MAG's Brand Identity Guidelines

MAG
MERCHANT ADVISORY GROUP®

How To
Use These
Guidelines

This document contains the necessary guidance to help you correctly leverage our brand standards and elements. We require all parties to comply with our guidelines to maximize the consistency and impact of the MAG brand around the world.

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The Merchant Advisory Group (MAG) brings

merchants and industry leaders together to help shape innovative approaches to payments and advocates for merchants' interests. We offer unparalleled networking opportunities for merchants and sponsors in a collaborative environment.
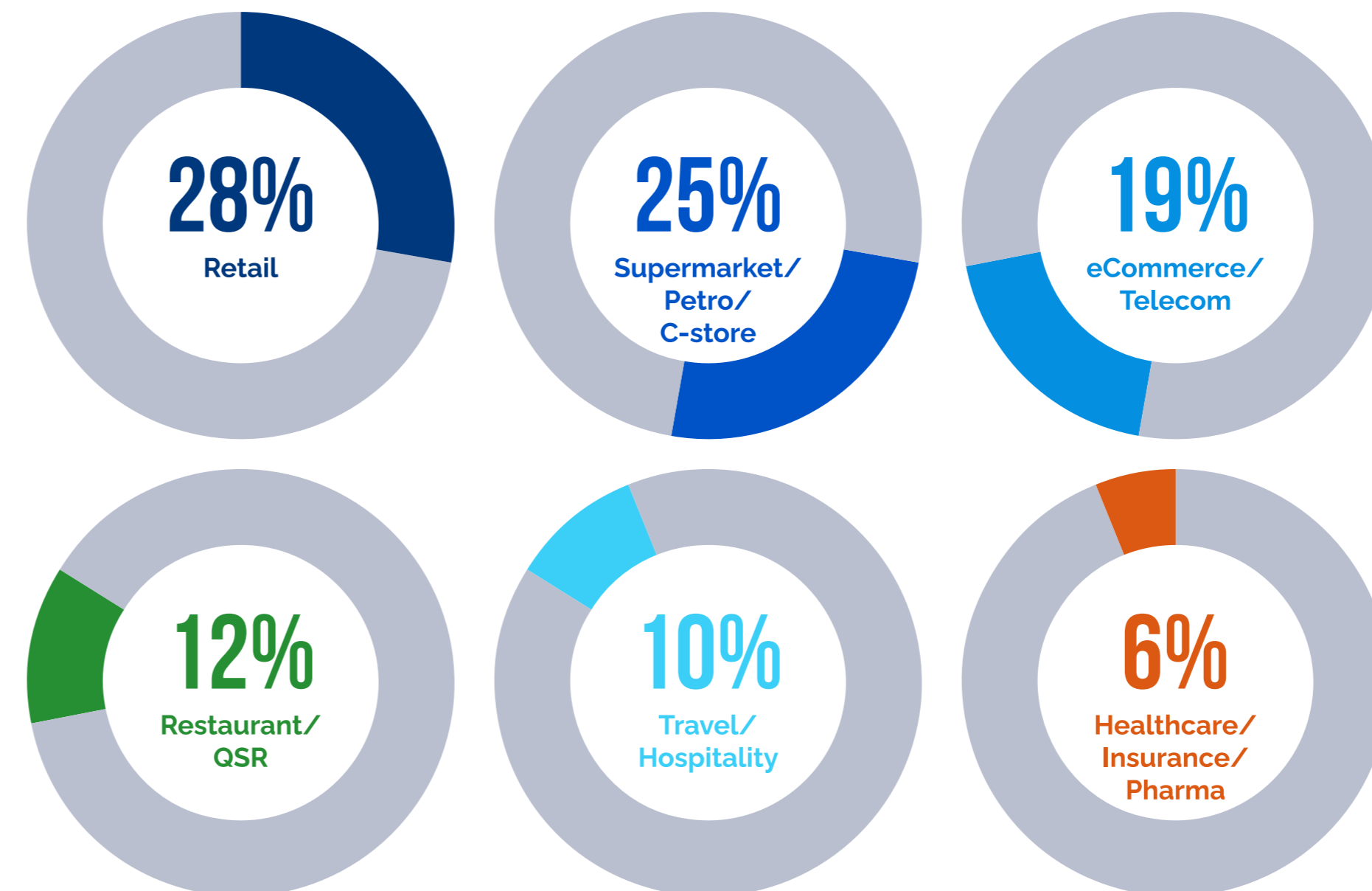
MAG Membership:

Comprised of senior industry leaders from both the business and technology sectors, MAG membership represents key industry verticals including payments optimization, finance, fraud, risk, marketing, operations, innovation, and technology.

Typical MAG Members are:
- Individuals who want to help drive positive change in the payments industry.
- Payments operations or payments technology subject matter experts.
- New payments professionals looking to gain a foundational knowledge.

Member Verticals

*Through August 2023

28% Retail

25% Supermarket/ Petro/ C-store

19% eCommerce/ Telecom

12% Restaurant/ QSR

10% Travel/ Hospitality

6% Healthcare/ Insurance/ Pharma

The MAG is built on Partnership,

and we seek to bring all parties together to address issues in a collaborative, effective manner. MAG merchants have the unique opportunity to network with their peers in other industry segments and to share their learnings and experiences.

Mission

Driving positive change and innovation in the payments industry that serves the merchants' interests through **collaboration, education,** and **advocacy.**

Vision

An improved and equitable payments ecosystem.

Our Values Guide How We Work Together:

Forward Thinking
We fuel curiosity and nurture innovation, propelling ourselves toward a future of limitless possibilities.

Trusted Source
We operate with integrity, committed to the informed and best choice in all situations.

Community Connection
We build connections that foster relationships and create quality engagements and a safe environment.

Customer Driven
We lead and operate with the customer in mind.

Diverse Perspective
We embrace the power of diversity, leveraging perspectives from all to ensure we make the best decisions.

Impact Focused
We are passionate about finding solutions and driving meaningful and significant results.

Identity
System

2. Identity System

Why Have Brand Standards and Guidelines?

Our brand guidelines are a set of rules that define the overall look and feel of our brand.

Our brand guidelines help build a brand identity that assists our audience in recognizing the MAG across all platforms.

This comprehensive brand style guide outlines everything from typography and color palette to our tone of voice and mission statement.

