



# 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Regular 400    SemiBold 600    Bold 700

### SECONDARY TYPEFACE — BODY & UI

# Inter

Clean, modern, highly readable sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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.

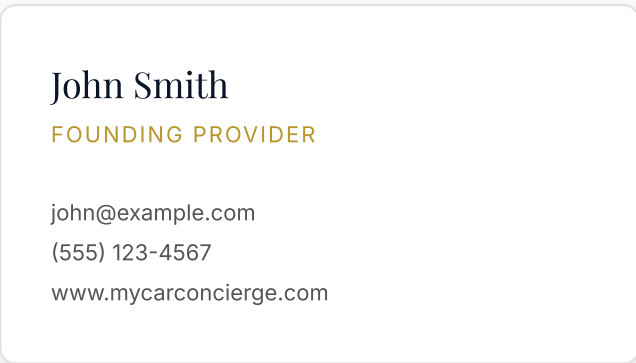
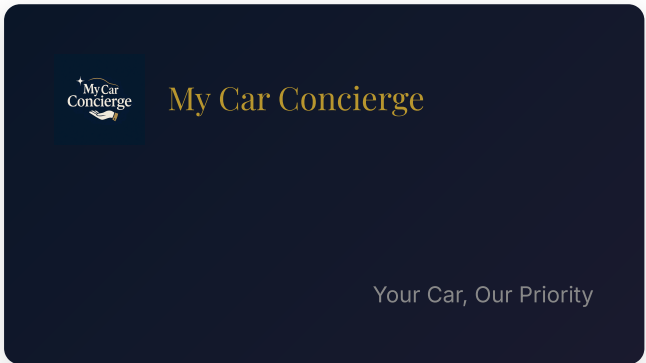


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## Business Card Template

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		

