

STYLE GUIDE

Usage and Branding Overview

October 2024 | D99800091-410





1710 Apollo Court Seal Beach, CA 90740 p 562-546-6400 f 562-546-6301 www.magtek.com

Welcome to the MagTek Style Guide, the ultimate reference for creating a consistent and compelling brand experience. This comprehensive document is an aid for MagTek resellers and partners to create well branded materials. It is critical to us that the brand is used accurately, which is why we strongly encourage you to follow the guidelines outlined in the Style Guide.



www.magtek.com

WELCOME!

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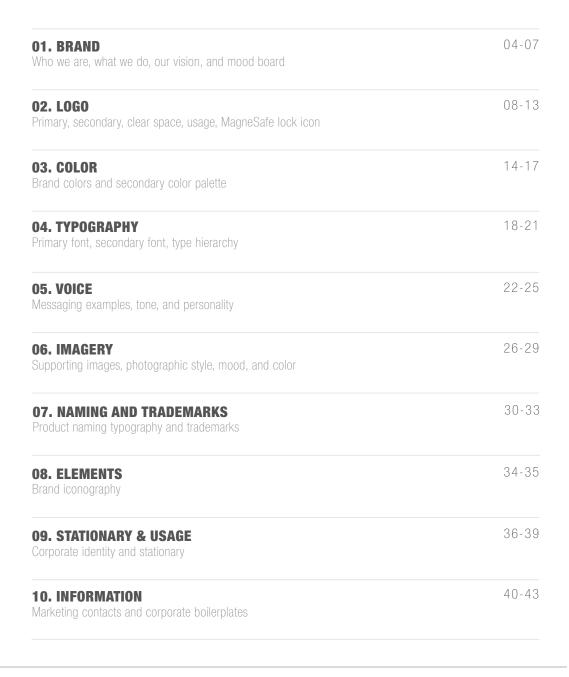


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BRAND ESSENCE

This section is the foundation and soul of the MagTek brand and guides all branding decisions.



Who We Are What We Do Our Vision

We are a leading provider of payments and identification technology with fifty years of experience developing breakthrough innovations that have helped shape our industry and set new international standards for the reliability, security, and speed of electronic transactions.

We design, build and manufacture premier hardware and secure web services to protect the identity, assets, and safety of individuals and businesses worldwide.

Our vision is to ensure everyone bank, shop, work, play, communicate and exchange services in a safe and worry-free environment.



SECURITY



Hardware and services protect data at rest and in motion using the MagneSafe® Security Architecture with encryption, tokenization, and authentication.

CUSTOMIZATION (



Our off-the-shelf and custom-built hardware is ready for your custom solutions in countertop, mobile, and self-service applications.

FLEXIBILITY



Magensa L3 certified Gateway Services give you the flexibility to move around components once the system under test is certified. Swap out countertop for mobile, add it to a kiosk, you decide.



MAGTEK LOGO

The single most identifiable element of our brand is our logo and one of our most valuable assets.



Primary **Logos**

The MagTek primary logo is the main brand identity. It is our primary graphic device and should be the first choice when choosing a graphic element to represent MagTek.

MagTek® is a registered trademark of MagTek, Inc.

MagTek Logo with Tagline

The MagTek logo should be used with the tagline in most every possible instance. Color is one of the most important elements of our logo design and the MagTek logo should predominantly be red and the tagline gray.



MagTek Logo without Tagline

There will be times when the logo tagline will be too small to be legible or become busy if placed with multiple assets. In this case, we prefer to use the MagTek logo without the tagline.



Secondary **Logos**

The MagTek logo may be used in all black or all white when necessary.

The MagTek logo is also shown with the MagneSafe lock icon. This is often used in our social media or in places where we want to emphasize security.

MagTek Logo with and without Tagline

Logos shown in all black.





MagTek Logo with and without Tagline

Logos shown in all white.



MagTek Logo with MagneSafe® Security Icon

MagTek logo and lock is red and circle surrounding the lock in black. The logo and icon are the same height.



MagTek in Text

When referring to MagTek in text, use capital "M" and capital "T" with no hyphenation.

Correct Usage

MagTek

Incorrect Usage

Mag-Tek Magtek

Mag-tek

MAG-TEK

Clear Space & Sizing

When placing the MagTek logo next to other visual elements or margins, ensure the logo has plenty of breathing room.

By leaving space around the logo, the logo stands out in all communications.

The MagTek logo with tagline should never be presented in a smaller size than shown on this page in order to ensure visibility and legibility.

