

MAG's Brand Identity Guidelines



How To Use These Guidelines

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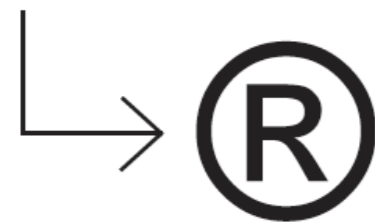
This document contains the necessary guidance to help you correctly leverage our brand standards and elements. We require all parties to comply with our guidelines to maximize the consistency and impact of the MAG brand around the world.

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There are Two Versions of the **MAG Logo**.

Text in the MAG Logo is created in Futura BT Book and should never be substituted for another font.

The registered trademark symbol must always appear when the logo is used.



This logo is used when the wording “Merchant Advisory Group” **is not** prominently displayed in the surrounding area.



This logo is used when the wording “Merchant Advisory Group” **is** prominently displayed in the surrounding area.

Color Palette (Primary)

Our Usage of the Color Blue is One of the Most Powerful Visual Assets We Have.

That's why it's important to get it right. From printing to pixels, whatever you're producing, it needs to adhere to the color breakdown shown here.

Primary Color Palette

Web	Hex: #073174 R 7 G 49 B 116
Print	C 43 M 26 Y 0 K 55

Web	Hex: #0050c4 R 0 G 80 B 196
Print	C 77 M 45 Y 0 K 23

Web	Hex: #3bcef8 R 59 G 206 B 248
Print	C 74 M 16 Y 0 K 3

Imagery

Choosing the Right Image.

We like our photography bright and human. Images should feel energetic, authentic, professional, and candid.

Brightness

We prefer natural daylight, over studio lights or filters.

Subjects

Should be in clear emphasis within the frame and should be visually engaging.



The Welcoming and Caring Feeling of our Organization is

also found in the “form” of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

The MAG's typefaces:

Raleway, Lato, Arial, and Gotham

Raleway

Raleway is the typeface utilized for impact. It's robust, modern appearance means it should be used for functional headlines and signage.

Lato

Lato is our most versatile typeface and should be used for small text, like body copy.

Arial

Arial is the font utilized for web copy and in practical documents including: conference / powerpoint decks, and resources / educational guides.

Gotham

Gotham is the font utilized as the letterforms in our conference logos.

Arial

Arial must be used for all web, powerpoint, and educational resource guides. Calibri can be used as an alternative font when Arial is not available.

It is a Sans Serif font with an approachable and friendly feel that matches the work we do. Arial font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Arial Regular

