

mobiThinking 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 mobiThinking 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	mobiThinking purple
CMYK C: 70% M: 60% Y: 60% K: 50%	CMYK C: 0% M: 0% Y: 0% K: 0%	CMYK C: 44% M: 92.5% Y: 0% K: 0%
RGB R: 64 G: 55 B: 52	RGB R: 255 G: 255 B: 255	RGB R: 155 G: 66 B: 143
Web color: 3F3F3F Pantone: Hexacrome Black 90%	Web color: FFFFFF	Web color: AD428F Pantone: 241

Print & Screen Sizes



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

When using 22 x 34" / ISO A1 literature use mobiThinking 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.