Our logo must be sized large enough to be easily read on every application.

Clear Space

The minimum clear space on all sides is equal to the height of the MagTek "M".



The Minimum Size

We require a minimum logo size of 130 x 25 pixels for the MagTek Logo with Tagline.



130 px

MagTek Logo Incorrect Usage

- 1. Do not stretch or alter the logo proportions.
- 2. Do not alter or apply colors.
- 3. Do not change the logo arrangement.
- 4. Do not angle or rotate the logo.
- 5. Do not outline.
- 6. Do not apply gradients or effects.
- 7. Do not alter the shade of color or opacity.
- 8. Do not place the logo over a distracting background.
- Do not place the logo on a color that is not in the MagTek brand.



















MagneSafe Security Logo Mark

Organizations have been relying on the MagneSafe Security Architecture to protect data and authenticate transactions for more than a decade.

The MagneSafe Security lock logo mark is a symbol of our commitment to safer transactions.

MagneSafe® is a registered trademark.





Primary Logo Mark

Security lock in MagTek red surrounded by a black circle with white for the back-ground color.



Secondary Logo Mark

Security lock in black surrounded by a black circle with white for the background color.



Secondary Logo Mark

Security lock in white surrounded by a white circle with MagTek red for the background color.

Logo Mark Incorrect Usage

Do not reverse the security logo mark colors. The circle surrounding the lock must be present and represents the protection the MagneSafe Security Architecture provides.





BRAND COLORS

Our colors help bring our brand to life and dramatically change the tone and appearance of MagTek's brand recognition.



Primary **Colors**

The core colors of our logo and the MagTek brand are quickly recognizable through the use of our Primary Colors.

MagTek Red

HEX #D21242
RGB 210, 18, 66
CMYK 12, 100, 73, 2
PANTONE 193 U MagTek Gray

HEX #939598

RGB 147, 149, 152

CMYK 0, 0, 0, 50

HEX #FFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0

MagTek Red is central to our brand identity and is used consistently and frequently through all marketing.

MagTek Gray is the color used in our logo's tagline. And just like the tagline supports our logo, the MagTek gray supports the color MagTek Red.

Using the color white is crucial for contrast with the color palette and ensures breathing room.

Secondary & Accent Colors

Secondary Colors

Blend in and compliment the Primary Colors. These neutral grays work well for backgrounds, text, and supporting elements. Light Neutral Gray

#F4F5F5 RGB 244, 245, 245 CMYK 3, 2, 2, 0 Medium Neutral Gray

#DBDBDB RGB 219, 219, 219 CMYK 13, 10, 10, 0 Dark Neutral G<u>ray</u>

 HEX
 #555454

 RGB
 85, 84, 84

 CMYK
 64, 57, 55, 32

Dark Neutral Black

#333132 RGB 51, 49, 50 CMYK 69, 64, 62, 59

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Accent Colors

Great for highlighting information or creative brand elements. These neutral blues add pop and should be used sparingly.

Light Neutral Blue

 HEX
 #CED7DF

 RGB
 206, 215, 223

 CMYK
 18, 10, 7, 0

Dark Neutral Blue

 HEX
 #263C50

 RGB
 38, 60, 80

 CMYK
 88, 70, 47, 39

MagTek Color Palette

Color Palette

Colors play an important role in delivering a message and MagTek's color palette is a key component to our brand's visual identity. Consistent use of the color palette should be adhered to when creating content.

Color Ratios

Generally follow the 60-30-10 rule when deciding how much of a color to use. The primary colors are 60%, the secondary colors 30%, and the accent colors 10%. *Note that white is primarily used as the background, defining negative space.



TYPOGRAPHY

Typography is a powerful brand tool when used consistently, and plays a major role in a company's identity.



Primary **Font**

Helvetica

MagTek's primary font and chosen to reinforce our clean and modern aesthetic. Suitable for body text, sub-headers, and its legibility make it a great choice for long blocks of text.

ABCDEFGHIJKL MNOPQRSTUVWXYZ

abcdefghijkl mnopqrstuvwxyz

1234567890#&\$%@!?*

About Helvetica

Helvetica is a widely used sans-serif typeface developed in 1957 by Swiss typeface designers Max Miedinger and Eduard Hoffmann. The font brings a sense of clarity, simplicity, and neutrality, making it a good choice for various projects and known for its clean, modern, and highly legible design.

