



Ready, Ready,

Magic Tidy!

Brand Visual Guideline

Brand Essence

Magic Tidy was created from a simple idea: organization can feel like magic when it's done right.

In everyday life, clutter slowly builds up — not just in our spaces, but in our minds. It creates stress, distraction, and a constant feeling of being overwhelmed. Magic Tidy exists to reverse that process, transforming chaos into clarity with intention and care.

Our work blends professional organizing systems with a deep understanding of human habits and emotions. Every space is thoughtfully designed to feel intuitive, functional, and easy to maintain — so order doesn't disappear once we leave.

The Magic in Magic Tidy is not illusion, but transformation.

It's the moment when a space finally makes sense, when everything has a place, and life begins to flow more smoothly.

Tidy represents the structure behind that magic — clear systems, smart planning, and lasting results.

Magic Tidy is not about perfection or rigid rules.

It's about creating spaces that support real life — bringing calm, lightness, and a little everyday magic back into the home.





Creative Direction

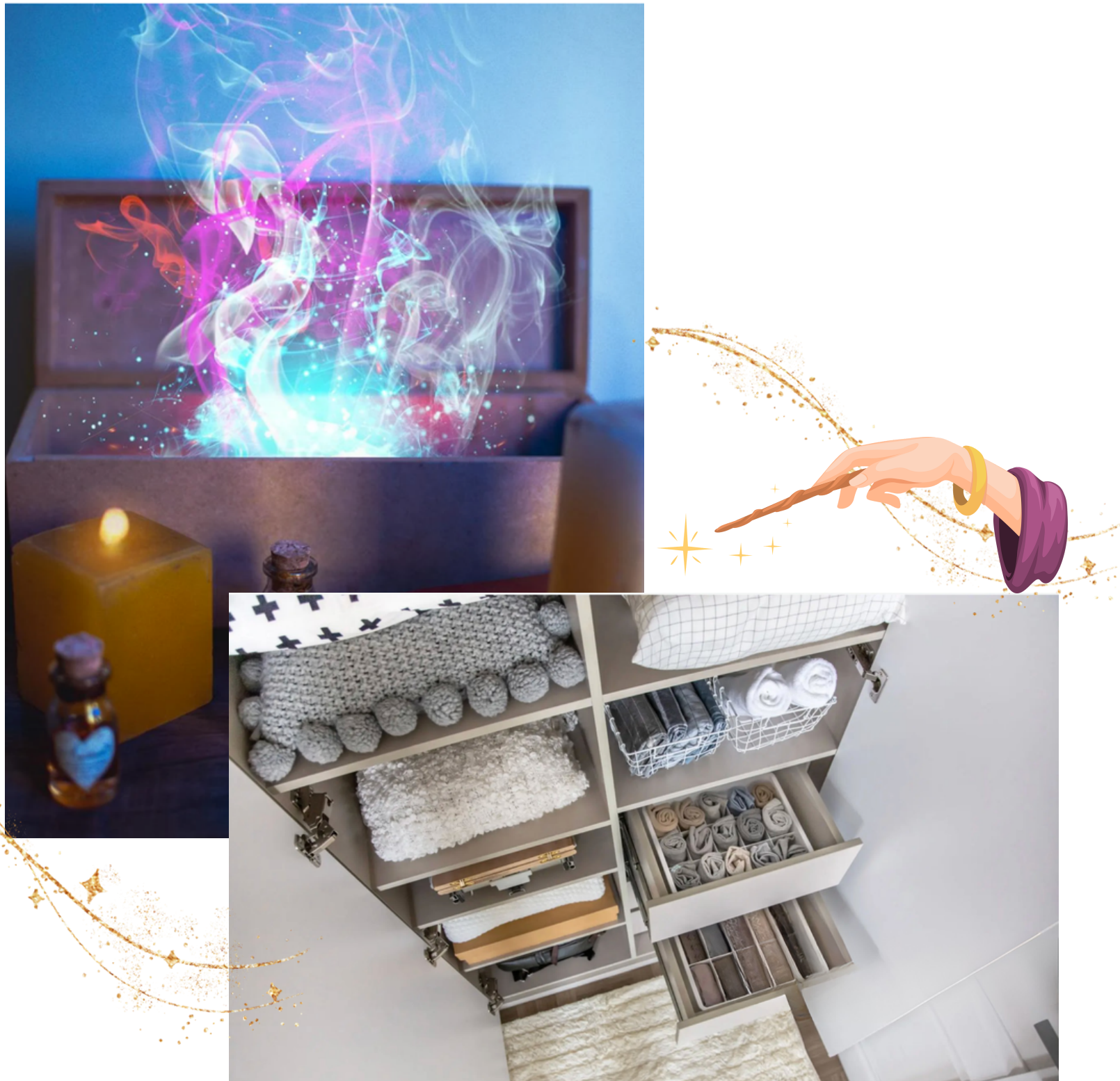
The visual identity of Magic Tidy is designed to express a sense of magic that feels thoughtful, refined, and purposeful.

The design carries a touch of playfulness — subtle, light, and joyful — while remaining grounded in clear structure and professionalism. This balance reflects Magic Tidy's belief that organizing can be enjoyable without becoming chaotic, and magical without losing credibility.

Visual elements such as soft colors, gentle curves, and carefully placed highlights add a sense of wonder and delight. At the same time, clean layouts, consistent systems, and ample white space ensure clarity, trust, and ease of use.

Every design decision is closely tied to the idea of magic through transformation — the moment when disorder turns into clarity, and spaces begin to support everyday life more effortlessly.

The result is a visual system that feels warm and engaging, yet reliable and refined — capturing the magic of organization without sacrificing professionalism.



Color Philosophy

The Magic Tidy color palette expresses a sense of magic through balance and intention. Each color is chosen to feel playful yet professional, imaginative yet grounded.

Lavender Purple (#C9B8E8) adds softness and lightness, reflecting ease and joy after a space is organized.

Deep Purple (#4B2E83) is the core brand color, representing structure, expertise, and the reliability behind the magic.

Soft White (#FAFAFB) creates clarity and breathing room, allowing the visual experience to feel clean, calm, and effortless.

Golden Yellow (#E0B122) is used as an accent to highlight moments of transformation — the spark of magic when chaos turns into order.

Together, these colors form a refined system where playfulness never feels childish and professionalism never feels cold.

Deep Purple
#4B2E83

Soft Lilac
#F2EBFF

Soft White
#FAFAFB

Text black
#000000

Golden Yellow
#E0B122

Lavender Purple
#C9B8E8



Mood Board



Lightness



magic tidy



Refresh



Clarity



LOGO



The Magic Tidy logo is inspired by the idea of transformation through magic.

The wand symbolizes Magic Tidy's core service — creating visible change through thoughtful, professional organization. It represents guidance, intention, and the moment when order replaces chaos.

The flowing magical trails surrounding the wand subtly form the letters "M" and "T", referencing Magic and Tidy. These shapes appear naturally rather than literally, reinforcing the idea that the magic happens effortlessly and almost invisibly.

The combination of playful movement and structured form reflects the brand's balance of childlike wonder and professional reliability — magical, yet grounded.



Main Logo



Logo Symbol
Icon



Wordmark



Horizontal Logo



Dark Background Logo

LOGO USAGE

The Magic Tidy logo should always be presented clearly, consistently, and with respect for its magical character. To maintain brand integrity, the logo must remain legible and visually balanced across all applications.

Clear Space

Always maintain sufficient clear space around the logo. This space ensures the logo can breathe and remain the focal point without visual interference.

Minimum Size

The logo should never be scaled down to a size where the wand details or letterforms become unclear. Minimum sizes should be defined for digital and print use to ensure readability.

Background Usage

The logo performs best on clean, uncluttered backgrounds. Preferred backgrounds: soft white, light lavender, or deep purple. When placed on darker backgrounds, ensure sufficient contrast is maintained.

Color Usage

The logo should primarily appear in its official brand colors. Monochrome versions may be used when color reproduction is limited, but decorative effects, gradients, or unapproved color changes should be avoided.

Do Not

Stretch or distort the logo

Change the logo colors outside the approved palette

Add shadows, outlines, or visual effects

Place the logo on busy or low-contrast backgrounds

Consistent logo usage helps reinforce Magic Tidy's identity as a brand that is playful yet professional, magical yet trustworthy.

Friendly Remind

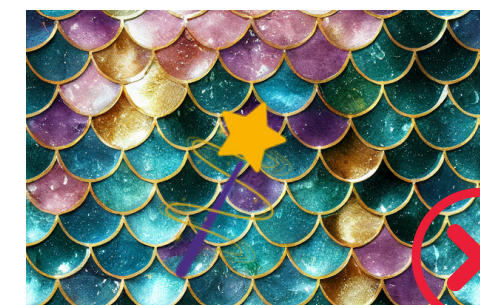
This brand guideline is designed to ensure consistency and integrity across all Magic Tidy visual applications.

If any adaptations, adjustments, or secondary modifications are required, please contact the designer in advance to discuss and align before use. This helps maintain visual quality and ensures all changes remain consistent with the brand's core identity.

Magic Tidy



Magic Tidy



Mock Up

Mockups are used to demonstrate how the Magic Tidy brand comes to life across real-world applications.

They showcase how the logo, colors, and visual elements work together in different contexts, ensuring the brand remains consistent, clear, and recognizable across all touchpoints. These examples help visualize the intended look and feel of the brand in both digital and physical environments.

Mockups serve as reference examples and should be used to guide future applications, rather than being treated as fixed or final designs.



**The mockup images shown above are for testing logo usability and visual adaptability only. They are not final design outputs and are intended solely as reference examples.*

Mock Up

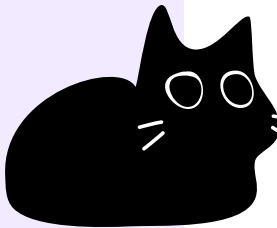


**The mockup images shown above are for testing logo usability and visual adaptability only.
They are not final design outputs and are intended solely as reference examples.*

Pacifico is used for the Magic Tidy logo and primary headlines.

Pacifico (Style)	Aa	Bb	Cc	Dd	Ee	Ff
	Gg	Hh	Ii	Jj	Kk	Ll
	Mm	Nn	Oo	Pp	Qq	Rr
	Ss	Tt	Uu	Vv	Ww	Xx
	Yy	Zz	00	01	02	03
	04	05	06	07	08	09

Aa



Text

Poppins is used for body text and functional information across Magic Tidy's visual system.

Poppins Light (Style)	Aa	Bb	Cc	Dd	Ee	Ff
	Gg	Hh	Ii	Jj	Kk	Ll
	Mm	Nn	Oo	Pp	Qq	Rr
	Ss	Tt	Uu	Vv	Ww	Xx
	Yy	Zz	00	01	02	03
	04	05	06	07	08	09

Ad

Pacifico brings warmth and magic to the brand, making Magic Tidy feel friendly, expressive, and memorable.

Its clean geometry and rounded letterforms create a friendly, modern look with excellent readability.

Poppins adds a playful touch while remaining professional and trustworthy.



Thank You!