



My Car Concierge

BRAND ASSETS & STYLE GUIDE

Primary Colors

#b8962e

Gold / Bronze

Primary accent, CTAs, highlights

#0a1628

Deep Navy

Primary background

#1a1a2e

Charcoal

Card backgrounds, secondary

Accent Colors

#d4af37

Light Gold

Digital displays, hover states

#3b82f6

Blue

Member features, links

#22c55e

Green

Success states, confirmations

Typography

PRIMARY TYPEFACE — HEADLINES

Playfair Display

Premium Automotive Service Marketplace

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Regular 400 SemiBold 600 Bold 700

SECONDARY TYPEFACE — BODY & UI

Inter

Clean, modern, highly readable sans-serif

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

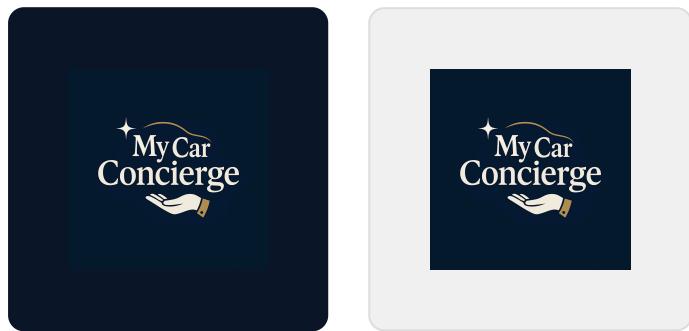
Light 300 Regular 400 Medium 500 SemiBold 600 Bold 700



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Logo Usage



✓ Use on dark or light backgrounds

✓ Maintain clear space around logo

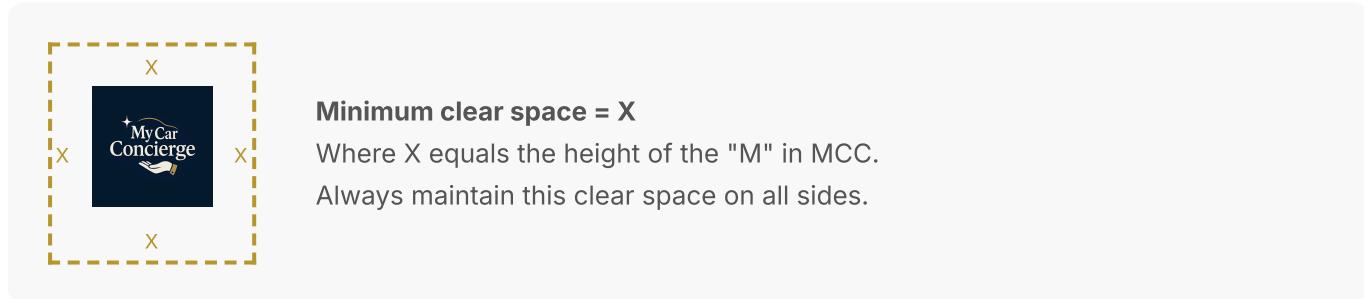
✓ Minimum size: 40px height

✗ Do not stretch or distort

✗ Do not change colors

✗ Do not add effects or shadows

Clear Space



Minimum clear space = X

Where X equals the height of the "M" in MCC.

Always maintain this clear space on all sides.

Taglines

"Your Car, Our Priority"

Primary tagline for marketing materials

"Premium Automotive Service Marketplace"

Descriptive tagline for formal communications

Luxury & Premium

Convey exclusivity and high-end service. We're not just automotive—we're concierge-level care.

Professional

Trustworthy, reliable, and competent. Every interaction reflects expertise.

Approachable

While premium, we're never pretentious. Warm and welcoming to all vehicle owners.

Innovative

Technology-forward thinking. We're modernizing automotive service coordination.

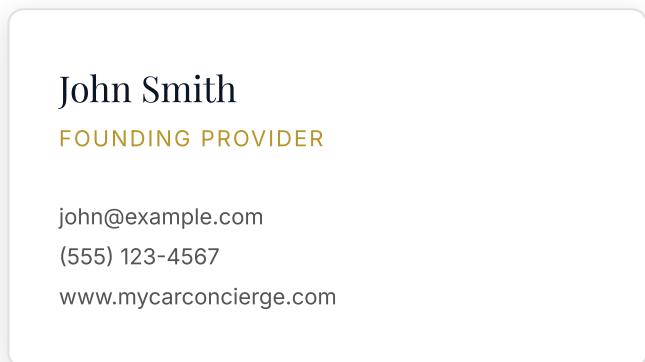
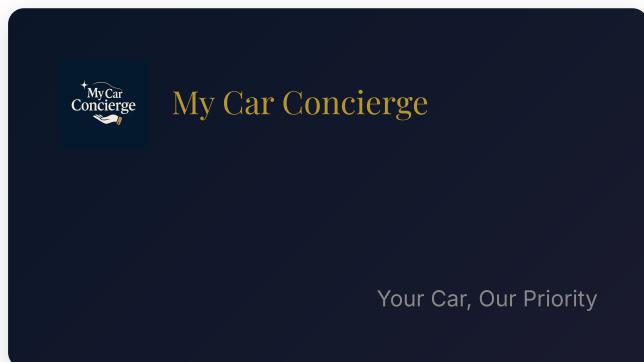


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Business Card Template

Standard size: 3.5" x 2" (89mm x 51mm)



Design Specifications

Front Side

- Background: Deep Navy gradient (#0a1628 → #1a1a2e)
- Logo: Left-aligned with company name
- Tagline: Right-aligned, bottom
- Text color: Gold (#b8962e)

Back Side

- Background: Clean white
- Name: Playfair Display, 18pt
- Title: Inter, 11pt, Gold, uppercase
- Contact: Inter, 11pt, Charcoal

Quick Reference

Primary Gold	#b8962e	RGB: 184, 150, 46	CMYK: 0, 18, 75, 28
Deep Navy	#0a1628	RGB: 10, 22, 40	CMYK: 75, 45, 0, 84
Headline Font	Playfair Display (Google Fonts)		
Body Font	Inter (Google Fonts)		
Website	www.mycarconcierge.com		

My Car Concierge — Premium Automotive Service Marketplace
For brand questions, contact the marketing team.