



logo's font: Anastasia Script
Calibri

in text documents it is preferable to use a sans serif font, therefore we recommend the use of **Calibri** or **Open Sans**

logo's colors:



C:0 | M:0 | Y:0 | B:100%



C:15% | M:100% | Y:100% | B:0

matching colors on information documents / presentations:



C:95% | M:66%
Y:0 | B:0



C:0 | M:7%
Y:69% | B:0



C:15% | M:11%
Y:12% | B:0



C:11% | M:16%
Y:88% | B:1%



C:1% | M:82%
Y:52% | B:0

use on dark background



use in white/black



monochrome x punch



Logo per MyLife **The Game**



utilizzo in bianco/nero



Logo per MyLife **PaperKit**



My Life
in EUROPE



monoscromatico x punzone

My Life
in EUROPE



mylifeineurope.nkey.it

My Life
in EUROPE



THE GAME

My Life
in EUROPE



THE GAME
Paper.Kit



M y L ife
in EUROPE



M y L ife
in EUROPE



My L ife
in EUROPE



My L ife
in EUROPE



a new **Methodology** to insert **Your LIFE** biography **IN** the **EUROPE** context

logo x punzone

My L ife
in EUROPE



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My L ife
in EUROPE



THE GAME

My L ife
in EUROPE



THE GAME
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