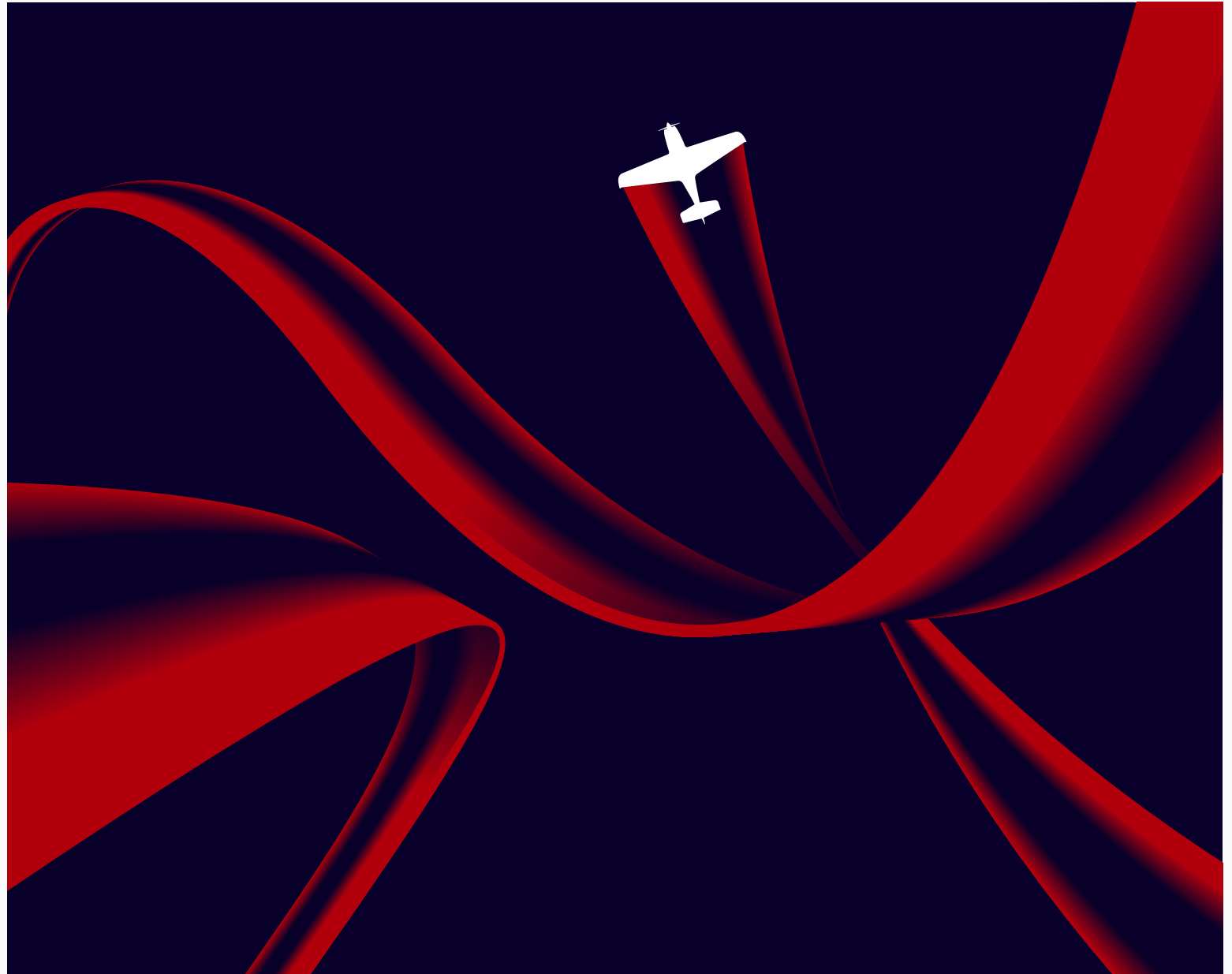
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 4

The basic identity set is also complemented by stylized, flight-simulating arches, which expand the graphic possibilities as an illustrative element and emphasize the product benefits.

These elements can be used for both internal and external communication, optionally with or without the Fusion aircraft icon. If the end of the form is visible, the Fusion aircraft icon should also be displayed, otherwise the graphic elements should be used as runways.

## COMPLEMENTARY IDENTITY ELEMENTS



## 5

## STATIONARY

- 5.1 Business Card
- 5.2 Letterhead
- 5.3 Envelope
- 5.4 Folder
- 5.5 E-mail Signature



## 5.1

## BUSINESS CARD

Formal requirements: good quality, white, matt cardboard (300 gr / m<sup>2</sup>), cut to 9 x 5 cm, logos covered with glossy shapes.

The horizontal version of the logo is printed in negative on the back. Only the name of the region / company will appear on the front page next to the logo and data.



## 5.1

## BUSINESS CARD



ELŐOLDAL



HÁTOLDAL

## 5.2

## LETTERHEAD

A horizontal version of the logo is placed in the upper left corner of each document, with the company name, address and website at the top right.

If it is not possible to use the Noway Round font family, the replacement font is Calibri.



## 5.2

## LETTERHEAD

A4

|       |   |   |       |
|-------|---|---|-------|
|       |  <b>MAGNUS</b><br>AIRCRAFT | <small>MAGNUS AIRCRAFT Zrt.<br/>H-7666 Pórány, 08/8 hrsz.<br/>www.magnus-aircraft.com</small> | 20 mm |
| 24 mm |   | 24 mm   |       |

Név: Magyar Nóra  
Tárgy: Árajánlatkérés

Tisztelt XY!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam lorem est, hendrerit sit amet tellus in, varius rutrum ipsum. Nullam sit amet interdum justo. Curabitur ut venenatis orci. Quisque ut gravida leo. Aliquam erat volutpat. Quisque commodo neque vel odio sagittis lacinia. Cras purus nisi, convalis in est eget, consectetur condimentum felis. Morbi in magna tempus, consequat lorem eu, mattis mauris. Quisque in maximus magna, vel elementum quam. Nam iaculis laoreet iaculis. Sed euismod enim eget ullamcorper porttitor.

