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BRAND IDENTITY

MISSION STATEMENT

SHORT FORM

We develop software and apps that make things easy, regardless of a user's previous experience, or the platform or type of media they use. Thanks to our concepts, you can bring each and every one of your creative ideas to life and share your feelings and experiences with others in a unique way.

see.hear.feel.**create**

MISSION STATEMENT

DERIVATION

see.

And be seen. Our software and apps enable people to make their ideas a reality. Showcase their talents. And above all: Inspire otherpeople.

With videos that are visually stunning, photos that are truly creative, websites that look utterly professional, and breathtaking music.

hear.

Our customers want to be heard – and we make it possible thanks to intuitive music software, elegant editing solutions and multi-award winning audio software. We know what our customers want. We know what they dream of, and how to help them fulfil these dreams. And we're working towards even closer cooperation with our customers in future.

feel.

Our customers feel like professionals at all times. Even if they haven't any professional experience! We see ourselves as creative enablers, because no matter the experience level of the user, the result at the end is always truly professional. Whether through Help functions, wizards and automatizations, or through the power of our developments to drive pure innovation.

create

Our products transform people into creators! And we help users elicit the emotions of others. Make people gasp with amazement, laugh, or even cry. If there's one thing we share with customers, it's our boundless passion for innovation.

MISSION STATEMENT

VALUES

Customer focus

We always provide our customers with the best possible product experience at a fair price.

Passion

We love all that is digital and are passionate about new concepts, developing and marketing.

Innovation and extraordinary quality

We're drivers of the latest technology and we also use it ourselves in order to improve our own performance

Professionalism and focus on success

We consider a professional, cooperative work environment as a prerequisite for excellence in all business matters.

Open to change

We are open to change and react flexibly to new market developments.

TARGET GROUPS

VIDEO & PHOTO

- Mainly male
- Primarily over 50
- Affluent
- Well-informed
- Reflective
- Possesses the financial means for funding extraordinary experiences
- Likes documenting their experiences
- Well-acquainted with technology
- Up to date
- Critical
- Familiar with products
- Active
- Young at heart
- Lust for life
- Follows technological developments
- Passionate about their own interests
- Happy to invest
- Likes to tinker about and experiment
- In the prime of life
- Smart shopper
- Like to make recordings of relatives
- Perfectionist
- High brand loyalty

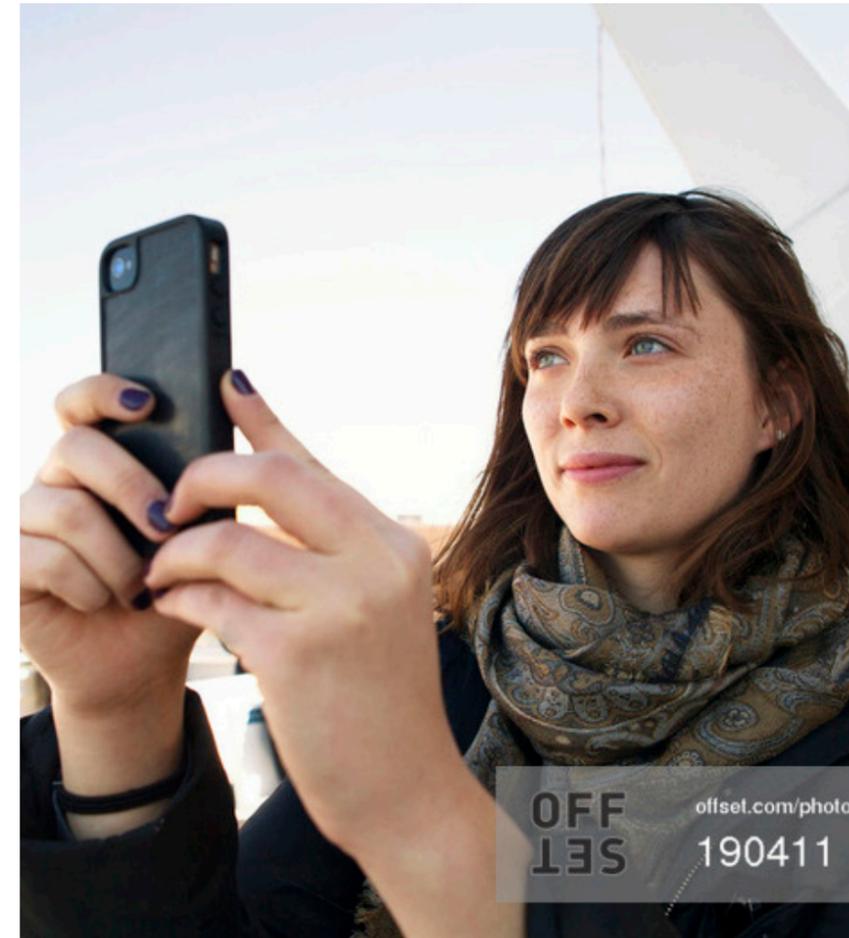




TARGET GROUPS

VIDEO & PHOTO (YOUNG)

- Generation Youtube
- 14-40 years old
- Female users almost as technically savvy as male users
- Digital natives
- “Generation GoPro”
- Social media savvy
- Uses several social media channels simultaneously
- Extroverted
- Not shy of attracting attention
- Documents all their activities
- Online 24/7
- Critical of usability
- Pragmatic
- Active lifestyle and likes to display this
- Has recording media with them at all times
- Owns a high-quality smartphone
- SLR camera user
- Action cam user
- Wants to get results the fast and uncomplicated way
- Up to date
- Blog readers
- Recommendation & test-aware
- Pragmatic when choosing brands (software)





OFFSET SET 273813 Ashley Barker

OFFSET SET 273819 Ashley Barker

OFFSET SET 260536 Yabrand Cosin

OFFSET SET 210336 Robert Harding World

OFFSET SET 190411 offset.com/photo

OFFSET SET 273819 Tegan Owens

OFFSET SET 260536 Rob Wilks

TARGET GROUPS

MUSIC (ELECTRONIC)

- Generation Youtube
- 14-40 years old
- Mostly male users
- Digital natives
- "Generation GoPro"
- Social media savvy
- Uses several social media channels simultaneously
- Highly aware of trends
- Extroverted
- Not shy of attracting attention
- Exchanges information with like-minded people
- Accustomed to easy to use functions
- Online 24/7
- Familiarizes themselves with project due to passion
- Extremely high brand awareness (including status symbols)
- Up to date
- Reads music blogs
- Recommendation & test-aware
- Shares and communicates about their own productions





TARGET GROUPS

MUSIC (SELF-PRODUCED/BANDS)

- Red-blooded amateur musician
- 14-50 years old
- Mostly male users
- Digital-oriented
- Plays at least one real instrument
- Produces their own music, also in analog
- Band types
- See themselves as very different to electronic musicians
- Gives an indie rock impression
- Places a high value on their equipment
- Are proud of their abilities
- Reads music blogs
- Mood is rehearsal space atmosphere
- Places high value on music magazines
- Strives for perfection in their music
- Familiarizes themselves with project due to passion
- Extremely high brand awareness (including status symbols)
- Up to date
- Recommendation & test-aware
- Shares and communicates about their own productions





TARGET GROUPS

PRO AUDIO

- Experienced audio & recording engineer, music producer
- Age range 20-75 (From student to professional & mentor)
- Mainly male users
- Know exactly what they're doing and what they need
- Practice-oriented working style
- Passionate about their job
- Has a well-equipped recording studio
- Possesses the financial means to fund high-quality hardware and software
- Well-acquainted with technology
- Open for new developments – but looks now and then for tried and tested technology
- Follows development trends in the audio sector
- Perfectionist
- Wants to maintain high production standards
- Creative, likes to play around with things
- Engaged in global exchange with professionals about technical developments
- In the prime of life
- Critical of usability
- Recommendation & test-aware
- Affinity for analog audio hardware
- Diverse points of contact with music industry





TARGET GROUPS

DJ PRODUCER / LIVE PERFORMANCE

- 16-50 years old
- Mostly male users
- Digital natives
- Social media savvy
- Uses several social media channels simultaneously
- Highly aware of trends
- Extrovert, self-image is important
- Online 24/7
- Travels around the world for DJ sets and live performance
- Top stars have private jets
- Has demoted rock stars to the place of teen idols
- Produces a lot while on the go
- Uses powerful laptops
- Usually has a professional home studio set-up
- Works with laptops in professional studios worldwide
- Accustomed to easy to use functions
- Big interest in simple, but highly professional solutions
- Less time and interest in becoming familiar with complex areas
- Very high output in terms of releases
- Owner of a huge music collection (Vinyl. MP3)
- Always wants to compare their songs with current club hits
- Wants to stay on trend, but remain as distinctive as possible
- Very high brand awareness
- Up to date





BRANDS & PRODUCTS

BRANDS

MAGIX

MAGIX has always stood for products that make a seemingly complex process really easy.

This started with Music Maker, which revolutionized loop-based production overnight and made it accessible for everyone.

The same concept is reflected in each and every one of our professional products. Our intention is for anyone to be able to produce their own videos, photos, web designs and music in an incredibly easy way.

Logo with tagline:



BRANDS

VEGAS CREATIVE SOFTWARE

VEGAS lets users experience a completely new type of creative freedom in video.

Performance. Efficiency. Creativity. These features have made VEGAS famous and will continue to characterize our video editing software in the future.

Put simply, our goal with the VEGAS brand is to revolutionize video editing. Following the takeover of the Vegas product family from Sony, we've positioned ourselves as a challenger in the ring and aim to break new ground in ways the establishment has never even dreamt of.

No limits. Simple to use. And with the huge ambition to take the professional video software market by storm.

Logo with tagline:



BRANDS

SOUND FORGE

The SOUND FORGE brand is one of two near-legendary pioneers in the area of audio editing. SOUND FORGE has always set new standards – for its users, too. We’ve made it our goal to maintain this reputation in the future.

We will develop solutions that lead to the best possible results in minimum time, without any need for additional processes. Intuitive. Quick. And with the ultimate precision.

Define the Edge!

Logo with tagline:



SOUND FORGE

PRODUCTS

VIDEO



Video Easy



Fastcut



Video Sound Cleaning



Rescue your Videotapes!