Through use of examples,

this guide details the expectations for future design work for the MAG to ensure all internal and external marketing maintains the same overall look and feel of our brand.

A well-managed graphic identity is an important part of strengthening the MAG's visual identity as a brand and will contribute to the broader goal of strengthening the MAG's reputation and prominence in the industry.

There are Two Versions of the MAG Logo.

Text in the MAG Logo is created in Futura BT Book and should never be substituted for another font.

The registered trademark symbol must always appear when the logo is used.

MAG
MERCHANT ADVISORY GROUP ®
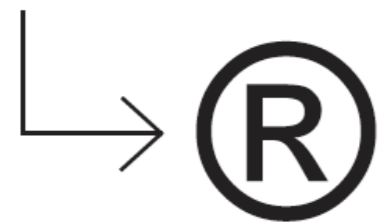
This logo is used when the wording "Merchant Advisory Group" **is not** prominently displayed in the surrounding area.

MAG
®

This logo is used when the wording "Merchant Advisory Group" **is** prominently displayed in the surrounding area.

We Want Our Logo to be Legible.

Make sure you follow the minimum size guidelines.

- For print, the minimum width is 15 inches.
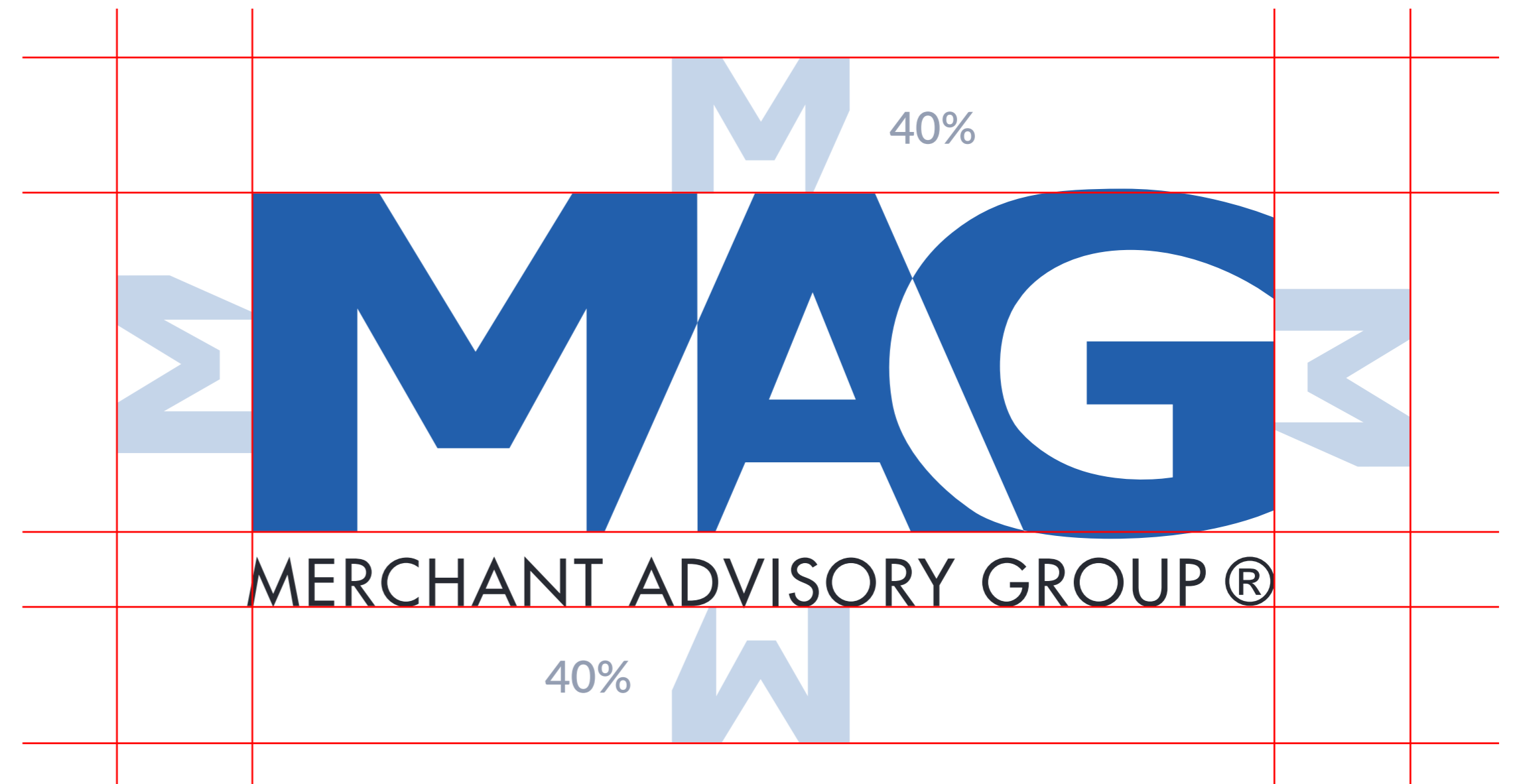- For web, the minimum width is 75 pixels.

15 in (Print)

75 px (Web)

The MAG Logo Should be Surrounded by White Space.

To ensure the logo's visibility and impact, no graphic elements of any kind should invade the marked zone. To determine the size of the whitespace, take the height of the "M" in MAG from the logo text and reduce the scale to 40%.

40%

40%

MAG
MERCHANT ADVISORY GROUP ®

Our Logo Has Been Designed in Only One Color

blue and its negative version in white. When using the blue logo, place it only on a white background. If a full-color print or render cannot be done, the alternate 100% black version must be used.

Full Color(Blue)

Negative (White)

B&W Only (Black)

B&W Only (White)

Incorrect Logo Usage.

1. Superimpose the logos on images
2. Place on any other colors
3. Rotate the logo
4. Squeeze the logo
5. Change the color of any element
6. Change the alignment between the logo and the text

How to Reference the Name in Writing.

The brand style guide establishes the rules and guidelines to maintain a consistent identity system to be used throughout all marketing.

The preferred method for referring

to the organization in writing is by using the logo. Whenever possible, the logo should be used. When the logo is not available, for example in the body of an email or Word document the following standards should apply.

When referring to the Merchant Advisory Group as the MAG the letters "MAG" should be written in upper case.

