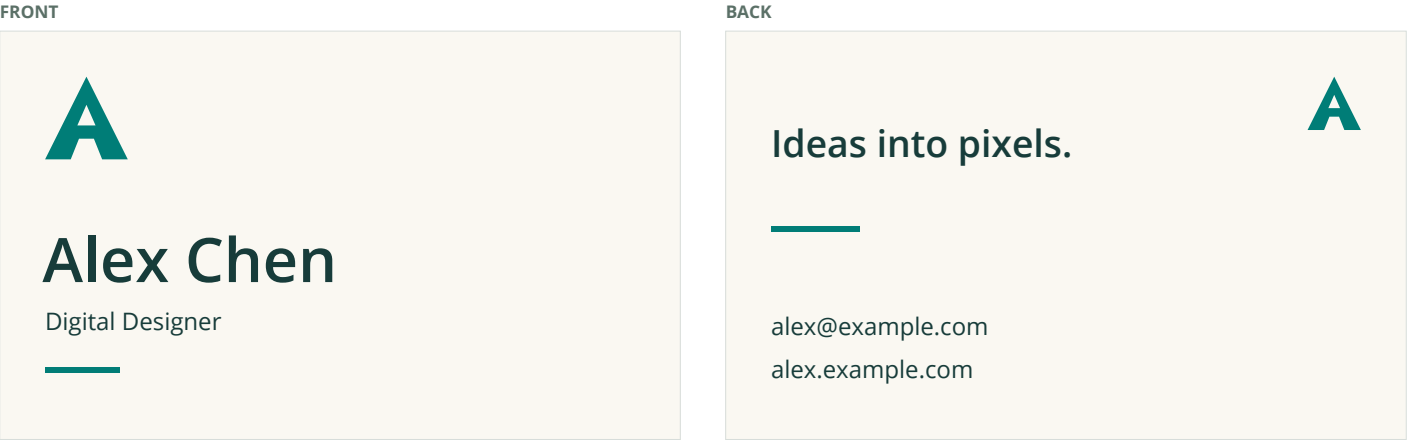


One brand, three directions

Same logo and information. Compare layout, colour and negative space.

90 x 54 mm cards / 3 mm safe margin / Fictional contact details

01 Quiet & minimal

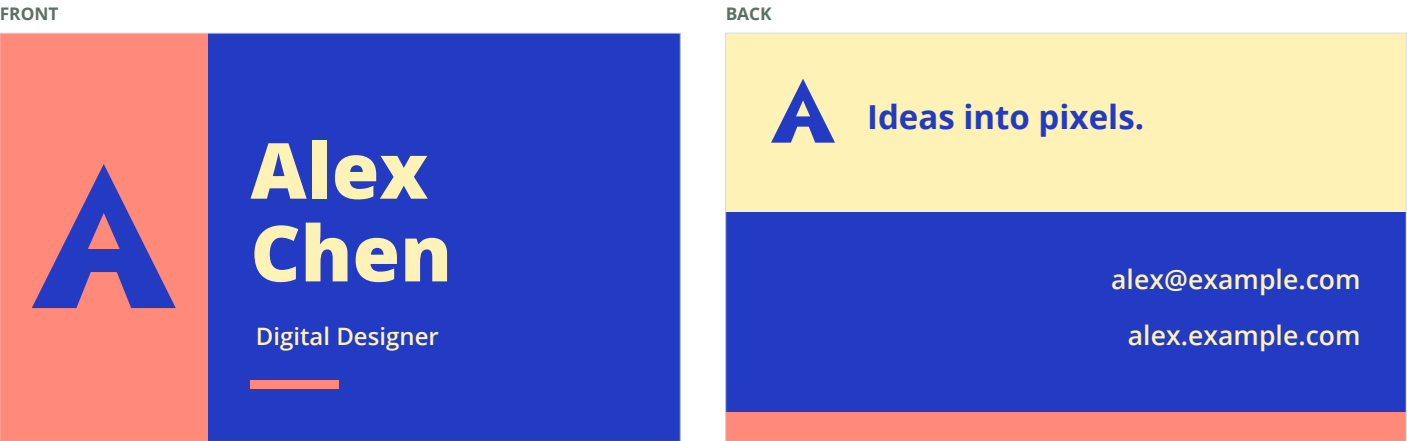


Benefit: Open space and left alignment make the information easy to scan.

Limitation: The small logo has less impact from a distance.

Palette: Ink / warm white / teal | Type: Open Sans

02 Bold & playful



Benefit: Colour blocks and a large name catch the eye quickly.

Limitation: Large graphics leave less room for extra information.

Palette: Cobalt / coral / pale yellow | Type: Open Sans

03 Calm & refined



Benefit: Centred spacing creates a balanced, calm first impression.

Limitation: This formal style may feel less playful.

Palette: Forest / cream / copper | Type: DejaVu Serif + Open Sans

Discuss: What do you notice first? Where does empty space help?