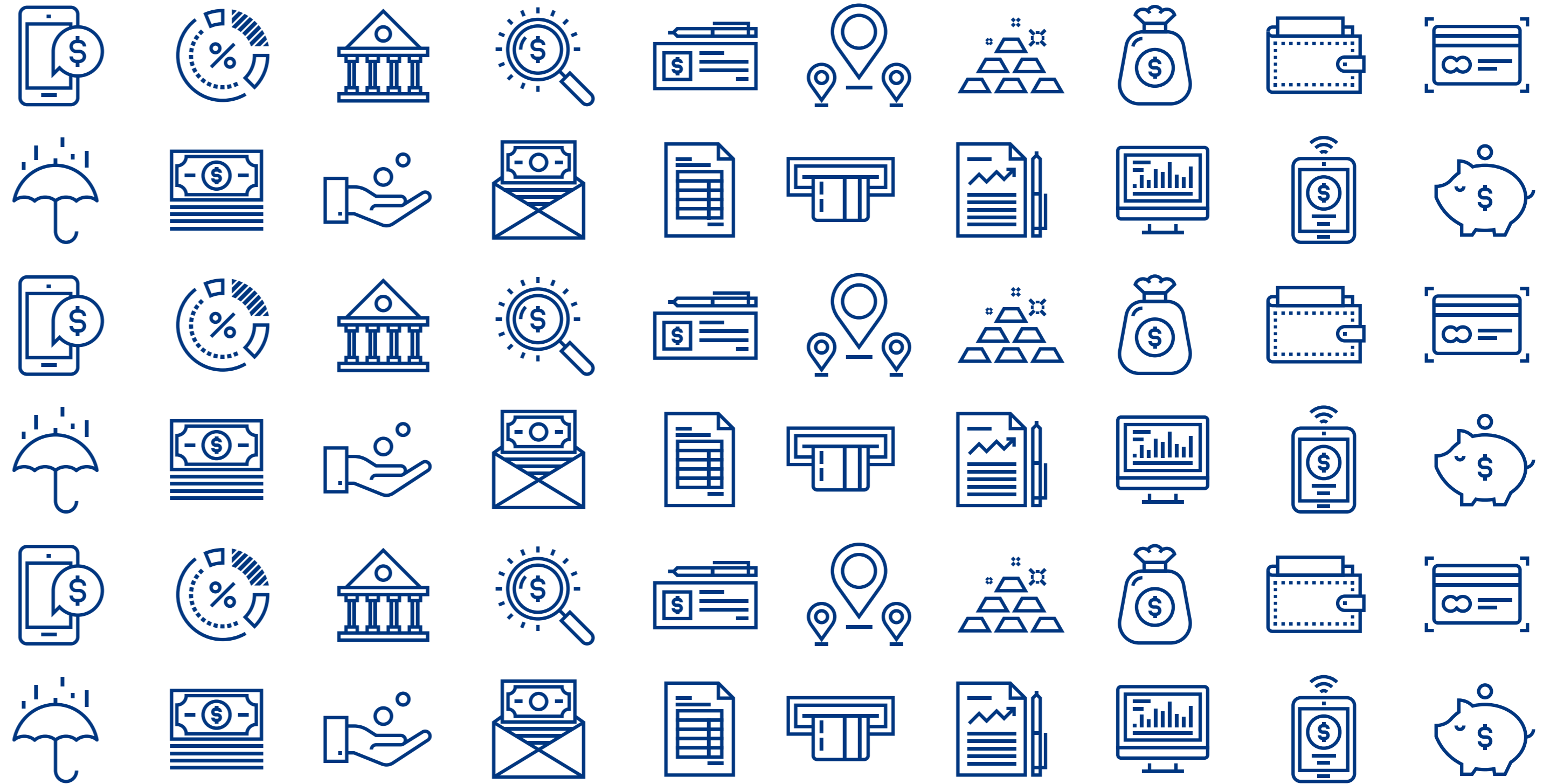
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Choosing the Right Iconography.

We like our iconography neat and clean. Icons should be thin and consistent with their lines.



MAG Content Ownership and Distribution Policy.

The MAG requires all speakers

to sign a speaker agreement before presenting on a MAG-hosted webinar or conference session. Many of our merchant members have strict policies on their ability to participate or attend webinars or conference sessions, which can include being a speaker or asking questions in an open Q&A format, whether verbal or through presentation technology. All MAG merchant members have executed a non-disclosure agreement which includes a commitment by the MAG that any content recordings will remain the property of the Merchant Advisory Group and remain solely accessible through our own platforms which not only require a login but are also permission-locked to only those allowed to view that content. By releasing our raw recordings or content materials to other third parties, we break that commitment and lose control over how that content could be altered or further distributed to unauthorized parties.

The MAG does not grant exceptions to this policy in any circumstance.

PowerPoint Template

5. Power Point Template

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Make Your Presentations Easier to Create

and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.



General Guidelines

Content Ownership

MAG retains control over the presentation of sessions, topics, and materials, and all session materials become the property of MAG.

Basic Elements

1. Use Calibri or Arial fonts
2. Always use an Oxford comma
3. Use black, gray, or white; blue can be used as a secondary accent color
4. Simple backgrounds in white or black
5. Consistent placement and size of headers
6. **Utilize** : Images and videos that enhance content delivery
7. **Avoid** : Animations, Slide Timing, and Transitions
 - Slides automatically advance when webcast starts if “Use Timings” is enabled and saved on any slide
 - Hidden slides will convert and display in Studio

Presentation Size and Cover

Power Points Utilize a 16:9 Format

Changing the size of a presentation in “Page Setup” will stretch and distort graphics. Copy and paste graphics into a pre sized document to avoid any distortion.

