MyPostcard

BRAND
GUIDELINES

ABOUT US

MyPostcard is the app inspiring one million+ users to send their photos by mail as real cards on their very own smartphone, tablet, or computer. We like to think of our postcards as bridging the gap between traditional modes of writing and mailing, and the modern age of tech. But **we're about more than just our products**: As the action of posting a greeting card suggests, we're all about connecting people.

We are international, both inside and outside of our team. Our buyers originate from Germany first and foremost, followed by Spain; Italy; France; the UK; and the USA. Users are primarily people aged between 25 and 45: 47% are in relationships and 34% have children. 55% are female, 45% are male.
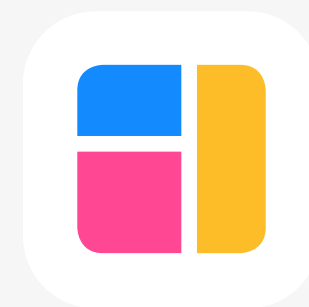
We support our customers' diversity, beliefs, and right to equality. We are actively involved in our international community and overall, we are just trying to help the world become a better place.

THE
LOGO

MyPostcard is more than an app, it's a medium.

Our main logo has two parts: the **icon** and the **wordmark**.

The wordmark is based on Proxima Nova Typeface, with slight modifications to give it a more compact appearance.

MyPostcard

The icon consists of three coloured areas, representing the feelings we'd like to share, the words sent through our cards and the post that delivers it.
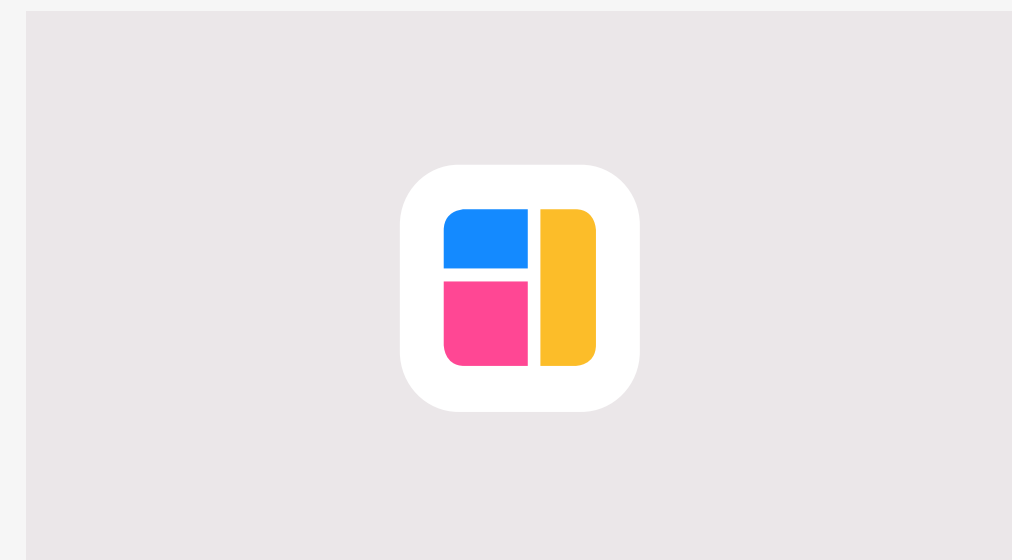
ALTERNATE
LOGO (secondary)

The main logo is the one displayed on the previous page, but there are variations available according to the end product and the background on which it's displayed.

The ones on this page can be used **as much as the main one**, particulary on advertising and as an app icon.

ON COLORFUL BACKGROUNDS

Use logo with the white wordmark, as long as the contrast allows legibility.

SMALL SIZES / MULTIPLE PLACEMENTS

Use icon without wordmark.

ALTERNATE
LOGOS (tertiary)

If it's not possible to use the previous logo versions, the following ones are also approved.

In any case, all are valid as long as the contrast with the background allows for good legibility.

(*) Other versions might be used within the app or internally, for special occasions, but any modification outside of what's in this guide must always be sent to us for pre-approval.

100% WHITE BACKGROUNDS

Use logo with the grey wordmark without white rim around the icon.

MONOCHROME

Use either full white or full black logo, depending on opacity, without white rim.

SPACING
ANDSIZING

For the logo with the white rim, in any of its variations, there should be a minimum free area equivalent to the height of the **full icon** on all sides.

For the logo without the rim, the minimum free area around it should be equivalent to the height of the **icon without rim**.

In both cases, the minimum size for a proper display of the logo is **10mm height**.

MyPostcard

MyPostcard

MyPostcard ⬍ 10mm

LOGO
MISUSE

The logos may not be tilted, flipped, or distorted in any way.