Helvetica Styles

Light Oblique

Roman

Oblique

Bold

Bold Oblique

Black Black Oblique

Light Condensed



Secondary **Font**

Bebas Neue Pro

MagTek's secondary font was chosen for its eye-catching, bold, modern, and professional look. Suitable for headers, headlines, titles, short blocks of text and other display uses.

ABCDEFGHIJKL MNOPQRSTUVWXYZ

abcdefghijkl mnopqrstuvwxyz

1234567890#&\$%@!?*

About Bebas Neue Pro

Bebas Neue Pro is a sans-serif typeface designed in 2019 by Ryoichi Tsunekawa. Bebas Neue Pro has a minimalistic design with a robust and bold presence, it's a versatile font that works well in various contexts.

Commonly Used Styles

Light
Light Italic
Book
Rook Italic

Middle

Middle Italic

Regular
Italic
Bold
Bold Italic



Type **Hierarchy**

Typographic hierarchy creates a cohesive experience by presenting text so that the most important information is displayed with the most impact. Here are some common ways MagTek presents type hierarchy.

Headline	DynaFlex II Family	Bebas Neue Pro, Bold, 40pt, tracking set to 75
Subheading	EMV Contactless, NFC, 1D/2D Barcode, Manual Entry, Signature Capture, EMV Contact Chip, MSR	Helvetica Neue (OTF), 67 Medium Condensed, 16pt tracking set to 25
Body Text	DynaFlex II products are PCI PTS 6.x certified and come standard with more features and functionality; ready to accept magnetic stripe cards, barcodes, EMV (Contact Chip and Contactless), and NFC enabled mobile wallets. DynaFlex II PED provides a responsive touchscreen with manual entry and PIN on Glass for banking applications.	Helvetica Neue (OTF), Regular, 14pt, tracking set to 0
Button	CONTACT SALES	Bebas Neue Pro, Regular, 13pt, tracking set to 50
Link	Learn More >	Helvetica Neue (OTF), 67 Medium Condensed, 11pt, tracking set to 50

VOICE

Brand tone of voice is a consistent way of conveying our message and helps shape what the MagTek brand stands for.



Brand Voice & Tone

Mission Statement

We deliver MagneSafe secured devices and services across the globe to governments, financial institutions, merchants, and any party committed to safer transactions. Our fraud-fighting solutions are simple, easy, practical, scalable, and cost-effective to deploy. We will do our utmost to protect the identity, privacy, assets, and safety of our customers. We are proud to serve industries around the world.

At MagTek, we don't just create content; we believe in empowering our partners & customers.

Every piece we produce is carefully crafted to maintain consistency throughout our marketing efforts, ensuring that our message resonates with each and every one of our partners and customers.

Our Mission Statement is a powerful foundation and tool that guides our tone of voice, allowing us to connect with the reader on a deeper level. When you work with MagTek, you can trust that you will understand our message clearly.

Voice & Tone **Examples**

SOCIAL MEDIA



Characteristics - Conversational, Enthusiastic, and Witty



EMAIL CAMPAIGN



OEM Solutions Increase Revenue with Easy-to-Integrate and Versatile Payment Card Offerings

Accepting card payments in a variety of settings is made easier using MagTek hardware and Magensa Services

From a car wash to a vending machine to a ticketing kiosk and beyond, unattended card payments need to be supported in a wide variety of environments. Successful businesses recognize the opportunity to harness this self-service revenue stream. OEM solution providers are in the ideal position to take advantage of this channel. All they need are versatile tools to realize their vision.

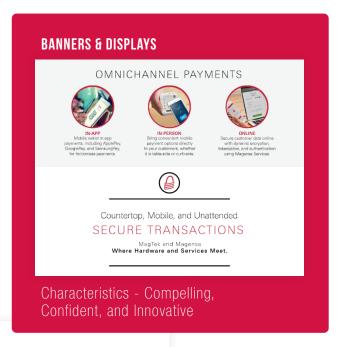
MagTek's <u>DynaFlex</u> family of products are rugged secure card reader authenticator devices that are versatile enough to deploy into a variety of solutions. Whether functioning as a countertop device or integrated into an unattended self-service retail solution, DynaFlex devices secure payment data. DynaFlex products accept EMV (Contactless and Contact Chip), NFC contactless, mobile wallets, and select models include QR code/barcode, manual entry, and signature capture acceptance.

