

MAGNANNI

BRAND GUIDELINES

ORIGIN STORY

Since 1954, Magnanni has been a proud family-owned and operated brand, deeply rooted in its rich heritage and shoemaking traditions. Nestled in the La Mancha region of Spain, Magnanni is renowned for its superior materials and sophisticated hand-painted patinas, which lend a contemporary touch to classic designs. Every pair of Magnanni shoes is a testament to the value of hand craftsmanship.

Magnanni stands out with its unique factory, deeply integrated into the community, where expert craftsmanship is paramount. Our emphasis on premium materials and superior quality underscores the exceptional value of our products. Each pair features meticulous hand-painting techniques and sophisticated construction methods like Artesano and Bologna. Flexibility and comfort are key factors in our designs, ensuring that every step is as effortless as it is stylish. Our diverse collections, ranging from sneakers to dress shoes and boots, showcase the versatility of our styles.



THE LEGACY

Our legacy spans generations, with each family member's dedication ensuring consistently superior footwear. We proudly uphold the longstanding family traditions started three generations ago. Today, the third generation leads the company, maintaining our tradition of excellence. From conception to delivery, each phase involves a family member's expertise, celebrating seven decades of commitment to exceptional footwear.

The company began in 1954 with just five employees in a factory located in Almansa, Spain, on the ground floor of a house under the direction of Sebastian Blanco. The company then passed into the hands of Sebastian's only child, Pascual Blanco Martinez, who began studying under his father at the age of 14. Pascual soon became the head designer of Blangar, the family's first shoe business, at age 20. Under his influence, the company quickly adopted a more luxurious and elegant design.

In 1989, Pascual's children, the third generation of the Blanco family, were ready to begin taking their places at the head of the family business. Miguel Blanco was the first of Pascual's six children to join the business. He was soon followed by his siblings, Sebastián, Pascual, Julio, Luis, and Rocio, who all own and operate the business to this day. Today, the Blanco family proudly oversees each step of the tradition.



LOGO

Any use of the Magnanni brand name as a title or header must use one of the logos with proper contrast below. Do not add additional text such as "Magnanni Footwear," "Magnanni Shoes," "Magnanni Handmade Shoes," or similar. Never type the Magnanni brand name as a title or header in any font other than our logo.

MAGNANNI

Logo Color: #1F1F1F

MAGNANNI

Logo Color: #FCFCF9

LOGO USE

Clear space from other text or elements should be at least the height of the letter "M" in the logomark.





The logo should be placed at the center with a width less than half of the image.



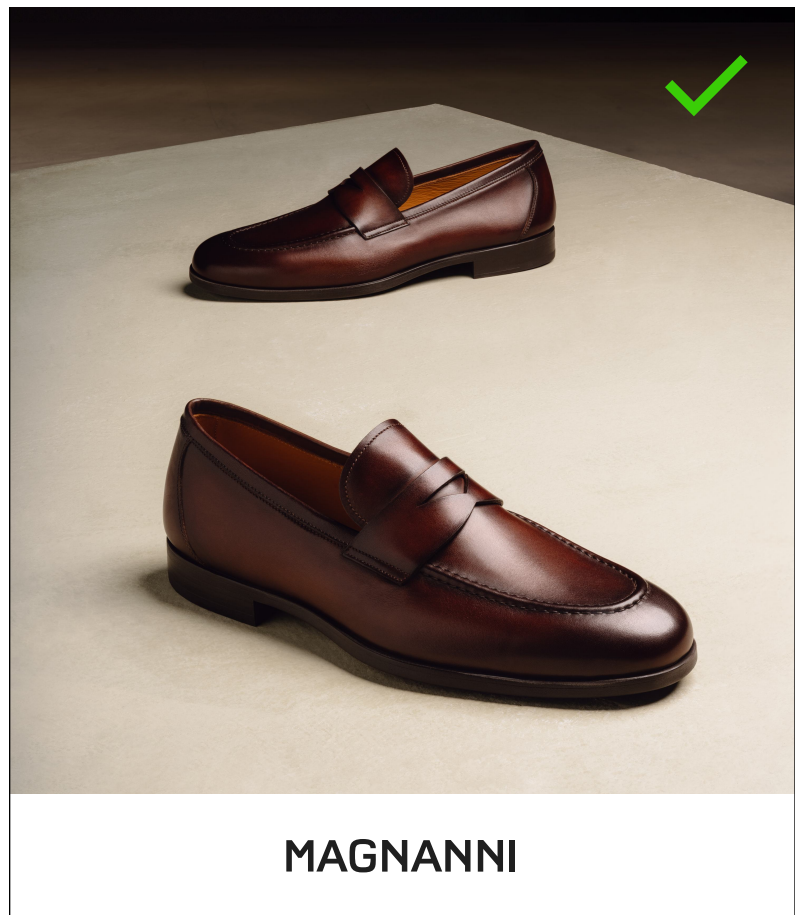
The logo should not be placed on a busy section of the image or in areas with low contrast.



