



For Immediate Release

Magnusmode Announces Launch of Updated Branding and Website
Leader in inclusion for people with cognitive disabilities positions itself for growth

Toronto, ON – Magnusmode, the creator of the MagnusCards app and a global leader in helping people with autism and other cognitive disabilities live full, rich lives in ways that are meaningful to them, has announced the launch of their updated brand and website.

“Our goal at Magnusmode has been the same since day one: be a trusted partner to help people with autism live their best lives,” said company founder Nadia Hamilton. “The updated branding, website, and app are all carefully designed to ensure that we live up to that goal every single day.”

The Magnusmode team took a strategic approach to evolving their brand that began with a deep-dive exploration of who they are, what they do, and, most importantly, why they do it. This multi-step process included seeking meaningful feedback from stakeholders throughout their diverse community of users, caregivers, and corporate partners.

Ultimately, the refined brand allows for continued growth and flexibility as Magnusmode pursues new initiatives to help people with autism and other cognitive disabilities enjoy independent lives. This refreshed brand experience also plays a central role in the redesign of the website that will be finished in the coming weeks. The new site will serve as a centralized resource for corporate partners and a caregiver community that needs guidance and empowerment to most effectively leverage Magnusmode resources for the people they support.

Ms. Hamilton added, “We’re always listening and responding to the needs of our community. That’s why we’re so excited that this evolution is fueled by their direct input. It’s an exciting period of growth and transformation, as Magnus evolves to better engage and support inclusive living. Thank you to all our supporters for sharing our vision of a truly inclusive world!”

About Magnusmode

Magnusmode is an accessibility partner for corporations that are committed to creating a more inclusive world for people with autism and other cognitive disabilities. Inspired by founder Nadia Hamilton’s hand-drawn guides that helped her brother Troy (a man with autism) navigate the world on his terms, we are forging ways to better support, empower, and enable people of all abilities.

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