When coupled with <u>Magensa TokenExchange Services</u>, security and gateway functions are enhanced and the development process is simplified, providing easy-to-use tools to build OEM solutions. TokenExchange removes sensitive data from ecosystems while retaining the ability to perform necessary transactions without compromising security. This enables secure card-on-file, subscriptions, eCommerce, in-app payments, and reward programs.

Contact us.

Characteristics - Informative, Helpful, and Engaging

Voice & Tone **Examples**



Voice

WEBSITE

Featured Hardware

Let The Experts Handle Your Retail Payments With MagTek's Premiere Hardware

Let our team of experts help guide you and your payment needs.

We provide secure payment hardware for worry-free financial transactions. Our hardware empowers you to bank, shop, work, play, and communicate with ease.

Explore Card Readers

Contact Sales

Characteristics - Informative Inspiring, and Innovative

BROCHURES

WELCOME TO THE PRODUCT CATALOG

FOR 2023

Mho Mo Aro

We are a leading provider of payments and identification technology with fifty years of experience developing breakthrough innovations that have helped shape our industry and set new international standards for the reliability, security, and speed of electronic transactions.

What We Do

We design, build and manufacture premier hardware and secure web services to protect the identity, assets, and safety of individuals and businesses worldwide.

Our Vision

Our vision is to ensure everyone bank, shop, work, play, communicate and exchange services in a safe and worry-free environment.

Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card reader authenticators, Qwantum secure cards, token generators, EMY contact, contactless, barcode, NFC reading devices, encrypting check scanners, PIN pads, and distributed credential personalization systems for secure magstripe and EMV enabled cards. These products are used worldwide by financial institutions, retailers, payment processors, and ISVs to provide secure and efficient data privacy, as well as payment and identification transactions.

Today, MagTek continues to innovate. Its MagneSafe® Security Architecture leverages strong encryption, secure tokenization, dynamic card authentication, and device/host validation, enabling users to assess the trustworthiness of credentials and terminals used for online identification, nawment processing and hish-value electronic transactions.

MagTek is headquartered in Seal Beach, CA.

MagTek, Inc. 1710 Apollo Court, Seal Beach, CA 90740 | 562-546-6400 | www.magtek.com | D998200523 rev 40 1,

Characteristics - Intellectual, Reliable, and Confident



IMAGES

Through imagery, MagTek conveys the brand experience by showcasing our products and services in an engaging way. Images bring out a message that can be difficult to share by just using words alone.



Product **Photography**

Our product photography is an essential part of the MagTek brand. Below are some best practices to follow for visual continuity.

- MagTek approved product photos are available on the website.
 - https://www.magtek.com/about/brand-center
- Do not use poor quality images. This takes away from the visual appeal and product details.
- 3. Do not stretch or alter the product image proportions.
- 4. Do not place text over product images.
- 5. Do not alter or apply filters, colors, gradients to the images.
- Do not place product images over a distracting background. Product photos should be free from distractions and on a white background.





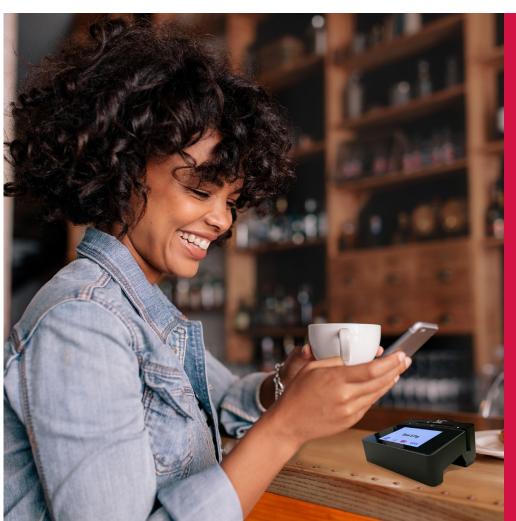








Brand Imagery



MagTek brand imagery is key to the visual language and used across a range of communications. Images used, that show people in various environments interacting with services and devices, are simulated but should have a realistic "imagine the device here" feel.

All images must be of high quality, have a strong focal point, are not overly busy, and use natural lighting. Do not use images that appear overly staged, artificial, or posed.















Prioritize images that establish trust and security, conveying commitment to protecting secure information. Additionally, strive for diversity and inclusiveness in imagery, reflecting the broad range of individuals and businesses served.



NAMING AND TRADEMARK

MagTek uses specific naming conventions, typography, and trademarks to establish product categories, capabilities, and usage. Consistent adherence is essential to proper communication.



