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Our lockup is designed to be responsive to space. It should be used to enhance brand awareness or reinforce our brand presence. It should never be used locked up with partner logos.

Min. Size

- Digital: 46px H
- Print: 0.48 in H
Logo

Clear space

M100

We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.
We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.
We use the M from the wordmark to create an even balance on all sides, at a scale of 200%.
We use the M from the wordmark to create an even balance on all sides, at a scale of 200%.
Our logo is always Meteorite 100 on Bionic background, or vice versa when needed. Never use Cosmic 100 for logos or backgrounds.
When our logo must appear on a colored background outside our color system, it must remain Meteorite 100 or Bionic, depending on whether the background color is light or dark.

Logo: Meteorite 100  
Background: Light

Logo: Bionic  
Background: Dark
## Don’ts

<table>
<thead>
<tr>
<th>Logo</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t use alternate weight, capitalization, or tracking.</td>
<td>Don’t use alternate fonts in the logo.</td>
</tr>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td>Don’t stylize the logo with outlines, shadows, or other techniques.</td>
</tr>
<tr>
<td><img src="image2.png" alt="Logo" /></td>
<td>Don’t skew, stretch, or rotate the logo.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Logo" /></td>
<td>Don’t place the logo in a container on a composition.</td>
</tr>
<tr>
<td><img src="image4.png" alt="Logo" /></td>
<td>Don’t use alternative clear space around the logo.</td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo" /></td>
<td>Don’t use the logo locked up in any different configurations.</td>
</tr>
<tr>
<td><img src="image6.png" alt="Logo" /></td>
<td>Don’t use the logo locked up in any different scale relationships.</td>
</tr>
</tbody>
</table>
Don’t mix the use of Meteorite 100 and Bionic in the logo.

Don’t vertically separate the wordmark and symbol in the logo.

Don’t use the logo at the top of a composition.
Meteorite 100 and Bionic set the stage for content and are the most used colors. Our primary accent brand color is Cosmic 100. We use it very sparingly and intentionally to create focus in designs.
Meteorite 100 and Bionic set the stage for content and are the most used colors. Our primary accent brand color is Cosmic 100. We use it very sparingly and intentionally to create focus in designs.
Color Usage with visual assets

Meteorite 100, Bionic, and Meteorite 10 create a strong platform to showcase our visual assets.
## Color

### Don’ts

<table>
<thead>
<tr>
<th>Don’t use Cosmic 100 as a background in compositions.</th>
<th>Don’t use colors other than Meteorite 100 or Bionic for the Magic Leap logo.</th>
<th>Don’t use colors outside the palette.</th>
<th>Don’t use color combinations with low contrast.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Cosmic 100" /></td>
<td><img src="image" alt="Meteorite 100" /></td>
<td><img src="image" alt="Outside Palette" /></td>
<td><img src="image" alt="Low Contrast" /></td>
</tr>
</tbody>
</table>

- Don’t use gradients.
- Don’t use Cosmic 100 for typography.

**Augmented reality optimizes workflows that directly affect the bottom line.**
02  Logo
12  Color
17  Partnerships
Our wordmark is used for partnership lockups. Logos are separated by a dividing line equal to X0.5, with a distance proportional to our M between the logo and the dividing line.
Partnerships

Horizontal lockup

Partners’ logos are horizontally centered. We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.
Partnerships

Horizontal lockup

Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.
Partnerships

Horizontal lockup

Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.

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Partnerships

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Color

All logos and the dividing line used in a partnership lockup should be the same color: either Meteorite 100 or Bionic, depending on the background color.
Use the horizontal partnership lockup for compositions that are horizontal or square in orientation.

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Our partnership lockup system can accommodate anywhere from two to four logos. Once logos are scaled to be optically equal in size, they are centered horizontally with the same spacing principles.
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Our wordmark is used for partnership lockups. Logos are separated by a dividing line equal to X0.5, with a distance proportional to our M between the logo and the dividing line.
Partnerships

Vertical lockup

Partners' logos are vertically centered. We use the M from the wordmark to create an even balance on all sides, at a scale of 100%.
Partnerships

Vertical lockup

Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.

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Partnerships

Vertical lockup

Both logos should look optically equal in size. If the partner logo has a different ratio than the Magic Leap wordmark, the partner logo area can expand horizontally and vertically to the desired size while maintaining the same spacing.

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Partnerships

Multiple vertical lockups

Our partnership lockup system can accommodate anywhere from two to four logos. Once logos are scaled to be optically equal in size, they are centered vertically with the same spacing principles.
Partnerships

Multiple vertical lockups

Our partnership lockup system can accommodate anywhere from two to four logos. Once logos are scaled to be optically equal in size, they are centered vertically with the same spacing principles.
Partnerships

16:9 templates

Composition: 1920x1080
Magic Leap wordmark: 80px H
Dividing line: 5px W
Partnerships

16:9 templates

Composition: 1920x1080
Magic Leap wordmark: 80px H
Dividing line: 5px W
Partnerships

Twitter templates

Composition: 1920x1080
Magic Leap wordmark: 80px H
Dividing line: 5px W
Partnerships

Twitter templates

Composition: 1920x1080
Magic Leap wordmark: 80px H
Dividing line: 5px W
Color

Don’ts

- Don’t lock up logos in different configurations or scales.
- Don’t use vertical lockups on horizontal compositions or vice versa.
- Don’t use colors other than Meteorite 100 or Bionic, and do not mix colors.
- Don’t use alternate clear space around a lockup.

- Don’t skew, stretch, or rotate a lockup.
- Don’t use the Magic Leap lockup logo in a lockup.

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