Integer risus lorem, semper nec porttitor eu, porttitor ac libero. Ut dui odio, aliquet quis risus vitae, mattis pulvinar tortor. Phasellus venenatis erat turpis, placerat aliquam risus lobortis quis. Aliquam erat volutpat. Proin ipsum mauris, pretium vitae congue ac, gravida vitae libero. Donec feugiat ac nunc vel pellentesque. Aliquam eros urna, auctor quis pellentesque vel, cursus id ipsum. Duis porttitor blandit est nec vehicula.

Mauris sed nulla neque. Suspendisse vestibulum malesuada urna non euismod. Phasellus aliquet ante enim, sed mattis justo pharetra sed. Aliquam id velit arcu. Vivamus eleifend vel elit tristique maximus. Nulla vitae metus non sem fringilla semper. Morbi ut neque tincidunt, lacinia dolor quis, gravida lacus. Duis porttitor sollicitudin ligula, a dignissim odio semper vitae.

Pórány, 2020. 05. 10.



Kovács Péter  
Marketing menedzser

## 5.3

## ENVELOPE



## 5.4

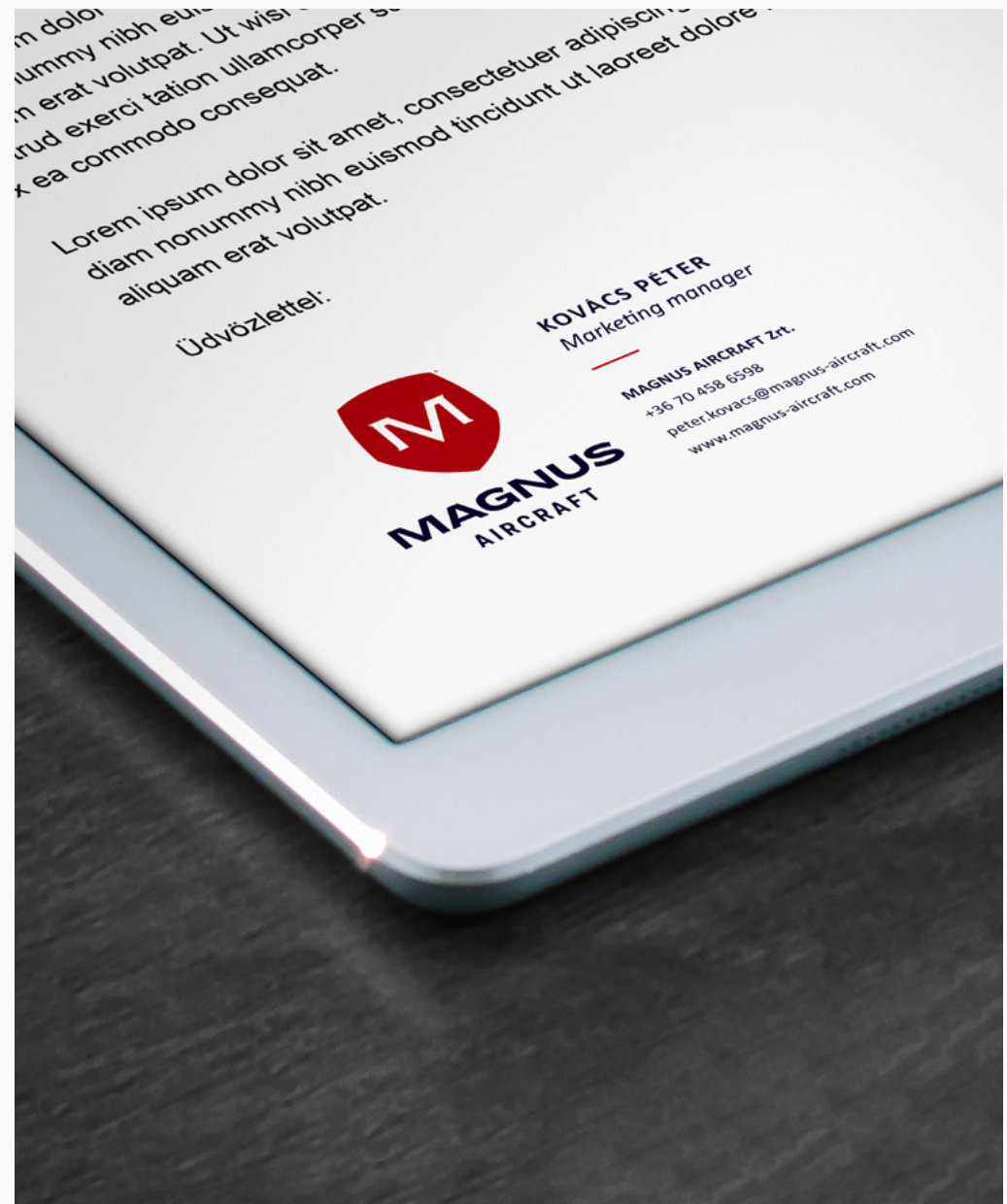
## FOLDER



## 5.5

## E-MAIL SIGNATURE

In the case of email signatures, it is not possible to use the corporate identity font, so the replacement font to be used here is Calibri.



# 6

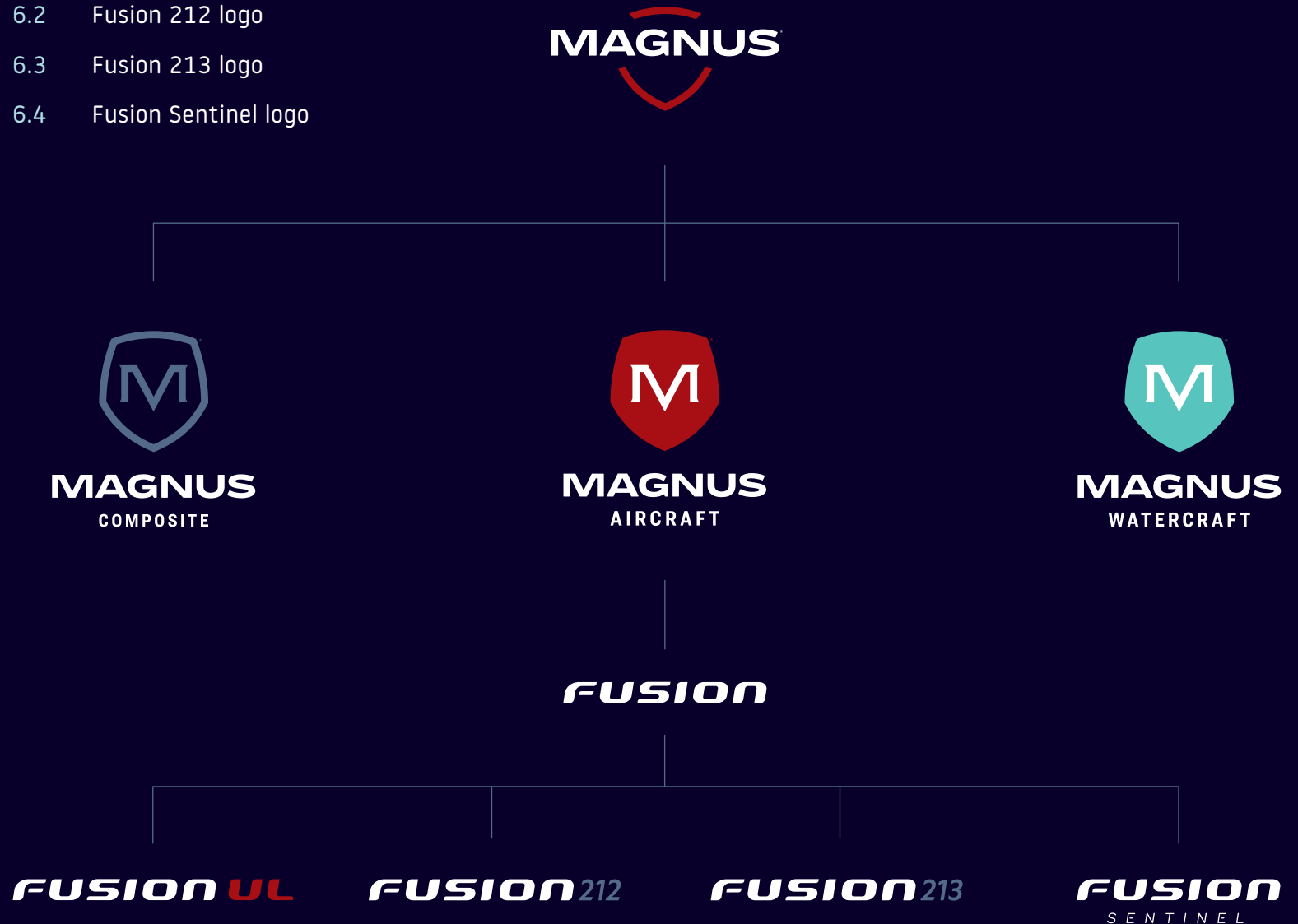
When designing the identity, special attention was paid to the expanded company and product structure since the creation of the previous image.

The top logo, which represents the group of companies, includes the three product directions, aerospace manufacturing, composite manufacturing and watercraft manufacturing. These are represented by the logos in the second row.

The product structure for Magnus Aircraft, shown in the bottom row, is aligned with the upcoming projects and developments regarding the variety of aviation products as well as with the constant changes in the market trends.

## PRODUCT LOGOS

- 6.1 Fusion UL logo
- 6.2 Fusion 212 logo
- 6.3 Fusion 213 logo
- 6.4 Fusion Sentinel logo



## 6.1

The Fusion UL logo consists of a custom-designed wordmark with the primary version to be used being the negative color mutation. The colors of the logo may change to suit the design of the aircraft.

The logo is used for Fusion ultralight products sold in Europe.

## FUSION UL LOGO

NEGATIVE  
VERSION

**FUSION UL**

POSITIVE  
VERSION

**FUSION UL**

## 6.2

The Fusion 212 logo consists of a custom-designed wordmark with the primary version to be used being the negative color mutation. The colors of the logo may change to suit the design of the aircraft.

The logo is used for Fusion ultralight products sold in the USA.

## FUSION 212 LOGO

NEGATIVE  
VERSION

***FUSION***212

POSITIVE  
VERSION

***FUSION***212

## 6.3

The Fusion 213 logo consists of a custom-designed wordmark with the primary version to be used being the negative color mutation. The colors of the logo may change to suit the design of the aircraft.

The logo is used for the European LSA version of the Fusion product.

## FUSION 213 LOGO

NEGATIVE  
VERSION

***FUSION***213

POSITIVE  
VERSION

***FUSION***213

## 6.4

The Fusion Sentinel logo consists of a custom-designed wordmark with the primary version to be used being the negative color mutation. The colors of the logo may change to suit the design of the aircraft.

The logo is used for the special version of the Fusion product for governmental and aerial surveillance purposes.

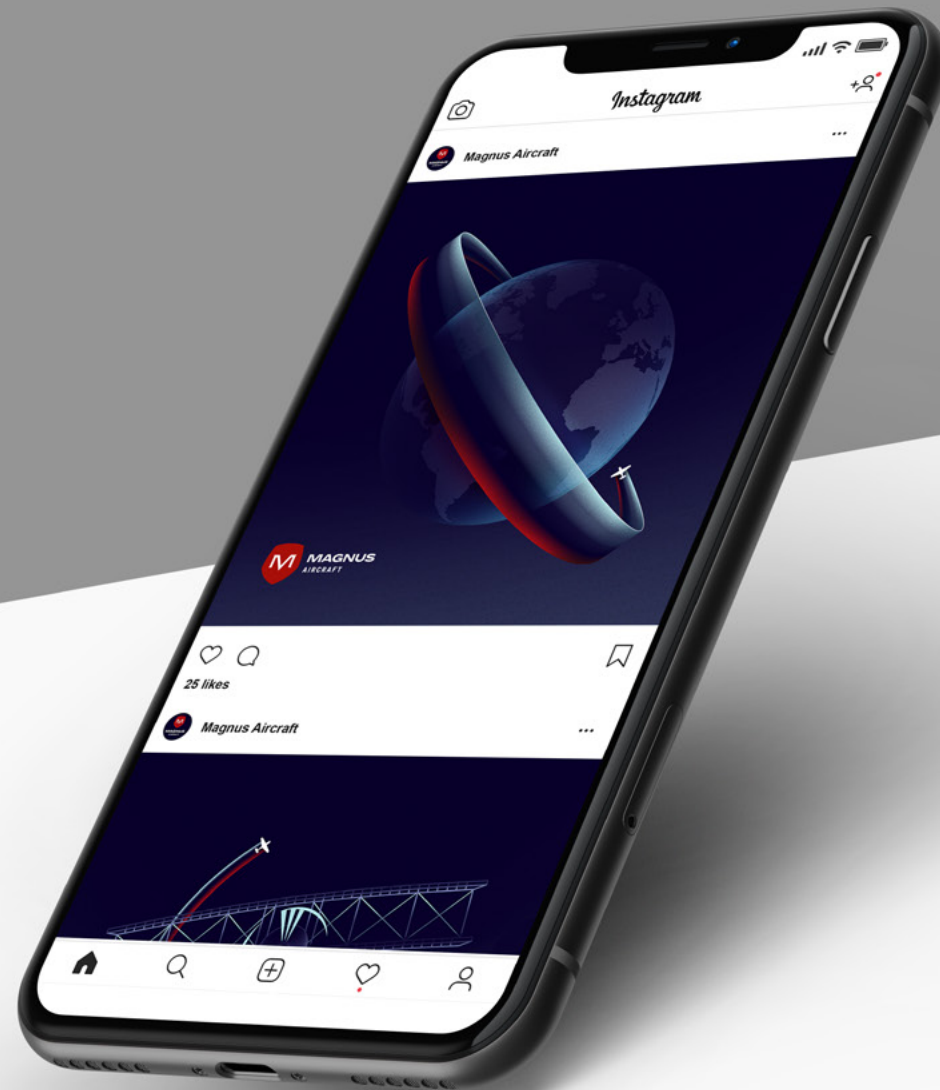
## FUSION SENTINEL LOGO



## 7 SOCIAL MEDIA PRESENCE

### 7.1 Profile Picture and Cover

### 7.2 Post Examples



## 7.1 A

## PROFILE PICTURE AND COVER – FACEBOOK



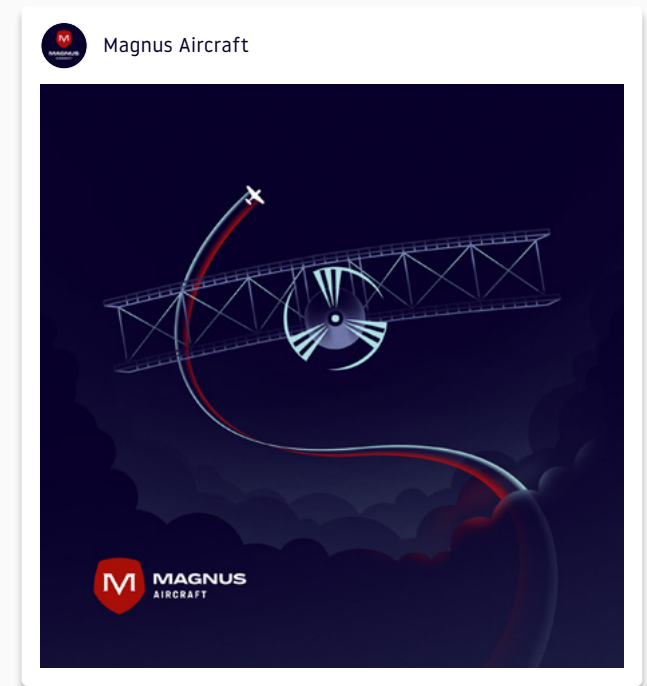
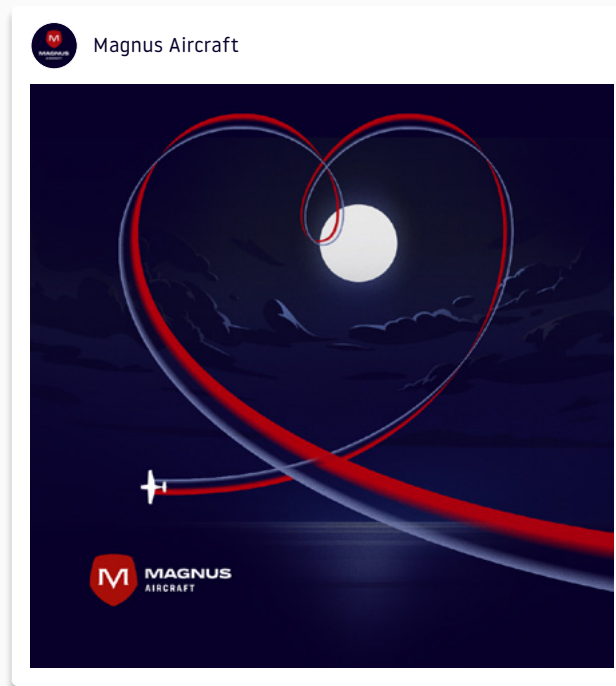
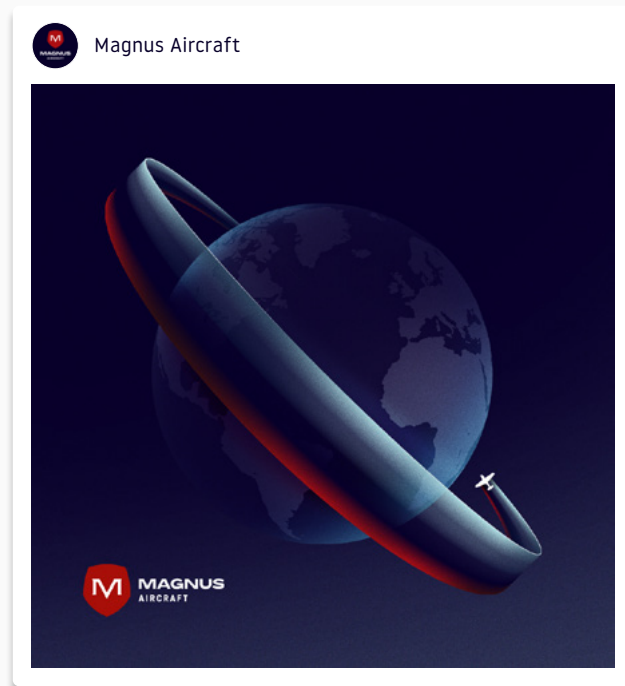
## 7.1 B

## PROFILE PICTURE AND COVER – LINKEDIN



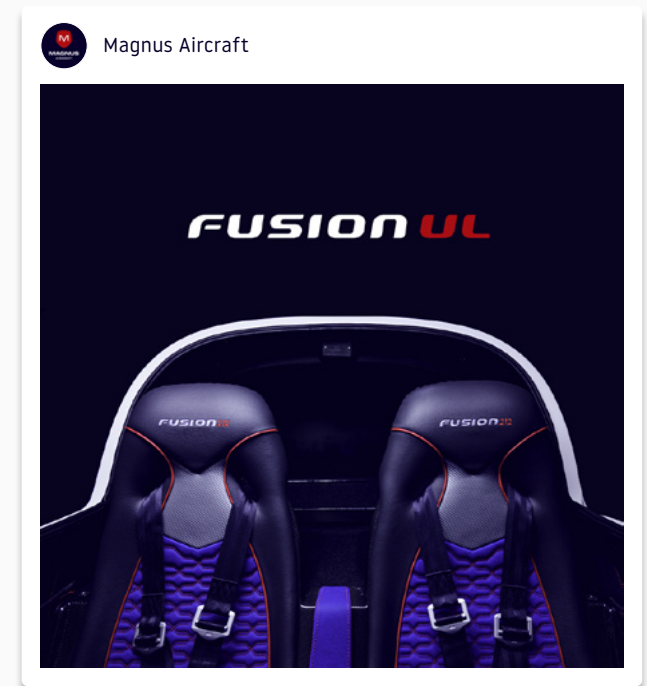
## 7.2 A

## POST EXAMPLES – GRAPHICS



## 7.2 B

## POST EXAMPLES – PHOTOS



# 8

## AIRCRAFT DESIGN



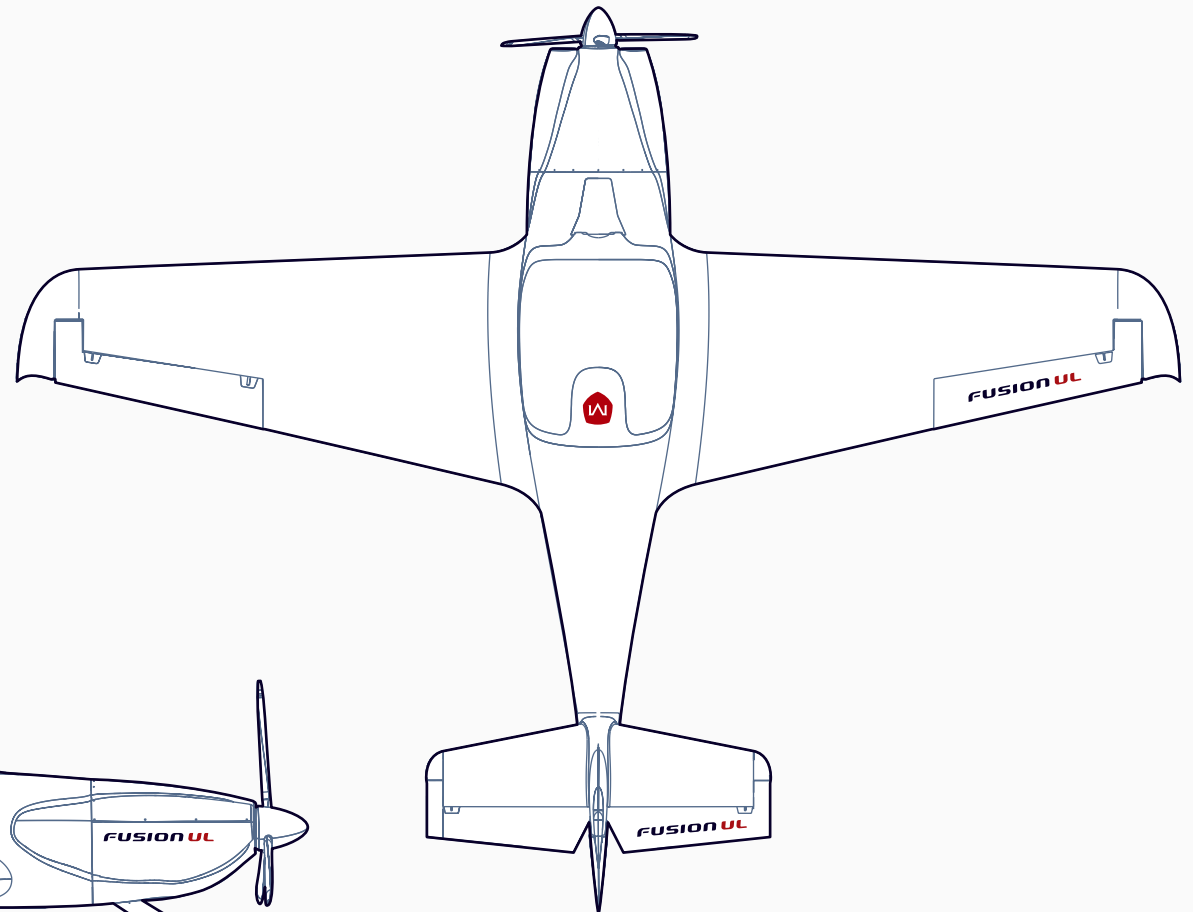
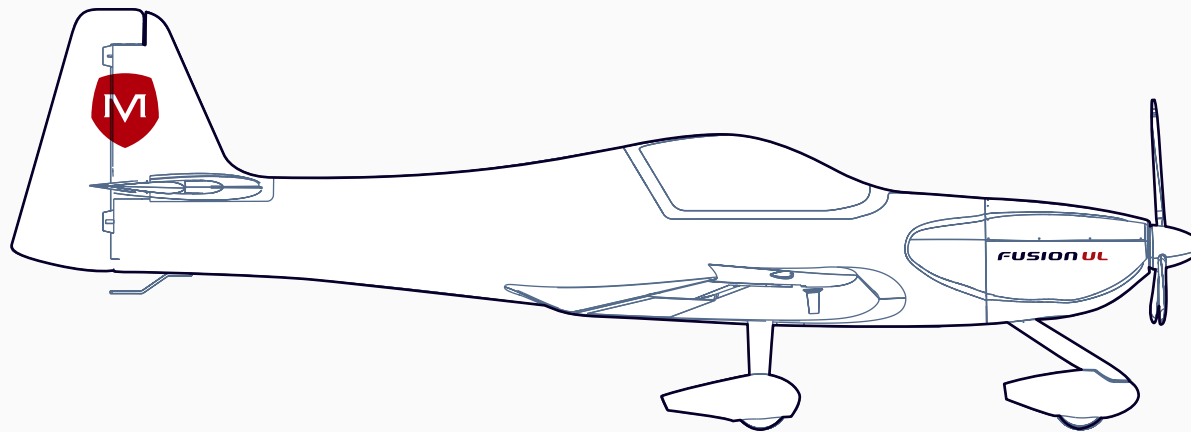
# 8

## AIRCRAFT DESIGN

The livery of the aircraft always adapts to the needs of the customer, the mandatory placement of the main identity elements were regulated uniformly in order to ensure a coherent appearance.

The Magnus Aircraft logo is mandatory on the top of the canopy and on the horizontal stabilizer.

The color of the logo should match the colors chosen by the customer for the design of the aircraft. The logo for a given product (Fusion UL / 212 / 213 / Sentinel) must be displayed in a minimum of three locations, to suit any given design.



# 8

## AIRCRAFT DESIGN



## 9

# ADDITIONAL IDENTITY ELEMENTS

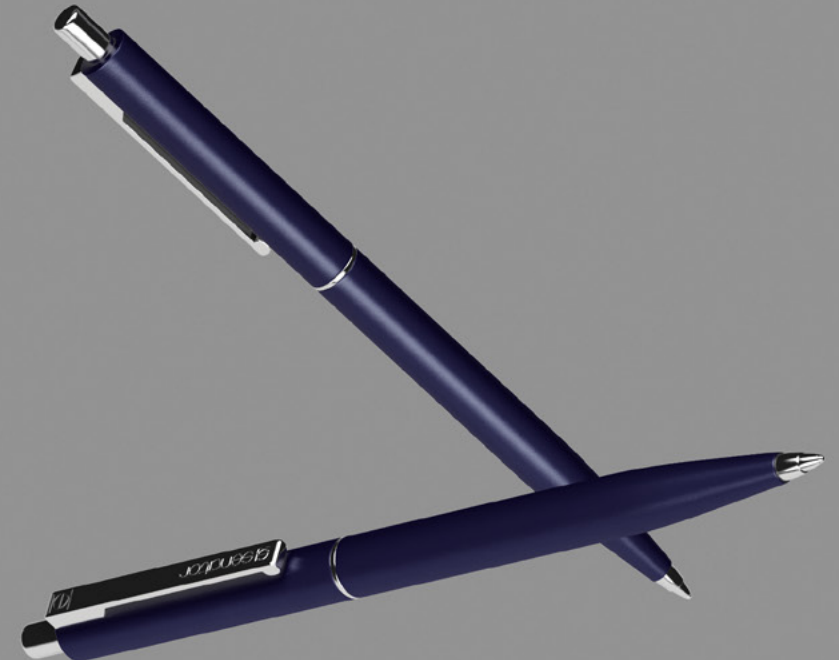
9.1 Presentation

9.2 Clothing

9.3 Badge

9.4 Molino

9.5 Other



## 9.1

The Powerpoint presentation template covers most layout structures, if you need to edit a slide other than these, it's important to follow these rules:

The logo appears in the lower left corner, unless it cannot fit because of a table, photo, or graph, with the secondary location in the upper right corner.

The background color should preferably be dark blue in the image, if this is not possible, white should also be appropriate. In this case, the color of the typography should be dark blue and a positive version of the logo should be used.

The image font cannot be used in this case, so the replacement font is Calibri.

## PRESENTATION

OPENING SLIDE



SLIDE WITH TEXT



SLIDE WITH PHOTO



SLIDE WITH PHOTOS



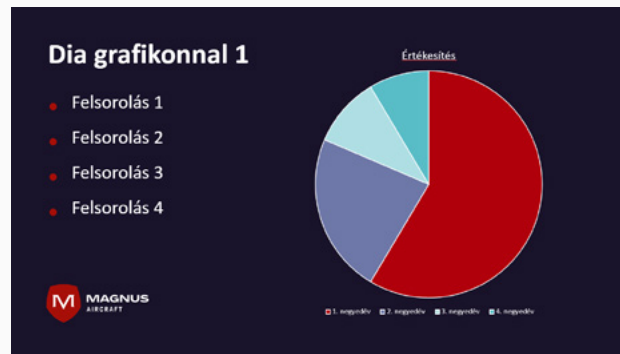
## 9.1

## PRESENTATION

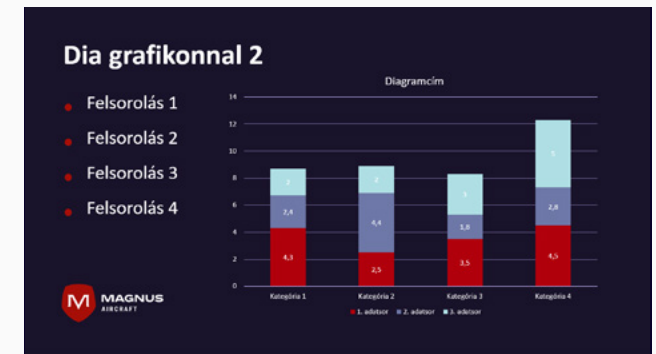
SLIDE WITH BACKGROUND PHOTO



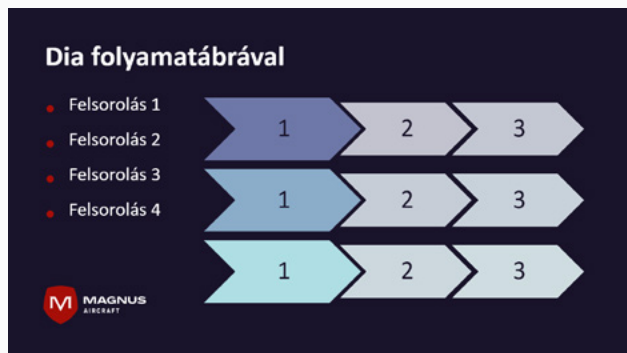
SLIDE WITH GRAPH



SLIDE WITH GRAPH 2



SLIDE WITH FLOW CHART



SLIDE WITH SPREADSHEET

**Dia táblázattal**

MAGNUS AIRCRAFT

| 1      | 2      | 3      | 4      | 5      | 6      | 7      | 8      |
|--------|--------|--------|--------|--------|--------|--------|--------|
| Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg |
| Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg |
| Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg |
| Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg |
| Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg | Szöveg |

CLOSING SLIDE



## 9.2 A

Traditionally tailored, dark blue t-shirt with a 5 cm wide Magnus Aircraft logo screen printed on the left chest.

A 10 cm wide Fusion logo is screen printed on the back below the neck.

A 3 cm wide Fusion aircraft icon appears pasted into the shield on the right shoulder.

## CLOTHING – DARK BLUE WORK T-SHIRT



## 9.2 B

Dark blue collared t-shirt made of quality material with a 5 cm wide Magnus Aircraft logo embroidered on the left chest.

A 10 cm wide Fusion logo is embroidered on the back below the neck.

A 7 cm wide Hungarian flag appears embroidered on the left shoulder & a 3 cm wide Fusion aircraft icon pasted into the shield appears embroidered on the right shoulder.

## CLOTHING – DARK BLUE FORMAL T-SHIRT



## 9.2 C

Visually identical to the dark blue formal t-shirt, with positive mutations of the logos on it.

## CLOTHING – WHITE FORMAL T-SHIRT



## 9.2 D

Elegant dark blue shirt made of quality material with a 5 cm wide Magnus Aircraft logo embroidered on the left chest.

A 10 cm wide Fusion logo is embroidered on the back below the neck.

A 7 cm wide Hungarian flag appears embroidered on the left shoulder & a 3 cm wide Fusion aircraft icon pasted into the shield appears embroidered on the right shoulder.

## CLOTHING – DARK BLUE FORMAL SHIRT



## 9.2 E

Visually identical to the dark blue formal shirt, with positive mutations of the logos on it.

