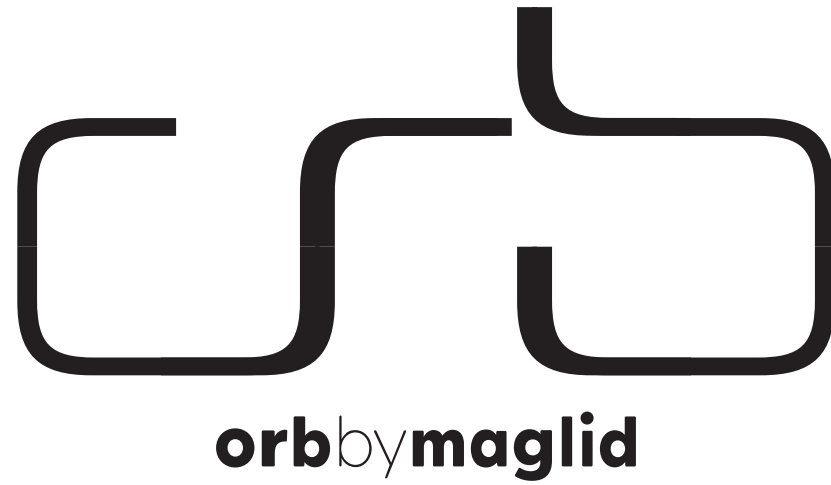


# BRAND BOOK



Logo



Brand Tag Line

Seriously closed.  
Easy, Always.  
It's that easy.  
Stop worrying.

**MagLid is a revolutionary patent closing system that will change the way people close cylindrical containers.**

**It is so efficient, natural and simply fun that once you start using it, you will never want anything else.**

**A perfect solution for all circular containers.**

**MagLid guarantees a safe locking, no accident because of poorly sealed canisters.**

**The auto locking system, which does not require any action from the consumer, is as efficient as fun to use.**

These are the codes of the 4 basic colors that we will use in the communication and in the applications of our brand.



#DD924B

C: 12%  
M: 48%  
Y: 80%  
K: 0%

R: 221  
G: 146  
B: 75



#94A285

C: 44%  
M: 26%  
Y: 52%  
K: 2%

R: 148  
G: 162  
B: 133



#D6C8B1

C: 16%  
M: 18%  
Y: 30%  
K: 0%

R: 214  
G: 200  
B: 177



#231F20

C: 0%  
M: 0%  
Y: 0%  
K: 100%

R: 35  
G: 31  
B: 32

The font used in the logo is  
PF Din Text - Black / Medium / Regular.

## PF Din Text - Black

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y z

## PF Din Text - Medium

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y z

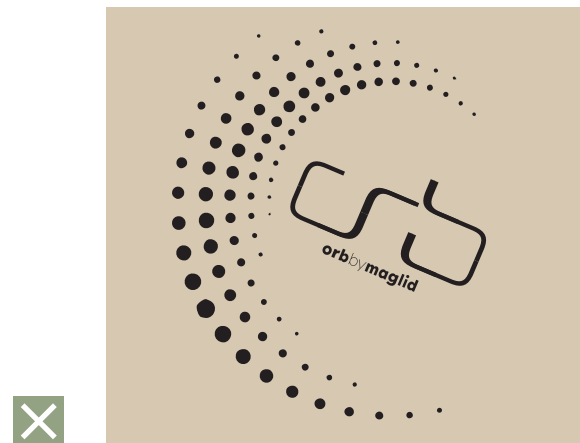
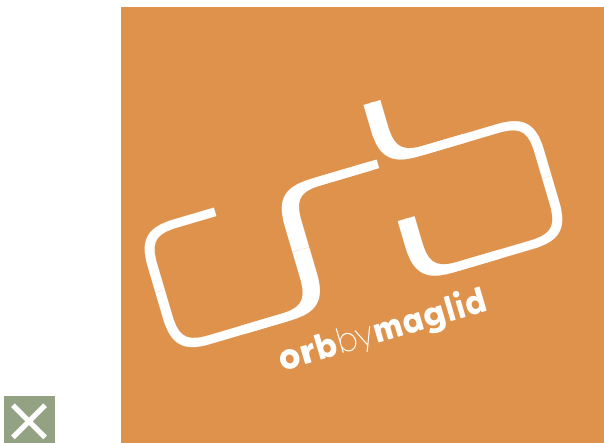
## PF Din Text - Medium

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y z

The logo can only be displayed in the ways below.