Our Usage of the Color Blue is One **of the Most Powerful Visual Assets We Have.**

That's why it's important to get it right. From printing to pixels, whatever you're producing, it needs to adhere to the color breakdown shown here.

Primary Color Palette

Web	Hex: #073174 R 7	G 49	B 116
Print	C 43	M 26	Y 0	K 55

Web	Hex: #0050c4 R 0	G 80	B 196
Print	C 77	M 45	Y 0	K 23

Web	Hex: #3bcef8 R 59	G 206	B 248
Print	C 74	M 16	Y 0	K 3

The Secondary Palette Should be used to

provide accents or to add a highlight. These accent colors may also be used as full background colors on collateral.

Avoid using these colors as the dominant color field on corporate materials. In most cases, utilize the primary colors as the most dominant colors showcased in the graphic.

Secondary Color Palette

Web	Hex: #0091e2
	R 00 | G 145 | B 226
Print	C 76 | M 34 | Y 00 | K 00

Web	Hex: #258e32
	R 37 | G 142 | B 50
Print	C 83 | M 20 | Y 100 | K 06

Web	Hex: #db5912
	R 219 | G 89 | B 18
Print	C 09 | M 79 | Y 100 | K 01

Web	Hex: #fbc41e
	R 251 | G 196 | B 30
Print	C 02 | M 23 | Y 96 | K 00

MAG additional Palette for MAG internal use ONLY

provide broader accents for internal and external facing documents, presentations, and digital collateral.

Avoid using these colors as the dominant color field on corporate materials. In most cases, utilize the primary colors as the most dominant colors showcased in the graphic.

Tertiary Color Palette

Web	Hex: #01357f R 1	G 53	B 127
Print	C 1010	M 89	Y 22	K 8

Web	Hex: #d6f5ff R 214	G 245	B 255
Print	C 14	M 0	Y 0	K 0

Web	Hex: #30b5d8 R 48	G 181	B 216
Print	C 69	M 7	Y 10	K 0

Web	Hex: #15a5b0 R 21	G 165	B 176
Print	C 77	M 14	Y 31	K 0

Web	Hex: #0091e2 R 0	G 145	B 226
Print	C 76	M 34	Y 0	K 0

Web	Hex: #80deea R 128	G 222	B 234
Print	C 43	M 0	Y 11	K 0

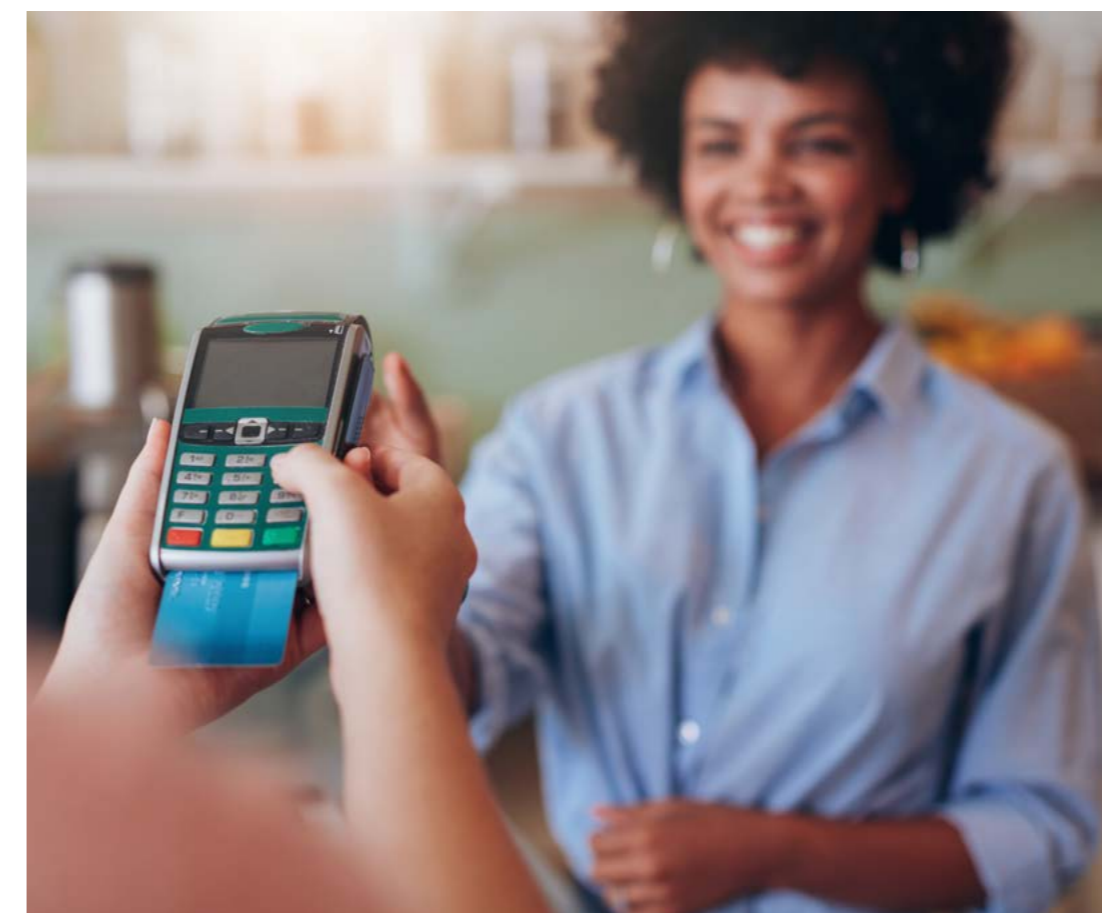|	
Web	Hex: #ee5e3c R 238	G 94	B 60
Print	C 1	M 78	Y 83	K 0

Choosing the Right Image.

We like our photography bright and human. Images should feel energetic, authentic, profesional, and candid.

Brightness

We prefer natural daylight, over studio lights or filters.

Subjects

Should be in clear emphasis within the frame and should be visually engaging.

The Welcoming and Caring Feeling of our Organization is

also found in the "form" of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

The MAG's typefaces:

Raleway, Lato, Arial, and Gotham

Raleway

Raleway is the typeface utilized for impact. It's robust, modern appearance means it should be used for functional headlines and signage.

