The value of ‘x’ should always be proportional to 1/2 of the height of the Leaper.

Clear spaces
The clear space protects the clarity and visual integrity of the lock-ups. For maximum legibility, it is important that no graphic elements or text enter the safe area.

Minimum sizes
The Brandmark and Logo should always be scaled while maintaining their original proportions. For maximum legibility, these Brandmarks should never be scaled below these recommended minimum sizes.
The main Mission Red colorway should be prioritized. Our secondary, monochromatic lock-ups should only be used when Mission Red does not provide sufficient contrast or brand visibility.
Incorrect usage

These are examples of incorrect usage of the Brandmark and its elements. They make us sad.
COLOR PALETTE
Our primary palette

Our primary palette is made up of Mission Red, White and an extensive range of Grays.

We use this palette in most applications, as it delivers the greatest brand recognition (which is particularly useful in situations where we need to establish our brand).

We’re careful with our use of Mission Red. Too much could come across as high volume, low cost — which really isn’t us. So, we balance Mission Red with large amounts of white to avoid creating the wrong impression.
Our secondary palette

Whilst Mission Red is our favourite color, we don’t rely on it alone.

Our secondary palette is made up of a carefully selected range of bright and optimistic colors. We use our secondary palette at times when our primary palette could make us appear too conservative or boring. Something we most certainly are not.

We’re careful to use our secondary palette only in applications where we have already established our brand presence, as it does not provide the same recognition as our primary palette.

*Note: The MR colors have been tested and validated for use on device PEQ SAL and SAS.
Beyond Red Gradients

Whilst Mission Red is our primary brand color, we also go Beyond Red to embrace a broader palette of light.

With Mission Red at their base, our signature gradients take people on a deeper journey through color. Inspired by color spectrums in the natural world, where red is found at their base, these dynamic hues and vibrant tones embody magic, intrigue and discovery.

Our Gradients should be used as accents and preserved for use in the moments when we want to create curiosity, adding visual interest in situations where our brand presence has already been established.
Color balance

We’re not a “red brand”, because lots of red can suggest low cost and low quality. Mission Red is used sparingly throughout, while white is used liberally as a clean canvas.

Both our secondary palette and signature gradients are used in small doses to create curiosity and add visual interest.
Incorrect usage

Not for the faint-hearted, these are examples of incorrect usage of our color palette.
USING COLORS
# Using Colors

## Color overview

### Primary color palette

- Mission Red
- White
- Cool Gray 1
- Cool Gray 2
- Cool Gray 3
- Cool Gray 4
- Cool Gray 5
- Cool Gray 6
- Cool Gray 7
- Cool Gray 8
- Cool Gray 9
- Cool Gray 10
- Cool Gray 11
- Black

### Secondary color palette

- Florida Orange
- Mystic Blue
- Luna Yellow
- Celestial Blue
- Luna Purple
- Mystic Purple
- Luna Blue
- Mystic Blue
- Luna Green

### Spatial Computing bright palette

- Mission Red
- Beyond Red
- White
- Black

### Spatial Computing pastel palette

- Florida Orange
- Mystic Blue
- Luna Yellow
- Celestial Blue
- Luna Purple
- Mystic Purple
- Luna Blue
- Mystic Blue
- Luna Green

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Generally speaking, the primary color palette will mainly be used in print and digital. Only White is used across the entire breadth of applications.

The secondary color palette will mostly be used in print. However, the signature gradients that stem from these colors should appear consistently throughout the brand experience, from print to Spatial Computing.

The Spatial Computing bright palette gives you color tones inspired by Mission Red and Beyond Red, adapted for Spatial Computing use. Apart from the White and the Grays, never use colors from the primary and secondary palette when creating branded content for Spatial Computing.

The Spatial Computing pastel palette has been created for Spatial Computing environments. This palette allows for variations of color vibrancy within UI/UX.
Using Colors

Printed Applications
Light Backgrounds

Primary color palette
- Primary Red
- White
- Cool Gray 1
- Cool Gray 2
- Cool Gray 3
- Cool Gray 4
- Cool Gray 5
- Cool Gray 6
- Cool Gray 7
- Cool Gray 8

Secondary color palette
- Vampire Pink
- Plastic Orange
- Lime Yellow
- Mystic Blue
- Cosmic Purple
- Celestial Blue
- Exotic Blue
- Mystic Green

Spatial Computing bright palette
- #F22642
- #F55C80
- #F7D942
- #F5D47D
- #4AC4DB
- #94D1DE
- #A16EAD
- #C287B8
- #1F70D4
- #698AE0
- #66BD6B
- #9CD1A1

