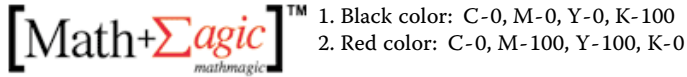# MathMagic BI Guidelines
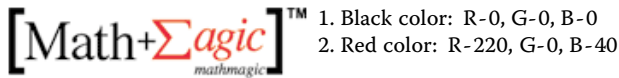
The shape and color of MathMagic logo is very important for it brand identity.
The following guideline should be followed for the identical & consistent communication for the product image.

1. Printing (C.M.Y.K)

1. Black color: C-0, M-0, Y-0, K-100
2. Red color: C-0, M-100, Y-100, K-0

2. Display - Screen, TV and Web (RGB)

1. Black color: R-0, G-0, B-0
2. Red color: R-220, G-0, B-40

3. Size

The size can be enlarge or reduced depending on the usage. But the ratio of horizontal vs. vertical should be maintained correctly.
The characters in the logo should be readable one by one in normal distance. So when reducing the logo in small size, designer should be careful for the readability depending on the resolution of print material or display.

4. Usage on a color background

If the major background color is one of red color area, the red part of the logo("Magic" part) can be printed in white color or blank.
If the background is very dark in brightness (for example - dark gray, black, dark blue), the black part of the logo can be printed in white color or blank.

5. Usage with Gray printing
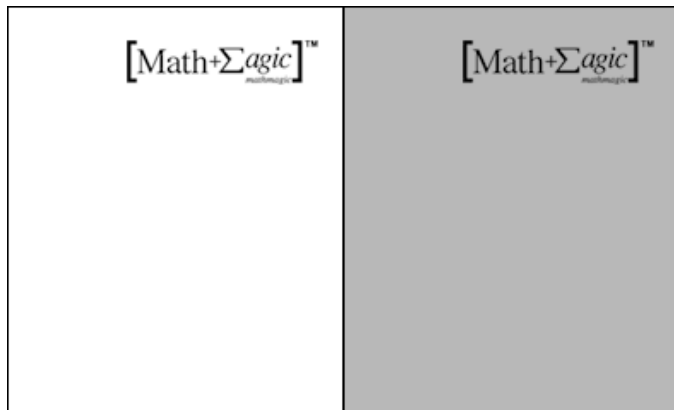
On a bright background (Brightness of 50% or more), the logo should be printed in Black to provide a clear visual comparison, as shown in the examples.
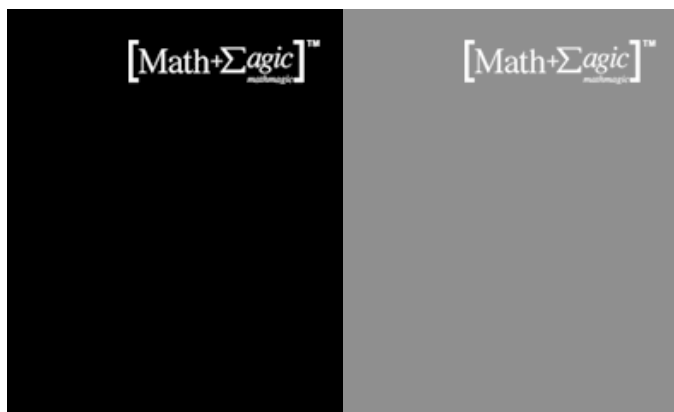
On a dark background (Brightness less than 50%), the logo should be printed in White to provide a clear visual comparison, as shown in the examples.