Lato

Lato is our most versatile typeface and should be used for small text, like body copy.

Arial

Arial is the font utilized for web copy and in practical documents including: conference / powerpoint decks, and resources / educational guides.

Gotham

Gotham is the font utilized as the letterforms in our conference logos.

Raleway

Raleway is used for all internal and external materials.

It is a Sans Serif font with an approachable and friendly feel that matches the work we do. Raleway font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Lato

Lato must be used for all internal and external materials.

It is a Sans Serif font with an approachable and friendly feel that matches the work we do. Lato font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial

Arial must be used for all web, powerpoint, and educational resource guides. Calibri can be used as an alternative font when Arial is not available.

It is a Sans Serif font with an approachable and friendly feel that matches the work we do. Arial font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Gotham

Gotham will only be used with conference related materials.

It is a Sans Serif font with an approachable and friendly feel that matches the work we do. Gotham font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Choosing the Right Iconography.

We like our iconography neat and clean. Icons should be thin and consistant with their lines.
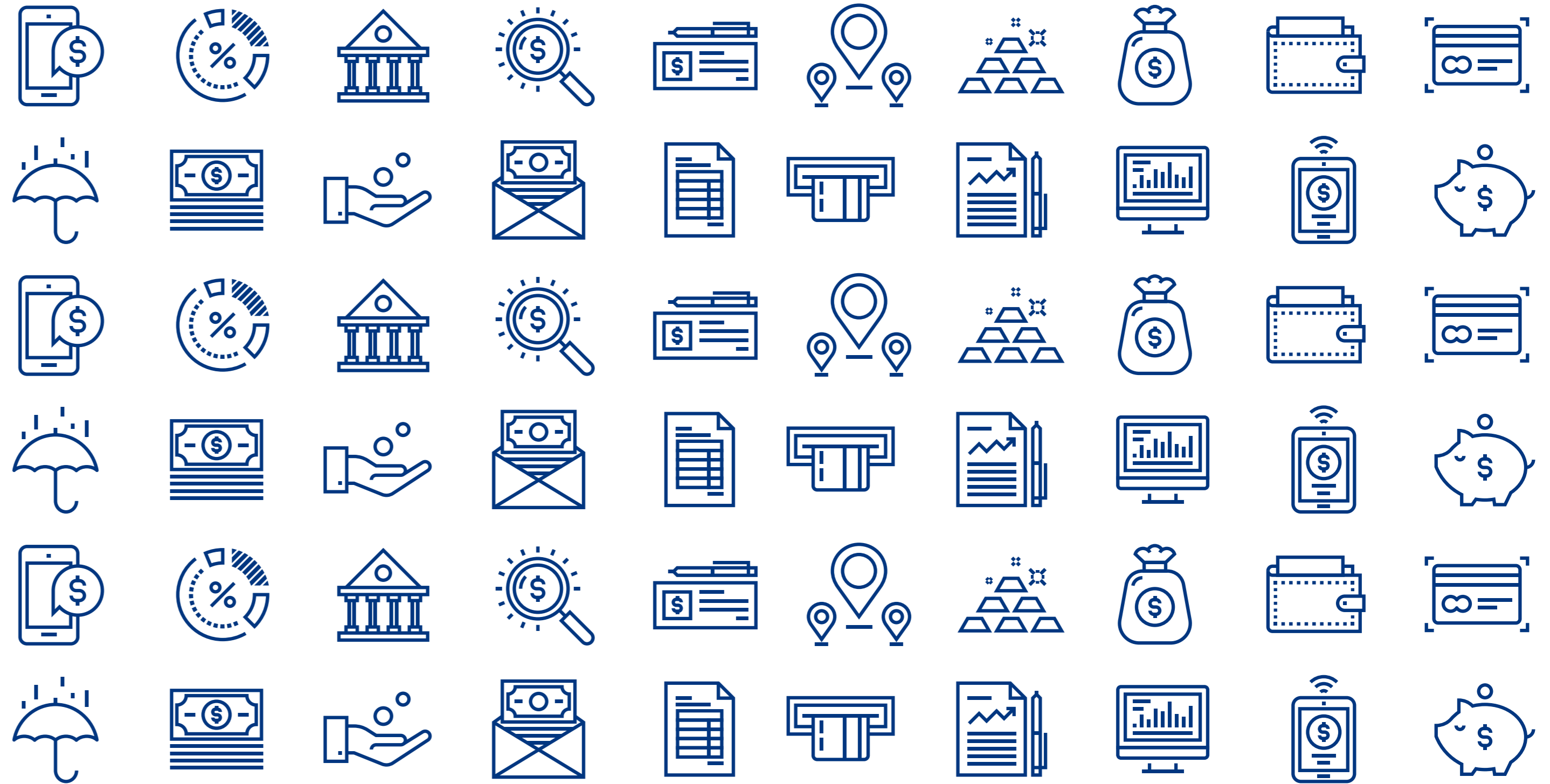
Social Media Guidelines

3. Social Media Guidelines

Social Media's Potential to Impact.

These guidelines were developed for all social media sites, accounts, interactions, and posts on behalf of the MAG. These guidelines will be adjusted as needed to adapt to changes in the evolving landscape.

Social Media

1. We do not approve of live-tweeting and/or sharing of speakers' direct quotes and content from MAG conferences and events.
2. Always use an Oxford comma.
3. Use active voice. Avoid passive voice.
4. Avoid slang and jargon.
5. Use positive language rather than negative language.
6. Focus your message. Lead with the main point.
7. Be concise. Use short words and sentences. Avoid unnecessary modifiers.
8. Be specific. Avoid vague language. Cut the fluff.
9. Be consistent.
10. Spell out numbers when it begins a sentence. Otherwise, use the word for 1-10 and numerals for 11+.

Conference Social Media Policy

MAG encourages attendees and sponsors to share conference session titles and speaker information on social media channels, including, but not limited to: LinkedIn, Twitter, Facebook, and the MAG conference app; however, we do not approve of live-tweeting and/or sharing of speakers' direct quotes and content from MAG conferences and events.

MAG retains control over the development and presentation of sessions, topics, and materials. All session materials, video, and audio recordings of sessions are the property of MAG for distribution and use as MAG sees fit.

Social Media's Potential
to Impact.