Spatial Computing pastel palette
- #E52E61
- #ED7A54
- #F0B07D
- #F7D942
- #F5D47D
- #4AC4DB
- #94D1DE
- #A16EAD
- #C287B8
- #1F70D4
- #698AE0
- #66BD6B
- #9CD1A1

Recommendation on logo use

Primary logo
- NA
- NA
- NA
- NA

Monochromatic white
- NA
- NA
- NA
- NA

Monochromatic black
- NA
- NA
- NA
- NA
Printed Applications
Dark Backgrounds

Recommendation on logo use

Primary color palette

Secondary color palette

Spatial Computing bright palette

Spatial Computing pastel palette

Using Colors
Recommendation on logo use

Primary logo

White

PMS Cool Gray 1

PMS Cool Gray 2

PMS Cool Gray 3

Monochromatic white

NA

NA

NA

Monochromatic black

White

PMS Cool Gray 1

PMS Cool Gray 2

PMS Cool Gray 3

Screen Applications

Light Backgrounds

Primary color palette

Monochromatic white

Monochromatic black
Using Colors

Screen Applications
Dark Backgrounds

Primary color palette
- Primary red
- White
- Cool Gray 7
- Cool Gray 8
- Cool Gray 9
- Cool Gray 10
- Black

Secondary color palette
- Nebula
- Yellow
- Blue
- Pink
- White
- Mission Red
- #E52E61
- #ED7A54
- #F7D942
- #F5D47D
- #4AC4DB
- #A16EAD
- #1F70D4
- #66BD6B

Spatial Computing bright palette
- #F22642
- #F55C80
- #F5D47D
- #4AC4DB
- #A16EAD
- #1F70D4
- #66BD6B
- #9CD1A1

Spatial Computing pastel palette
- #F5D47D
- #4AC4DB
- #A16EAD
- #1F70D4
- #66BD6B
- #9CD1A1

Recommendation on logo use

Primary logo
- NA
- NA
- NA
- NA
- NA
- Cool Gray 9
- Cool Gray 10
- Cool Gray 11
- Cool Gray 7
- Cool Gray 8

Monochromatic white
- NA
- NA
- NA
- NA
- NA
- Cool Gray 9
- Cool Gray 10
- Cool Gray 11
- Cool Gray 7
- Cool Gray 8

Monochromatic black
- NA
- NA
- NA
- NA
- NA
- Cool Gray 9
- Cool Gray 10
- Cool Gray 11
- Cool Gray 7
- Cool Gray 8
Color treatments

The main Mission Red colorway should be prioritized. Our secondary, monochromatic lock-ups should only be used when Mission Red does not provide sufficient contrast or brand visibility.
3 Using Colors

Examples

<table>
<thead>
<tr>
<th>Light backgrounds</th>
<th>Dark backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to Magic Leap</td>
<td>Welcome to Magic Leap</td>
</tr>
<tr>
<td>Enter your email to continue</td>
<td>Enter your email to continue</td>
</tr>
<tr>
<td>Email: amontoya@m</td>
<td>Email: <a href="mailto:amontoya@magicleap.com">amontoya@magicleap.com</a></td>
</tr>
<tr>
<td>Next</td>
<td>Next</td>
</tr>
</tbody>
</table>

ENABLE BLUETOOTH

Bluetooth needs to be on before you connect to Magic Leap device

User typing

Using Colors

- Celestial Blue
- Florida Orange
- Mystic Blue
### Spatial Computing Environment

#### Primary color palette
- Phantom Red
- White
- Cool Gray 1
- Cool Gray 2
- Cool Gray 3
- Cool Gray 4
- Cool Gray 5
- Cool Gray 6
- Cool Gray 7
- Cool Gray 8
- Cool Gray 9
- Black

#### Secondary color palette
- Celestial Blue
- Mystic Blue
- Florida Orange
- Black
- Shaggle Green
- Luna Yellow
- Cool Gray 1
- Cool Gray 2
- Cool Gray 3
- Cool Gray 4
- Cool Gray 5
- Cool Gray 6
- Cool Gray 7
- Cool Gray 8
- Cool Gray 9
- Cool Gray 10
- Cool Gray 11

#### Spatial Computing bright palette
- #E52E61
- #E56B9E
- #ED7A54
- #F0B07D
- #F7D942
- #F5D47D
- #4AC4DB
- #94D1DE
- #A16EAD
- #C287B8
- #1F70D4
- #698AE0
- #66BD6B
- #9CD1A1

#### Spatial Computing pastel palette
- #F22642
- #F55C80

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Using Colors