



**MY VIRTUAL  
VCARD**

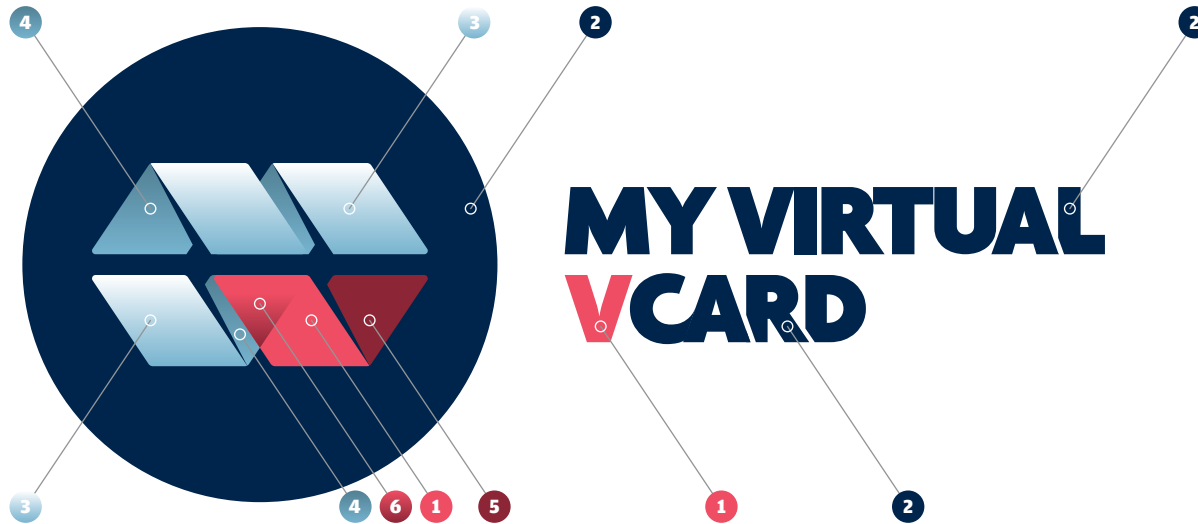
**My Virtual Vcard**

Identity Guidelines

2011

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Primary Colors



1  
Raspberry

#F04E5A  
C.0 M.85 Y.50 K.0  
R.240 G.78 B.90



2  
Night Blue

#00274C  
C.100 M.44 Y.50 K.76  
R.0 G.39 B.76

Secondary Colors



3  
Misty Sky

Linear Gradient 90°  
● #76B4CF  
C.40 M.0 Y.0 K.20  
R.118 G.180 B.207  
○ #FFFFFF  
C.0 M.0 Y.0 K.0  
R.255 G.255 B.255



4  
Dusk Sky

Linear Gradient 90°  
● #76B4CF  
C.40 M.0 Y.0 K.20  
R.118 G.180 B.207  
● #528095  
C.40 M.0 Y.0 K.50  
R.255 G.255 B.255