When placed in a corner, the logo should have equal space from the nearest two edges.

LOGO USE

In general, the logo size should be understated and placed either at the center or in a corner with even space on either side. The width of the logo should not exceed one-third of the largest image's width. When placing the logo on top of an image, always find an empty area with good contrast, ensuring the logo does not obstruct any key focus point of the image. If these conditions cannot be met, place the logo outside of the image while still maintaining proper sizing requirements.



When not placing the logo on an image, still maintain the sizing and placement guidelines.



When not placing the logo on an image, ensure clear space around the logo is at least the height of the letter "M" in the logomark.



Never place the logo partially on an image and partially on blank space. It should always be entirely on one or the other.



MAGNANNI

Do not alter the typeface.



MAGNANNI

Do not alter the logo color.



MAGNANNI

Do not distort the logo.



MAGNANNI

Do not alter the kerning.



MAGNANNI

Do not place the logo on a low-contrast background.



MAGNANNI

Do not apply effects.



MAGNANNI

Do not outline the logo.



MAGNANNI

Do not rotate the logo.

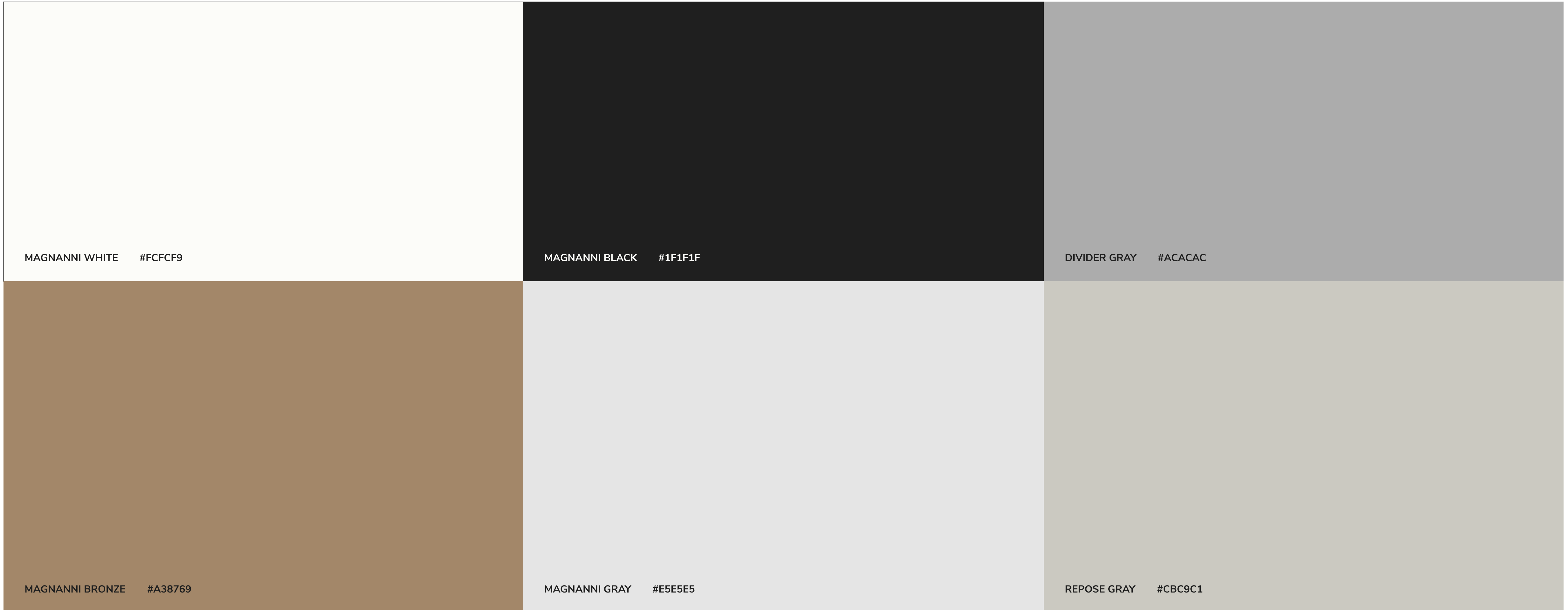


MAGNANNI

Do not separate the logo letters.

COLOR USE

Magnanni uses a simple color palette, primarily shades of black and white. For brand partners, we strongly prefer that only these two colors be used when paired with the logo, depending on the necessary contrast.



TYPOGRAPHY

If speaking or writing with the voice of the Magnanni brand, use Nunito Sans. For partnerships, use light or regular weight for body text and semi-bold or bold for titles.