EASY TO USE



Movie Edit Pro



Movie Studio

ADVANCED



Video Pro X



VEGAS Pro

PRO

PRODUCTS

AUDIO & MUSIC



Rescue your Vinyl & Tapes



AML / ACL



Music Maker



Acid



Samplitude Music Studio



Sound Forge Audio Studio



Samplitude Pro X



Sequoia



Sound Forge Pro (Win & Mac)



Spectralayers

EASY TO USE

ADVANCED

PRO

PRODUCTS

PHOTO & DESIGN



Photo Manager

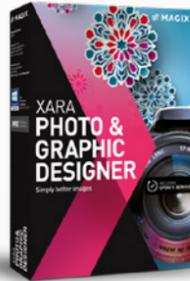


Photo Story

EASY TO USE



XARA
Web Designer



XARA
Photo & Graphic
Designer

ADVANCED



XARA
Designer Pro X

PRO

PRODUCTS

MOBILE APPS



Camera MX



Audio Remote



Fastcut

VISUAL IDENTITY

LOGOS

MAGIX



Keep a minimum distance of **1 x M** above, right and below between the logo and other objects or borders. Distance from the logo should be **2½ x M** on the left.



LOGOS

MAGIX - SQUARE VARIANT

This variation should only be used for professional pictures in social media channels, where the square format for the standard logo is too small.



Keep a minimum distance of **1 x M** from borders.



LOGOS

MAGIX - .COM VARIANT

The version with .com ending must be used in all videos and placed above left in the image.



Keep a minimum distance of **1 x M** above, right and below between the logo and other objects or borders. Distance from the logo should be **2½ x M** on the left.



LOGOS

MAGIX - VARIANT WITH CLAIM

The variant with claim should be used on the cover pages of presentations or documents.

It can also be used on advertising material that is used for advertising various MAGIX products, not a specific product.



Keep a minimum distance of **1 x M** above, right and below between the logo and other objects or borders. Distance from the logo should be **2½ x M** on the left.



LOGOS

MAGIX - VARIANT OF ICON WITH CLAIM

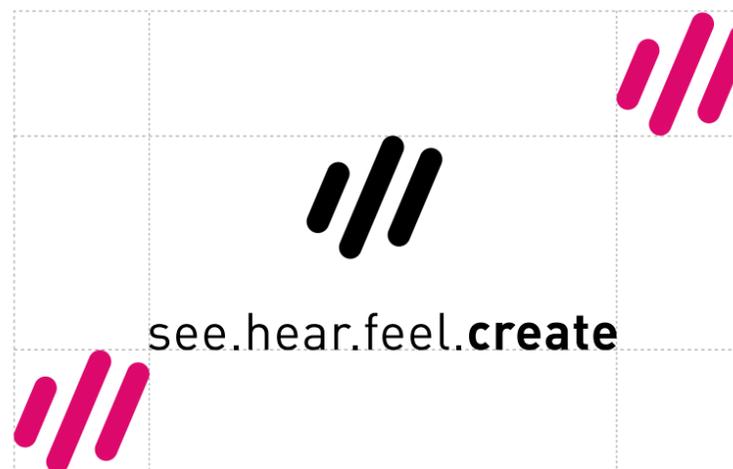
The variant with icon and claim can be used on mood boards and artworks and should be placed in the center of the image.

It must only be used in combination with the standard logo, which must be placed in the top left or right corner.

Keep a minimum distance of **1 x signet** between the logo and other objects or borders.



see.hear.feel.**create**



LOGOS

MAGIX - DOS & DON'TS

The following rules apply to all variants and must be strictly adhered to.



Application in black



Application in white



Use for photos
(be aware of contrast)



Do NOT change the proportions



Do NOT rotate or compress



Do NOT add a surface behind the logo



Do NOT go below the minimum distance



Do NOT color in the logo



Do NOT add a shadow

LOGOS

VEGAS

VEGAS

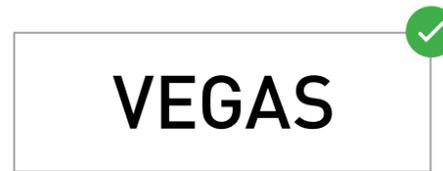
Keep a minimum distance of **1 x width of A** between the logo and other objects or borders.



LOGOS

VEGAS - DOS & DON'TS

The following rules apply to all variants and must be strictly adhered to.



Application in black



Application in white



Use for photos
(be aware of contrast)



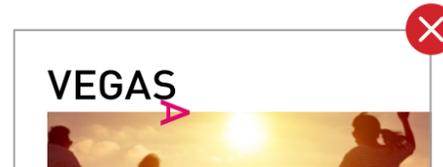
Do NOT change the proportions



Do NOT rotate or compress



Do NOT add a surface behind the logo



Do NOT go below the minimum distance



Do NOT color in the logo



Do NOT add a shadow

LOGOS

SOUND FORGE

SOUND FORGE

Keep a minimum distance of **1 x width of O** between the logo and other objects or borders.



LOGOS

SOUND FORGE - DOS & DON'TS

The following rules apply to all variants and must be strictly adhered to.



Application in black



Application in white



Use for photos
(be aware of contrast)



Do NOT change the proportions



Do NOT rotate or compress



Do NOT add a surface behind the logo



Do NOT go below the minimum distance



Do NOT color in the logo

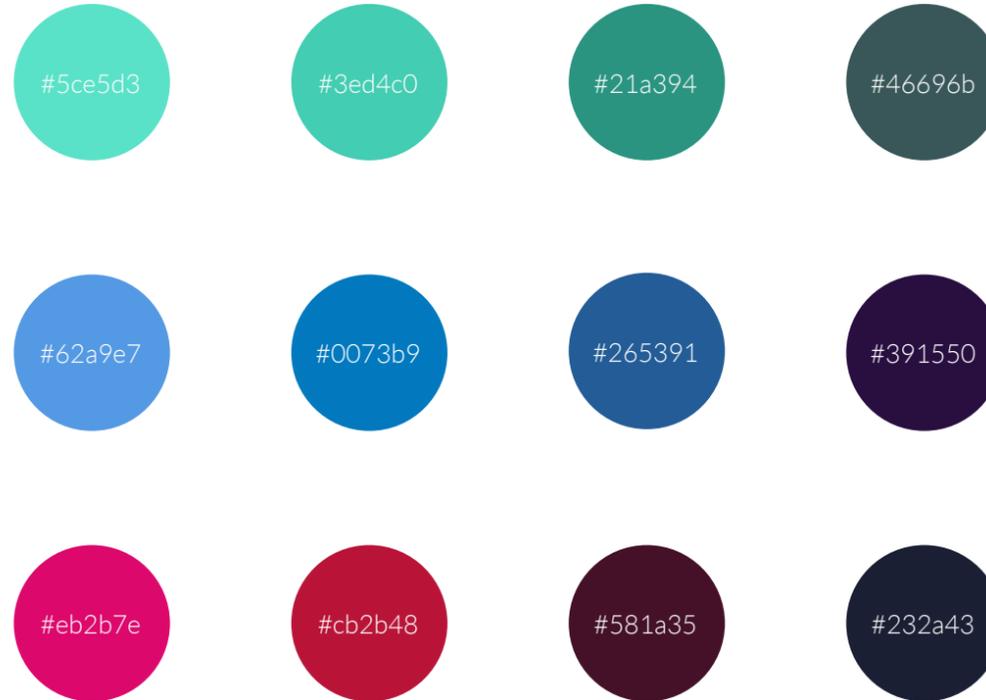


Do NOT add a shadow

COLORS

MAGIX

A selection of colors is available for MAGIX advertising material and artwork. Colors can be used in isolation or two colors can also be combined.



COLORS

VEGAS

For VEGAS, three colors are available which also define the color scheme for the individual versions of VEGAS Pro and Movie Studio.

Orange is used for VEGAS PRO Edit and Movie Studio.

Blue for VEGAS Pro, Movie Studio Platinum and Suite.

Purple for Vegas Pro Suite.



COLORS

SOUND FORGE

For the SOUND FORGE product family, 4 colors are available which are also used to separate the products.

Orange and red is used for Sound Forge Audio Studio and Sound Forge Pro.

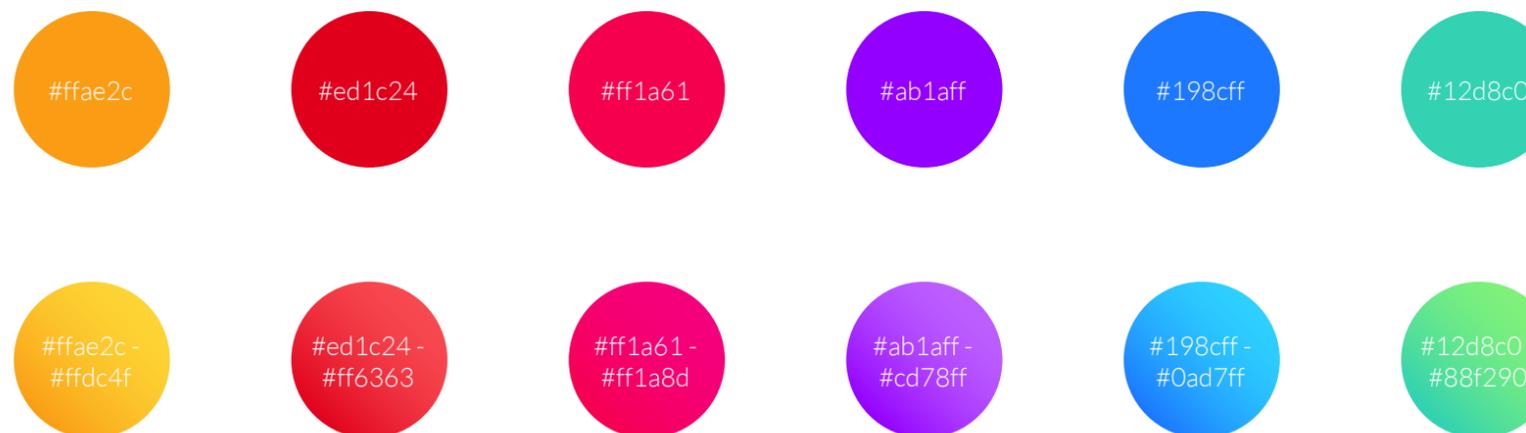
Blue for SOUND FORGE Audio Cleaning Lab.



COLORS

APP ICONS

6 theme colors are defined for our app icons. Gradients can also be used and must be set at a 45° angle above right.



FONTS

MAGIX & SOUND FORGE

The font DIN PRO is used for headings and subheadings.

Bold is used in capitals for headings.

The Light version of the font can also be used in capital letters for subheadings.

DIN PRO BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRr
SsTtUuVwXxYyZz 0123456789@€\$?!“%&/()**

DIN PRO MEDIUM

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVwXxYyZz0123456789@€\$?!“%&/()**

DIN PRO LIGHT

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVwXxYyZz0123456789@€\$?!“%&/()**

FONTS

MAGIX & SOUND FORGE

For flowing text in **digital areas**, the Light version of the font Lato should be used. Bold should be used for emphasis.

If the font size is too small for the Light version of the font, the regular font version can be used.

LATO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789@€\$?!"%&/()

LATO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789@€\$?!"%&/()

LATO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789@€\$?!"%&/()

FONTS

MAGIX & SOUND FORGE

Whitney Light is the font set for flowing text on **print products**. Bold should be used for emphasis.

