



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**





monoscromatico x punzone

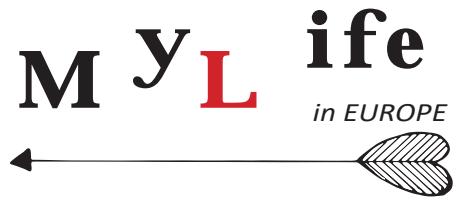


**THE GAME**



**THE GAME**  
**Paper.Kit**





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

logo x punzone



**THE GAME**



**THE GAME**  
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