Product Naming and Trademark

MagTek uses specific naming conventions and typography to establish product categories and product capabilities. Following are the naming categories and typography requirements. Please note the following:

- Spelling
- Captitalization
- Generational Listing

When listing generational devices you may group them but must also include Gen I, e.g. iDynamo 5 (Gen I, II, III). Lowercase letters are to be lowercase even when beginning a sentence.

MagneSafe® is a registered trademark of MagTek, Inc.

A registered trademark should be included the first time it is listed on any page.

Please note the recommended use of the Trade Mark "TM" and Registered Mark "®" symbols with the product name. When the Trade Mark or Registered Mark symbol appears in running text the first time, a corresponding footnote for "reference of ownership" should follow the symbol. The symbol need not be used thereafter.

MagTek®, MagnePrint®, and MagneSafe® are registered trademarks of MagTek, Inc.

Magensa[™] is a trademark of MagTek, Inc.

Product Name	Product Family	Description
Excella™	Check Reading	Check reader and dual-sided scanner
IntelliStripe®	Card Reading	Refers to select devices with magstripe and EMV Contact Chip technology
IntelliStripe™ 380	PIN Related	Desktop Motorized Reader-Encoder
IPAD®	PIN Related	PIN encrypting device
MICRImage [™] scanner	Check Reading	MICRImage MICR Check reader and

Product **Naming**

A registered trademark is to be included the first listing on any page. Please refer to:

https://www.magtek.com/about/policy?tab=privacy for additional information on naming conventions.

Dyna Devices

MagTek's latest category of hardware.

DynaFlex II PED DynaFlex II SCR DynaFlex II Go DynaProx

MagneSafe L3 Devices

MagneSafe security and L3 certificate required.

iDynamo 6
eDynamo
DynaPro Go
DynaWave
tDynamo
tDynamo (Gen II)

Product **Naming**

Insertion Readers

OEM Insertion readers are categorized together.

PermaSeal mDynamo Outdoor Bezel oDynamo SlimSeal DynaDip MT-215 Insertion Reader

OEM Components

Components are integrated into leading OEM solutions.

mDynamo Module OEM USB Swipe Reader Shift-Out IntelliHead MagneSafe® IntelliHead ASICs

Magnetic Stripe Readers

Select devices are magnetic stripe only.

Dynamag
DynaPAD
iDynamo 5
iDynamo 5 (Gen II)
iDynamo 5 (Gen III)
MT-211 Non-Encrypting
SureSwipe

Images 33

ELEMENTS

The power of iconography for a seamless user experience effectively conveys information across various platforms. With a glance, users grasp essential information, enabling quick decision-making.



Brand **Iconography**

The MagTek approved set of icons are clear, relevant, and easily understandable.

Strive for clarity and legibility even at smaller sizes.

Ensure icons reflect the essence of the MagTek brand, including colors, shapes, and typography.

Choose icons that align with the intended message and purpose of the content.



STATIONARY

Using the MagTek brand stationary ensures a consistent and professional presentation in all official communications and interactions, reinforcing the strength of the MagTek brand.





MagTek **Business Card**

The MagTek business card elevates your professional communication and serves as an excellent tool for all official correspondence, networking, and interactions, reinforcing a positive impression.

Business Card:

Documentation Specifications

Paper Stock: Soft Touch 16pt

Paper Color: white

Corners Standard

Size: 2x3.5



Front



Back

MagTek **Letterhead**

The letterhead serves as the official corporate stationary using our standard MagTek logo.

Letterhead

Documentation Specifications

Paper Stock: 30lb

Paper Color: white

Color: 4/0

Size: 8.5x11

Letterhead

Documentation Specifications Second sheet (not pictured)

Paper Stock: 30lb

Paper Color: white

Color: 4/0

Size: 8.5x11



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MagTek **Envelopes**

Both envelopes use our standard MagTek logo and include a return address to our corporate headquarters.

#10 Envelope

Documentation Specifications

Paper Stock: standard

Paper Color: white

Color: 4/0

Size: 9.5x4.125

Flat Envelope

Documentation Specifications

Paper Stock: standard

Paper Color: white

Color: 4/0

Size: 9.5x12.625



INFORMATION

We hope this style guide has provided valuable insights and guidelines for crafting high impact content. Should you have any further questions or require assistance, our dedicated marketing team is here to support you every step of the way.



Contact **Marketing**

For any inquiries, further details, or materials, please don't hesitate to contact MagTek. We are happy to assist you with any questions or information.

Marketing Manager

Rebecca Robinson

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Main: 562-546-6400

Email: rebeccar@magtek.com

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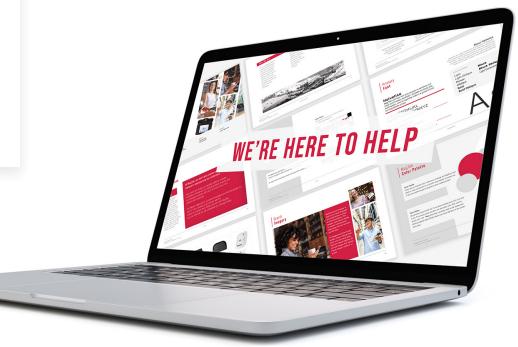
Seal Beach, CA 90740



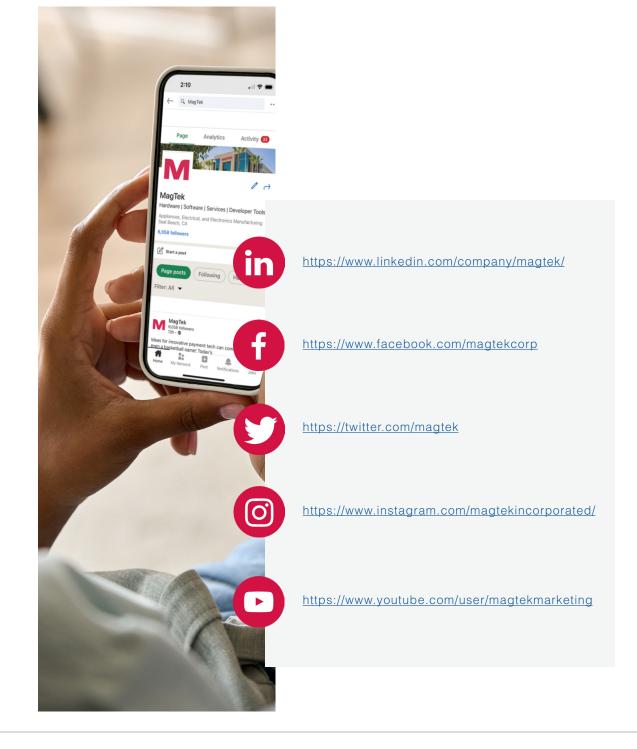
Brand Center

Explore our media and events section for the latest updates, press releases, and exciting news about our brand. You can find many resources, including brand assets, product images, and usage guidelines.

To delve into our media and events, visit our brand center at: https://www.magtek.com/about/brand-center.



Follow Us On **Social**



Corporate **Boilerplates**

MagTek

Founded in 1972, MagTek is a leading manufacturer of electronic systems for the reliable issuance, reading, transmission, and security of cards, barcodes, checks, PINs, and identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Our hardware products include secure card reader/authenticators, Qwantum secure cards, token generators; EMV Contact Chip, EMV Contactless, barcode and NFC reading devices; encrypting check scanners, PIN pads, and credential personalization systems. These products all connect to Magensa, a MagTek owned gateway that offers businesses the ability to securely process transactions using authentication, encryption, tokenization, and non-static data. MagTek is headquartered in Seal Beach, CA, please visit www.magtek.com to learn more.

MagneSafe

MagneSafe is a digital identification and authentication architecture that safeguards consumers and their personal data. Designed to exceed PCI regulations, MagneSafe leverages strong encryption, secure tokenization, counterfeit detection, tamper recognition, data relevance and integrity, and dynamic digital transaction signatures, which together validate and protect the entire transaction and each of its components.

Magensa

At Magensa, transparency, trust, and excellence are at the core of everything we do, as we strive to protect and elevate data security, digital identities, access control, and the payment experience for businesses and consumers alike. We deliver secure, reliable, and user-centric payment and data protection services that empower people and businesses to transact with confidence and efficiency. We are dedicated to safeguarding sensitive digital data for authentication, access, loyalty, and payments including card-present, eCommerce, and alternative payment transactions using advanced encryption, flexible tokenization, strong authentication, and proactive fraud detection, ensuring compliance that exceeds industry standards. We prioritize seamless user experiences with fast processing, intuitive integration, and US-based support. By focusing on innovation and adaptability: we continuously enhance our offerings, integrate emerging technologies, and stay ahead of regulatory requirements.

THANK YOU

Should you have any further questions or require additional assistance, our dedicated team is always here to help.



ADDRESS

PHONE

WEB

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