If the text size is too small for the Light version of this font, Medium can be used instead.

WHITNEY BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789@€\$?!“%&/()**

WHITNEY MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789@€\$?!“%&/()

WHITNEY LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789@€\$?!“%&/()

FONTS

VEGAS

Open Sans is the font used for headings and subheadings. Regular typeface in captials is set for headings and subheadings. Light typeface may be used for extremely large font sizes.

Regular font version is used for flowing text, with Semibold used for emphasis.

OPEN SANS SEMIBOLD

**AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRr
SsTtUuWwXxYyZz0123456789@€\$?!“%&/()**

OPEN SANS REGULAR

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRr
SsTtUuWwXxYyZz0123456789@€\$?!“%&/()

OPEN SANS LIGHT

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRr
SsTtUuWwXxYyZz0123456789@€\$?!“%&/()

PACKAGING

MAGIX

The MAGIX brand alphabet

Our packaging design distinguishes itself from that of competitors by the use of 5 letters to represent our product lines.

The letters A, M, P and V are used for the categories of audio editing, music production, photography and video, while X stands for the XARA line.

Color versions

In order to differentiate between versions of a product, we use white as base color for beginner versions, bright color for Plus versions and black for Premium versions.

Sequoia is an exception here and has its own special packaging design separate from the general concept.



PACKAGING

The basic packaging design is based on the design of previous Sony products. Using the "slant" ensures a continued high recognition factor for customers and stays true to a brand that has been established for several decades.



APP ICONS

MAGIX

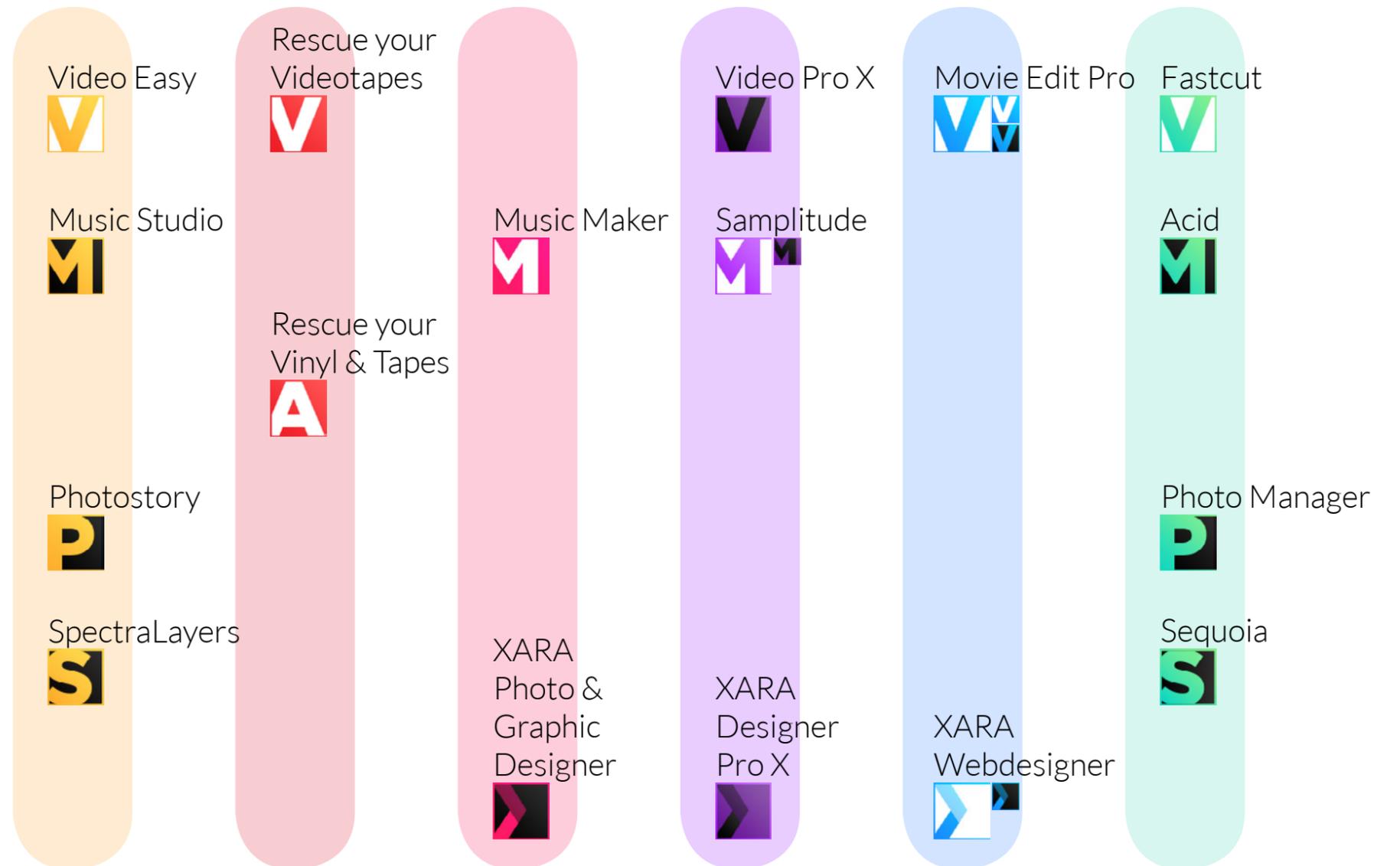
Our MAGIX app icons also employ the same letter concepts used in packaging. This ensures a unified user experience from purchase to app start.

App versions within a product family are similarly differentiated using background color.

Sequoia and SpectraLayers differ here, in that S stands for the first letter of the product name.



APP ICONS OVERVIEW



APP ICONS

VEGAS & SOUND FORGE

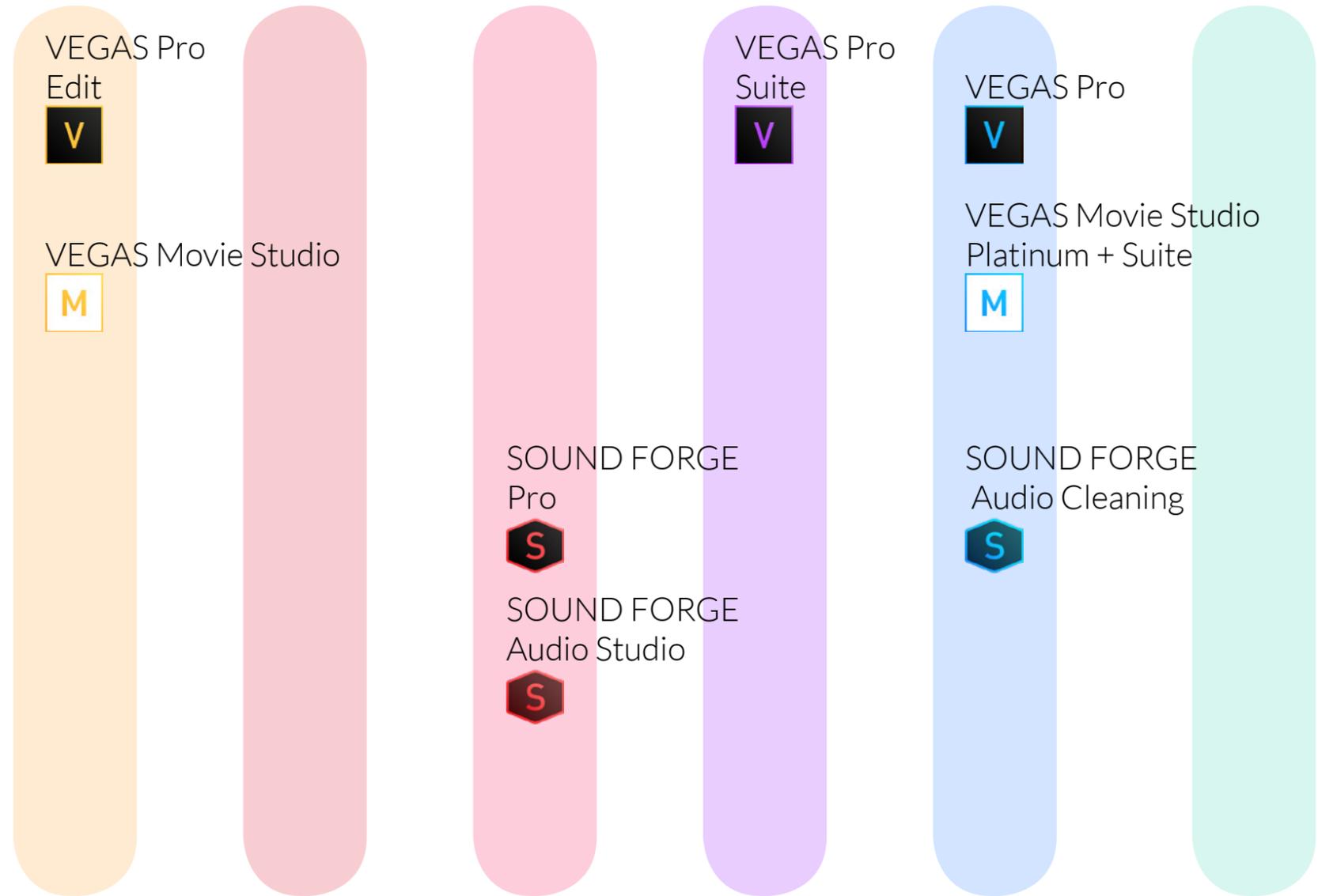
A different concept is used for our app icons for VEGAS. The MAGIX line contour is found here too, but the letters stand for the first letter of the product name. M for Movie Studio and V for VEGAS Pro.



Our app icons for SOUND FORGE are based on the main brand visual – the diamond. Stylistically, however, the icons are based on the contour used in the MAGIX line and the letter concept used in the VEGAS line.



APP ICONS OVERVIEW



PICTOGRAMS

MAGIX

Our pictograms are used in a unified way across packaging, ad material and product pages. They are used as an orientation aid for functions, technical procedures and plug-ins.