These guidelines were developed for all social media sites, accounts, interactions, and posts on behalf of the MAG. These guidelines will be adjusted as needed to adapt to changes in the evolving landscape.

Continued...

Imagery Examples of Correct Use

If you plan to include the MAG's logo

in promoting your participation in the conference, please share the Brand Guidelines with any marketing individuals who will be creating promotional graphics.

Utilizing the MAG's
Speaker Toolkit.

These toolkits were developed for promotional use for all conference speakers to use to promote the event on all social media sites, accounts, interactions, and posts on behalf of the MAG.

Contents of the kit include:
1. Social Media Template (PPT)
2. Picture Instructions
3. Social Share Kit

Insert a Picture in PowerPoint

1. Click where you want to insert the picture on the slide.

2. On the insert tab, in the images group, click pictures and then click this device.

3. In the dialog box that opens, browse to the picture that you want to insert, click that picture, and then click Insert.
   • For best results, crop your selected image before inserting into the template.

4. Save your image as a JPEG for best posting results when promoting on LinkedIn.
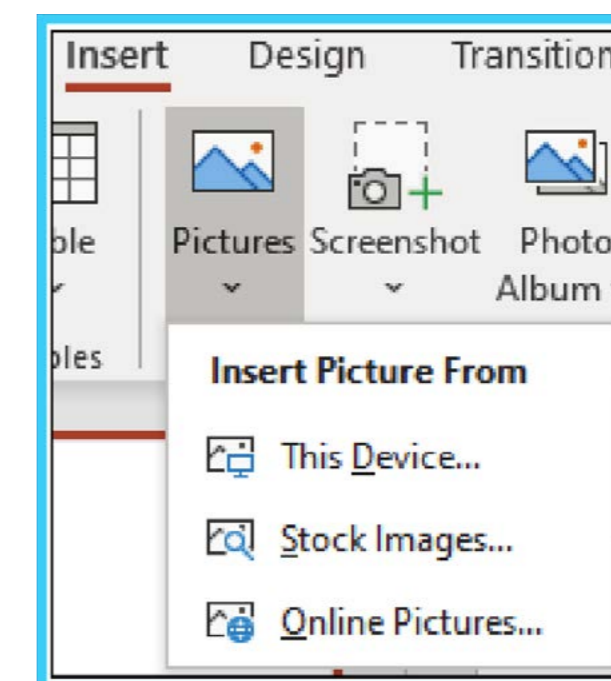
MAG
Events

4. Events

MAG Payments Conference
Brief History.

Building on the esteemed legacy of the MAG Annual Conference and Tech Forum, the MAG Payments Conference retains its status as the MAG's flagship gathering every September. Rooted in topical relevance and featuring illustrious keynote speakers, this conference offers unparalleled insights into the future of payments.

MAG Payments Conference Logo:

MAG Payments Conference Colors:

|		
Hex: #073174 R 7 | G 49 | B 116	Hex: #0050c4 R 0 | G 80 | B 196	Hex: #0091e2 R 00 | G 145 | B 226
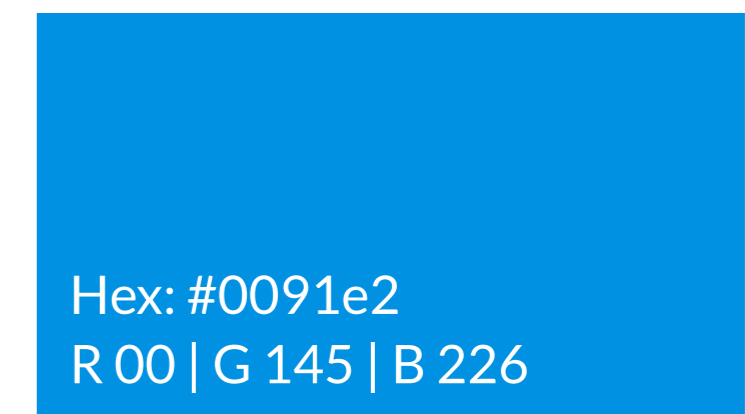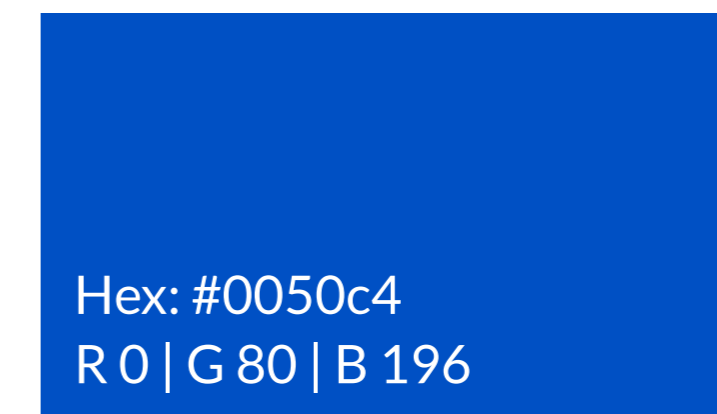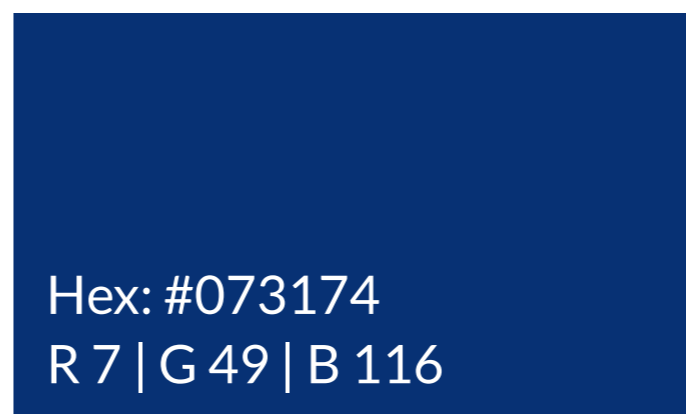
Payments MAGnified Conference
Brief History.

Transforming the former MAG Mid-Year Conference and Tech Forum, Payments MAGnified includes enhanced networking opportunities and customizable experiences that cater to varying career stages for payments professionals. This event provides a deep dive into industry challenges and opportunities for both business- and tech-minded individuals every February.

