



My Car Concierge

BRAND ASSETS & STYLE GUIDE

PRIMARY COLORS

#b8962e	#0a1628	#1a1a2e
Gold / Bronze Primary accent, CTAs	Deep Navy Primary background	Charcoal Cards, secondary

ACCENT COLORS

#d4af37	#3b82f6	#22c55e
Light Gold Hover states	Blue Links, member	Green Success states

TYPOGRAPHY

HEADLINES — PLAYFAIR DISPLAY

Premium Automotive Service

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

BODY & UI — INTER

Clean, modern, readable

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

BRAND VOICE

Luxury Premium, exclusive service	Professional Trustworthy, reliable
Approachable Warm, never pretentious	Innovative Technology-forward

BUSINESS CARD TEMPLATE (3.5" X 2")

My Car Concierge	John Smith FOUNDING PROVIDER
Your Car, Our Priority	john@example.com (555) 123-4567 www.mycarconcierge.com

LOGO USAGE

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- ✓ Use on dark or light backgrounds
- ✓ Minimum size: 40px height
- ✗ Do not change colors
- ✓ Maintain clear space around logo
- ✗ Do not stretch or distort
- ✗ Do not add effects

TAGLINES

"Your Car, Our Priority"

Primary tagline for marketing

"Premium Automotive Service Marketplace"

Descriptive tagline

QUICK REFERENCE

Gold	#b8962e	RGB 184, 150, 46
Navy	#0a1628	RGB 10, 22, 40
Charcoal	#1a1a2e	RGB 26, 26, 46
Headlines	Playfair Display (Google Fonts)	
Body	Inter (Google Fonts)	
Website	www.mycarconcierge.com	