Maximum PowerPoint File Size

The maximum file size is 300MB.

PowerPoint Template

Make Your Presentations Easier to Create

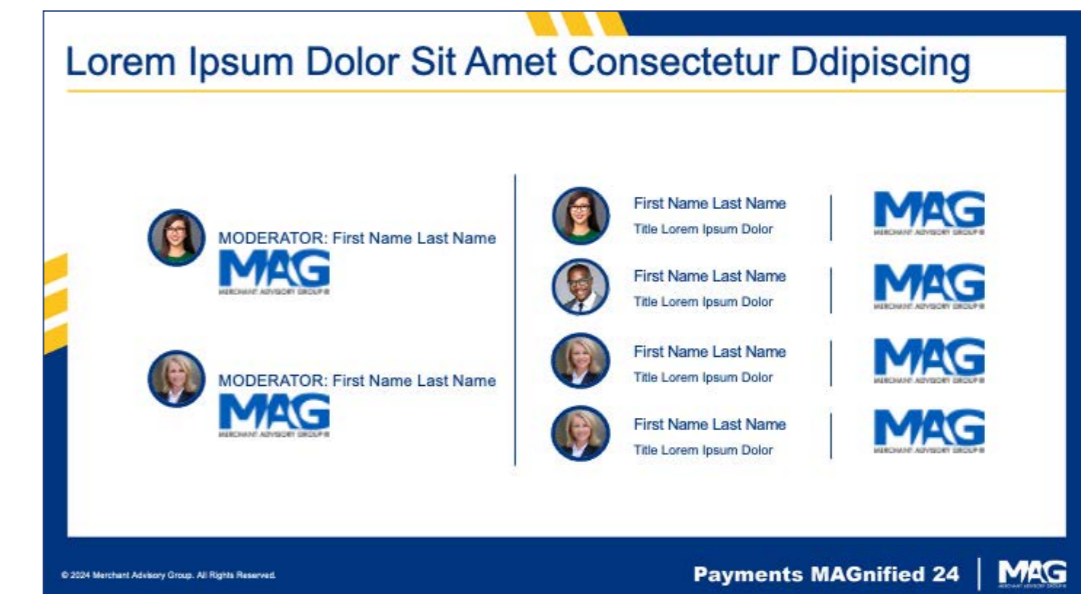
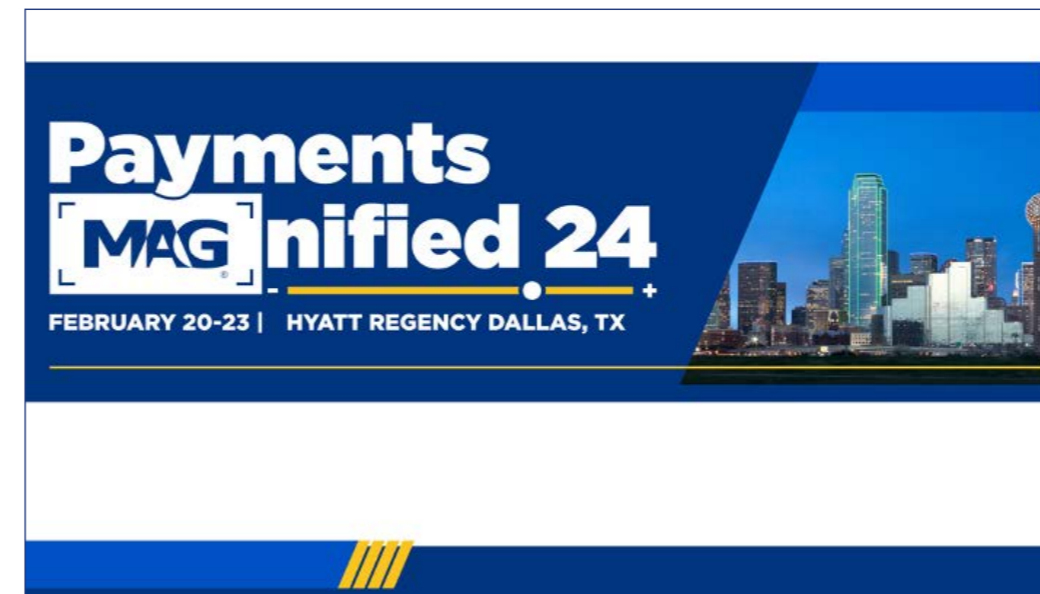
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Continued...