Payments MAGnified Logo:

Payments MAGnified Colors:

|		
Hex: #073174 R 7 | G 49 | B 116	Hex: #0050c4 R 0 | G 80 | B 196	Hex: #fbc41e R 251 | G 196 | B 30
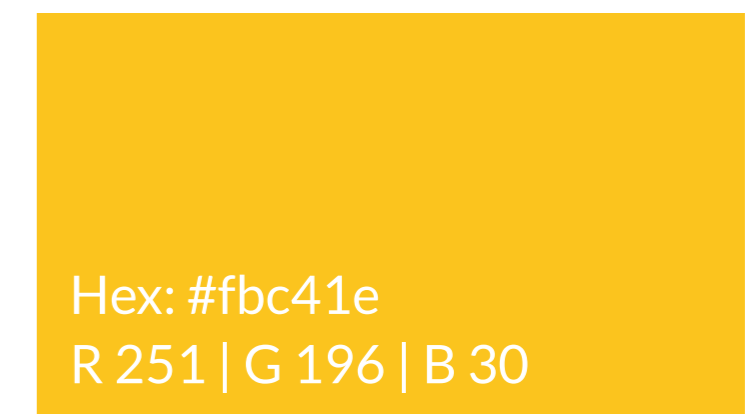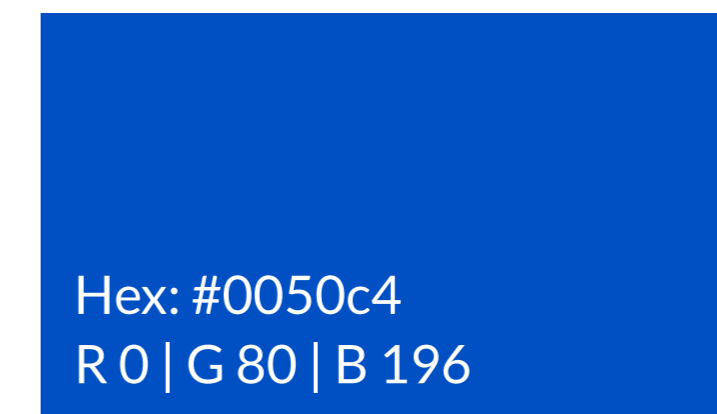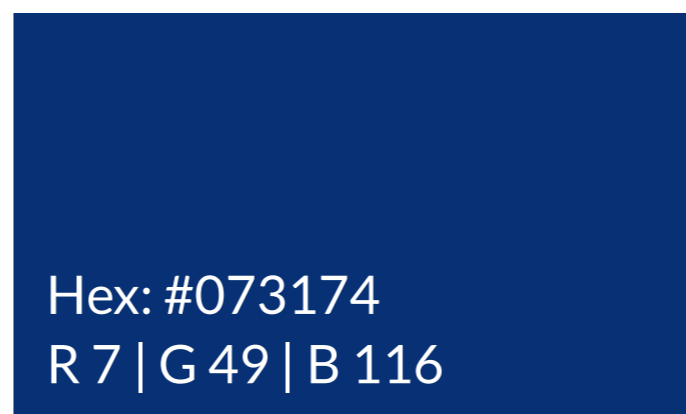
MAG International Events.

The MAG hosts in-person events internationally, inviting payments industry experts to discuss several key topics including fraud, payments processing, alternative payments, authentication, and more. The MAG is focused on strengthening the global merchant voice and building a presence in international regions with the objective of fostering collaboration, and providing payments education opportunities.

International Event Logos:

Please refer to the logo usage section as all the same logo rules pertain to our event logos.

International Event Colors:

Hex: #073174
R 7 | G 49 | B 116

Hex: #0050c4
R 0 | G 80 | B 196

Hex: #15a5b0
R 21 | G 165 | B 176
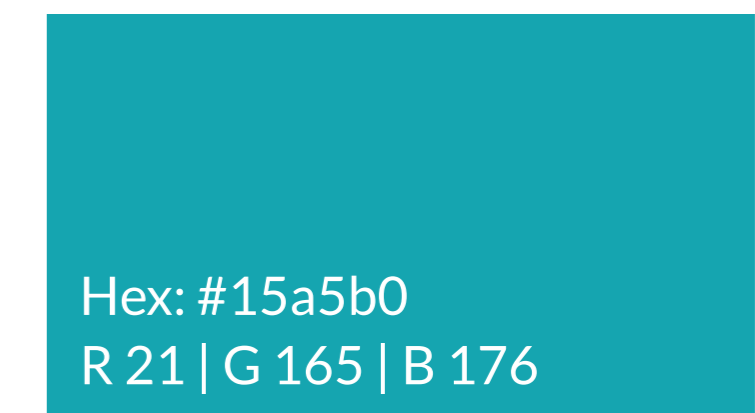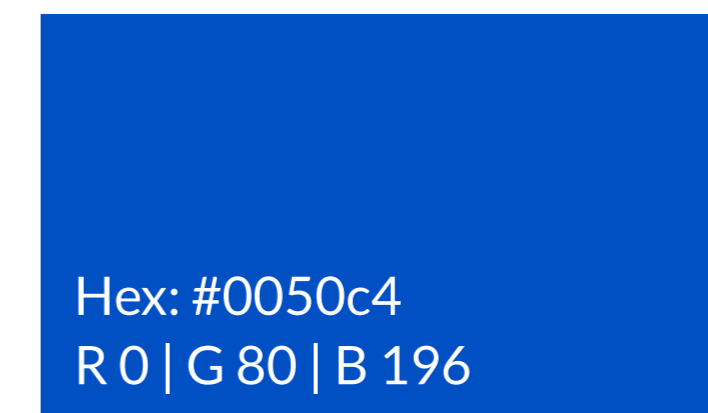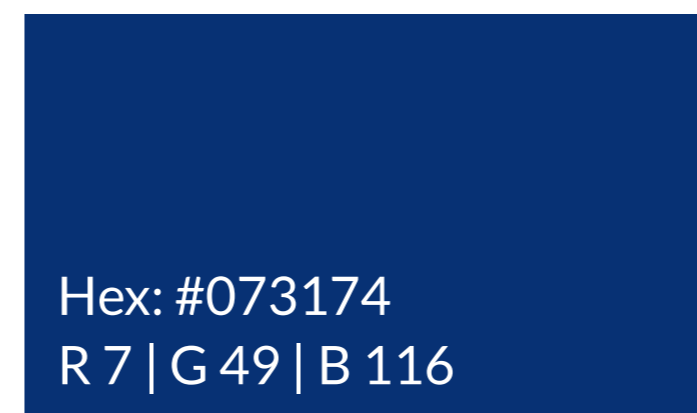
Leveraging Conference Collateral.
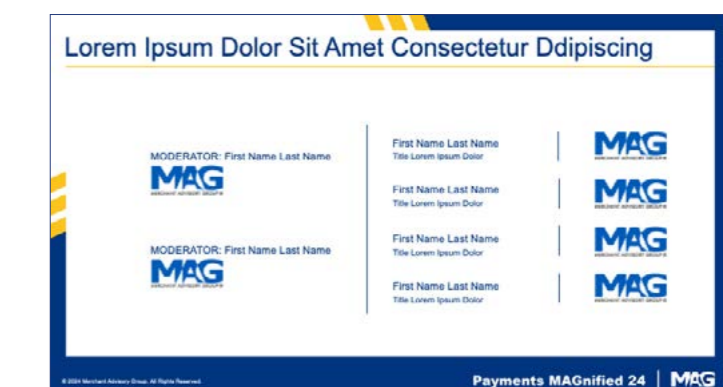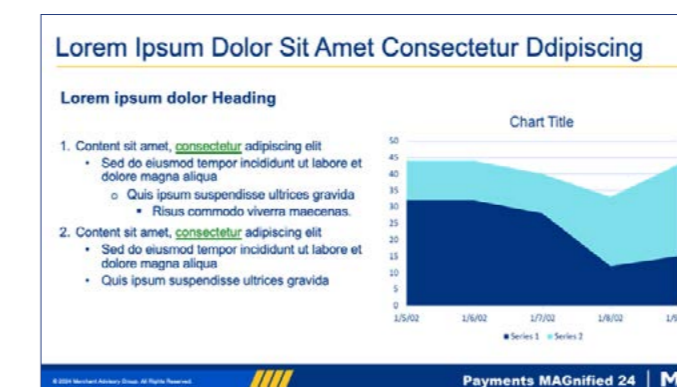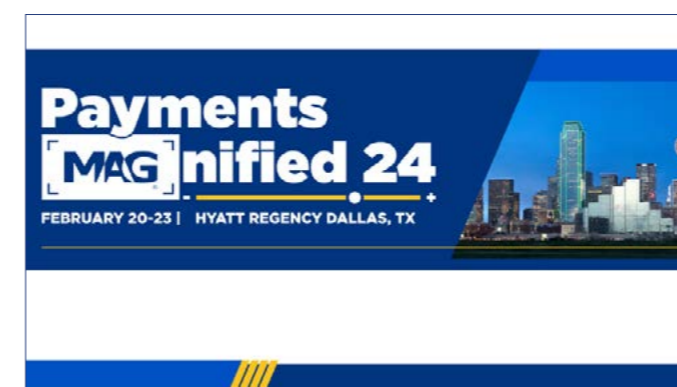
Website Banners:

Social Media Images:

PPT Templates:

MAG Content Ownership and Distribution Policy.

The MAG requires all speakers

to sign a speaker agreement before presenting on a MAG-hosted webinar or conference session. Many of our merchant members have strict policies on their ability to participate or attend webinars or conference sessions, which can include being a speaker or asking questions in an open Q&A format, whether verbal or through presentation technology. All MAG merchant members have executed a non-disclosure agreement which includes a commitment by the MAG that any content recordings will remain the property of the Merchant Advisory Group and remain solely accessible through our own platforms which not only require a login but are also permission-locked to only those allowed to view that content. By releasing our raw recordings or content materials to other third parties, we break that commitment and lose control over how that content could be altered or further distributed to unauthorized parties.

The MAG does not grant exceptions to this policy in any circumstance.

PowerPoint Template

5. Power Point Template

Make Your Presentations Easier to
Create

and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.

General Guidelines

Content Ownership

MAG retains control over the presentation of sessions, topics, and materials, and all session materials become the property of MAG.

Basic Elements

1. Use Calibri or Arial fonts
2. Always use an Oxford comma
3. Use black, gray, or white; blue can be used as a secondary accent color
4. Simple backgrounds in white or black
5. Consistent placement and size of headers
6. **Utilize :** Images and videos that enhance content delivery
7. **Avoid :** Animations, Slide Timing, and Transitions
   - Slides automatically advance when webcast starts if "Use Timings" is enabled and saved on any slide
   - Hidden slides will convert and display in Studio

Presentation Size and Cover

Power Points Utilize a 16:9 Format

Changing the size of a presentation in "Page Setup" will stretch and distort graphics. Copy and paste graphics into a pre sized document to avoid any distortion.

