



Brand guidelines

For press, partners and anyone presenting Panoramic Data or Magic Suite. Logo files are on the press pack page at panoramicdata.com/press-pack. If anything here does not answer your question, please ask us through panoramicdata.com/contact-us before you publish.

Which logo to use



Logo with name. The default. Use it wherever there is room for the name.



Icon. For small, square spaces such as app tiles and avatars, and only where the product name is already clear from context.

Use the **SVG** whenever your tool accepts it: it stays sharp at any size. The **PNG** files are transparent and large (the logo with name is 3000 pixels wide; icons are 2048 pixels square), so they can be scaled down safely. Do not scale them up.

The names in all our logos are drawn as shapes, so they look the same on a computer that does not have our typeface.

Clear space and minimum size

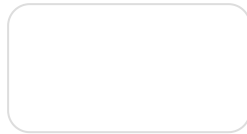
Keep clear space around a logo equal to one quarter of the icon's height, on every side, free of text, images and edges. Do not reproduce the icon smaller than 6 mm (24 pixels) high, or the logo with name smaller than 25 mm (120 pixels) wide.

Colour

Each logo carries its own colours, shown below as the colour of its icon. Use the files as supplied rather than re-colouring them. Logos have a thick black outline and read best on white or very light backgrounds.



Panoramic Data
#E48312



Magic Suite
#FFFFFF



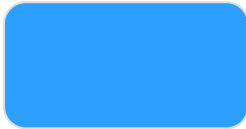
Merlin
#DF5BDB



ReportMagic
#FF7501



AlertMagic
#FFDF2D



ConnectMagic
#2C9FFF



DataMagic
#67B346

Typeface

Our typeface is **Tenorite**, and product names in the logos are set in Tenorite Bold. Use it for headings and body text in anything that carries our brand. It is included with Microsoft 365.

Writing our names

- **Panoramic Data** in running text, two words, capitalised. The company's full name is **Panoramic Data Limited**; use it in legal and contractual contexts. The lower-case "panoramic data" is part of the logo only.
- **Magic Suite**, two words. It is Panoramic Data's platform.
- **ReportMagic**, **AlertMagic**, **ConnectMagic** and **DataMagic**: one word, capital M. **Merlin** has no suffix.
- Do not add a trademark or other symbol to a name, or make a product name plural or possessive in a heading.

Please do not

- Stretch, squash, rotate or skew a logo
- Change its colours or outline
- Add shadows, glows or other effects
- Separate the name from the icon in the logo with name
- Redraw it or retype the name in another font
- Place it on a busy photo or low-contrast background

Do not use a logo in a way that suggests Panoramic Data endorses a product, event or statement that it has not agreed to. Partner badges such as Cisco's belong to their owners and follow their rules: please contact us and the owner before you reuse one.

Panoramic Data Limited. This guide is for press and partner use of the Panoramic Data and Magic Suite logos.