Cover Slide

Utilize the cover slide provided in the PowerPoint template. Ensure the first slide of the presentation includes presentation title and presenter names.



Partner Logos

External Presenter Logo

MAG often conducts its work in association with partners. One aspect of being a good partner is sharing credit. Your company logo may be inserted only on the Introduction page of the presentation. Commercial logos and marketing messages are prohibited in presentations.

MAG Logo/Footer

To maintain brand recognition, external presentations will contain the MAG Conference footer referencing the MAG logo and conference details. Avoid altering or covering this up unless full screen layout is required for select slides.

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Continued...

Typography

Primary Font

Calibri or Arial are the MAG's standard PowerPoint typeface.

Alternate Font

If Calibri is not available, use the similar font Arial.

Emphasis

Bolding or italics can be used for highlighted content.

Accent Colors

Black, gray, or white can be used as accent colors. Blue can be used as a secondary accent color.

Header/Subheader

Header Size and Font

Header: CALIBRI/ARIAL BOLD, UPPERCASE 36 POINTS

Subheader: Calibri/Arial , 32 points

Consistent placement

Keeping the header in the same position from slide to slide makes it easier for the viewer to quickly identify the topic for that slide.

Concise headers

Avoid utilizing long headers. In cases where your header cannot fit into the frame, reduce the font size consistently or utilize a Subheader.

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Body Text

Body Text Typography Size

Font size will depend on the amount of content on the slide, including graphics and the size of the conference room. Be consistent with your selections.

Recommended size when slide doesn't contain Images:

Paragraph Header: Calibri/Arial Bold, 26-28 Points

Paragraph body text: Calibri /Arial regular, 24-26 points when possible

12 points is starting to get really tiny, try to avoid going this small

32 points is getting too large

Recommended size when slide contains Image:

Paragraph Header: Calibri/Arial Bold, 24-26 Points

Paragraph body text: Calibri /Arial regular, 22-24 points when possible

Image

Body Text Typography Size

- Utilize crisp images that are not pixelated, warped, or blurry
- Utilize owned, public domain, royalty-free, or non-watermarked images
- Crop images to make them fit your layout (or selectively go full screen)
- Replace words with relevant images wherever possible
- Graphics are easier to read than tables of information
- Avoid obscuring slide content with too many photos
- As a general rule, do not exceed more than five small-sized images, three medium-sized images, or two large images per slide

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Continued...

Video and Demo

Video

If you are using a video in your presentation, DO NOT embed the video.

Please send the video 72 hours in advance of recording session or live event.

Consideration when including a video: attendee screen will be around ¼ your full screen view during the presentation.

Live demo

If you are planning a live demo and need to share your screen please let the MAG know when submitting your PPT.

Tips and Best Practices

Use the Notes Section

Keep notes and extra details that you would like to mention, but don't need to show, off the slide by adding them into the notes section.

One Slide, One Idea

Consider each slide as representing a single idea. The same for images. Clustering images adds clutter and dilutes your message.

Minimal Verbiage and Maximum White Space

Simplicity is the ultimate sophistication yielding greater impact and easier, quicker reading.

Avoid Busy Transitions

Animations, Slide Transitions, and Word Art Object animation

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Template Examples:

