



Performance is not inspired, it is designed.

Contents and Purpose

This document is the authoritative reference for all Beyond the Magic Consulting brand applications. Every mark, color, typographic choice, voice rule, and document structure defined here is binding for materials produced by BTM and its partners — including all workbooks, slide decks, proposals, and collateral produced by the content team. Version 2.0 supersedes Versions 1.0 and 1.1.

All logo files should be requested from the brand owner in approved form before production begins. Do not recreate the mark from this document. Use the File Usage Map in Section 09 to match each use case to the correct source file.

WHAT'S NEW IN V2.0 · FINAL

Unified footer block · Services advisory consolidated into confidentiality line · No-guarantee clause rewritten in BTM voice · Footnote role retired; Caption standardized · Lockup system formalized with five named configurations · Brand Essence & Voice codified, including the tagline · Compass Star established as the approved secondary mark · Workbook guidance added to the document system · Business card specification aligned to production v7 · File Usage Map reconciled to the maintained asset library · Email signature defined as the text-only production standard

SECTIONS

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Who We Are, In One Line

Performance is not inspired,
it is designed.

THE BTM TAGLINE · USE VERBATIM · NEVER PARAPHRASE

POSITIONING

Beyond the Magic Consulting LLC is a performance architecture firm — not a training company. The descriptor "Performance Architects" accompanies the brand name in the mark and wordmark. The firm designs systems that align people, expectations, and execution so performance becomes predictable.

NAMING RULES

Use "Beyond the Magic Consulting LLC" in full in footers, legal language, and first formal references. "BTM" is body-text shorthand only — never in footers or signatures. The tagline appears on business cards, cover pages, and closing slides; it is set in Cormorant Garamond with "designed." in copper.

Voice & Tone — All Copy

These rules govern every word the brand publishes: workbooks, slides, proposals, email, web.

VOICE

Measured	Never hyperbolic. Confidence without volume.
Specific	Evidence-first. Claims carry support.
Direct	Short sentences. Lead with the point.
Warm authority	Expert, never cold. Executive peer-to-peer.
Executive audience	No jargon. Plain language carries the expertise.

EMAIL TONE

Emails are concise. Lead with the action or decision needed. Provide context second. Close with a clear next step.

AVOID

- × Buzzwords or filler language
- × Passive voice when active is clearer
- × Promises of outcomes — see Guarantee language, Section 08
- × Informal abbreviations in client-facing copy
- × Superlatives without supporting evidence

Workbooks and slides follow the same voice. Exercise instructions are imperative and brief ("List three commitments."), never chatty ("Now let's take a moment to think about...").

The Primary Mark

An executive credential, rendered as architecture.

The mark is built on the universal form of a professional name tag — an oval credential topped by a precise 8-point compass star. Navy is the primary colorway. Copper accents carry warmth and authority. The mark is always used in its approved vector or high-resolution raster form; it is never recreated, stretched, or redrawn.



FIGURE 1.1 — APPROVED BACKGROUND APPLICATIONS

Scale, Minimum Sizes, Clearspace

The mark must always appear with adequate clearspace — measured from the edge of the mark itself, not from any background field. Minimum display sizes protect legibility of the inner typography at small scales. When in doubt, use more space — never less.

USE CASE	MIN WIDTH	SOURCE FILE
Print — letterhead, business card	22 mm	Transparent 6000px
Print — report cover, signage	40 mm	Transparent 6000px
Screen — slide deck header	120 px	Navy or White BG
Screen — body footer mark	60 px	White BG
Favicon / app icon	32 px	Compass Star Bullet



MINIMUM CLEARSPACE: 1 × HEIGHT OF "BEYOND" ON ALL SIDES · MEASURED FROM MARK EDGE

Horizontal Wordmark Lockups

The full mark's approved background applications are defined in Section 02. The horizontal wordmark is a distinct configuration used when the oval mark would be oversized, off-brand, or unavailable. Two colorways are approved: Navy for light contexts, White for dark contexts. All four wordmark colorways now exist as scalable SVG masters — use vector files for any print or high-resolution need. Never create additional wordmark arrangements without brand approval.