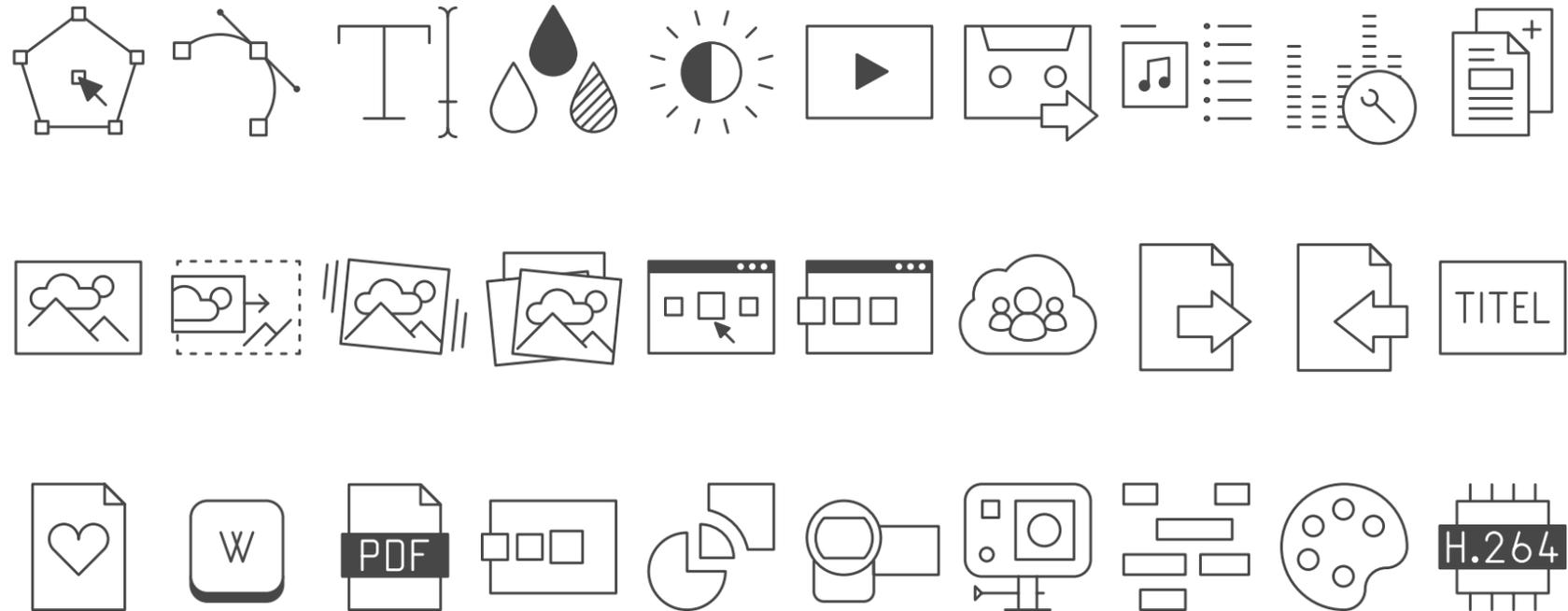
The design should be simple, clean, self-explanatory and recognizable even in smaller displays. Line thicknesses of between 3pt and 5 pt can be used. The thicker line forms the main part of the icon.



PICTOGRAMS

VEGAS & SOUND FORGE

Our VEGAS and SOUND FORGE pictograms differ from MAGIX pictograms in terms of line thickness. Only one line thickness of 2pt should be used for these pictograms. All of the other rules for design apply.



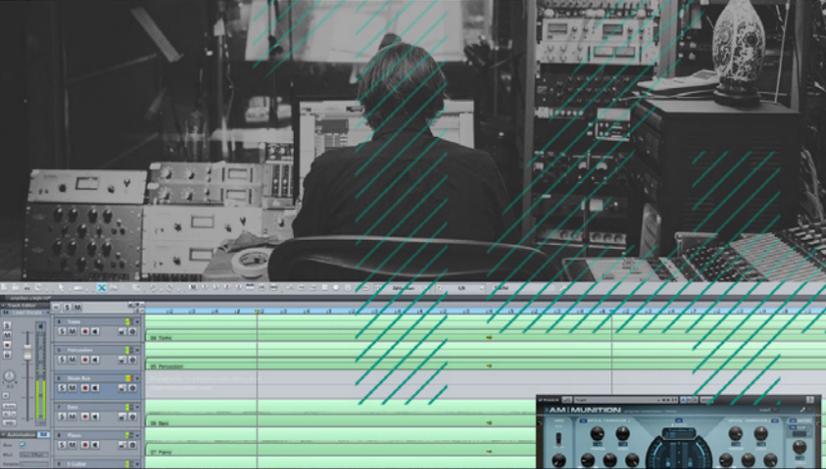
IMAGERY

PHOTOGRAPHY & ARTWORKS

The imagery we use is modern, uncontrived and close to the customer – never elevated, unrealistic or unattainable.

We show what our customers experience and how our software enables them to showcase and share what they have experienced.

Our images convey fun, lust for life, success and professionalism. But they should also communicate simplicity. Our image material is always high-quality, not contrived or akin to stock imagery, and should channel a high degree of diversity.



WEBSITES

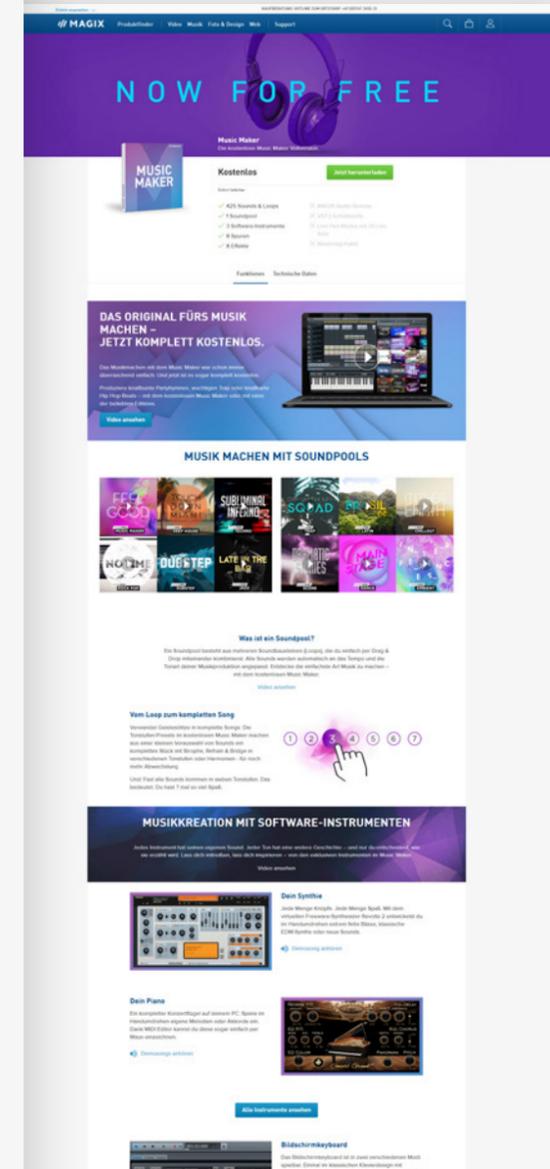
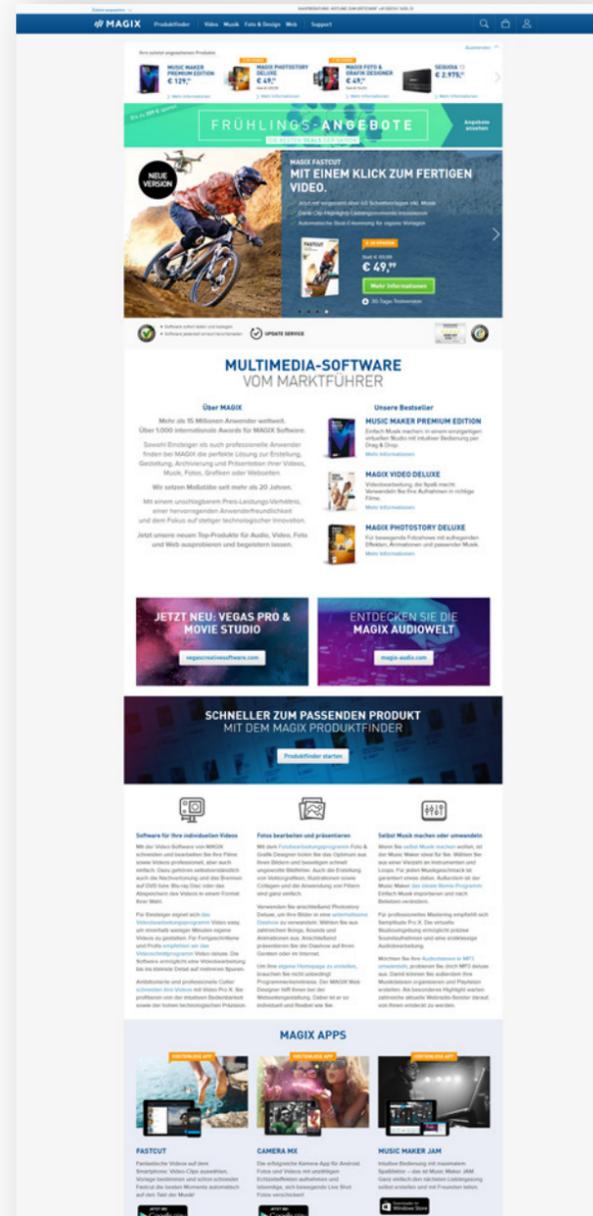
MAGIX.COM

magix.com is our primary website and contains all products in the MAGIX range in addition to a presence for the SOUND FORGE brand.

Like the other professional audio software, this is clearly separated from the other products by means of a black website template. The goal is to clearly position audio products as "more modern" in order to appeal to new target groups

The focus lies on maintaining a strong website – and integrating as many portals as possible under one roof.

