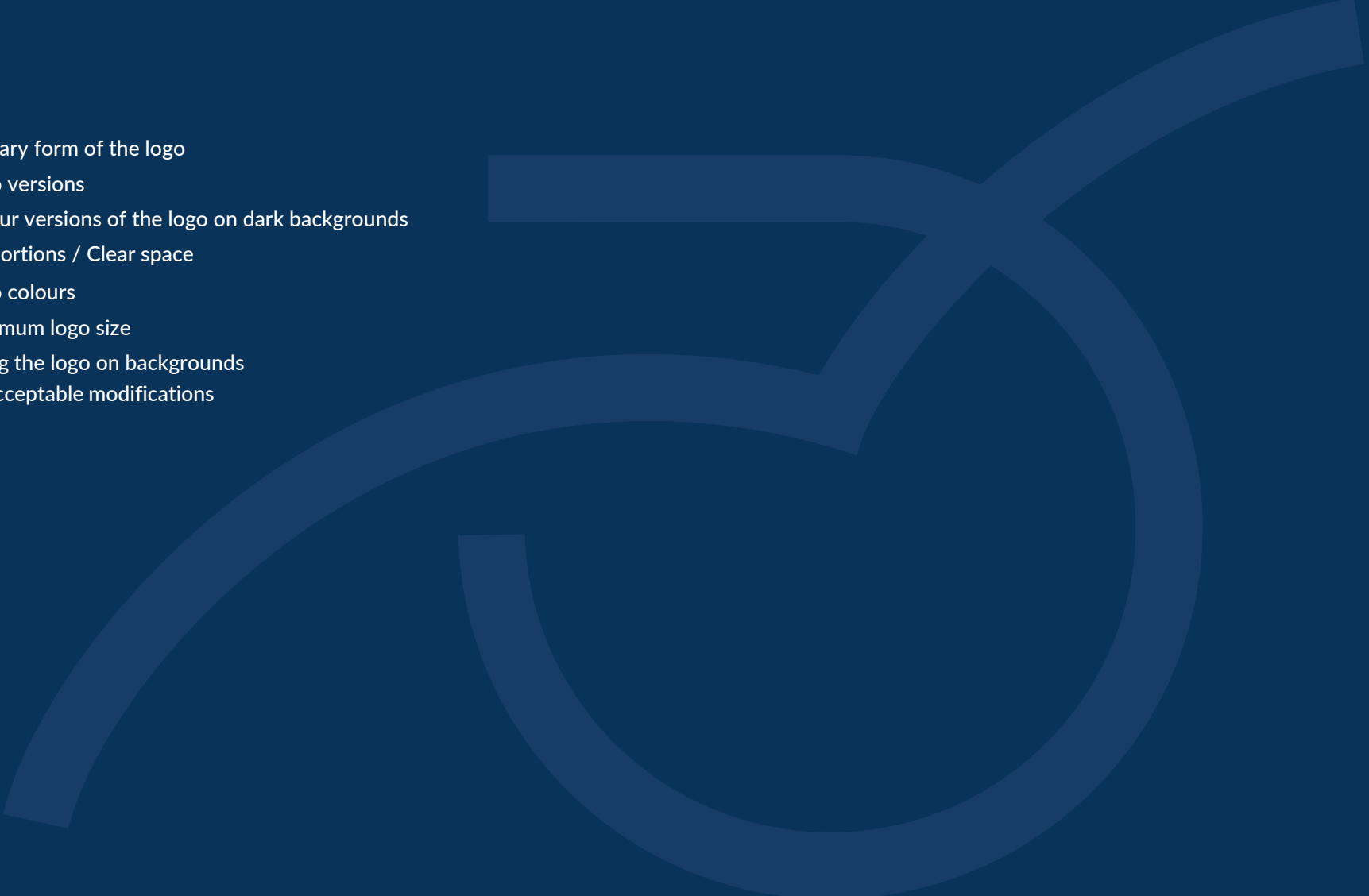




BRAND
BOOK

TABLE OF CONTENTS

- 3 Primary form of the logo
 - 4 Logo versions
 - 5 Colour versions of the logo on dark backgrounds
 - 6 Proportions / Clear space
 - 7 Logo colours
 - 8 Minimum logo size
 - 9 Using the logo on backgrounds
 - 10 Unacceptable modifications
- 

The Mobilex logo is a single, coherent mark in the form of a logotype, made up of a symbol that echoes the shape of a wheelchair and the Mobilex wordmark.

The logo should be used on light surfaces in its primary version.

If the primary versions cannot be used, the appropriate alternative variant should be applied.

The Mobilex wordmark was created through custom modifications based on the Century Gothic Bold typeface.

The A BETTER LIFE IN MOTION tag is set in Boston (free for commercial use) with increased letter spacing.



Wherever possible, use the logo in its primary colour version.

If the full-colour logo cannot be used, apply the monochrome version (choose a shade of grey that keeps the logo legible against the background) or the black version.