Font Family:
Nunito Sans

NUNITO SANS EXTRA LIGHT

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

NUNITO SANS LIGHT

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

NUNITO SANS REGULAR

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

NUNITO SANS SEMIBOLD

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

NUNITO SANS BOLD

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

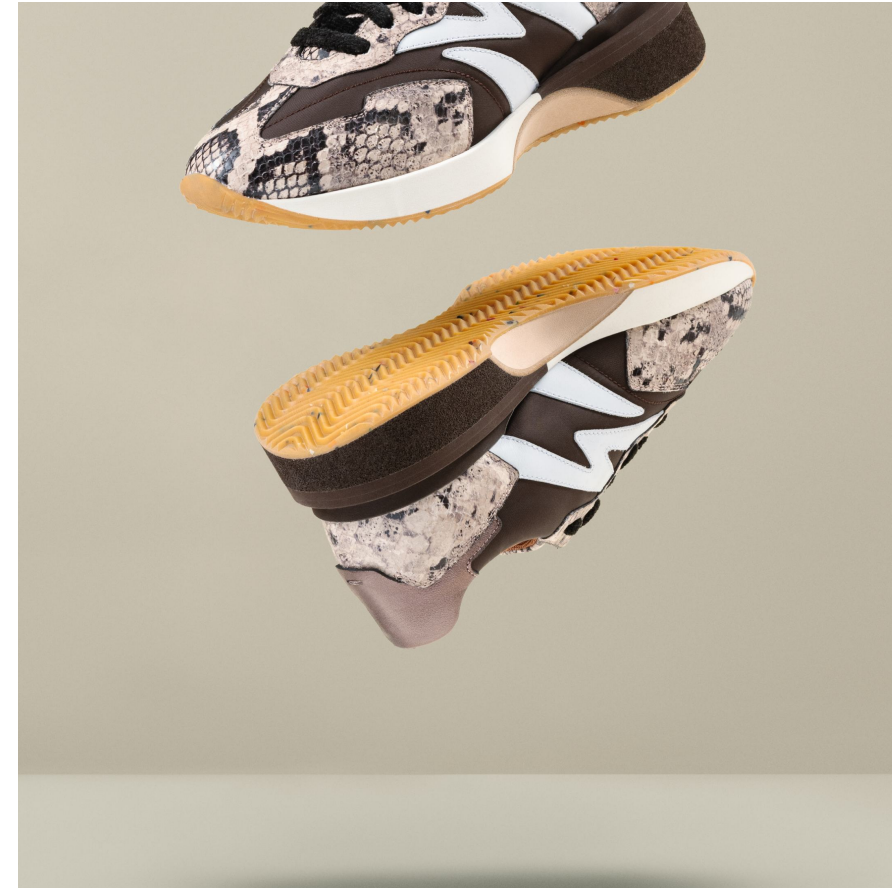
OPTIMAL IMAGE USAGE

- Shoes and/or models must be centered in the frame.
- Use large images to fill space.
- Let the pictures speak for themselves; avoid overloading with text.





Do not place images off-center.



Do not cut off any parts of shoes or shoe models.



Do not overlay text on images, except when using our logo according to the previously noted instructions.



Do not place any logos on top of images.



Do not add borders of any kind around images.



Do not overlay color of any kind around images.




Do not edit photo settings or contrasts on images.

Newsletter Examples


MAGNANNI

MEN WOMEN HERITAGE BOUTIQUE




TECH RUNNER SERIES
THE ONYX

SHOP STYLE



MEN'S
ONYX WHITE / GREY



Facebook Instagram Twitter YouTube


MAGNANNI INC. | 5065 SWITHS HILL RD NORTH | NEW ALBANY, OH 43054

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

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MAGNANNI

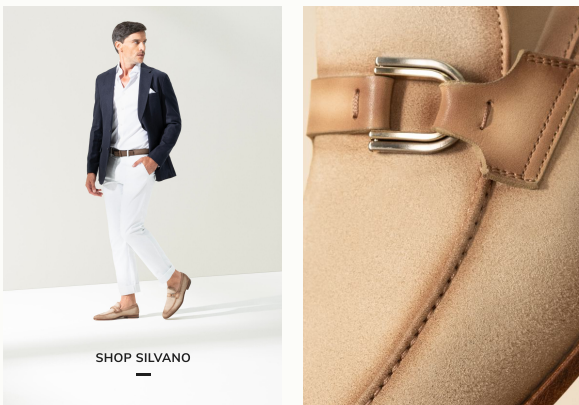
MEN WOMEN HERITAGE BOUTIQUE



SPRING SLIP-ON

