

mobiForge Guidelines

Logo File Listing

Both normal & reversed:

EPS
High Resolution PNG

Normal:

Low JPEG
Mid JPEG
High JPEG

Reversed:

Low PDF
Mid PDF
High PDF



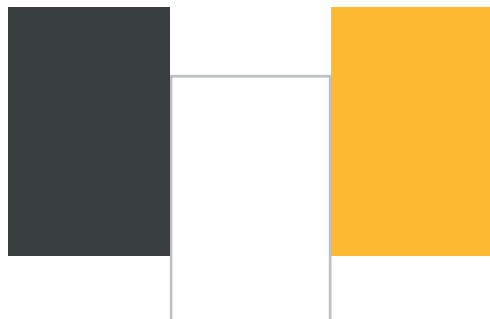
Exclusion Zone



The mobiForge logo requires space around it to maximize its presence. An exclusion zone around

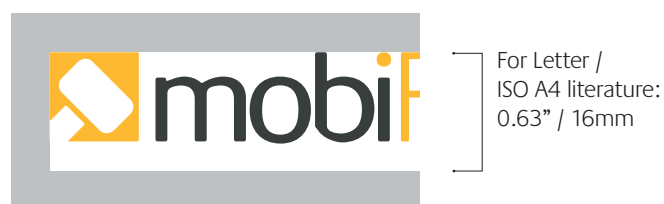
the logo prevents the encroachment of any graphic elements from interfering with the mark.

Color Palette



Dark gray	White	mobiForge yellow
CMYK C: 70% M: 60% Y: 60% K: 50%	CMYK C: 0% M: 0% Y: 0% K: 0%	CMYK C: 0% M: 30% Y: 90% K: 0%
RGB R: 64 G: 55 B: 52	RGB R: 255 G: 255 B: 255	RGB R: 249 G: 180 B: 74
Web color: 3F3F3F Pantone: Hexacrome Black 90%	Web color: FFFFFF	Web color: FABC20 Pantone: 123

Print and Screen Sizes



Select the correct mobiForge logo size for the format. For example, when working with Tabloid / ISO A3 literature formats use mobiForge logo 0.86" / 22mm in height.

When using 22 x 34" / ISO A1 literature use mobiForge logo 1.6" / 40mm in height.

Scaling should be consistent with paper size increase / decrease.

Print Typeface

Praxis Light

abcdefghijklmnopqrstuvwxyz > / < . , ; ' " @ £ \$ % & ()
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Praxis Regular

abcdefghijklmnopqrstuvwxyz > / < . , ; ' " @ £ \$ % & ()
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Praxis SemiBold

abcdefghijklmnopqrstuvwxyz > / < . , ; ' " @ £ \$ % & ()
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

The dotMobi typeface is Praxis. No other typeface can be used in print.