



BRAND OVERVIEW

Magic Movers is a company that started back in 2023 in Nashville, Tennessee by CEO Matt Herron. Herron is quite familiar with the Middle Tennessee area. As a native of Nashville, Matt wanted to establish a business to give local old or new residents the ease of a moving company that has an inclusive culture of a family. Feel free to walk into our homeoffice to talk to a representative that will gladly schedule an estimate, give details, of when you want the project done or more. The compant is focused and geared to a variety of customers’ requests. Our services currently include holding space for the mover and city-to-city moving. We’re happy to serve you!

Our company currently is located in Davidson and Wllson County. The good news for us is that Tennessee is ranked #3 for most to state (As of January 2021-March 2022). Also, from that year’s statistics collected that in Davidson were that on average 36 people moved per day and 12,364 that whole year. Fast forward to today, the growth rate of moving companies is not looking too good for moving companies as the industry is expecting a -3.7% drop in the year 2023. The good news is that the moving industry has grown 1.1% in the last 5 years. As of right now, the focus is understanding our demographics. We are focused on the 25+ generation, because the demographics primarily explain that is the family that is relocating after their state’s cost of living is too high, new job, or covid happened and they want to start fresh. That being said many of the older demographics are trying to stay home and just focus on renovations to not have to move into a bigger house. The younger demoraphic is foked to deal with inflating prices and find the best house that fits their budget. When disposable income is high households usually spend money on services, which leads moving companies to be in high demand.





IDENTITY | FULL LOGO

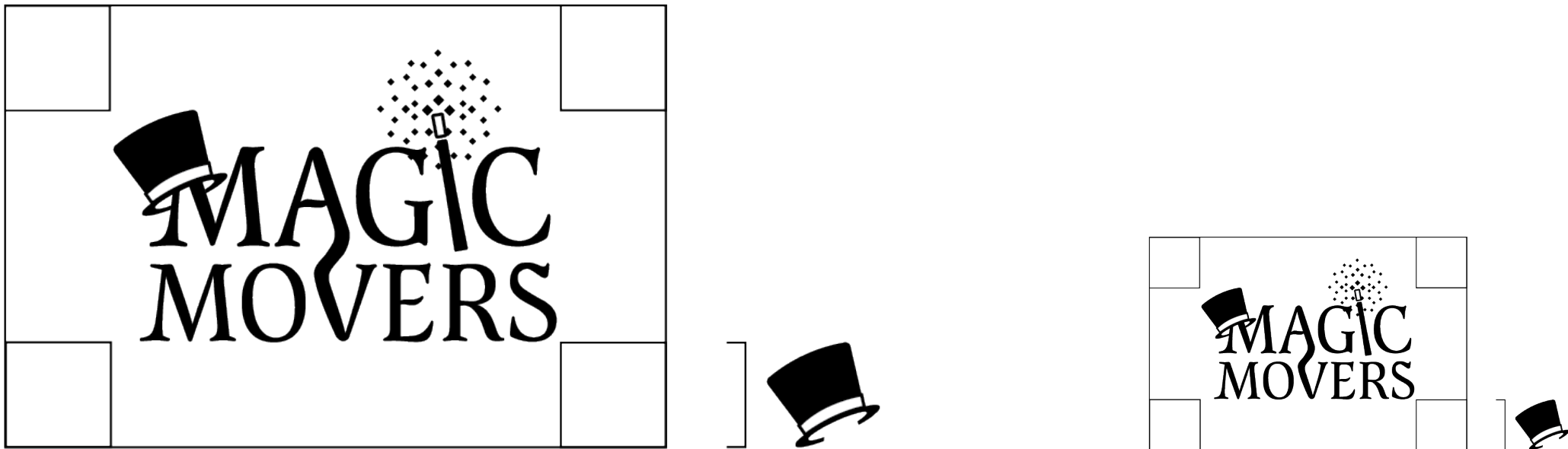
These are the only versions of the logo to be used. Please only scale the logo proportionally. Do not apply any other color combination other than what is shown below. The tag line should only appear with full logo.





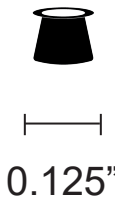
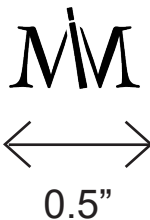
SPACING

Keep “1” height spacing all around the logo clear of any other design elements. Light background fill colors can be used behind the logo. No patterns behind the logo please.



SIZE MINIMUMS

Using the logo any smaller than these dimensions will result in illegibility.





IDENTITY | FULL LOGO WITH TAG

When a horizontal version of the logo is required, please use this version. The vertical version remains the primary logo.





## IDENTITY | ICONS

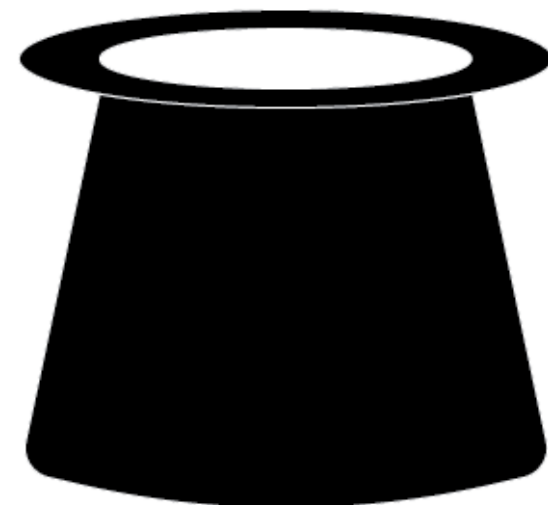
These are the only versions of the icon to be used. Please only scale the icon proportionally. Do not apply any other color combination other than what is shown below. The tag line should only appear with the full logo.





FAVICON

This favicon is only intended for use in super small spaces that need to be branded. Ideally, larger branding opportunities exist elsewhere in the design. In the instance of the favicon, it exists as you are viewing the website.



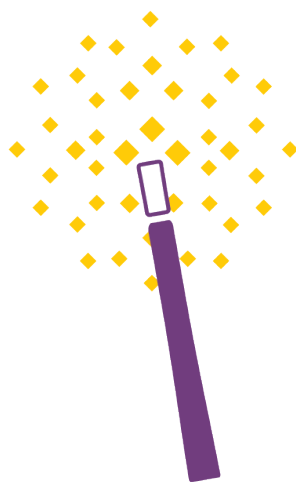
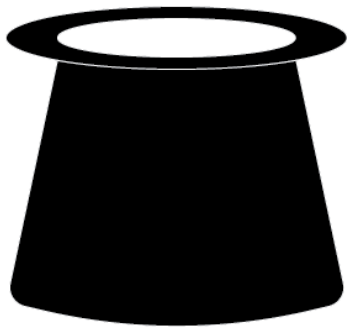
IDENTITY | TAGLINE

A tagline is used to narrow down the purpose of the brand and typically offers creative clarity into the product or service provided. The tag line is an accent to the logo, not part of the logo.





OTHER ELEMENTS



WHAT NOT TO DO

In order to grow brand recognition, the logo needs to be shown consistently for all applications. Maintaining the assigned proportions, the spacing around the logo and the brand colors are key to keeping consistency..

Do not stretch the logo.



Do not use other colors.

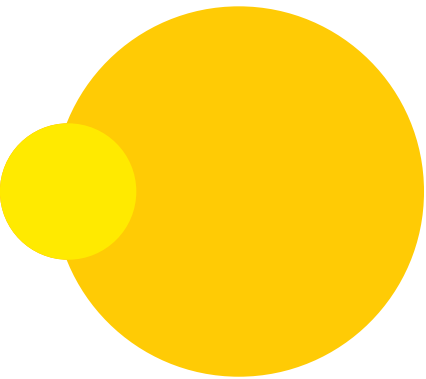
Only use the color variations displayed on the guide.



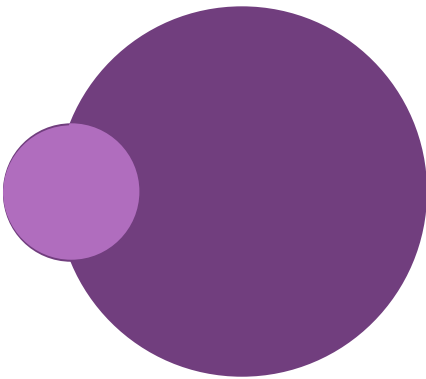


COLOR BREAKDOWN

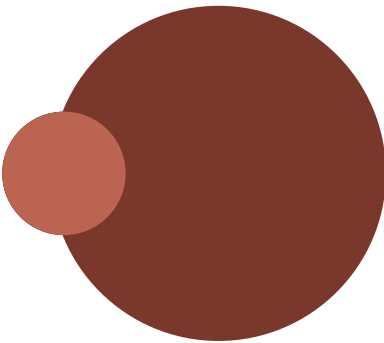
No other forms of the colors should be used other than those listed below.  
Screens of these colors can be used for backgrounds and highlights.



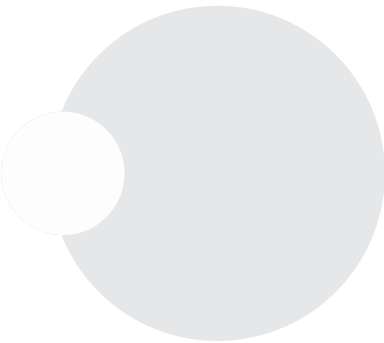
PMS: 116 C  
CMYK: 0/20/100/0  
RGB: 255/203/5  
HEX: ffc005



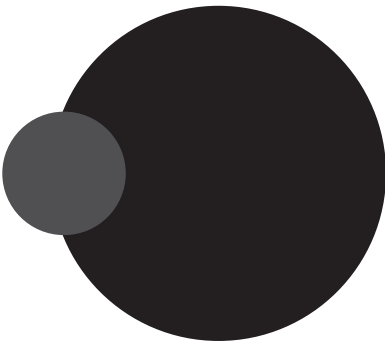
PMS: P 103-7 C  
CMYK: 49/80/0/27  
RGB: 113/62/126  
HEX: 713e7e



PMS: 7594 C  
CMYK: 33/80/81/37  
RGB: 122/56/44  
HEX: 7a382c



PMS: 7443 C  
CMYK: 0/0/0/10  
RGB: 230/231/232  
HEX: e6e7e8



PMS: 0 C  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000

LOGO FONTS

MAIN FONT:  
CAPELLINA

SECONDARY FONT:  
Acumin Variable Concept

LOGO TAGLINE

Acumin Variable Concept Condensed Bold

DOCUMENT STYLE SHEET

MASTER HEADER:  
CAPELLINA | 21pt/24pt

SUB HEADER:  
Acumin Variable Concept | 14pt/15pt

BODY HEADER:  
Acumin Variable Concept | 10pt/14pt

BODY COPY:

Avenir Book I 10pt/14pt

Consectetuer adipiscing elit, sed diam nonum-  
my nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, cons ectetuer adip-  
iscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore mana aliquam erat  
volutpat. Ut wisi enim ad  
minim veniam, quis nostrud exerci tation ulla-  
mcorper suscipit lobortis nisl ut aliquip ex ea  
commodo consequat.



SIGNATURES



**MATT HERRON**

Company CEO

(123) 456-7890

Matt.MagicMovers@work.com

MagicMovers.com





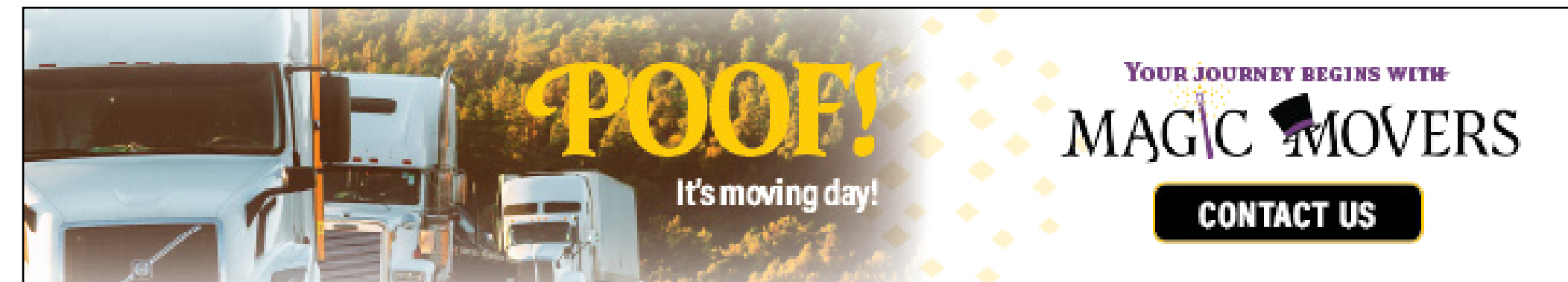
BUSINESS CARDS







DISPLAY



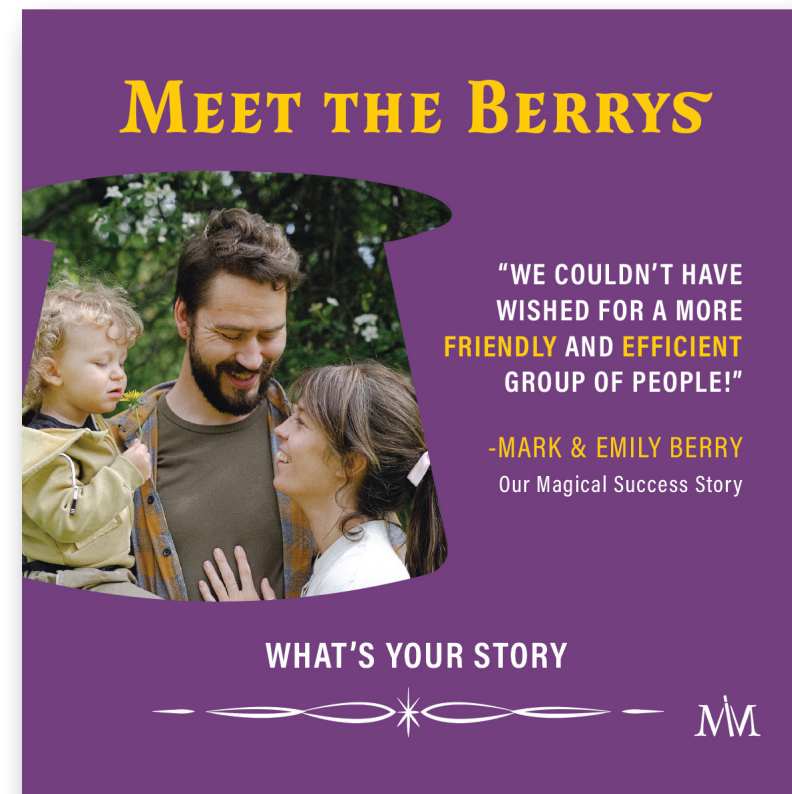


RACKCARD





SOCIALS





MOVING BOXES





MAGIC TRUCK MOCKUP





MAGIC TRUCK MOCKUP BACK

