

# Logo

 **Magnific**

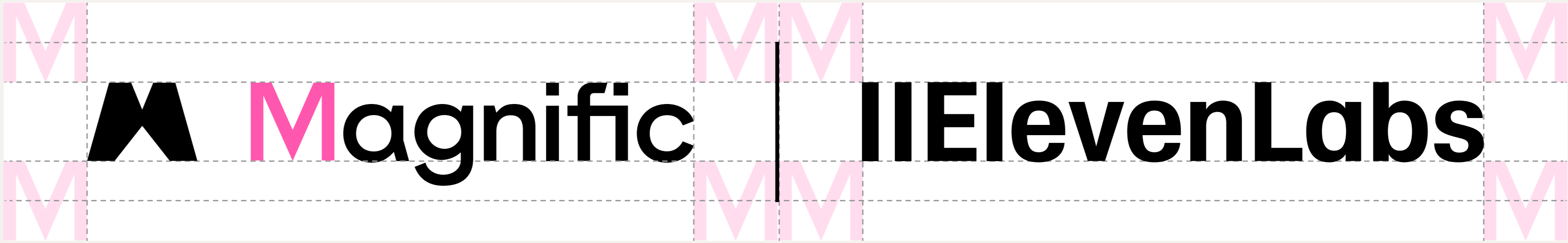
 **Magnific**

The image features a background of a sunset or sunrise over a landscape, with a white horse silhouette in the sky. The sky is a deep blue, and the clouds are illuminated with warm orange and yellow light. The horse silhouette is positioned in the upper right quadrant, facing right. The logo and text are centered in the middle of the image.

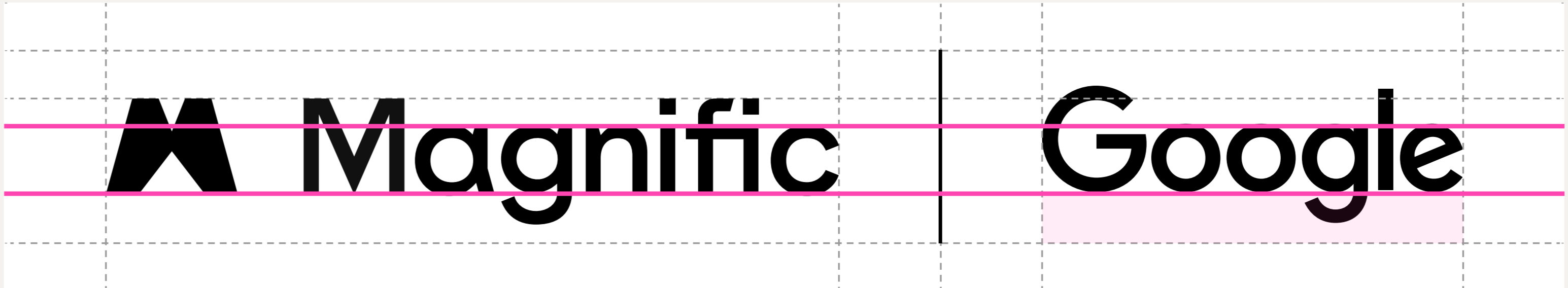
**M Magnific**



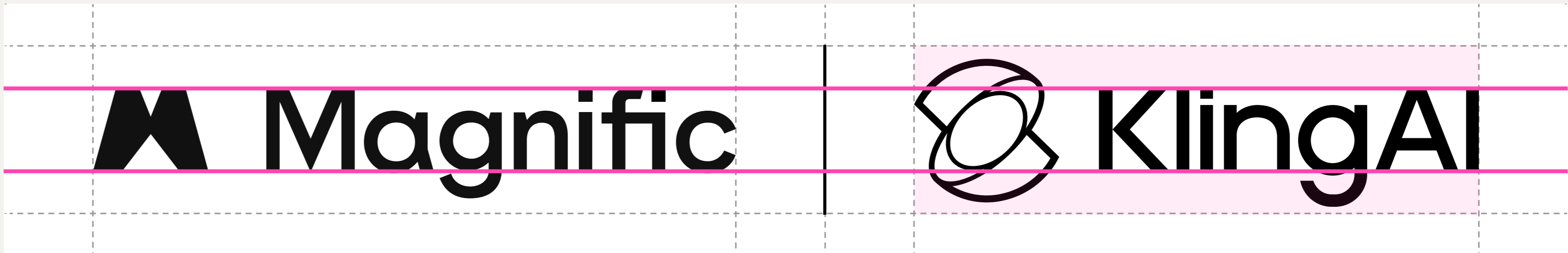
# Logo size compared to other logos



Safety area



Aligned by X height



Aligned by CAP height

# Icon









M

Magnific white &  
Magnific Black Dark



Magnific white &  
Magnific Maroon Light



Magnific white &  
Magnific Black Dark on image



The logo **will always match the color of the text** which will always be Maroon light, White or Black Dark.

# Typography & color

**Hero  
typeface**

**ES Klarheit  
Plakat**

**Extrabold  
Poster**

# Primary palette

Magenta **must not be used as the primary text color**. It may be applied occasionally for emphasis.