Print file formats (vector):

PDF in CMYK - Use this format for all projects intended for print. It ensures correct colour reproduction and the highest quality of reproduction.

File formats for display on screens (e.g. videos, animations, social media posts):

JPG - JPG files are provided in the RGB space only, to prevent JPGs being used incorrectly in print projects. The lack of a CMYK version is deliberate and is meant to enforce the use of the right formats in a professional design process.

PNG - PNG is saved in the RGB space only. Do not convert it automatically to CMYK when exporting a project, as this may lead to incorrect colour reproduction caused by differences between colour profiles.

WEBP - A format used in the same way as JPG: intended for display on screens, in the RGB space.

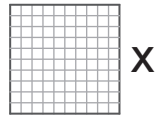
SVG - The recommended format for web use. As a vector file it scales without any loss of quality and keeps the highest quality on all devices.

COLOUR VERSIONS OF THE LOGO ON DARK BACKGROUNDS

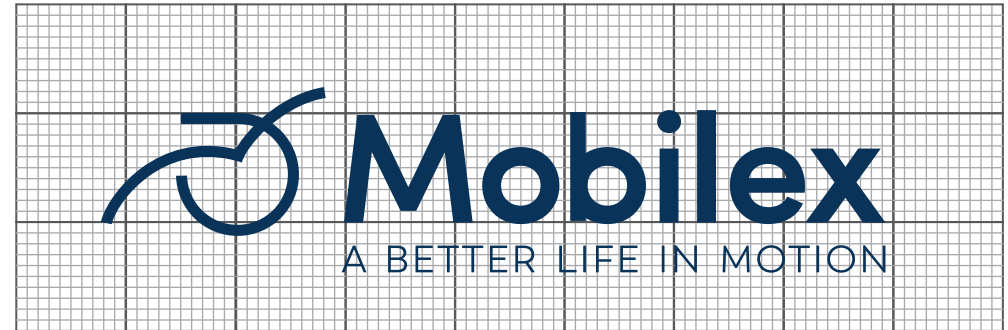
5

If the logo cannot be used on a white or light background, apply one of the variants shown here.





X



The arrangement of the elements and their mutual proportions are strictly defined and must not be changed.

The construction of the logo is shown using a notional unit X.

Clear space is the area around the logo in which no other graphic elements or text may appear.

The clear space is defined by the height of the letter M.

Note: where applying the clear space around the logo is not possible (e.g. because of limited space), this rule may be waived. In such cases, the overriding considerations are the legibility and integrity of the logo.



The primary form of the MOBILEX logo uses a single colour.



CMYK 100/80/35/35
RGB 37/59/91
PANTONE 533 C
#253B5B



CMYK 0/0/0/100
or 73/68/65/86 if CMYK
may be composite
or 30/30/30/100 if the
printer sets ink coverage limits
RGB 25/22/19
PANTONE Process Black C
#191613

MINIMUM LOGO SIZE

The minimum size of the logo must not be less than 15 mm wide for printed materials and 100 pixels for materials displayed on screens.

Using a smaller logo may lead to problems with its legibility.

NOTE:

Below 15 mm (100 pixels) in width, the Mobilex logo is used without the A BETTER LIFE IN MOTION tag.



15 mm
100 pix



<10 mm

Using the logo correctly on different backgrounds is essential to keeping it legible and to the consistency of the visual identity.



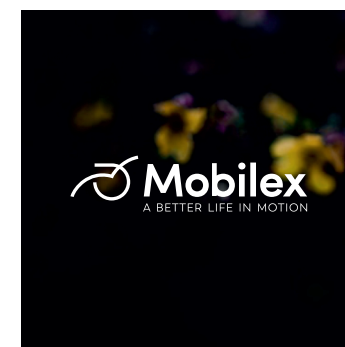
The logo may be used on a grey background where the grey does not exceed 40% black.
(from C-0, M-0, Y-0, K-0 to C-0, M-0, Y-0, K-40).



The reversed logo may be used on a grey background where the grey is not less than 41% black.
(from C-0, M-0, Y-0, K-41 to C-100, M-100, Y-100, K-100).



On a solid colour background, use the logo in white or navy, depending on its legibility.



The logo may be placed in white on a photograph or another varied background with reduced contrast.

Examples of unacceptable modifications.

Note: in exceptional situations, where a project requires a departure from the rules on unacceptable modifications (e.g. adding a shadow), this is allowed only as an isolated exception, not as a standard. Likewise, a change of the logo colour may be applied only where the nature of the project or the medium makes it necessary. In every case, the overriding rule is to keep the logo fully legible and consistent.

It is not permitted to modify the typeface used in the logo, or to enlarge or reduce it out of proportion. Such actions damage the integrity of the logo and must not be used under any circumstances.



A graphic or typographic element placed too close to the logo (clear space not respected).



Changing the size without keeping the proportions of the logo.



Changing the size of individual elements of the logo.



Adding a shadow or other graphic effects where this is not necessary.