Maximum PowerPoint File Size

The maximum file size is 300MB.
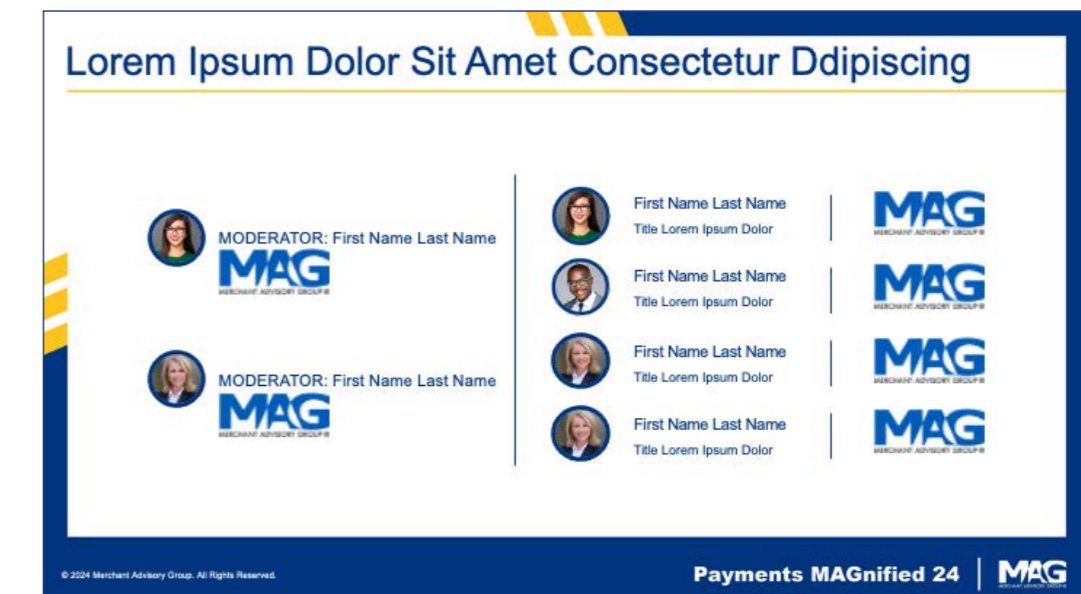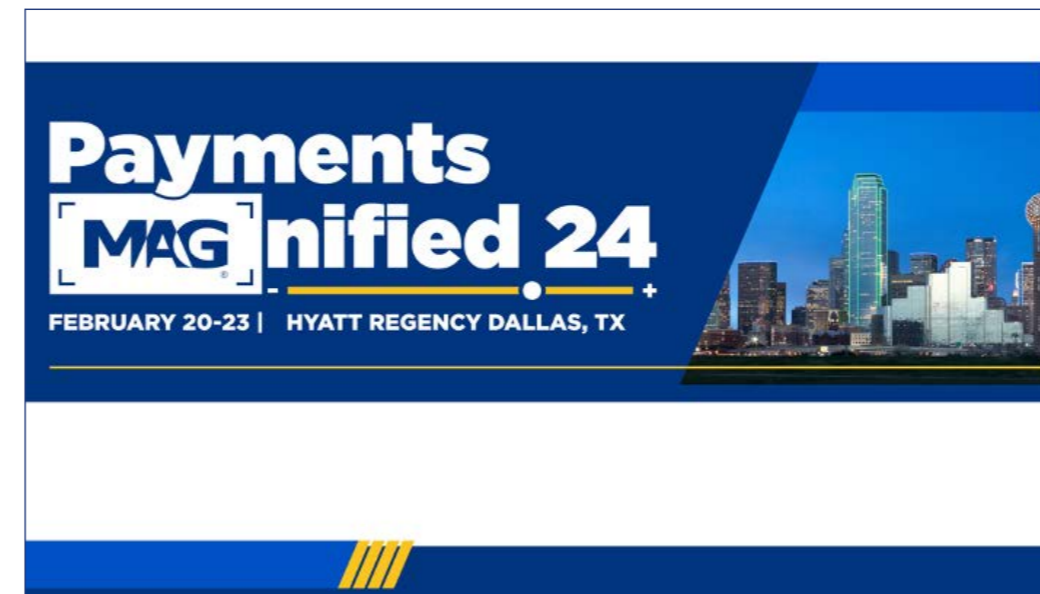
Make Your Presentations Easier to
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and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.

Continued...

Cover Slide

Utilize the cover slide provided in the PowerPoint template. Ensure the first slide of the presentation includes presentation title and presenter names.

Partner Logos

External Presenter Logo

MAG often conducts its work in association with partners. One aspect of being a good partner is sharing credit. Your company logo may be inserted only on the Introduction page of the presentation. Commercial logos and marketing messages are prohibited in presentations.

MAG Logo/Footer

To maintain brand recognition, external presentations will contain the MAG Conference footer referencing the MAG logo and conference details. Avoid altering or covering this up unless full screen layout is required for select slides.

Make Your Presentations Easier to Create

and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.

Typography

Primary Font
Calibri or Arial are the MAG's standard PowerPoint typeface.

Alternate Font
If Calibri is not available, use the similar font Arial.

Emphasis
Bolding or italics can be used for highlighted content.

Accent Colors
Black, gray, or white can be used as accent colors. Blue can be used as a secondary accent color.

Header/Subheader

Header Size and Font
Header: CALIBRI/ARIAL BOLD, UPPERCASE 36 POINTS
Subheader: Calibri/Arial , 32 points

Consistent placement
Keeping the header in the same position from slide to slide makes it easier for the viewer to quickly identify the topic for that slide.

Concise headers
Avoid utilizing long headers. In cases where your header cannot fit into the frame, reduce the font size consistently or utilize a Subheader.

Make Your Presentations Easier to Create

and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.

Continued...

Body Text

Body Text Typography Size
Font size will depend on the amount of content on the slide, including graphics and the size of the conference room. Be consistent with your selections.

Recommended size when slide doesn't contain Images:
Paragraph Header: Calibri/Arial Bold, 26-28 Points
Paragraph body text: Calibri /Arial regular, 24-26 points when possible
12 points is starting to get really tiny, try to avoid going this small
32 points is getting too large

Recommended size when slide contains Image:
Paragraph Header: Calibri/Arial Bold, 24-26 Points
Paragraph body text: Calibri /Arial regular, 22-24 points when possible

Image

Body Text Typography Size
- Utilize crisp images that are not pixelated, warped, or blurry
- Utilize owned, public domain, royalty-free, or non-watermarked images
- Crop images to make them fit your layout (or selectively go full screen)
- Replace words with relevant images wherever possible
- Graphics are easier to read than tables of information
- Avoid obscuring slide content with too many photos
- As a general rule, do not exceed more than five small-sized images, three medium-sized images, or two large images per slide

Make Your Presentations Easier to Create

and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.

Continued...

Video and Demo

Video

If you are using a video in your presentation, DO NOT embed the video.
Please send the video 72 hours in advance of recording session or live event.
Consideration when including a video: attendee screen will be around ¼ your full screen view during the presentation.

Live demo

If you are planning a live demo and need to share your screen please let the MAG know when submitting your PPT.

Tips and Best Practices

Use the Notes Section

Keep notes and extra details that you would like to mention, but don't need to show, off the slide by adding them into the notes section.

One Slide, One Idea

Consider each slide as representing a single idea. The same for images. Clustering images adds clutter and dilutes your message.

Minimal Verbiage and Maximum White Space

Simplicity is the ultimate sophistication yielding greater impact and easier, quicker reading.

Avoid Busy Transitions

Animations, Slide Transitions, and Word Art Object animation

Make Your Presentations Easier to Create

and more effective as a communication tool, while contributing to the goal of a more consistent visual representation of the MAG's brand.

Continued...

Template Examples: