

magic makeover

style guide



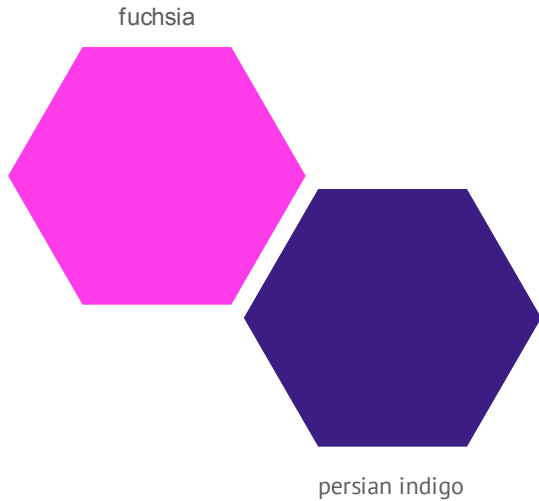
the magic makeover show exists to transform people into better looking and more confident versions of their previous selves. we are responsible for guiding people on how to reinvent themselves and how to choose a grooming style more attuned to their careers and lifestyles. the brand's identity is meant to underline these qualities by being bold, sassy and confident.

our identity



the logo is made up of the glamour visage which represents the transformed subject the title word magic which is rendered in a stylised script and the makeover descriptive baseline makeover.

the logo anatomy



CMYK	RGB	PANTONE®
C 100	R 36	273 C
M 100	G 23	
Y 0	B 115	
K 15		
C 17	R 233	813 C
M 91	G 5	
Y 0	B 170	
K 0		

in the magic makeover colour palette pink evokes femininity, softness, health and grace. the charm of purple is in sophistication, exclusivity and mystery. they are colours that complement the shows quest for beauty and appeal to its predominantly female audience.

colour

magic makeover on screen brand has the three corporate typefaces shown below. see examples throughout this document for useage examples. the font neo tech pro can be employed for editorial purposes.

Cafeta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz !@#\$%^&*()1234567890

Geneva

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz !@#\$%^&*()1234567890

James Fajardo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz ! # \$ % ^ & * () 1 2 3 4 5 6 7 8 9 0

type



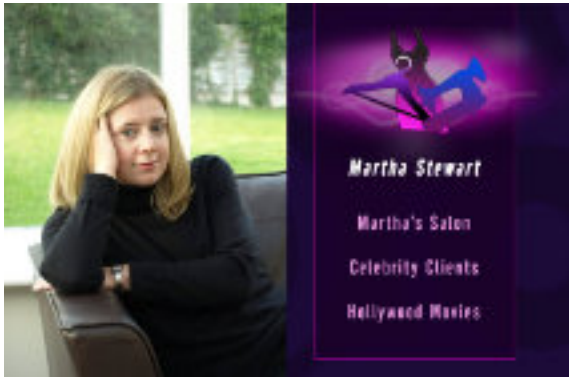
main title rendering



animated lower 3rd slate

the main title is the lasting identity of the brand viewers memory should always appear with the sponsor logo (venus) below and should be positioned centered absolutely on screen. the name title slates have the name on the left and an animation alternating the magic makeover and sponsor's logos.

on screen graphics



animated segment title graphics and slates

the special segment slates slides down from the top and presents bulleted information about the the shows guests and experts, the three segments involving wardrobe, hair and makeup have animations of elements iconic to each discipline appearing at the top of the slate. there are generic templates for miscellaneous slates.

on screen graphics