Magnific Magenta #FF58AE	Magnific Maroon Dark* #2C0000  *Backgrounds	Magnific Black Dark #101010  *Text Color *Logo Color	Magnific Grey Dark #C0BCB8	Magnific Off-White Dark #ECEBE6	Magnific White #FFFFFF  *Text Color *Logo Color
	Magnific Maroon Light* #3F0808  *Text Color *Logo Color	Magnific Black Light #242423	Magnific Grey Light #D9D4D0	Magnific Off-White Light #F4F3EF  *Backgrounds	

# Marketing palette

Magnific Purple  
#D0C2FD

Magnific Maroon Dark  
#2C0000

Magnific Purple Mid  
#6F4BD3

Magnific Beige Mid  
#FAE0CE

Magnific Purple Dark  
#21163D

Magnific Teal  
#1A2927

# Layouts & graphics

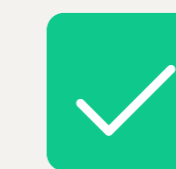
# Text placement

**Text top left**



Use the text always in the following position

**Text bottom left**



**Don't  
center text**



**AI art that fits your  
world**

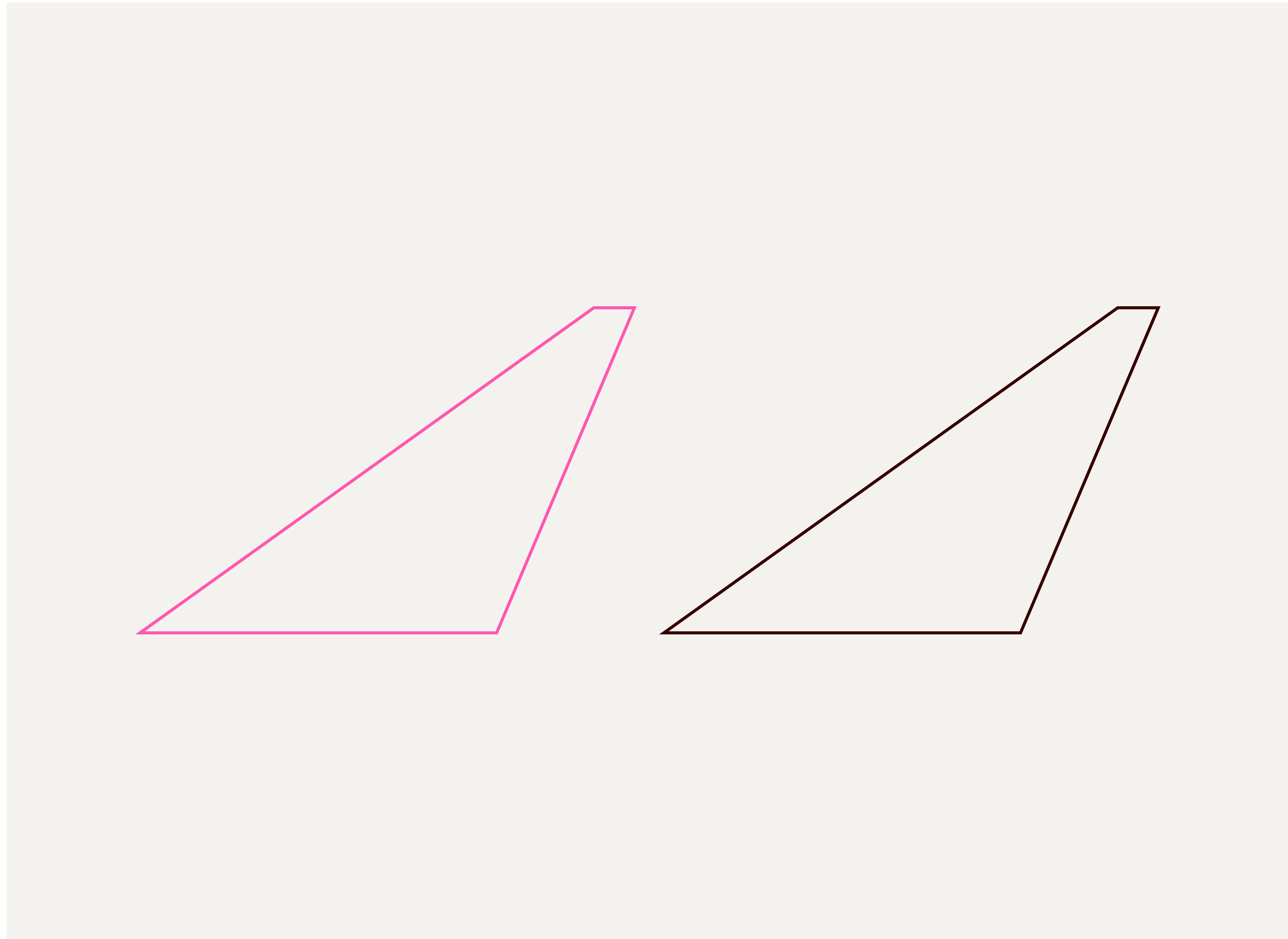


The text must not extend beyond the indicated area, staying within approximately 70% of the layout as marked by the dashed guidelines.

