



MyPostcard







**BRAND
GUIDELINES**

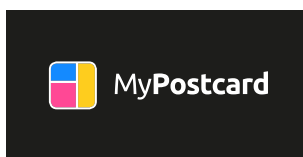
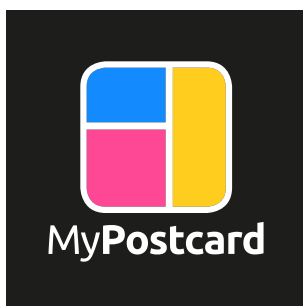
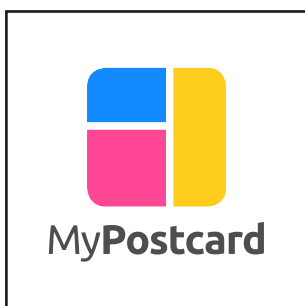


COLORS

The official MyPostcard colors are the following:

			
C 0% M 82% Y 2% K 0%	C 0% M 20% Y 89% K 0%	C 76% M 45% Y 0% K 0%	C 62% M 50% Y 50% K 47%
R 255 G 72 B 149	R 254 G 205 B 30	R 20 G 138 B 255	R 78 G 78 B 78
#FF4895	#FECD1E	#148AFF	#4E4E4E

The colors on the different areas of the logo must always stay the same, except if we need monochrome solutions, in which case the logo must be used in 100% white. A 100% black version is also permitted, but only when the colored and the white one are not possible due to legibility issues. Also, on darker backgrounds, the colored version should be used with a white text instead of the usual grey, and a white outline.



FONT

The official MyPostcard font is Ubuntu, the “MY” using the Medium weight and the “POSTCARD” using the Bold weight.

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DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.

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NOÖPQRSTUÜVWX-
YZßaäbcdefghijklm-
noöpqrstuüvwxyz
1234567890!"§\$%&/
()=?**

**AÄBCDEFGHIJKLM-
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YZßaäbcdefghijklm-
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The name MyPostcard, when used within a text, must always appear with a capital M and a capital P, and no space in between “My” and “Postcard”.

MyPostcard

~~**Mypostcard**~~

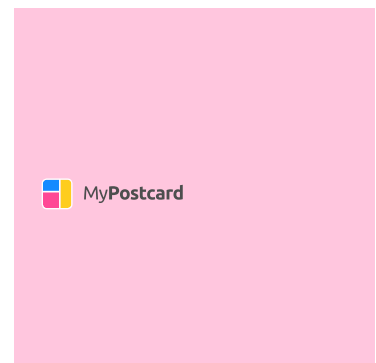
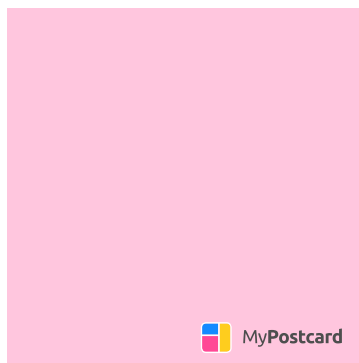
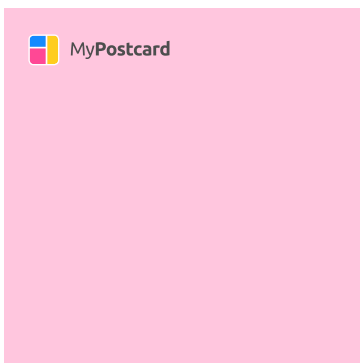
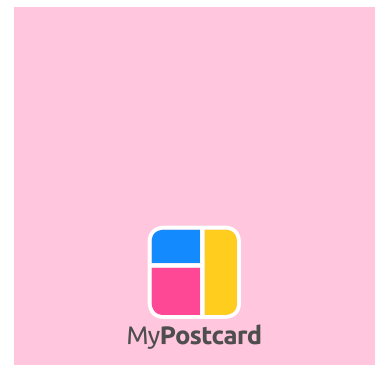
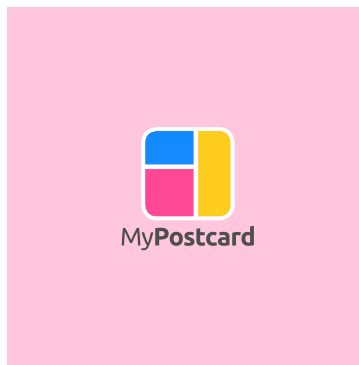
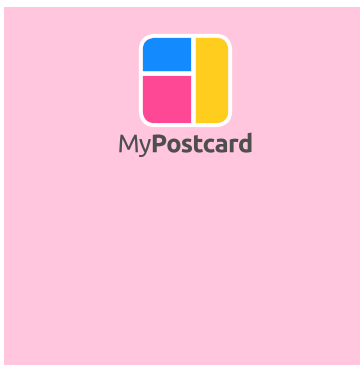
~~**My Postcard**~~

LOGO VARIATIONS

There are 2 possible ways of presenting the MyPostcard logo. Centered and aligned to the left. Depending on the desired placement of the logo and/or the surrounding elements, we will use one or the other.




Some examples:




SPACING

When placing the logo on a document, with a photographic background, the ideal situation is for it to be placed on top of a white rectangle, with the following distance to the borders:



1x "My"




1x "M"




On occasion, for design purposes, the corners of the rectangle can be slightly rounded.





Thank you!