The colors must always stay the same, in the same position. Monochrome options other than black or white are not acceptable either.

The wordmark may not be written in any other typography.

CORPORATE
COLOURS (main)

MyPostcard has four main corporate colours, pink being the most used one.

The dark grey is used on the wordmark, but not anywhere else.

R: 255	**R:** 254	**R:** 20	**R:** 71
G: 72	**G:** 205	**G:** 138	**G:** 71
B: 149	**B:** 30	**B:** 255	**B:** 71
#ff4895	#fecd1e	#148aff	#474747
C: 0%	**C:** 0%	**C:** 90%	**C:** 0%
M: 92%	**M:** 27%	**M:** 5%	**M:** 0%
Y: 20%	**Y:** 93%	**Y:** 0%	**Y:** 0%
K: 0%	**K:** 0%	**K:** 0%	**K:** 90%

CORPORATE
COLOURS(media)

To have a wider range of options, mostly for social media, an extra, softer palette has been developed.

R: 255	**R:** 253	**R:** 255	**R:** 251	**R:** 144	**R:** 180	**R:** 232	**R:** 174
G: 173	**G:** 205	**G:** 219	**G:** 230	**G:** 192	**G:** 214	**G:** 163	**G:** 126
B: 173	**B:** 217	**B:** 105	**B:** 161	**B:** 248	**B:** 248	**B:** 227	**B:** 210
#ffadad	#fdcdd9	#ffdb69	#fbe6a1	#90c0f8	#b4d6f8	#e8a3e3	#ae7ed2
C: 0%	**C:** 0%	**C:** 1%	**C:** 3%	**C:** 46%	**C:** 33%	**C:** 16%	**C:** 42%
M: 43%	**M:** 28%	**M:** 14%	**M:** 8%	**M:** 17%	**M:** 8%	**M:** 44%	**M:** 56%
Y: 22%	**Y:** 6%	**Y:** 68%	**Y:** 46%	**Y:** 0%	**Y:** 0%	**Y:** 0%	**Y:** 0%
K: 0%	**K:** 0%	**K:** 0%	**K:** 0%	**K:** 0%	**K:** 0%	**K:** 0%	**K:** 0%

TYPOGRAPHY
AND GRAPHICS

My

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MyPostcard's wordmark is built on tweaked **Proxima Nova**. That is also the font we use on advertising, either online or printed.

Light
Regular
Medium
Semibold
Bold
Bold Italic
Extrabold
Extrabold Italic
Black Italic

"Cupcake ipsum dolor sit amet gummies oat cake chocolate cake biscuit. Cake topping muffin. Sweet roll dessert bonbon sweet sweet roll cake. Icing danish jelly-o icing icing. Chocolate donut cupcake gummi bears. Pudding sugar plum candy.

Jujubes gingerbread carrot cake chocolate cake topping chocolate bar jelly-o. Halvah danish tootsie roll pudding gummies macaroon."

TYPOGRAPHY
AND GRAPHICS

M O 0

Light
Regular
Medium
Semibold
Bold
Bold Italic

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On occasion, we offer discount codes that require good legibility and allow zero margin for confusion. For this reason, we selected **Bergen Mono**, a font that differentiates clearly between tricky characters, like the letter "O" and the numeral "0".

"Cupcake ipsum dolor sit amet gummies oat cake chocolate cake biscuit. Cake topping muffin. Sweet roll dessert bonbon sweet sweet roll cake. Icing danish jelly-o icing icing. Chocolate donut cupcake gummi bears. Pudding sugar plum candy.

Jujubes gingerbread carrot cake chocolate cake topping chocolate bar jelly-o. Halvah danish tootsie roll pudding gummies maca-roon."

TYPOGRAPHY
AND GRAPHICS

My

Regular
Bold

"Cupcake ipsum dolor sit amet gummies oat cake chocolate cake biscuit. Cake topping muffin. Sweet roll dessert bonbon sweet sweet roll cake. Icing danish jelly-o icing icing. Chocolate donut cupcake gummi bears. Pudding sugar plum candy.

Jujubes gingerbread carrot cake chocolate cake topping chocolate bar jelly-o. Halvah danish tootsie roll pudding gummies macaroon."

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We also own our in-house developed font, which we use for the handwritten text on the back of our postcards: **MyPostcard Patrick.** While it is not the only font available for this purpose, we strongly encourage its use when displaying the back of a card on an image.

TYPOGRAPHY
AND GRAPHICS

MyPostcard regularly uses curved shapes and gradients between the corporate colours as auxiliary elements, to display promotion codes, relevant information, etc...