## CLOTHING – WHITE FORMAL SHIRT

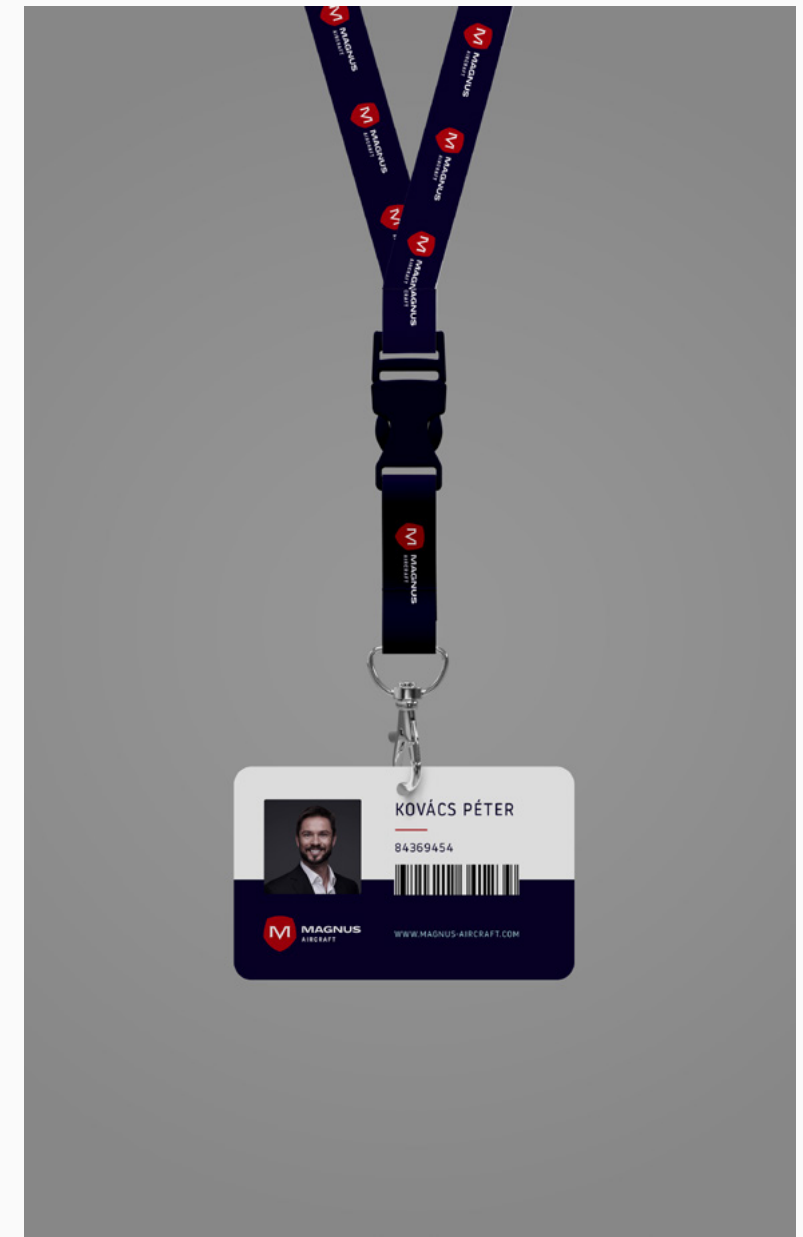


## 9.3

## BADGE

The badge is an 8.6 x 5.4 cm rounded plastic card the size of a laid bank card, digitally printed.

The base color of the neck strap is dark blue with the negative horizontal logo reproduced on it.



## 9.4

## MOLINO

The size of the molinos is 3 x 1 m, due to the large size we can only use vectorgraphic elements on its surface.

In addition to the Magnus Aircraft main identity, you can also create molinos that can be customized for product identities.



## 9.5 A

## OTHERS – PEN



## 9.5 B

## OTHERS – PIN



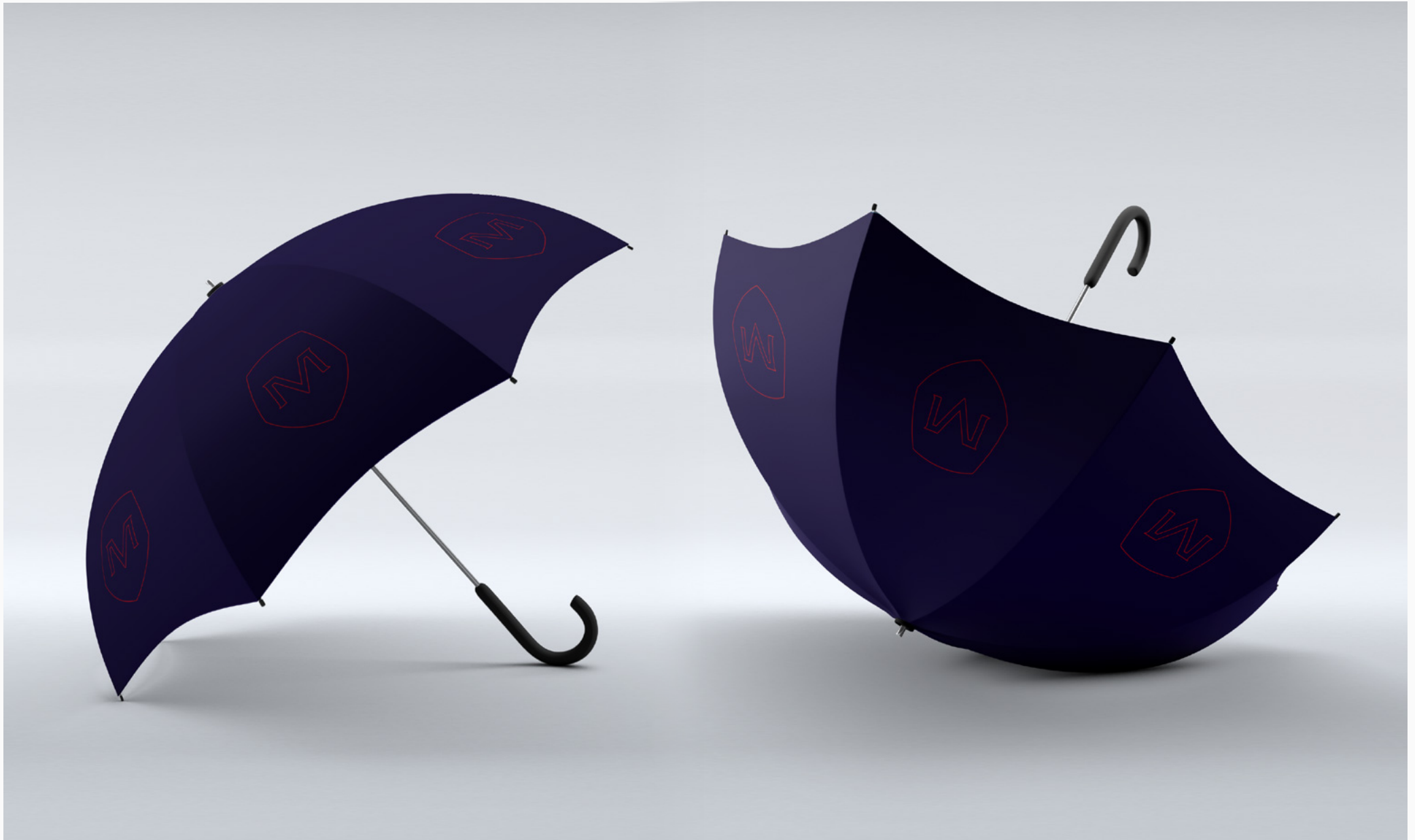
## 9.5 C

## OTHERS – BEACHFLAG



## 9.5 D

## OTHERS – UMBRELLA





MAGNUS AIRCRAFT ZRT.  
BRAND IDENTITY GUIDELINES 2022

[www.magnusaircraft.com](http://www.magnusaircraft.com)