Tertiary/Support Colors



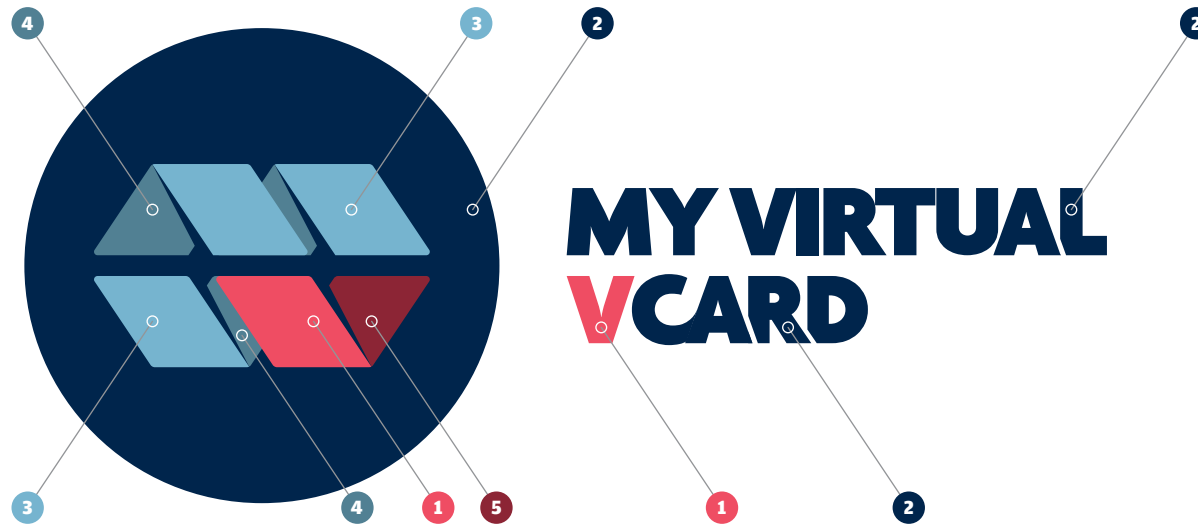
5  
Burgundy

#8C2736  
C.0 M.85 Y.50 K.50  
R.140 G.39 B.54



6  
Raspberry Red Wine

Linear Gradient 90°  
● #8C2736  
C.0 M.85 Y.50 K.50  
R.140 G.39 B.54  
● #F04E5A  
C.0 M.85 Y.50 K.0  
R.240 G.78 B.90



Primary Colors



**1**  
Raspberry

#F04E5A  
C.0 M.85 Y.50 K.0  
R.240 G.78 B.90



**2**  
Night Blue

#00274C  
C.100 M.44 Y.50 K.76  
R.0 G.39 B.76

Secondary Colors



**3**  
Medium Royal Blue

#76B4CF  
C.40 M.0 Y.0 K.20  
R.118 G.180 B.207



**4**  
Grey Royal Blue

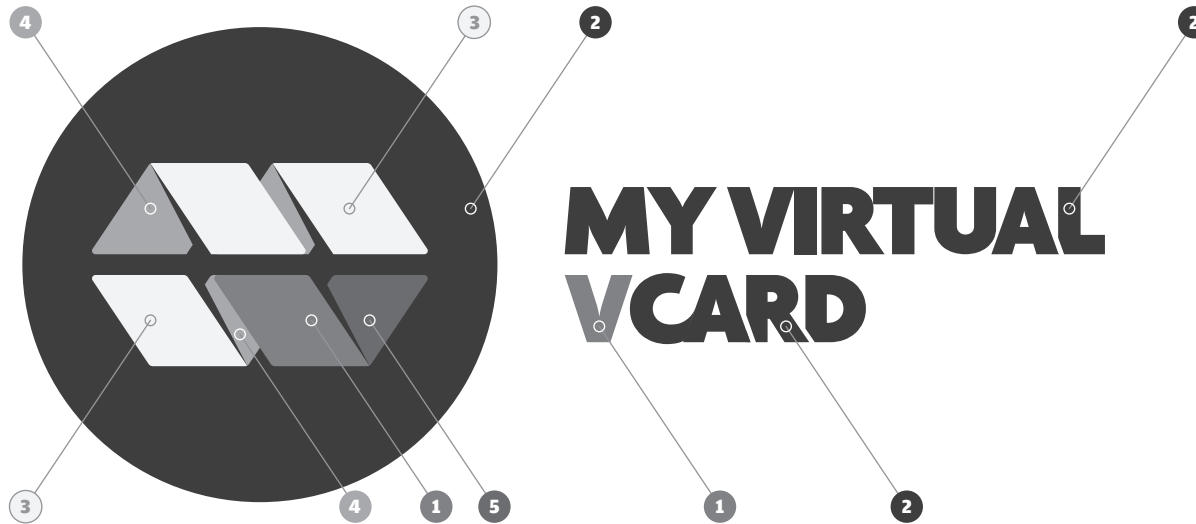
#528095  
C.40 M.0 Y.0 K.50  
R.255 G.255 B.255

Tertiary/Support Colors



**5**  
Burgundy

#8C2736  
C.0 M.85 Y.50 K.50  
R.140 G.39 B.54



Primary Colors



60% Black

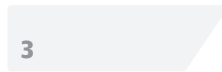
#808285  
C.O M.O Y.O K.60  
R.128 G.130 B.133



