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Corporate Design  
**METZENHOF**

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Logo



METZENHOF

[www.plappermaul.at](http://www.plappermaul.at)



Plappermaul

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Logo | mit Subline



**METZENHOF**  
*mitan und genießen*

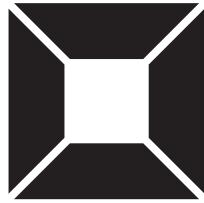
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Logo | Variante

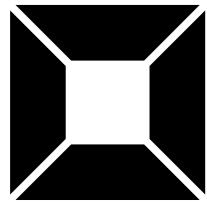


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Logo I sw

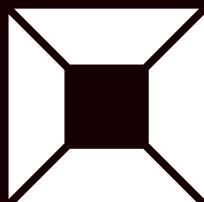


METZENHOF

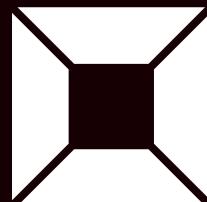


METZENHOF  
*mitanaund genießen*

METZENHOF  
*mitanaund genießen*



METZENHOF



METZENHOF  
*mitanaund genießen*

METZENHOF  
*mitanaund genießen*

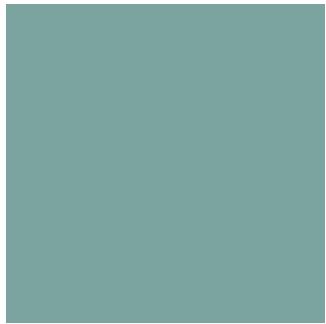
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# Farbkombination



GOLF

CMYK: 70 / 33 / 54 / 17  
sRGB: 80 / 125 / 133  
HEX: #507d71



HOTEL

CMYK: 52 / 21 / 35 / 4  
sRGB: 134 / 169 / 164  
HEX: #86a9a4



WIRTSCHAUS

CMYK: 24 / 30 / 55 / 9  
sRGB: 191 / 166 / 120  
HEX: #bfa678



EVENT

CMYK: 13 / 16 / 45 / 1  
sRGB: 228 / 209 / 156  
HEX: #e4d19c

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## Font | Logo

# Aa

DIN Condensed | Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÜÖ  
abcdefghijklmnopqrstuvwxyz äüö  
(.,;!?&%-) 1234567890

# Aa

Benedikt | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÖÄÜ  
abcdefghijklmnopqrstuvwxyz öäü  
(.,;!?&%-) 1234567890

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## Font | Text

# Aa

DIN Condensed | Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÜÖ  
abcdefghijklmnopqrstuvwxyz äüö  
(.,;!?&%-) 1234567890

Headline Font

# Aa

Benedikt | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÖÄÜ  
abcdefghijklmnopqrstuvwxyz öäü  
(.,;!?&%-) 1234567890

Subheadline Font  
Zusatzfont

# Aa

Work Sans | Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÜÖ  
abcdefghijklmnopqrstuvwxyz äüö  
(.,;!?&%-) 1234567890

Bodytext Font



A photograph of a dinner party. In the center foreground, a white platter holds a variety of cured meats like salami and prosciutto, along with cheese and bread. Several hands are visible, holding glasses filled with red wine and beer, making a toast. The background shows more plates of food, including a salad and a dish with croquettes. The lighting is warm and focused on the central action of the toast.

mitanaunder  
essn

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## Designelement I Wording und Schriftkombination

*Metzenhof* – mehr Spaß mochts mitanaund

*mitanaund* essn

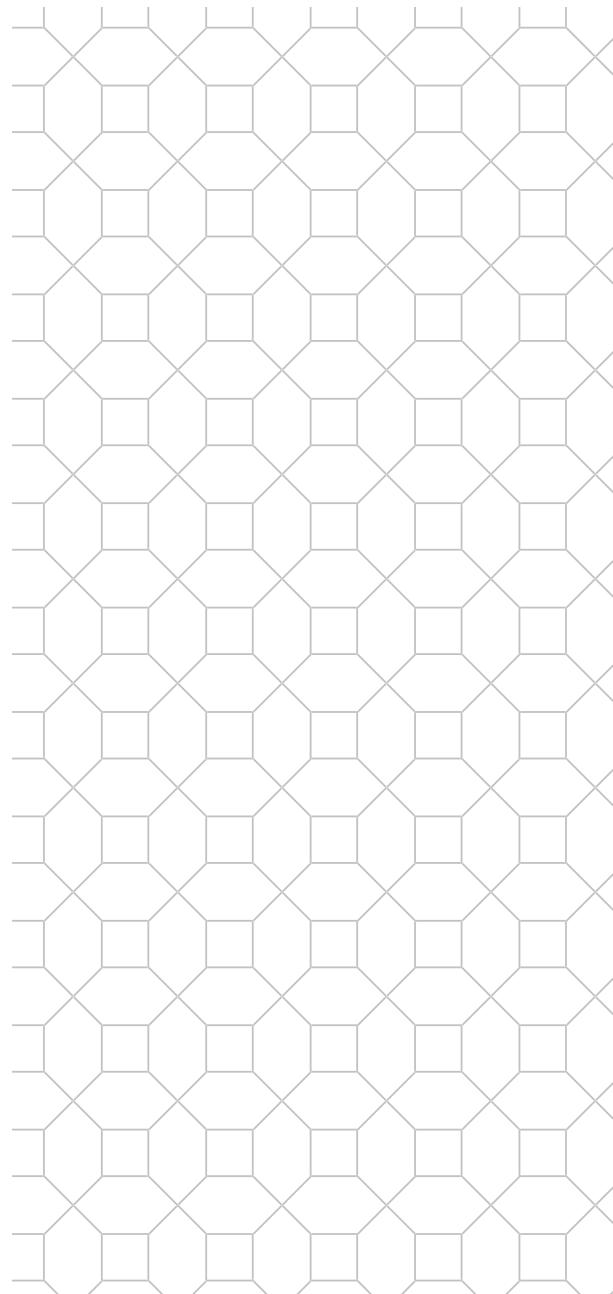
*mitanaund* feiern

*mitanaund* golfn

*mitanaund* genießen

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# Designelement I Muster



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# Designelement I Illustrationen



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# Designelement I Illustrationen



# Anwendungsbeispiel I Speisekarte



**ZUM ANFANGEN**



*Suppen*

**Fritattensuppe**  
4,00€  
\*\*\*

**Leberknödelsuppe**  
4,80€  
\*\*\*

**Bärlauchcremesuppe**  
4,20€

*Vorspeise*



**Beef Tartare**  
mit Kapernbeeren, Wachtelei, Wasabi-Dip und Toast  
13,80€

# Anwendungsbeispiel I Speisekarte Hochzeit



mitan und relaxen



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## Anwendungsbeispiel I Türhänger im Hotel



# Anwendungsbeispiel I SocialMedia Beiträge





# Plappermaul

Marketing und Kommunikation

[www.plappermaul.at](http://www.plappermaul.at)