



MobileSoft

BRAND GUIDELINES

This document provides guidelines for the correct and appropriate use of the MobileSoft brand and logo in order to maintain the integrity of the company identity.

These guidelines present a foundation for consistent identity for maximum recognizability with room for creativity.



Overview

HELPING SMALL BUSINESS BECOME BIG BUSINESS

MobileSoft provides web and mobile tools to help you grow the future of your small business.

Every business goes through a constant evolution. Mobilesoft provides technology-based solutions to push your business to its full potential. Becoming a leader isn't an easy process. Mobilesoft helps you take your company to the next level.



Logo

STANDARDS

The MobileSoft logo is the most consistent visible communication element of our brand. It is important that we follow the logo guides to ensure unity within our brand.

MARK & TYPE

The MobileSoft logo consists of two elements — the logomark and the logotype. These are specified on the right. These elements are horizontally central aligned — this placement should never be altered.

The logomark and logotype were designed in unison to compliment each other. These two elements should always be presented together to form the unified logo.

FULL LOGO



LOGOTYPE



LOGO MARK





Logo

CLEARSPACE



Always keep the MobileSoft logo clear of any graphics, imagery or copy. This keeps the unity and integrity of the MobileSoft brand and guarantees that it is never crowded or overshadowed by other graphic elements. The minimum clear space — equal to the height of the lowercase “o” in the MobileSoft logo — is shown to the right. This clear space is the minimum, when possible it is recommended to increase the padding.

MINIMUM

The minimum amount of clear space is in direct proportion to the size of the MobileSoft logo and may not be altered.



CLEARSPACE

The minimum clear space around the logo is equal to the height of the lowercase “o” in the MobileSoft logo.





Logo

CLEARSPACE



It is important to maintain these minimum widths for optimal legibility. Use the preferred logo width and when necessary increase the sizing for adaptation to larger collateral.

13.11" – 944PX
PREFERRED LOGO SIZE
300-350 DPI for Print Material

1.75" – 126PX
PREFERRED LOGO SIZE
For all brand material

3.472" – 250PX
PREFERRED LOGO SIZE
300-350 DPI for Print Material

3/4(.75)°
MINIMUM PRINT SIZE
For all printed collateral

72PX
MINIMUM WEB SIZE
For all online material



Logo

COLOR

Use the color guide for approved brand colors. When it is not possible to use the blue logo, the white or black logo can be used. In addition, the logo may be re-produced as a blind emboss/deboss, or as a white, silver or clear foil stamp.

USAGE ON BACKGROUNDS

To preserve legibility, the full-color logo should only be placed on a light backgrounds.

When positioning the logo on a colored background, the value of the background determines how the logo is used.

TEXTURE

When the logo is placed over texture a slight gradient is preferred to avoid overpowering elements. Always be aware to tangents and or interference of the logo.

FULL COLOR



WHITEOUT COLOR



BLACK



TEXTURE



OVERLAY IMAGERY



COLOR GUIDE

	#009CDB	
	PMS# 2925C (COATED)	
	PMS# 2925U (UNCOATED)	
	C: 76	R: 0
	M: 24	G: 156
	Y: 0	B: 219
	K: 0	

	#002D62	
	PMS# 648C (COATED)	
	PMS# 648U (UNCOATED)	
	C: 100	R: 0
	M: 89	G: 45
	Y: 34	B: 98
	K: 25	

	#D3D3D3	
	PMS# COOL GREY 2 C (COATED)	
	PMS# COOL GREY 2 U (UNCOATED)	
	C: 0	R: 211
	M: 0	G: 211
	Y: 0	B: 211
	K: 17	



Logo

USAGE

In order to maintain and safeguard the MobileSoft logo's identity as a trademark along with conserving our brand integrity, the MobileSoft logo (logomark paired with logotype) must never be modified in any way.

Please do not use the MobileSoft logo in a vertical format or at an angle. Do not use any portion of the MobileSoft logo on its own. Do not lock up the MobileSoft logo with any other logo or name.





Type

STANDARDS

As with the MobileSoft logo system, proper use of our typefaces—Work Sans(San Serif) and Soliel(San Serif)—strengthen and emphasize MobileSoft’s brand identity. Both are OpenType™ (a cross-platform format that provides richer linguistic support through widely expanded character sets and advanced layout features).

HIERARCHY & COLOR

Work Sans Thin is used as our header font. Soliel is used as a sub-header. Work Sans is used for body, and all other section fonts. It should be primarily used for continued running copy in longer, multiple-page documents. A grey-scale color guide is used to assist the structure—apply approved color when appropriate.

ALIGNMENT

Text should remain left aligned, no justification, for the vast majority of creative marketing collateral. Refer to stylesheets for proper Hyphenation, Justification, Leading, and Tracking. It is recommended that all copy is set in normal case. There may be exceptions dependant on market trends. This is the preferred typesetting system—please contact the design manager if modification is needed or for project-based typography modification.

*CHARACTER & PARAGRAPH STYLESHEETS ARE AVAILABLE

HEADER – WORK SANS THIN
32PT

MobileSoft is a Global Leader.

SUBHEADER – WORK SANS MEDIUM
18PT

MobileSoft is a Global Leader.

SUBHEADER – SOLIEL BOLD 18PT

MobileSoft is a Global Leader.

BODY – WORK SANS LIGHT
10PT

Vero mundi perpetua at pro, usu ex indoctum facilis dissentias. Posse dis-cere nec ei, eu quo eripuit pertinax consulatu. Ad nibh omnium nominati ius, cibo sale oportere ius no. Mei an purto ipsum efficiantur, duis perfecto pro ad. Ex eos solum nostrum, at vocibus explicari interesset mea. Eu nobis oportere nam, an sadipscing adversarium vis.

CAPTION – WORK SANS BOLD
10.5PT

Ad nibh omnium nominati ius, cibo sale oportere ius no. Mei an purto ipsum efficiantur, duis perfecto pro ad. **Ex eos solum nostrum, at vocibus explicari interesset mea.** Eu nobis oportere nam, an sadipscing adversarium vis.



MobileSoft

BRAND GUIDELINES

MORE INFORMATION

Contact us on MobileSoft.com for more brand information or for any questions regarding these guidelines.