90% Black

#414042  
C.O M.O Y.O K.90  
R.65 G.64 B.66

Secondary Colors



5% Black

#F1F2F2  
C.O M.O Y.O K.5  
R.241 G.242 B.242



40% Black

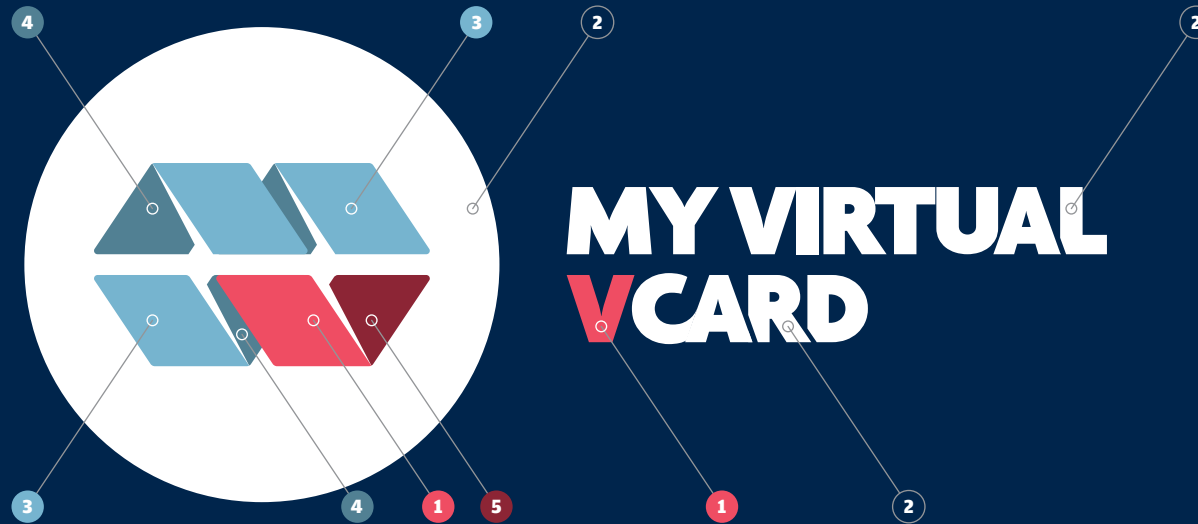
#A7A9AC  
C.O M.O Y.O K.40  
R.167 G.169 B.172

Tertiary/Support Colors



60% Black

#8C2736  
C.O M.O Y.O K.60  
R.140 G.39 B.54



Primary Colors



**1**  
Raspberry

#F04E5A  
C.0 M.85 Y.50 K.0  
R.240 G.78 B.90



**2**  
Night Blue

#00274C  
C.100 M.44 Y.50 K.76  
R.0 G.39 B.76

Secondary Colors



**3**  
Medium Royal Blue

#76B4CF  
C.40 M.0 Y.0 K.20  
R.118 G.180 B.207



**4**  
Grey Royal Blue

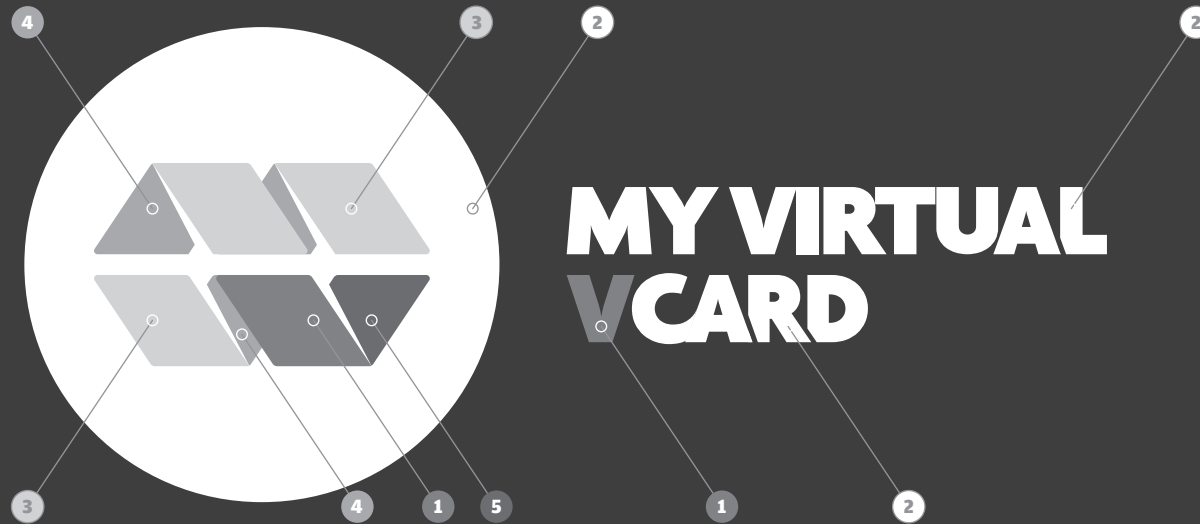
#528095  
C.40 M.0 Y.0 K.50  
R.255 G.255 B.255

Tertiary/Support Colors



**5**  
Burgundy

#8C2736  
C.0 M.85 Y.50 K.50  
R.140 G.39 B.54



Primary Colors



60% Black

#808285  
C.O M.O Y.O K.60  
R.128 G.130 B.133



90% Black

#414042  
C.O M.O Y.O K.90  
R.65 G.64 B.66

Secondary Colors



20% Black

#D1D3D4  
C.O M.O Y.O K.20  
R.209 G.211 B.212



40% Black

#A7A9AC  
C.O M.O Y.O K.40  
R.167 G.169 B.172

Tertiary/Support Colors



60% Black

#8C2736  
C.O M.O Y.O K.60  
R.140 G.39 B.54

Main logotype fontface

**AGENDA BLACK**  
**AaBbCc12345**

Type treatment

MY VIRTUAL  
VCARD

# DIN Pro

Aa Bb Cc 12345

## Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur dapibus tempus justo, a tempus nunc tempor sit amet. Vivamus massa nisi, tristique sit amet posuere vel, placerat quis nulla. Quisque dui dui, viverra vitae tempor sed, congue ac lorem. Etiam et velit id ante molestie suscipit. Nullam vehicula est ac neque mollis quis ornare nisl pellentesque. Nam eu nibh sit amet nisi fringilla dignissim. Nunc elementum tellus id justo vestibulum quis molestie odio dignissim.

Proin gravida nisi pellentesque lacus ullamcorper fermentum. Aenean posuere lacinia consequat. Duis nec tellus dolor. Vestibulum quis vulputate augue. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

## Din Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Din Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Din Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Arial

## AaBbCc12345

### Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur dapibus tempus justo, a tempus nunc tempor sit amet. Vivamus massa nisi, tristique sit amet posuere vel, placerat quis nulla. Quisque dui dui, viverra vitae tempor sed, congue ac lorem. Etiam et velit id ante molestie suscipit. Nullam vehicula est ac neque mollis quis ornare nisl pellentesque. Nam eu nibh sit amet nisi fringilla dignissim. Nunc elementum tellus id justo vestibulum quis molestie odio dignissim.

Proin gravida nisi pellentesque lacus ullamcorper fermentum. Aenean posuere lacinia consequat. Duis nec tellus dolor. Vestibulum quis vulputate augue. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Arial

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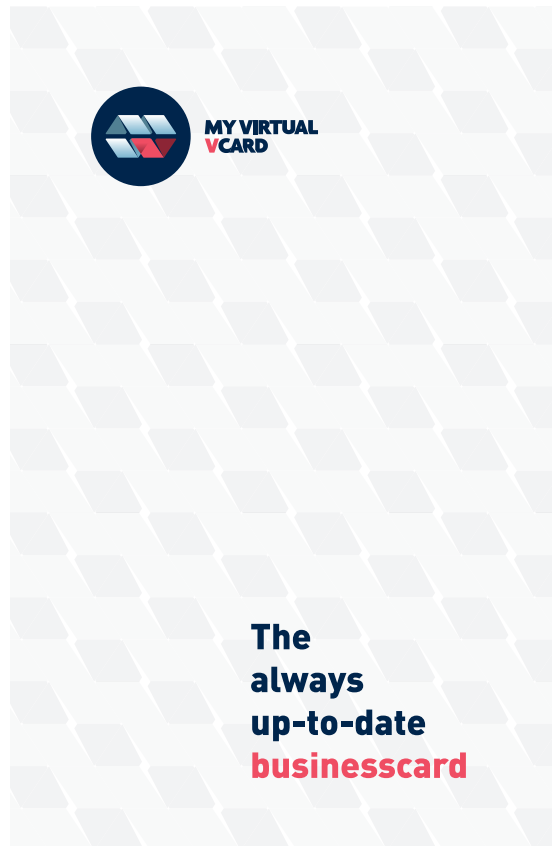
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



General application suggestion



Example of usage in online media



Example of usage on a t-shirt



**Thank You**