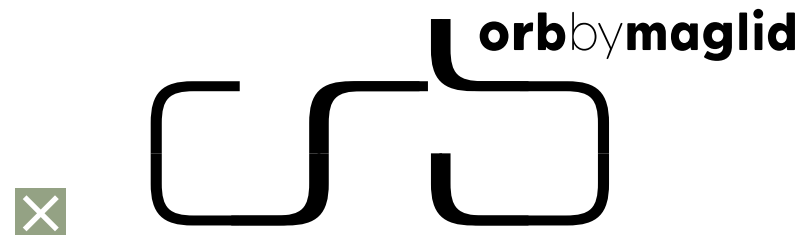
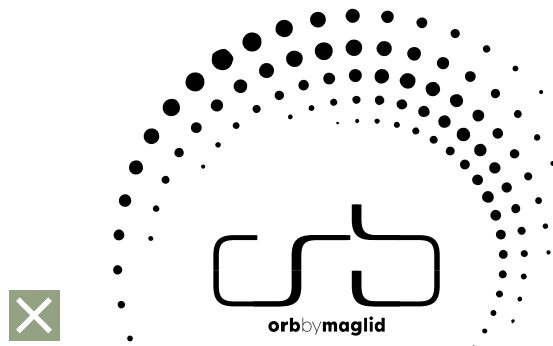
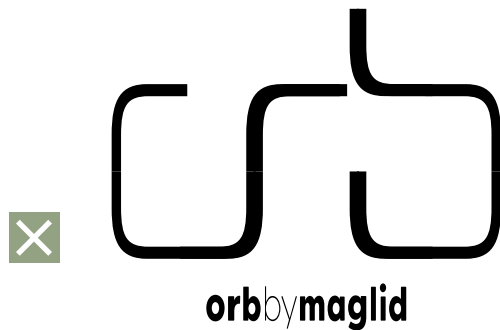


The logo CANNOT be displayed in the ways below.  
With colors other than the basic colors of the brand or in oblique form.

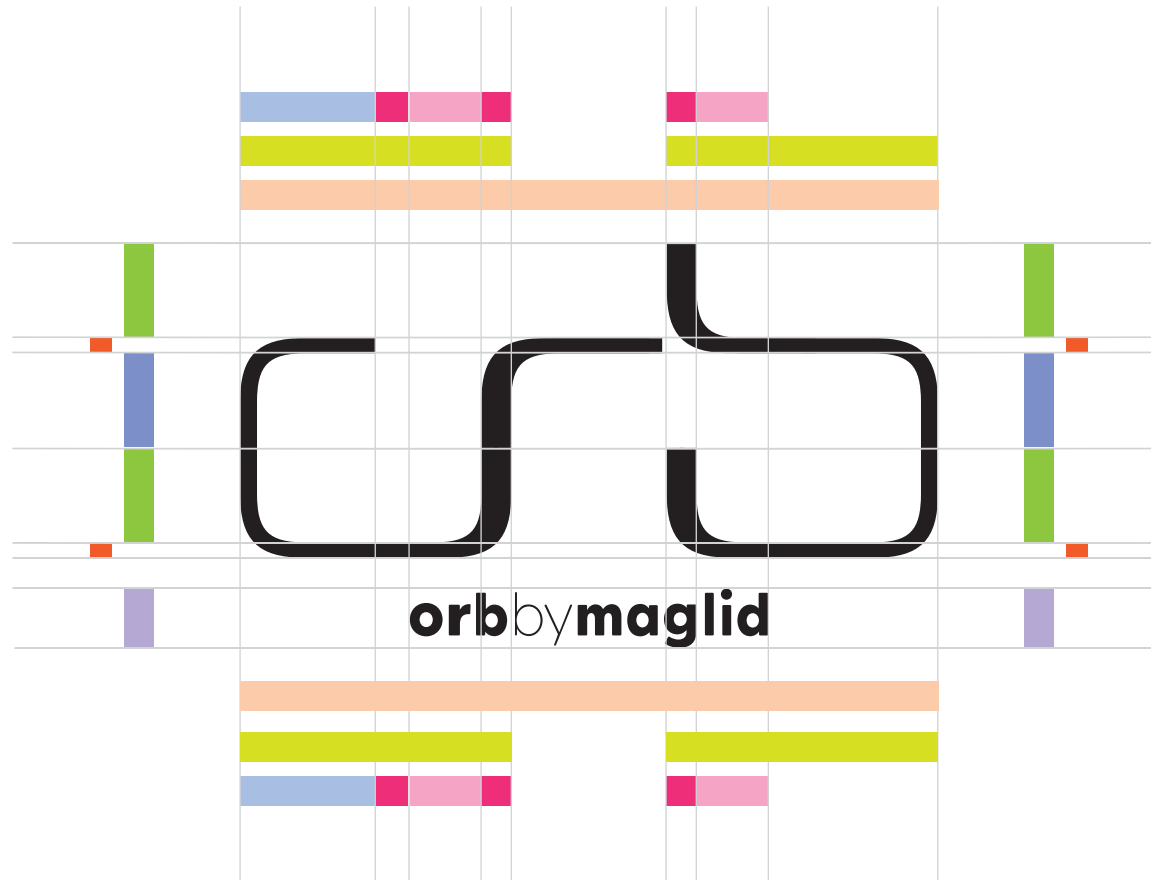




The logo should NOT appear corrupted (correct in and out zoom).  
Its proportions must be correct and not differentiated.  
Finally, the logo should not be "broken" into pieces that will change positions.



The dimensions, proportions and relationships between the letters and the symbols of the logo are specific. They should not be changed under any circumstances.

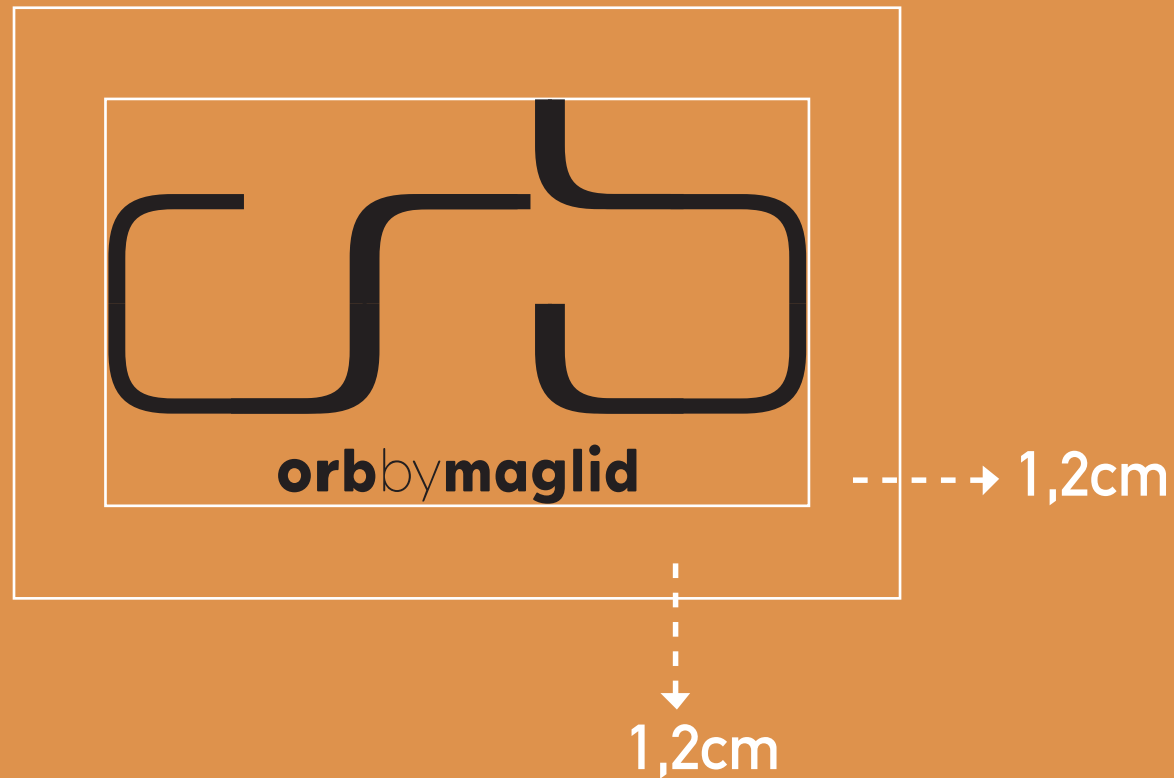


The logo cannot be displayed anywhere smaller  
than 1.6cm x 0.9cm

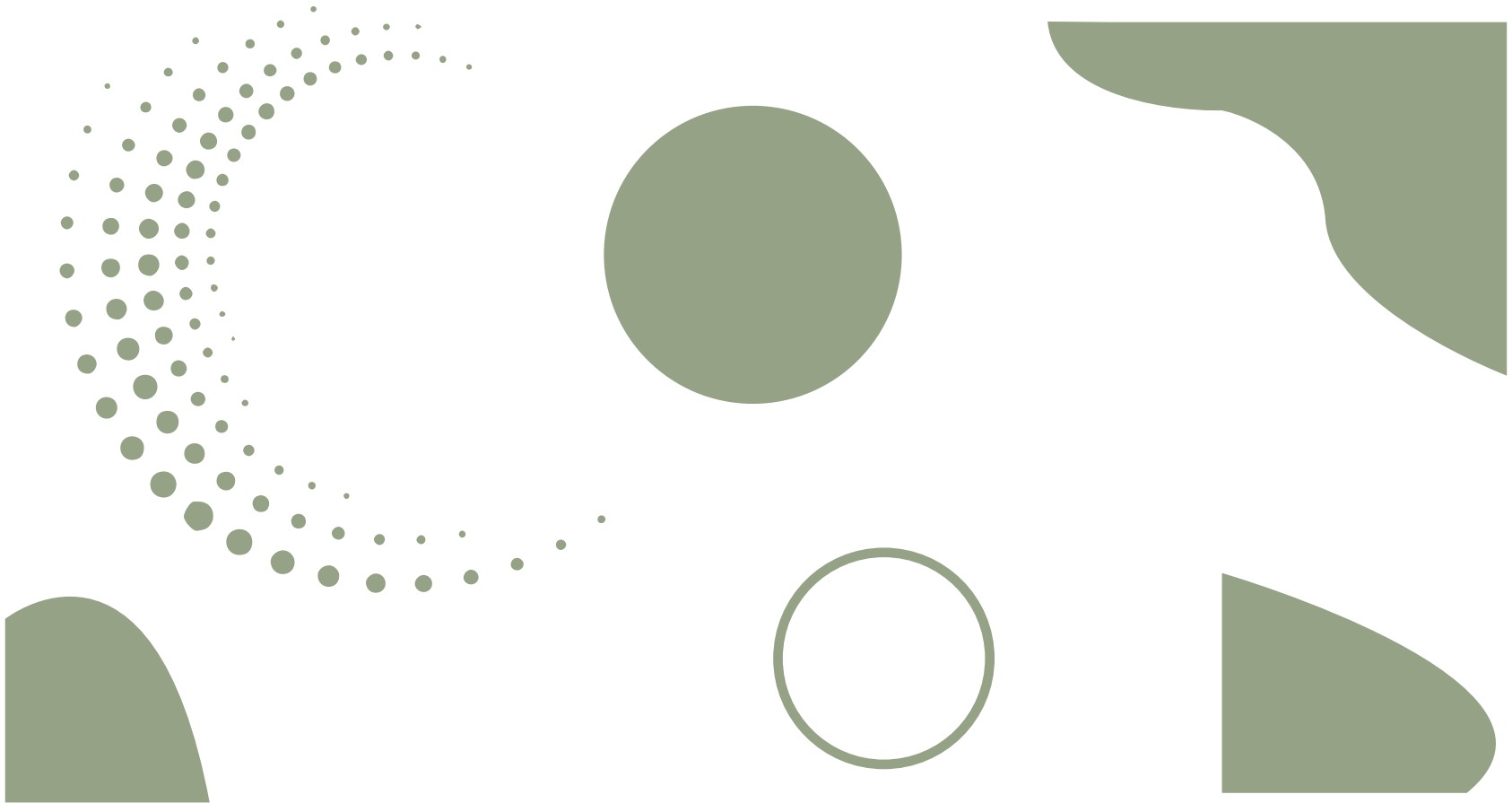


1,6cm x 0,9cm

The logo should definitely have at least 1.2cm of empty space around it, wherever it is placed.



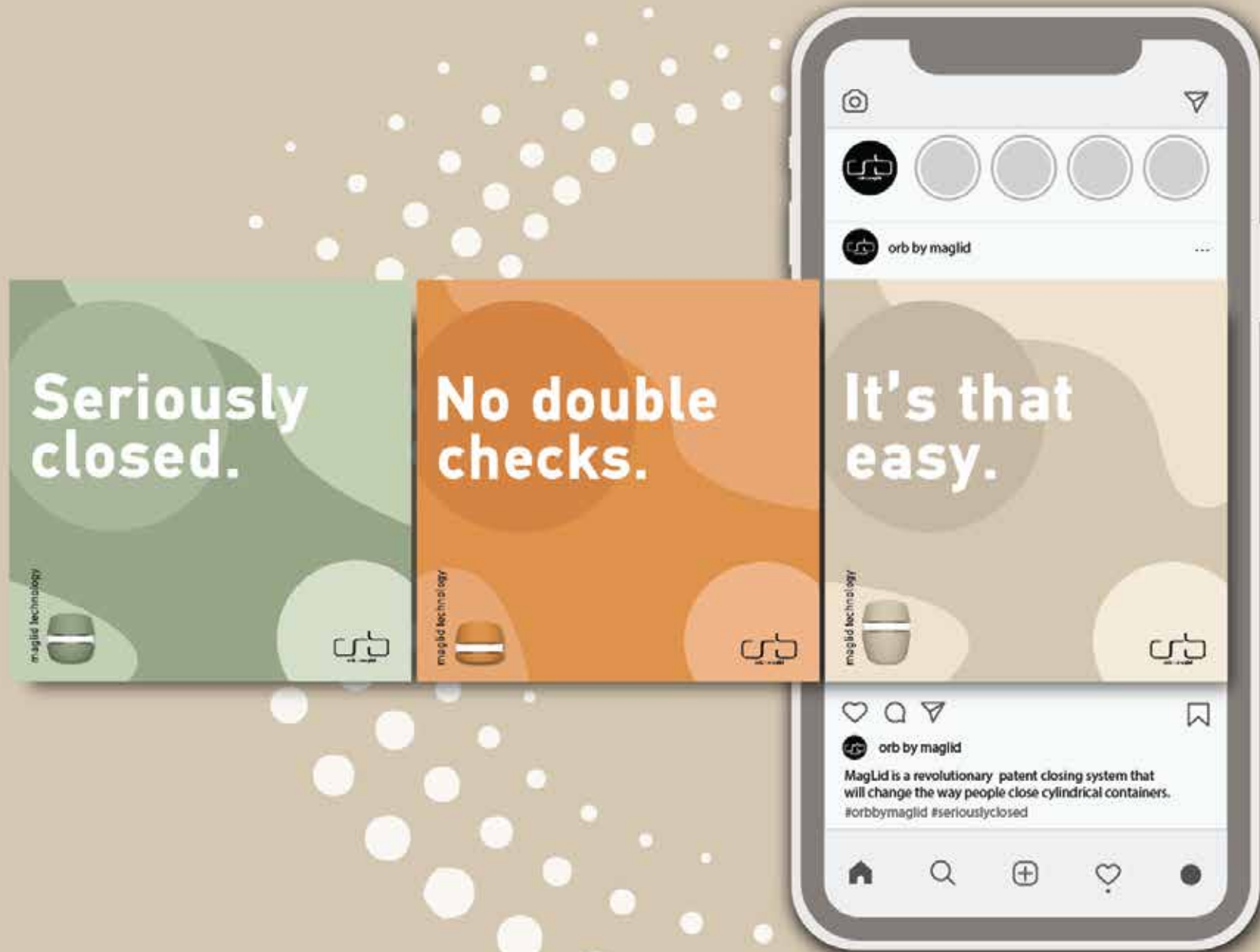
Some of the symbols you will find in the communication of "orb".  
Among the symbols, those with curved lines will dominate.



Here are some examples  
of how to use the logo  
in online and offline applications.

Social Media Posts (facebook & instagram),  
Posters & Banners

## Approach A: The Carton-cut out



**Seriously  
closed.**

maglid technology



**Seriously  
closed.**

maglid technology



**Seriously  
closed.**

maglid technology





Social Media posts (facebook & instagram).  
Approach B: The everyday snapshot



maglid technology

- automatic lock and seal
- single handed use
- effortless opening

www.orbbymaglid.com



maglid technology

- single handed use
- bi-directional opening
- re-usable

www.orbbymaglid.com



maglid technology

- intuitive natural movement
- effortless opening
- airtight

www.orbbymaglid.com



Social Media posts (facebook & instagram).  
Approach C: Like Dyson



**automatic  
lock and  
seal.**

maglid technology



**effortless  
opening.**

maglid technology



**single  
handed  
use.**

maglid technology





**automatic  
lock and  
seal.**

maglid technology



**effortless  
opening.**

maglid technology



**single  
handed  
use.**

maglid technology



# Some more applications

Magazine Entries, Badges,  
A4 Brochures & Outdoor Poster

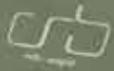
Welcome to the MAGIC!

# Seriously closed.

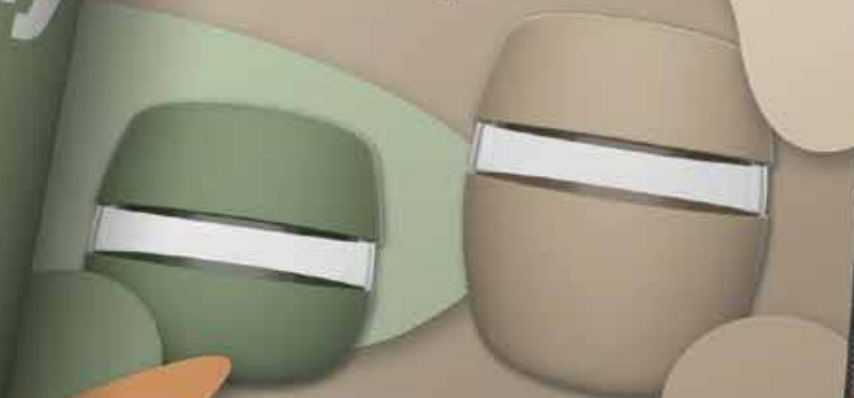
MagLid is a revolutionary patent closing system that will change the way people close cylindrical containers.

It is so efficient, natural and simply fun that once you start using it, you will never want anything else. A perfect solution for all circular containers. MagLid guarantees a safe locking, no accident because of poorly sealed canisters.

The auto locking system, which does not require any action from the consumer, is as efficient as fun to use.



- maglid technology
- automatic lock and seal
- intuitive natural movement
- bi-directional opening



- effortless opening
- single handed use
- airtight
- re-usable





# Seriously closed.

## **maglid technology**

automatic lock and seal  
intuitive natural movement  
effortless opening

bi-directional opening  
single handed use  
airtight  
re-usable

Welcome to the magic!







Welcome to the MAGIC!

# Seriously closed.

MagLid is a revolutionary patent closing system that will change the way people close cylindrical containers.

It is so efficient, natural and simply fun that once you start using it, you will never want anything else. A perfect solution for all circular containers.

MagLid guarantees a safe locking, no accident because of poorly sealed canisters.

The auto locking system, which does not require action from the consumer, is as efficient as fun to use.



- maglid technology
- automatic lock and seal
- intuitive natural movement
- bi-directional opening



- effortless opening
- single handed use
- airtight
- re-usable



# automatic lock and seal.

maglid technology



orb maglid

**Bold**  
marketing