LOCKUP 4 · HORIZONTAL WORDMARK · NAVY



LOCKUP 5 · HORIZONTAL WORDMARK · WHITE

APPLICATION KEY

LOCKUP	USE FOR	DO NOT USE FOR
Lockup 1 · Full Mark · Navy BG	Cover pages, closing pages, navy slide backgrounds	White or light backgrounds
Lockup 2 · Full Mark · White BG	White-background documents, single-color B&W	Warm-white or off-white backgrounds
Lockup 3 · Full Mark · Transparent	Color, pattern, or photo backgrounds of any kind	Contexts requiring a flat contained background
Lockup 4 · Wordmark · Navy	White document headers, light hero panels, inline light contexts	Navy or dark backgrounds
Lockup 5 · Wordmark · White	Navy slide footers, dark hero panels, web footers	White or light backgrounds

The Compass Star — Secondary Mark

The 8-point compass star from the primary mark is approved as a standalone secondary element in two configurations. It is an accent — it supports the primary mark and wordmark; it never replaces them.



FULL · 8-RAY COMPASS STAR



BULLET · 4-RAY WITH CENTER POINT

VARIANT	USE FOR	MIN SIZE
Full	Section dividers, large decorative accents, closing pages	24 px / 8 mm
Bullet	List bullets, favicon, app icon, small-scale accents	10 px / 3 mm

Copper only — #C49A72 on dark, #A0714F acceptable on light. Use the approved SVG/PNG files; never recolor outside the approved copper values, never use as a background pattern at high density, and never place adjacent to the full mark at competing scale.

Palette and Application

Two primary ranges anchor the system: an architectural Navy/Slate range and a Copper warmth range, with two neutrals serving as backgrounds. Navy dominates. Copper is the only accent. Structural colors carry hierarchy. Never introduce additional colors without brand approval.

PRIMARY RANGE · NAVY / SLATE



#1A2744
NAVY DEEP
Primary brand color



#1E2023
CHARCOAL
Body text / backgrounds



#2C3038
SLATE DEEP
Section backgrounds



#3D4450
SLATE MID
Borders / dividers



#5C6370
SLATE LIGHT
Captions / secondary text

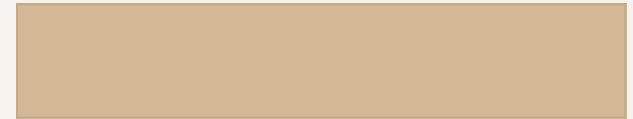
ACCENT RANGE · COPPER



#A0714F
COPPER
Primary accent — rules, labels, icons on light

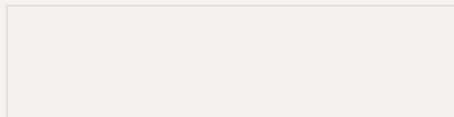


#C49A72
COPPER LIGHT
Accent on dark / navy backgrounds

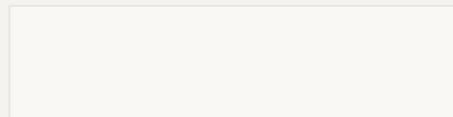


#D4B896
COPPER PALE
Subtle accents · tints · texture

NEUTRAL · BACKGROUNDS



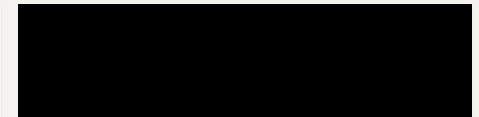
#F5F3EF
OFF WHITE
Primary light background



#FAF8F5
WARM WHITE
Section alternate / cards



#FFFFFF
PURE WHITE
Single-color B&W / print only



#000000
BLACK
Single-color B&W print

Color Application by Context

CONTEXT	BACKGROUND	PRIMARY TEXT	ACCENT / RULES
Website · Proposal Cover	Navy #1A2744	Off White	Copper Light #C49A72
Website · Body Section	Off White #F5F3EF	Charcoal	Copper #A0714F
Business Card · Front	Off White #F5F3EF	Charcoal	Copper #A0714F
Business Card · Back	Navy #1A2744	—	Copper Light #C49A72
Proposal · Body Page	Off White #F5F3EF	Charcoal	Copper #A0714F
Proposal · Investment Page	Off White #F5F3EF	Charcoal	Navy rule / Copper accent
Presentation · Title Slide	Navy #1A2744	White	Copper Light #C49A72
Presentation · Content Slide	Off White #F5F3EF	Charcoal	Copper #A0714F
Workbook · Interior Page	Off White #F5F3EF	Charcoal	Copper #A0714F
Legal · Single-Color Print	White #FFFFFF	Black	Black

Type System

Three typefaces. Cormorant Garamond for authority and elegance. Barlow Condensed for function, precision, and labels. Barlow for body reading. All three are free from Google Fonts. Never substitute without brand approval.

DISPLAY · CORMORANT GARAMOND

Performance by Design.

The architecture of consistent results.

LIGHT 300 · REGULAR 400 · MEDIUM 500 · LIGHT ITALIC — PAGE TITLES, SECTION HEADLINES, PULL QUOTES, COVER STATEMENTS

PRIMARY SANS · BARLOW CONDENSED

BEYOND THE MAGIC

SECTION LABEL · PAGE NUMBER · EYEBROW · DATA CALLOUT

LIGHT 300 · REGULAR 400 · MEDIUM 500 · SEMIBOLD 600 · BOLD 700 — THE WORKHORSE OF THE SYSTEM: LOGO TEXT, NAVIGATION, LABELS, CALLOUTS

BODY · BARLOW

We design systems that align people, expectations, and execution so performance becomes predictable. Not through training. Not through culture campaigns. Through deliberate system design.

LIGHT 300 · REGULAR 400 · MEDIUM 500 — BODY COPY, PROPOSAL NARRATIVE, WEBSITE PARAGRAPHS, EMAIL BODY

Type Scale Reference

Minimum sizes are set to protect readability at Light 300 weights. Body copy minimum is 16px screen / 14px print. Never set below the minimum in the role column.

ROLE	TYPEFACE	WEIGHT / STYLE	SIZE	TRACKING	CASE
Page Title	Cormorant Garamond	Light 300	56–96px	–0.01em	Title Case
Section Headline	Cormorant Garamond	Light 300	38–48px	–0.01em	Title Case
Subheading	Cormorant Garamond	Light Italic 300	24–32px	0	Title Case
Nav / Eyebrow	Barlow Condensed	Medium 500	10–11px	0.30em	ALL CAPS
Slide Header	Barlow Condensed	Bold 700	32–44px	0.05em	ALL CAPS
Data Callout	Barlow Condensed	Bold 700	48–72px	0	Numerals
Body Copy	Barlow	Light 300	16–17px	0	Sentence
Table Header	Barlow Condensed	Medium 500	10–11px	0.25em	ALL CAPS
Table Body	Barlow	Light 300	15–16px	0	Sentence
Caption	Barlow	Light 300	13px	0.02em	Sentence
Footer / Legal	Barlow	Light 300	13px	0	Sentence

Do and Do Not

DO

- Use the primary navy mark on navy backgrounds
- Use the white-background alternative on light surfaces
- Use the black-and-white version for single-color print, legal documents, and fax
- Use the transparent variant on alternate color, pattern, or photo backgrounds — the mark's defined oval edge creates a self-contained composition
- Maintain minimum clearspace of 1× the height of "BEYOND" on all sides, measured from the mark's edge
- Use the horizontal wordmark for slide footers and document headers
- Use the Compass Star variants only as defined in Section 03
- Use only the approved copper values — never substitute orange, gold, or tan
- Scale the mark proportionally — lock aspect ratio at all times
- Use the exact approved source files listed in Section 09

DO NOT

- × Stretch, skew, or rotate the mark
- × Outline, shadow, or add effects to the mark
- × Place the solid-background mark on busy photographic or patterned backgrounds — use the transparent variant instead
- × Use any font other than Barlow, Barlow Condensed, or Cormorant Garamond
- × Recreate the mark or the Compass Star from scratch — always use the approved source files
- × Use the copper accent color as a background fill
- × Use charcoal or slate text on dark backgrounds
- × Combine the mark with other logos at equal visual weight
- × Modify the inner ring, star, or copper rule proportions
- × Display the mark where "BEYOND" is smaller than 8mm in print

Document System

Multi-page proposal documents follow a structured page system. Each page type has defined rules for background, typography, logo placement, and footer content. These specifications apply to DOCX, HTML, and PDF deliverables.

PAGE TYPES

PAGE TYPE	BACKGROUND	LOGO	FOOTER
Cover Page	Navy #1A2744	Primary mark, centered, 200-240px	Confidentiality line only
Section Divider	Charcoal or Navy	None — eyebrow + headline	Confidentiality line
Body / Narrative	Off White #F5F3EF	Wordmark in footer, left-aligned	Full footer
Data / Table Page	Warm White #FAF8F5	Wordmark in footer, left-aligned	Full footer
Investment Page	Off White #F5F3EF	Wordmark in footer, left-aligned	Full footer + Investment Terms
Closing / Contact	Navy #1A2744	Primary mark, centered	Confidentiality line

CO-BRANDING RULES

When BTM materials appear alongside a client's identity, the BTM mark must not compete for visual dominance. The client's mark may appear at equal or greater size. Position the BTM mark in a secondary location — footer, inside cover, or closing page. Never place the BTM mark directly adjacent to a client logo at equal scale. On jointly branded deliverables, use the horizontal wordmark rather than the full mark.

TABLE & DATA FORMATTING

ELEMENT	SPECIFICATION
Header Row	Navy BG · Off White text · Barlow Condensed Medium 500, 11px, ALL CAPS, 0.25em tracking
Body Rows	Barlow Light 300, 15-16px · Alternating: transparent / Warm White
Row Borders	1px solid, 8% opacity black on light / white on dark
Cell Padding	10-14px vertical · 14-16px horizontal
Currency / Numbers	Barlow Regular 400 · Right-aligned · Consistent decimal places
Summary Row	Barlow Medium 500 · Top border: 2px solid Copper #A0714F

WORKBOOKS & FACILITATION MATERIALS

Workbooks extend this document system to letter portrait. Covers follow Cover Page rules; interiors follow Body/Narrative rules; tables follow the formatting at left. Exercise elements use Barlow Condensed labels with copper rules for fill-in lines and response fields — generous spacing, flat color, no decoration. Instructions are imperative and brief, per Section 01. Closing page follows Closing/Contact rules. Print with 0.125 in bleed.

Slide System

Six slide templates for use in PowerPoint, Keynote, or HTML. All slides use a 16:9 aspect ratio (1920×1080px). The structural grid uses a 12% left vertical rule as the primary alignment spine.

SLIDE TEMPLATES

TEMPLATE	BACKGROUND	USE
1 · Cover / Title	Navy #1A2744	Presentation opening; centered mark + title
2 · Section Divider	Slate Deep #2C3038	Between major sections; eyebrow + headline only
3 · Content	Off White #F5F3EF	Narrative, findings, key points
4 · Pull Quote	Navy #1A2744	Single italic statement, centered
5 · Closing / Contact	Navy #1A2744	CTA, contact info, centered layout
6 · Framework / Table	Warm White #FAF8F5	Data tables, frameworks, structured content

PRESENTATION SPECIFICATIONS

ATTRIBUTE	SPECIFICATION
Slide Size	1920 × 1080px (16:9)
Margins	Minimum 10% of slide width (192px) all sides
Left Vertical Rule	12% from left edge (230px) — structural alignment spine
Headline	Cormorant Garamond Light 300 · 48–72px
Eyebrow / Label	Barlow Condensed Medium 500 · 14px · ALL CAPS · 0.3em tracking
Body Copy	Barlow Light 300 · 18–22px · 1.8 line height
Data Callout	Barlow Condensed Bold 700 · 64–96px
Horizontal Rule	48px wide · 2px · #A0714F — between eyebrow and headline
Logo Placement	Bottom-left on content · Top-left on covers · Centered on closing
Visual Style	Flat color only. No gradients, shadows, or texture.

Business Card — Production Standard (v7)



FRONT · OFF WHITE



BACK · NAVY · FULL MARK

FIGURE 7.1 — APPROVED PRODUCTION CARD (V7) · REPRODUCE EXACTLY; DO NOT REDESIGN

SIDE	SPECIFICATION
Front	Off White #F5F3EF · Name in Cormorant Garamond · Title eyebrow in Barlow Condensed, Copper #A0714F · full-width copper rule · contact block in Barlow · tagline right-aligned in Cormorant Garamond with "designed." in copper · company line bottom-center, Barlow Condensed ALL CAPS
Back	Navy #1A2744 · full primary mark centered · no other elements

ELEMENT	SPECIFICATION
Size / Bleed	3.5 × 2 in · min 0.125 in bleed
Finish	Soft-touch matte laminate · optional copper foil on the mark's border and star

Email Signature — Production Standard

The signature is text-only — no logo image, for reliable rendering across email clients. Web-safe fonts substitute the brand faces in email only: Georgia for Cormorant Garamond, Arial for Barlow / Barlow Condensed. Reproduce the structure below exactly.



FIGURE 7.2 — APPROVED SIGNATURE STRUCTURE · SHOWN WITH BRAND FACES; EMAIL CLIENTS RENDER GEORGIA / ARIAL

LINE	SPECIFICATION
Name	Georgia (serif) · Navy #1A2744 · ~26px
Title	Arial · ALL CAPS · letterspaced · Copper #A0714F · pipe separator between roles
Rule	1px solid Copper #A0714F · full width of block
Contact links	Arial · Navy · underlined hyperlinks · email, website, phone — one per line
Company line	Arial · ALL CAPS · letterspaced · Slate Light #5C6370 · always the full LLC name
Closing line	Georgia Italic · "Let's build something extraordinary." + hyperlinked "Book time with me here."
Logo	None — text-only signature

Required Language

Every client-facing document produced by Beyond the Magic Consulting LLC must carry the following language. These are non-negotiable elements that protect both the firm and its clients. Set in Barlow Light 300, 13px, Slate Light #5C6370.

DOCUMENT FOOTER — ALL PAGES

Confidential · Not for distribution · Non-binding · For discussion only · Either party may end discussions at any time · Services do not constitute legal, financial, tax, regulatory, or employment advice · © Beyond the Magic Consulting LLC

PLACEMENT SUMMARY

LANGUAGE BLOCK	WHERE IT APPEARS	EXCEPTIONS
Confidentiality + Services Advisory	Every page footer of every client-facing document	None
Investment Terms	Every page containing pricing or financial content	Pages without financial figures

INVESTMENT TERMS — REQUIRED ON PRICING PAGES

INVESTMENT TERMS

This financial investment summary is based upon the current scoping of your engagement. Changes to scope and/or length will affect pricing. Pricing subject to change until signed contract is received. All pricing is in USD.

Pricing valid through [60 days from document creation date], pending executed agreement. Payment schedule defined in executed agreement.

Guarantee. No promise, guaranty, representation or warranty of any kind or nature whatsoever is or will be made as to the success or failure of any activity or service on your or any other individual's or entity's business or operations.

Specifications & File Usage Map

Match each production use case to the correct approved source file. Never substitute files outside this map. All files listed exist in the maintained asset library (Brand/Logos). Request files from the brand owner before production begins.

USE CASE	FILE	FORMAT
Website — all digital contexts	logo.svg	SVG vector
Print — vendor production (vector master)	logo.svg · wordmark SVGs	SVG — no EPS/AI master is maintained; supply SVG
Print — letterhead, business card, report cover, signage	BTM_Logo_Transparent_6000px.png	PNG transparent
Screen — slide deck header	BTM Logo Navy Background.png	PNG
Screen — white BG document	BTM Logo White Background.png	PNG
Screen — alternate / photo BG	BTM_Logo_Transparent.png	PNG transparent
Wordmark — vector / print / web	BTM_Wordmark_Navy.svg · _White.svg · _Black.svg · _Navy_OnWhite.svg	SVG vector
Email signature	None — text-only standard, no logo file (Section 07)	—
Social media profile / avatar	BTM Logo Navy Background.png	PNG
Favicon / app icon	BTM_CompassStar_Bullet_Copper (64 / 128px)	PNG · ICO export
Secondary mark — accents, bullets, dividers	BTM_CompassStar_Full_Copper.svg · BTM_CompassStar_Bullet_Copper.svg + PNG 64–1024px	SVG / PNG

WEBSITE GRID & LAYOUT

ELEMENT	SPECIFICATION
Max content width	1280px centered
Side gutters	8% of viewport width
Section padding	96px desktop · 64px mobile
Navigation height	64px fixed · Navy background
Border radius — containers	0px — no rounded corners
Border radius — buttons	0px — square buttons only

Raster wordmark PNGs remain valid for email signatures at displayed size. For any enlargement, print, or high-resolution need, use the SVG masters — never scale up a raster wordmark.

Version History

VERSION	DATE	CHANGES
1.0	2025	Initial brand identity system — logo, color, typography, usage rules, presentation templates, business card, designer handoff specifications.
1.1	April 2026	Increased minimum font sizes throughout. Added proposal document templates, legal & boilerplate section, table formatting standards, co-branding rules, email template, HTML deck specifications, and space efficiency guidance.
2.0	April 2026 (draft)	Unified footer block consolidating confidentiality and services advisory into a single line. No-guarantee clause rewritten in BTM voice. Footnote role retired; Caption standardized. Lockup system formalized with five named configurations. Transparent variant established as approved background application. Clearspace rule clarified to reference mark edge, not background field. File Usage Map added. Running page header removed; eyebrow carries section identity.
2.0 Final	June 2026	Brand Essence & Voice section added — tagline codified, voice and tone rules restored from v1.1. Compass Star established as approved secondary mark (Full and Bullet variants) with usage rules; Bullet designated as favicon. Workbook guidance added to the document system. Business card specification aligned to production v7, with production card shown. Email signature defined as the text-only production standard, with approved structure shown. File Usage Map reconciled to the maintained asset library — SVG wordmark masters referenced, nonexistent EPS master and letterform favicon references removed. Color application table extended to workbook interiors.