When showing images of our postcards, our recommendation is to display the product on a real hand, with a phone next to it, to support the image of us as an app, providing real paper cards.

Don't forget!
Always use the latest available gadgets!
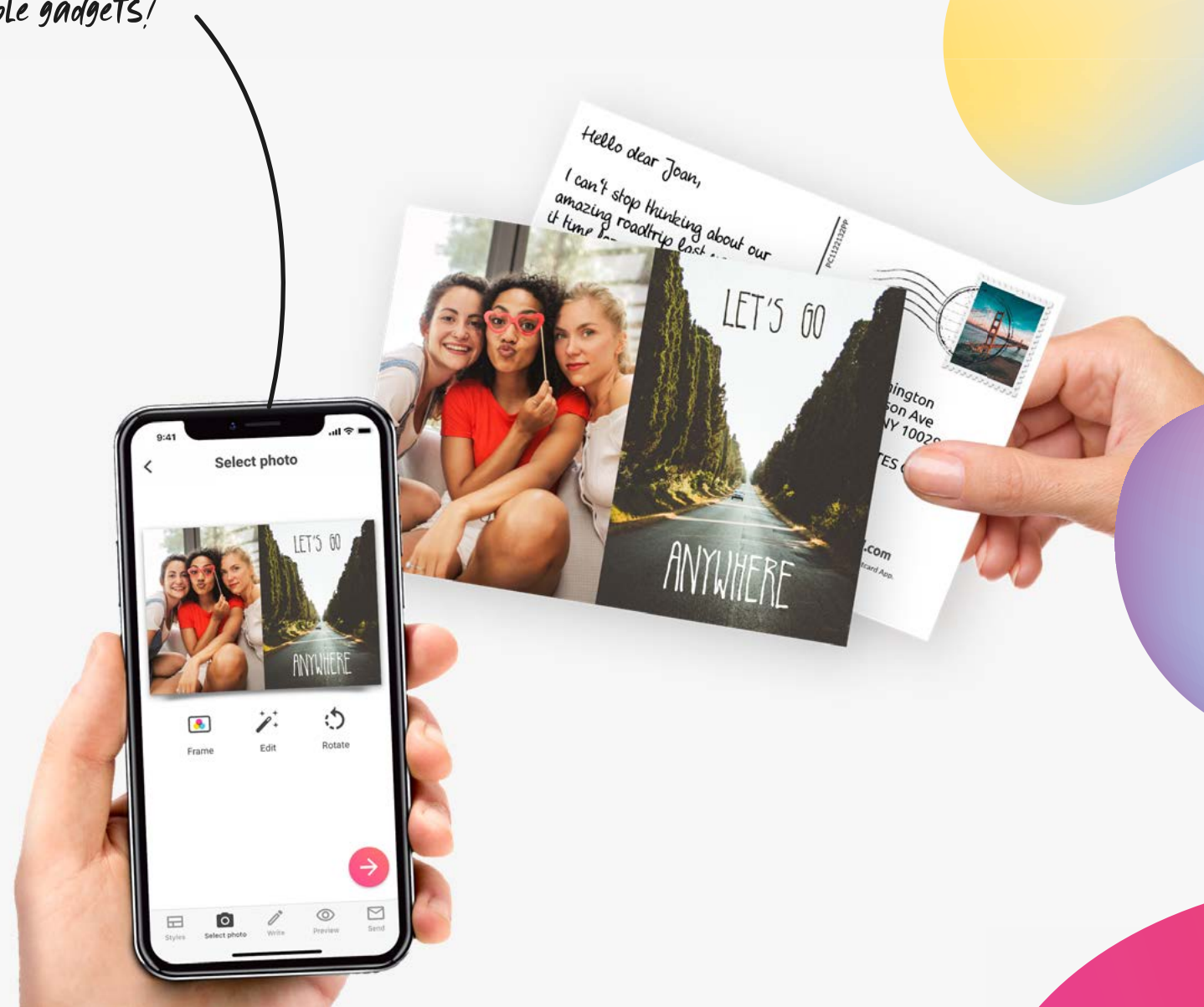
PHOTOGRAPHIC
STYLE

We are a young and vibrant company, and we want our pictures to reflect just that. We prefer them to be colorful, fresh, and as natural as possible.

When using images for our cards or ads, it's important for us to be inclusive, in terms of gender, ethnicity, age, ... abilities, sexual orientation and so on... **MyPostcard is for everybody**, and we are proud if that.

GET IN
TOUCH

If you have any questions regarding these guidelines, pleasedon't hesitate to contact us. We're here to help!

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THANK YOU!