

The Magna Corporate Logo

The Magna logo consists of a stylized “M” with the dot above it, and the word “MAGNA” in bold to the right. The component parts of the logo must not be redesigned, altered or distorted in any manner. Reproduction of the logo can be made from the supplied electronic files. Never have an agency or printer reproduce the logo without supplying them with one of these logo references. The stylized “M”, the word “MAGNA” and the combination of the two are registered trademarks of Magna International Inc. In general, the Magna logo is to be used on all customer and publicly focused communications including:



STATIONERY – Business cards, letterhead, envelopes and other common stationery items such as purchase orders, invoices and cheques.

ELECTRONIC FORMS – Memos, letters, PowerPoint slides, e-mail stationery templates

ADVERTISING – Electronic or printed reproduction directed to our customers through magazines, newspapers, brochures, presentations, flyers, reports and the web.

SIGNAGE – Including building signage, interior signage, flags and banners.

WORKWEAR – Overalls, shirts and caps.

PROMOTIONAL ITEMS – Apparel, pens, caps and coffee mugs.

If you have any questions, contact the corporate Marketing Department at Magna for any clarification.

Magna International Inc. Trademark Usage Policy Overview

1. Purpose of the Policy

The purpose of this Policy is to ensure that Magna International Inc. and its operating Groups, Divisions and Subsidiaries (“Magna”) present a clear and consistent image of all trademarks owned by Magna, as well as to outline the processes to maintain the strength of Magna’s brands and the goodwill associated with them.

2. Scope of Policy

This Policy applies to all employees of Magna, including all full and part-time employees. In addition, this Policy applies to contract workers and/or consultants to the extent they have access to any Magna trademarks.

3. The Policy

A. General

A consistent corporate image or identity is among Magna’s most important assets.

No third-party is authorized to use Magna’s trademarks without prior written authorization from Magna International Inc., and such authorization will be provided only in exceptional cases. Authorization from a Magna subsidiary or affiliate is insufficient to constitute authorization, as only Magna International Inc. can authorize the use of Magna’s trademarks.

Any use outside of these guidelines or use of Magna’s trademarks in a manner that is likely to cause confusion among consumers may violate Magna’s trademark rights.

B. No Third-Party Use

In general, Magna does not permit third-party use of Magna’s trademarks, including the MAGNA trademark, the MAGNA Logo, and the M Device Logo, as use of these trademarks or logos may imply an affiliation or relationship that does not exist.

Magna reserves the exclusive right to make additional requests or changes to the above on a case-by-case basis in order to protect the strength of its trademarks. Magna may amend this Trademark Usage Policy from time to time as it deems reasonably necessary. All authorized users should consult this page from time to time for any updates.

For a complete copy of the Guidelines for Authorized Use or if you have any questions regarding these guidelines or would like to request permission to use Magna’s trademarks, please contact Rhonda McNally at rhonda.mcnally@magna.com.

Isolation Areas

In order to achieve a clear, unencumbered logo identity and not confuse it with surrounding text, pictures or graphic elements, always maintain a clear isolation area (indicated by the blue box below). The space around the logo should be at least equal to the height of the capital letters in the word "MAGNA".



Color Guidelines

Preferred Three-Color Reproduction – Special Solid Inks

The preferred three-color combination for the logo is shown here. The “M” is rich black, the dot over the “M” is Magna Red (95% Magenta, 100% Yellow) and the word “MAGNA” is Magna Gray (C23/M16/Y13/K46), in lieu of which use PANTONE®*485 and PANTONE®*Cool Grey 8 respectively. No other combination of these colors should be used.

CORRECT

Magna Red
C0/M95/Y100/K0

Rich Black C30/M30/Y30/K100

Magna Gray C23/M16/Y13/K46



INCORRECT

No other combination of these colors is permitted.



Note: Please refer to page 8 for further details on usage with an all-white Magna logo.

Color Guidelines

Preferred One-Color Reproduction

The preferred one-color reproduction for the logo is shown here.
All elements of the logo are solid black (100% black).

CORRECT



OTHER USES



CORRECT

The logo may be reproduced in one-color in either Magna Red (95% Magenta, 100% Yellow) or Magna Gray (C23/M16/Y13/K46)



CORRECT

The logo may be reproduced in any color as long as there is sufficient contrast between the colour and the background.



INCORRECT

The logo should not be reproduced in a manner that does not provide sufficient contrast between the color and background.

Color Guidelines

Reverse Reproduction

When it is necessary or desirable to reverse the logo the preferred method is shown here.
All elements should be reversed out in white over a background that provides sufficient contrast.

CORRECT



OTHER EXAMPLES



CORRECT

Sufficient contrast where logo is clearly visible.



INCORRECT

Insufficient contrast where logo becomes difficult to see.



INCORRECT

Insufficient contrast where logo becomes difficult to see.

Usage

Rules and Restrictions

Shown here are a number of unacceptable applications to serve as a common-sense guide to the proper reproduction of the logo.



INCORRECT / The logo should never be confined in a shape.



INCORRECT / The logo should no longer appear with an underline.



INCORRECT / The logo should never be reproduced on a patterned background.



INCORRECT / The logo should never be reproduced with a drop shadow.



INCORRECT / Do not replace the logo with an alternate font.



INCORRECT / The logo should never be reproduced in an outlined form.



INCORRECT / The stylized 'M' should never be used as a separate element from the Magna logo or used on its own.



INCORRECT / Do not add any copy underneath the Magna logo.



INCORRECT / Never remove the 'M' graphic and move the red dot over the Magna wordmark.



INCORRECT / Do not alter the logo in any size, shape or form.

Usage

Rules and Restrictions

To strengthen Magna's brand and to comply with the One Magna initiative all groups, divisions and departments should only use the Magna logo going forward. Shown here are several unacceptable applications of previous group, division and department logos that have been eliminated and should no longer be used internally or externally. This includes any additional logos not shown here.

INCORRECT /

All Group logos have been eliminated and should never be used. New logos should not be created to represent groups.



INCORRECT /

All Division logos have been eliminated and should never be used. New logos should not be created to represent divisions



INCORRECT /

All Department logos have been eliminated and should never be used. New logos should not be created to represent departments.