VEGAS products can be reached via the main navigation, but for reasons of marketing strategy link to vegascreativesoftware.com

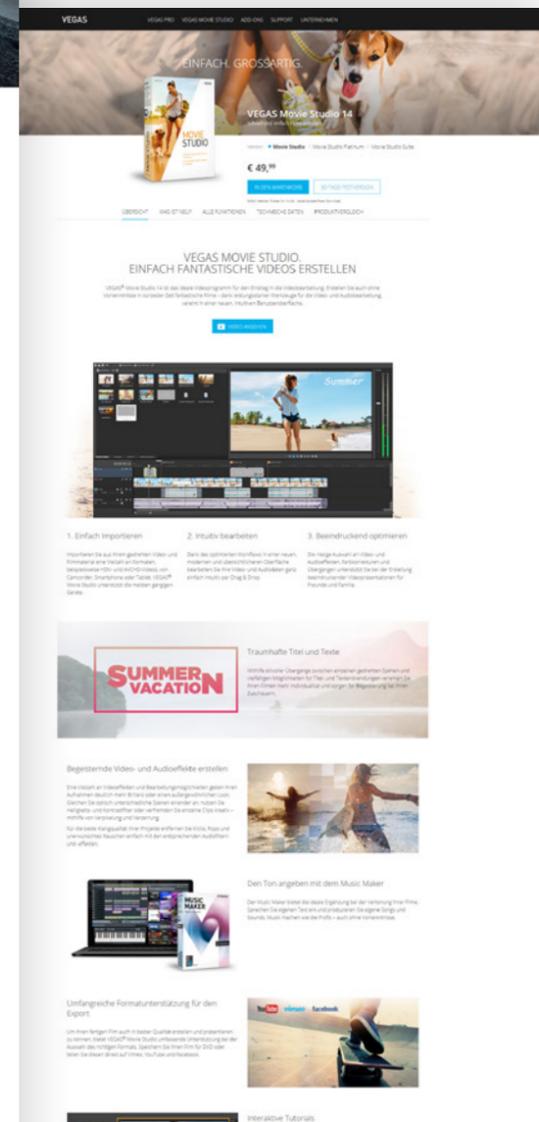
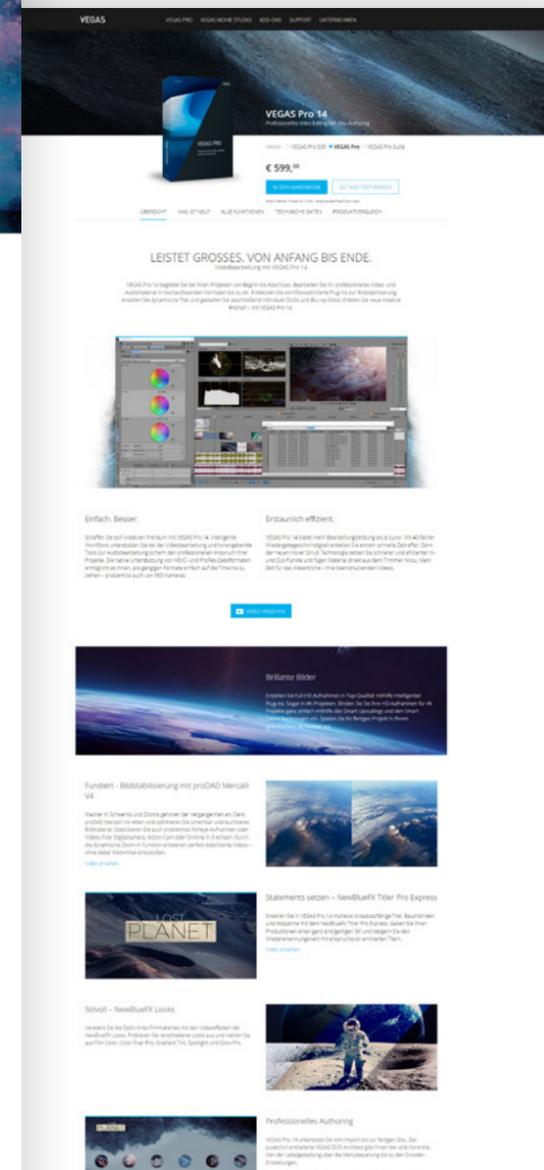
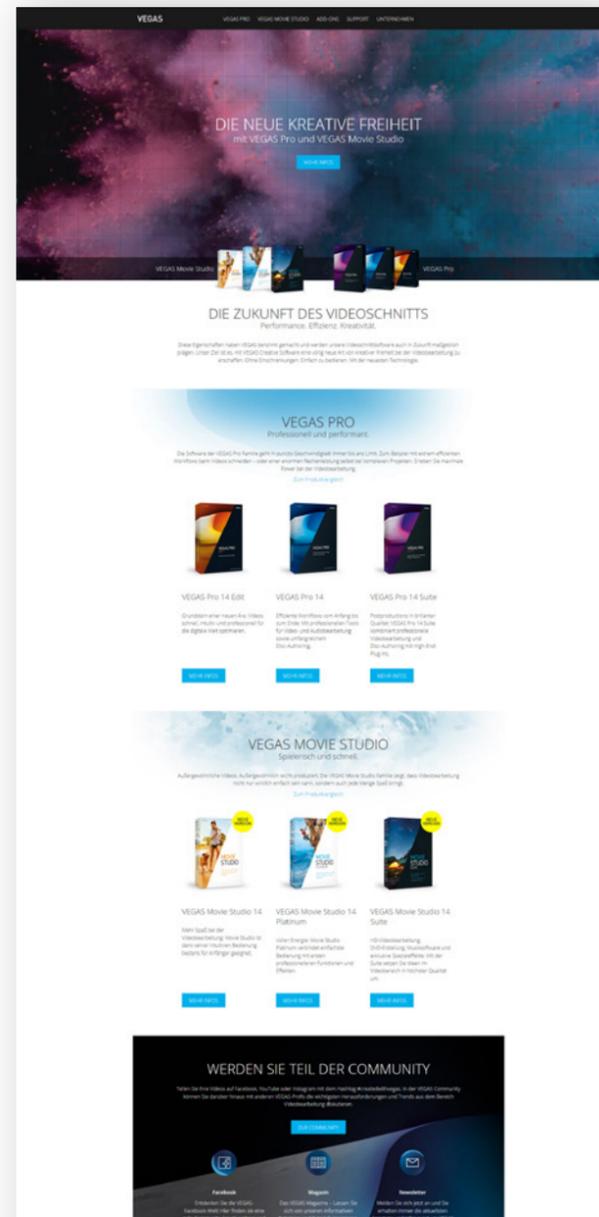


WEBSITES

VEGASCREATIVESOFTWARE.COM

VEGAS CREATIVE SOFTWARE is an established brand on the market and online.

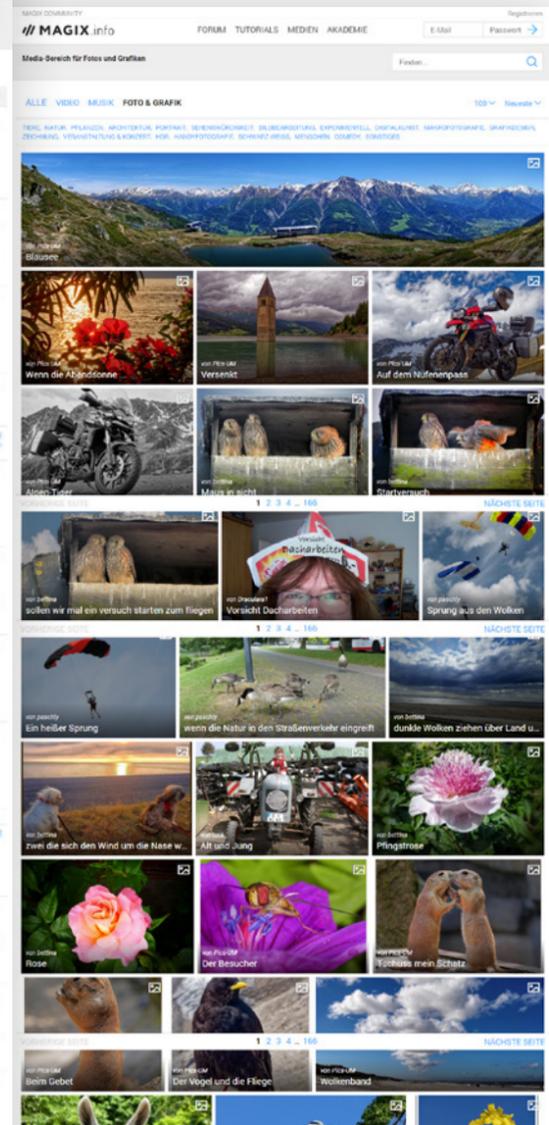
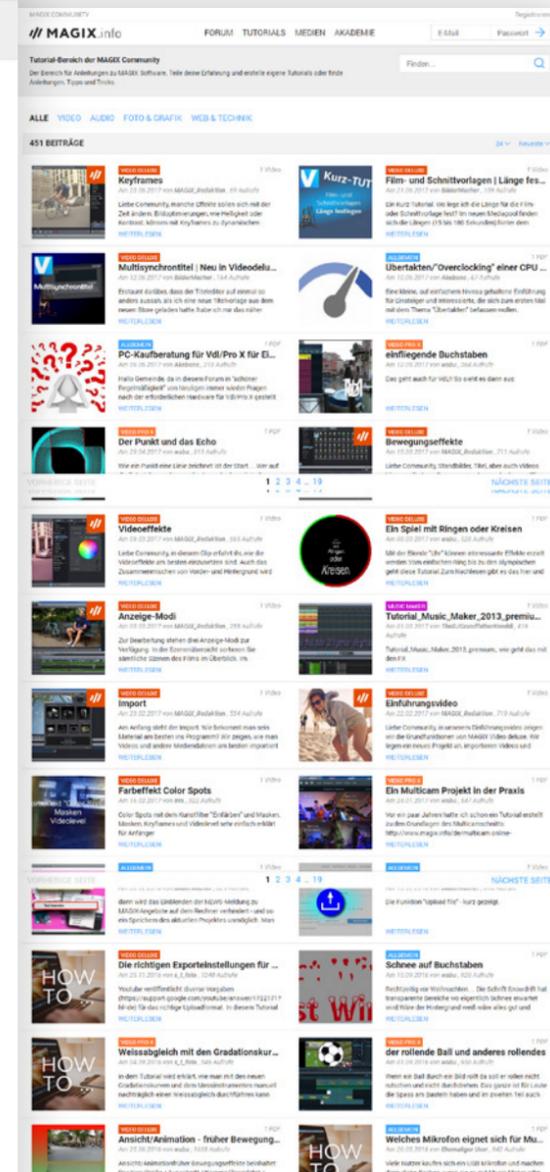
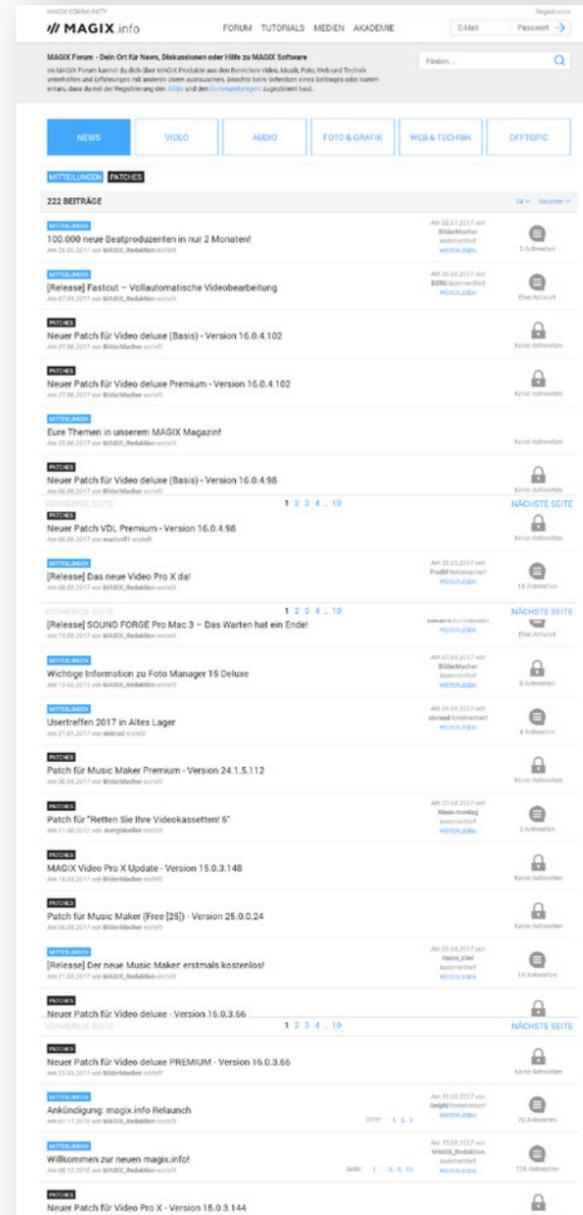
The website vegascreativesoftware.com only contains products from the VEGAS-range and companion add-ons from third parties. Thanks to independent product overview websites, we are able to appeal within the product ranges to different target groups and attract them using our own product worlds.