# Graphic elements

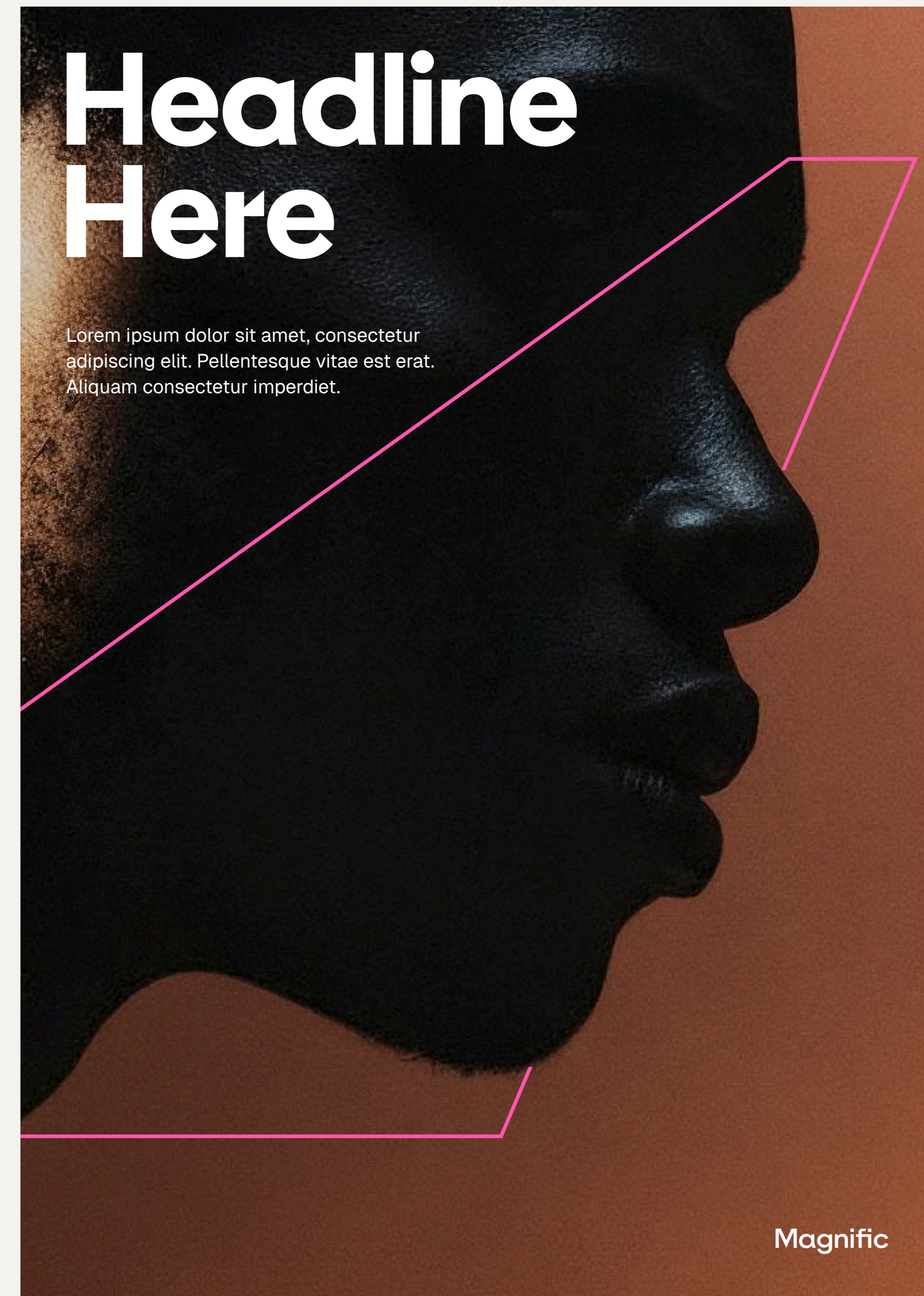
We must only use the following shape version in **Magenta or Maroon** (depending on the base image), always applying an overlay effect.

The stroke will also depend on the size and proportions of the image.



# Graphic elements

The stroke must always be set to **overlay** so it interacts and connects with the image.



# Magnific Pattern

A pattern has been created by playing with the word Magnific using the Plakat typeface, designed to **overlay clean, low-noise images** without causing visual clutter.

The pattern must follow the shape of the image, generating organic forms and avoiding linear structures.



# Strapline

A man in a white suit is walking on a large, flowing red fabric structure that forms a deep, curved channel. The background is a clear blue sky. The man is captured in a dynamic pose, leaning forward with his right arm extended and his left leg lifted, as if he is balancing or walking on the fabric. The overall scene conveys a sense of elegance and movement.

**Make it Magnificent**





**Be Magnific**





**Creativity is a mindset**



# BE MAGNIFIC



# **New name/ transformation**

**Freepik  
is now  
Magnific**

 **Magnific**

**Freepik  
is now  
Magnific**

 **Magnific**

# Key messages

# Rewrite the rules of creativity



# Reach for magnificent heights



# Creativity is a mindset