Experience the ultimate blend of style and comfort with our men's spring slip-on loafers. Elevate your wardrobe effortlessly with our essential collection.

SHOP MEN'S LOAFERS



SHOP SILVANO

Facebook Instagram Twitter YouTube

MAGNANNI INC. | 5065 SWITHS HILL RD NORTH | NEW ALBANY, OH 43054

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You can update your preferences or unsubscribe from this list.

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Event Invite Examples

MAGNANNI




AN EXCLUSIVE
POP-UP EVENT

Discover a limited-time, unique chance to shop a premium range of styles at our exclusive Pop Up Event.

LOCATION
Magnanni Event
4567 Design Avenue, Suite 101
Creativity City, CA 90210

DATE & TIME
Month 1th - 15th
0:00AM - 0:00PM

MAGNANNI




AN EXCLUSIVE
POP-UP EVENT

Discover a limited-time, unique chance to shop a premium range of styles at our exclusive Pop Up Event.

LOCATION
Magnanni Event
4567 Design Avenue, Suite 101
Creativity City, CA 90210

DATE & TIME
Month 1st - 30th
0:00AM - 0:00PM

MAGNANNI



AN EXCLUSIVE EVENT
**MADE TO ORDER
& TRUNK SHOW**

Join us for an exclusive event featuring the opportunity to explore our Made-To-Order collection with Magnanni's Sales Manager. Delve into the tradition of Spanish shoemaking while immersing yourself in artisan craftsmanship.

LOCATION
Magnanni Event
4567 Design Avenue, Suite 101
Creativity City, CA 90210

DATE & TIME
Month 14th - 16th
0:00AM - 0:00PM

MAGNANNI