WEBSITES

MAGIX.INFO

This website forms the core of the user community for MAGIX, SOUND FORGE and also ACID products. Users can find help and tips here and have the opportunity to share information and their work with others.



TONE OF VOICE

tone of voice

HOW WE COMMUNICATE

Our communication strategy informs our brands every bit as much as our design. We don't speak any old language – we speak the right language.

Our texts are our way of bringing across our values and they show how we think and act.

Customer-focused

- We begin the dialog with our readers and approach them at eye level. We adopt our tone according to the product and context.
- We don't bore our readers with long text blocks and sentences.
- We speak clearly and in an unbureaucratic way:
Don't: "In addition, users have the opportunity to contact our free technical support service for professional advice on how to proceed."
Do: "Our free technical support can help you, step by step."

Passionate

- The passion that drives our products should also come through in our text. We reflect the tone of our users and keep the energy high:
Do: "Every instrument has its own sound. Every sound has a different story – and you get to decide how that story is told. Get inspired by instruments available exclusively in Music Maker."

Innovative and open to new things

- We place emphasis on ideas and innovation:
Do: "We use terms such as NEW, REVOLUTIONARY, PREMIERE, INNOVATIVE, FIRST-EVER etc."
- We use inspiring adjectives and an active writing style:
Do: "Experience a new level of creative freedom".

STONE OF VOICE

HOW WE COMMUNICATE

- We avoid negative language constructions and open up new perspectives:

Don't: "The Update Service is valid for one year."

Do: "With the Update Service you will receive a full year of new features for free."

Professional and success-driven

- We're proud of what we have achieved and we want to convey this:
Do: "Samplitude Pro X3 has been designed from the start as a DAW that answers to the highest quality standards. Carefully selected mastering plug-ins, efficient editing functions and extremely precise algorithms have continually set new benchmarks in the audio industry for more than 25 years."

- We communicate with confidence and try to avoid modal verbs such as "could" or "should":

Don't: "We would like to say thank you."

Do: "Thank you."

Don't: "You can create texts with Smart Shapes in order to create stunning new designs."

Do: "Combine text with Smart Shapes in order to create stunning new designs."

STONE OF VOICE

CUSTOMER TOUCHPOINTS

Each customer touchpoint has its own unique characteristics that need to be taken into account for communication.

Website

- We adopt a formal tone for most products, with some exceptions: a more informal tone can be used for product pages for Music Maker, Camera MX, Fastcut, Youcast and Game Control.
- We prefer to use verbs rather than nouns.
- We use an active, direct writing style.
- We emphasize the practical use of features:
Don't: "Now includes Magic Erase & Photo Heal Tool."
Do: "Remove blemishes easily using the Magic Erase feature and the Photo Heal Tool."

Retail/Packaging

- We adopt a formal tone for users for most products, with some exceptions: a more informal tone can be used for packaging for Music Maker, Camera MX, Fastcut and Game Control.
- We limit text to the essential and emphasize highlights.
- We use an active, direct writing style.

E-Tail

- Language use should follow guidelines from our e-tail partners, where provided.
- If no guidelines are provided, we base text on our own website rules.

tone of voice

customer touchpoints

Direct Channels (mailings, news feeds etc.)

We maintain a polite and formal tone in mailings and news feeds.

- We talk to customers in a personable tone, where possible:
Don't: "Dear Customer"
Do: "Hi John"
- We keep things brief and introduce offers in a clear way:
Do: "This anniversary offer includes the new Movie Edit Pro Premium & 3 exclusive add-on products:
 - NewBlue Video Essentials 3
 - HitFilm Stylized Pack
 - Movie Edit Pro tutorial book"
- We bring out the value of our add-on products and create a feeling of urgency:
Don't: "Free: 3 add-on products"
Do: "Available only for a limited time: 3 high-quality add-on products"

- We provide readers where possible with additional information via hyperlinks:
Do: "Take advantage of this one-time offer and upgrade to the latest version of Photostory Deluxe complete with tons of effects and a brand new [Photostory Wizard](#)."

Press Releases

- We talk about MAGIX, not about "us".
- If we're talking about VEGAS Creative Software, SOUND FORGE or ACID products, the focus should be on the brand name in question. MAGIX should occupy the background in these cases.
Example: In VEGAS creative software press releases we use the VEGAS Creative Software Boiler Plate, not the MAGIX one.
- We use facts and keep descriptions objective.

tone of voice

customer touchpoints

- We back up advertising claims about our products ("market leader", "best quality" etc.) for instance with rankings or product awards, or place them within quotes.
- We explain technical terms and buzzwords.
- The heading outlines our story. It arouses curiosity and summarizes the message in a concise way. In general, we avoid product claims in headings.

Social Media, Magazine & Communities

- We talk about "us", not "MAGIX" to increase a feeling of a collective "we".
- We keep communication brief.

- We communicate as a team:
Don't: "I'm happy that you are enjoying the new version of Photostory."
Do: "We're happy that you are enjoying the new version of Photostory."
- We use a friendly, chatty tone:
Do: "We have 40,000 followers. And we're thankful for each and every one of you! Music Makers, you're the best! Keep on rockin'!"

Customer Support

- We address customers in a polite, formal tone.
- We always communicate as a team:
Don't: "I'm sorry you have experienced problems during purchase."
Do: "We're sorry you have experienced problems during purchase."

tone of voice

customer touchpoints

- We present solutions clearly and systematically.
Do: "Please proceed as follows: Save your current project. Open the Start menu and click on New Folder."
- We don't use long, nested sentences.
Don't: "To make starting out with the software much easier, we have created several online platforms where our customers have the option of accessing tips and tricks that are helpful for using the program."
Do: "Our online platforms contain helpful tips and tricks for using the software for the first time: (Link)"
- We structure text so that it's reader-friendly.
- After three or four lines, we create a paragraph.
- Optionally, we can introduce paragraphs to make orientation easier for the reader.

Examples: "This means", "This is what is new", "Please continue as follows:"

- We don't use "Yes, but..." sentences.
Don't: "We are sorry that our product did not meet your requirements, would however like to emphasize that our company is committed to developing better, user-friendly products."
Do: "Thank you for your feedback. We're always improving and developing our software, so we are very grateful for feedback from our customers."
- We refrain from using internal terms or jargon.
Don't: "We have created a support ticket for you."
Do: "We have forwarded your editing request to our technical support."

TONE OF VOICE

CUSTOMER TOUCHPOINTS

Software and purchasing process

- We address customers in a polite, formal tone.
- We write short, clear sentences.
- We do not use technical terms.
- Our call-to-actions are precise.

tone of voice

COUNTRY-SPECIFIC ADAPTATION

Different countries have different language rules. We take into account the linguistic and cultural norms in our different markets.

Example USA:

- In the USA, people are not keen on mathematical symbols.
In our deal communications, therefore, keep to the following:
Don't: "- \$30"
Do: "\$30 off", "Save \$30"
- We respect diversity and never focus on specific religious group activities.
Don't: "Merry Christmas"
Do: "Happy Holiday"

Don't: "Easter Sale"
Do: "Spring Sale"

tone of voice

BRAND NAME WRITING STYLE

We should get our communication right not just in terms of its content - it should also be consistent in formal terms.

Don't: "Magix"

Do: "MAGIX"

Don't: "Vegas Creative Software"

Do: "VEGAS Creative Software"

Don't: "Soundforge"

Do: "SOUND FORGE"

Don't: "Acid"

Do: "ACID"

USER EXPERIENCE

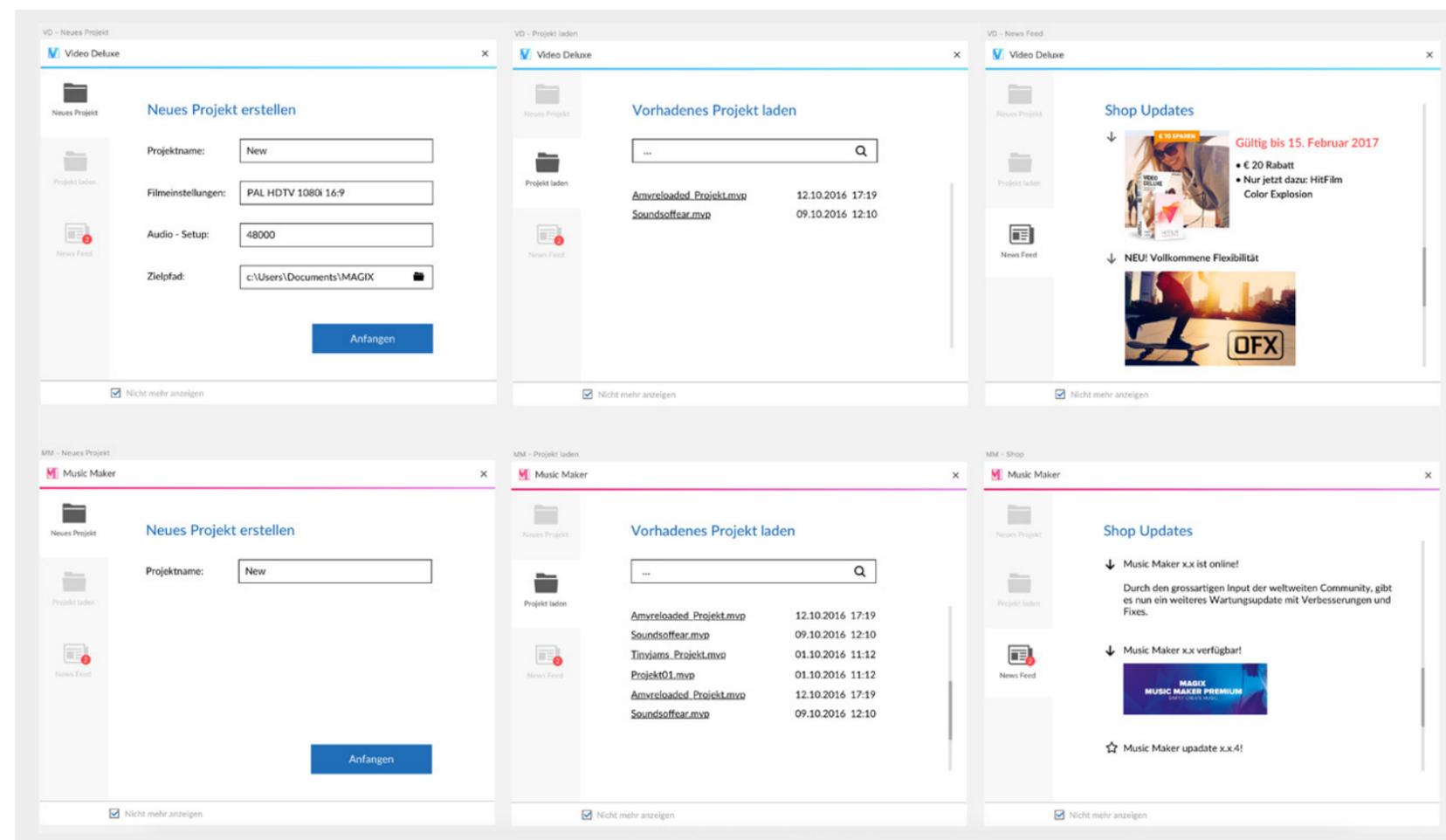
USER EXPERIENCE

START DIALOG

The new start dialog is implemented cross-software and enables users to initiate new projects significantly faster and without hassle. A central component of this concept is the modular tabs on the left. The user can remove tags via drag & drop and customize the dialog to their needs.

A further highlight is the option of communicating with the user via the start dialog. New tabs can be added for promotions and news items here.

- Faster start for users
- Modular structure
- Simple and intuitive
- Customized
- Cross-software



TEMPLATES

TEMPLATES

ONLINE DESIGNER

To keep internal and external communication templates in the Online Designer for presentations, banners, social media graphics or presales.

Via the link <https://cloud.ixara.com/> all employees can directly access all templates.

When working with the templates, there are several rules which should be followed:

- Only the available fonts should be used
- Image material should be taken from the image pool
- The colors are pre-defined and must not be changed

- Elements such as headings and text blocks cannot be moved
- If there is not enough space in a text field, content must be made shorter
- Final approval must be given by the graphics department

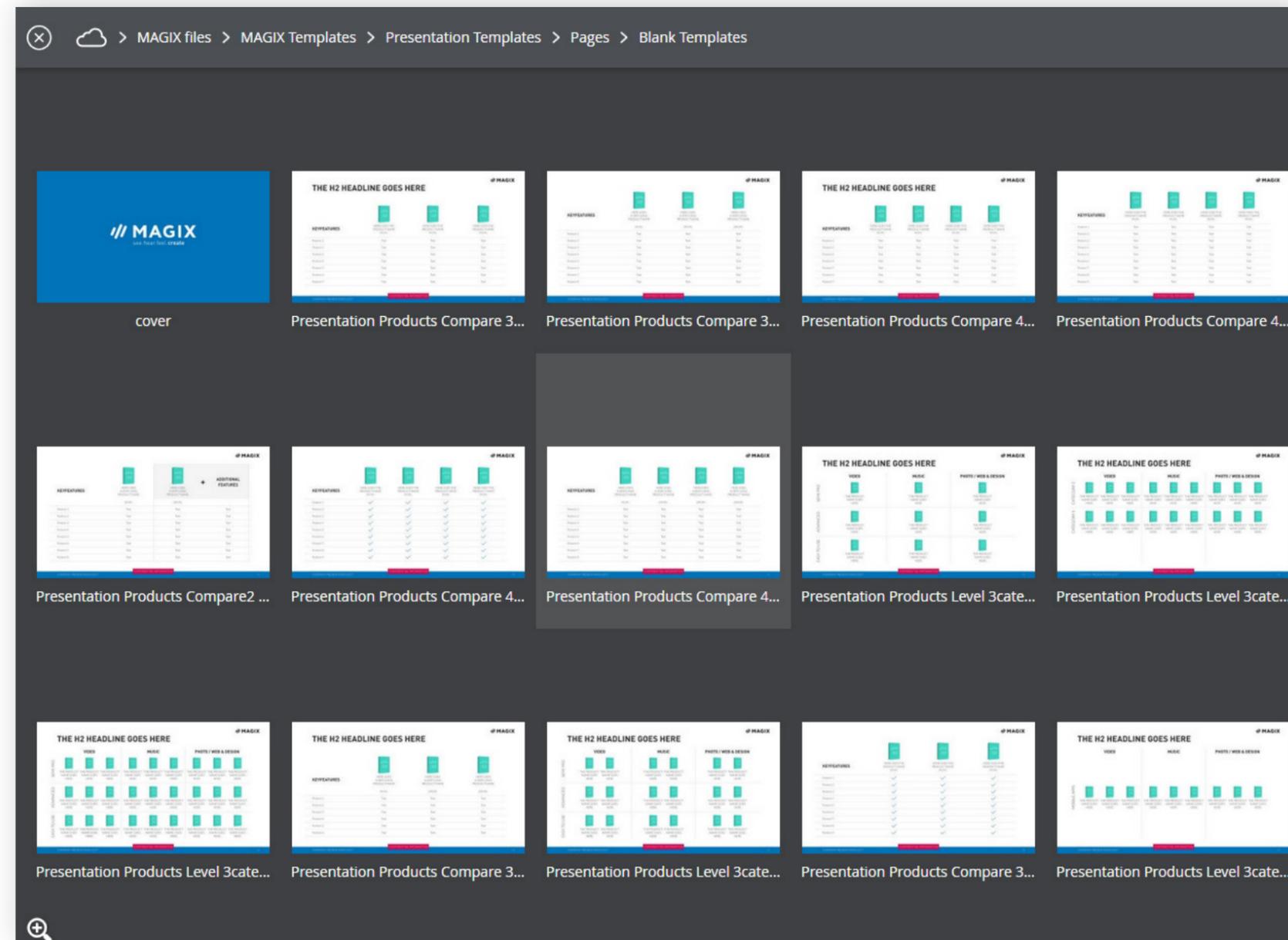
TEMPLATES

PRESENTATIONS

There are a range of templates for different kinds of presentation. For a new production, however, presentations can be built from scratch. The existing slide types must be used.

Guidelines

- Every presentation begins with a title slide
- Every presentation ends with a contact slide
- The slide layout should not be changed
- Only the existing fonts will be used



TEMPLATES

PRESALES

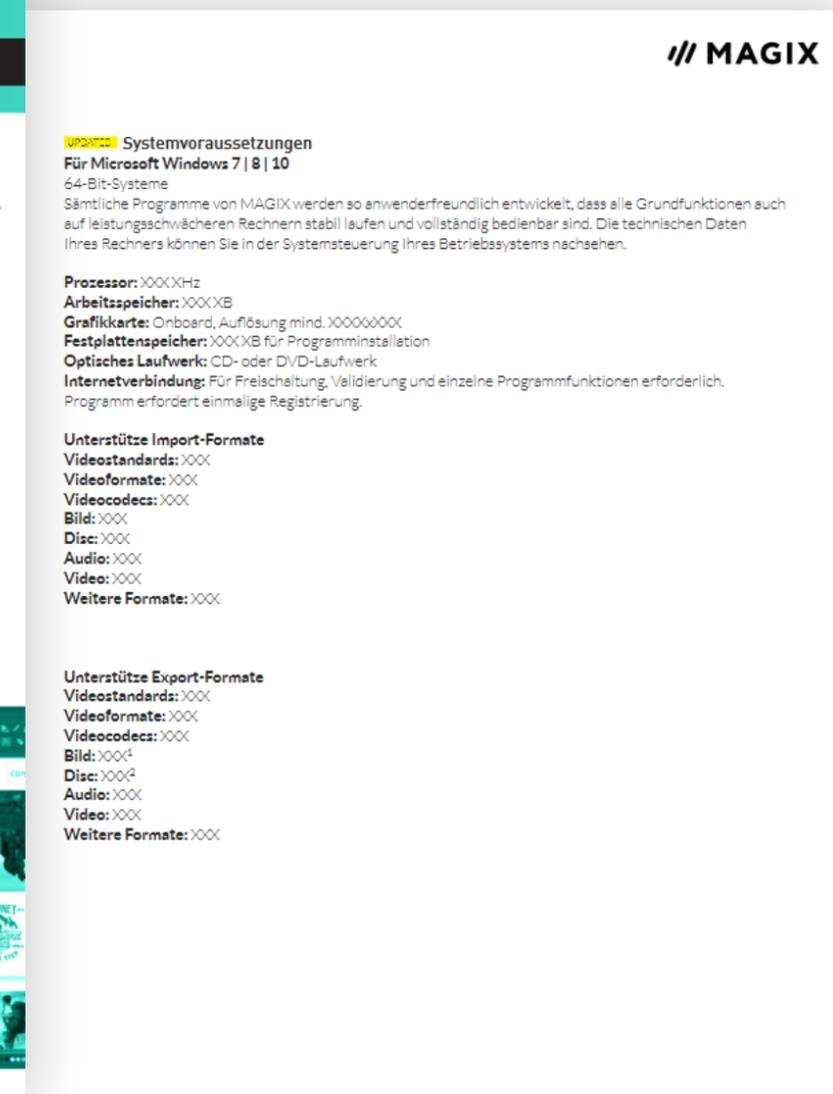
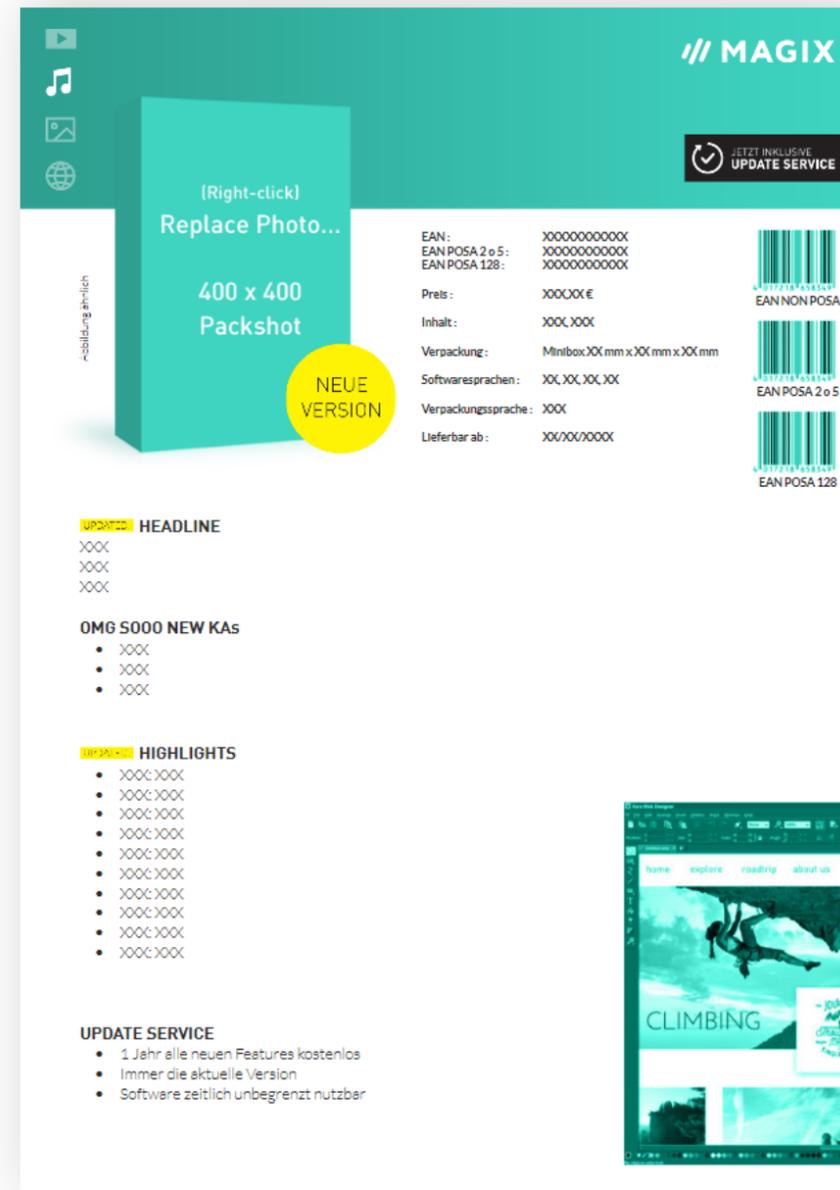
Our presales are essential for listing our products for external distributors and bundle all the relevant information about our software in one simple overview.

Components

- Introducing & presenting new features
- GUI
- Copy (20, 50 and 100 words)
- EAN codes (if necessary)
- Program languages, packaging languages

Design specifications

- Header graphics are based on the color of the app icons
- Icons in the header graphic specify the product category
- The first page must contain the GUI



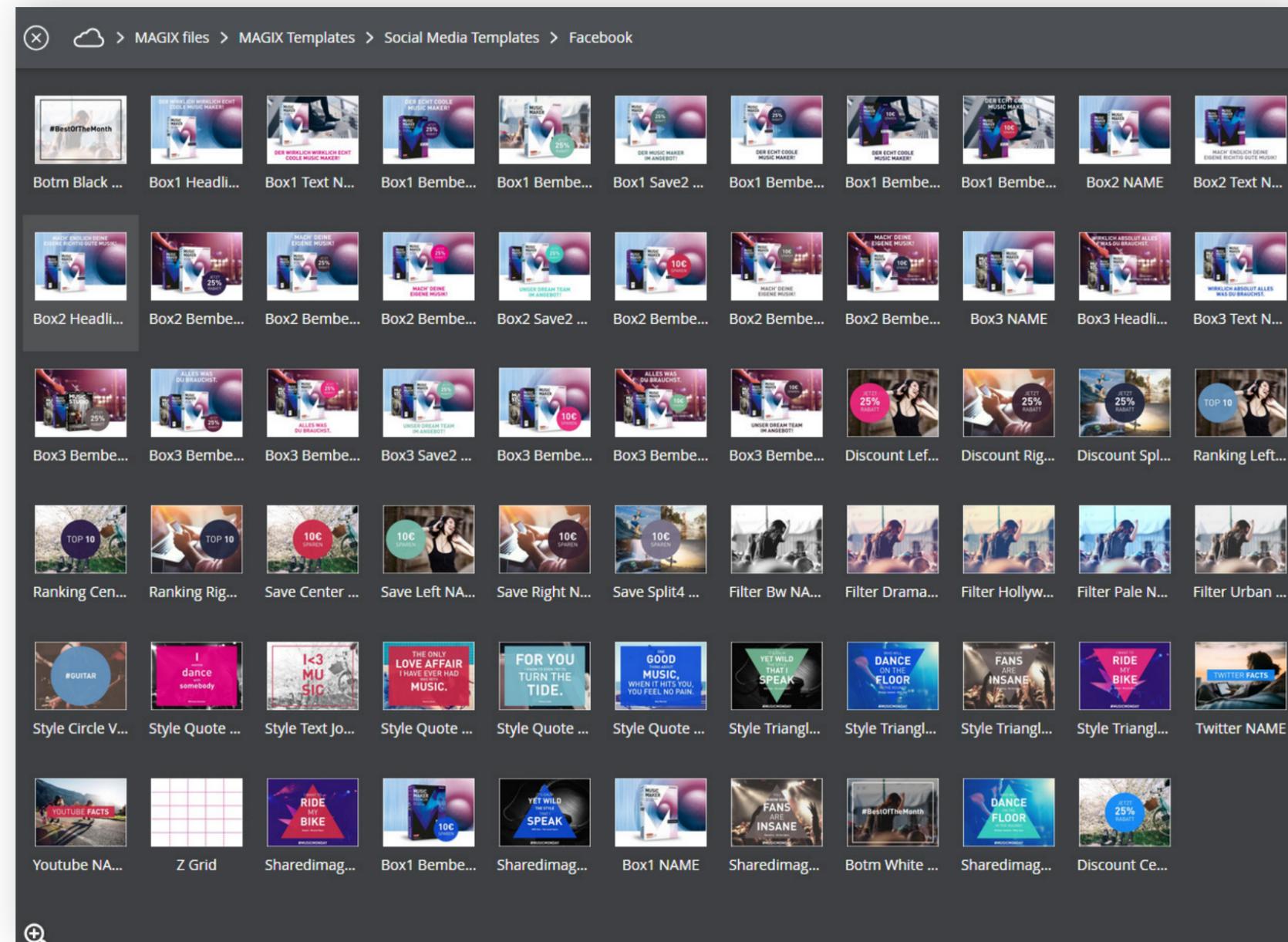
TEMPLATES

SOCIAL MEDIA

Communication on our social media channels should be as varied and lively as possible. There are a full range of templates that can be used for posts.

Design specifications

- In templates with citations, only one font may be used per line
- The eye-catcher color should be chosen to provide as great a contrast as possible to the background



TEMPLATES

BUSINESS CARDS

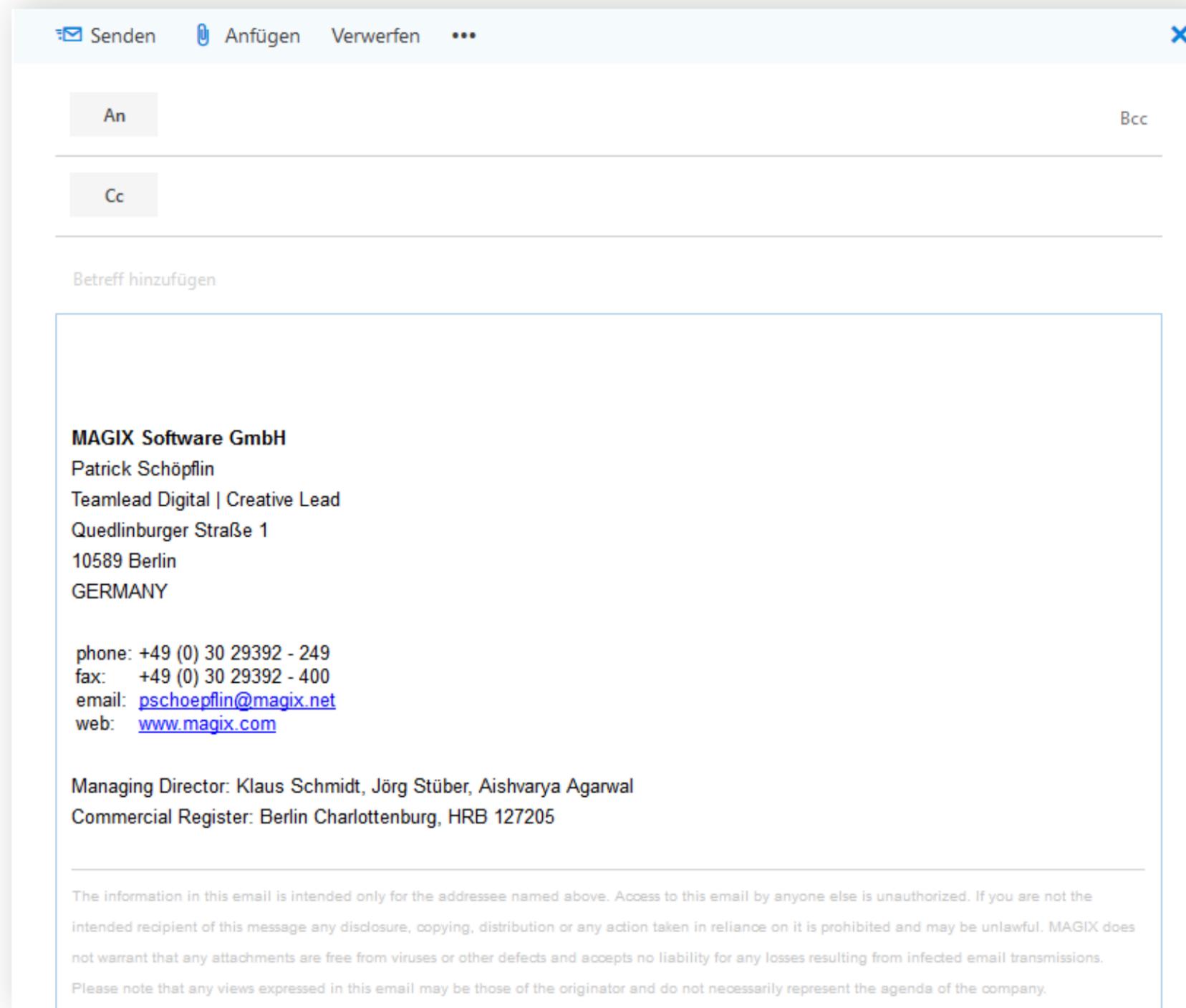


TEMPLATES

EMAIL SIGNATURE

The entire signature must be entered into all external email traffic and into answers to external messages. This means not just to emails that we send out ourselves but to all answers that we provide to queries.

There is a guide for creating a signature in MIS under Documents.



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