

Logo identity Style guides

Design

Logo Identity Guidelines

Company

Mobi Asia

Date

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Logo Identity Guidelines

01

Logo Specifics

Logo Specifics

Our logo is the face of mobi - the Primary visual expression that we Use to identify ourselves. Meaning that we need to be careful to use it Correctly and to do so consistently.



The word 'mobi' is rendered in a bold, blue, lowercase sans-serif font. A thin horizontal line is positioned directly beneath the text.

10 cm



The word 'mobi' is rendered in a bold, blue, lowercase sans-serif font, smaller than the first instance. A thin horizontal line is positioned directly beneath the text.

4.5 cm



The word 'mobi' is rendered in a bold, blue, lowercase sans-serif font, the smallest of the three instances. A thin horizontal line is positioned directly beneath the text.

2 cm

Logo Identity Guidelines

02

Clear
Space

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logo mark. This space is determined by 50% height of logo mark on each side.



Logo Identity Guidelines

03

Logo Variation

Logo Variation

In most places, the complete logo of mobi is to be used, only in certain places where space is restricted, the 'm' logo can be placed - Ex: WhatsApp Picture, Emoticons, link previews, etc.

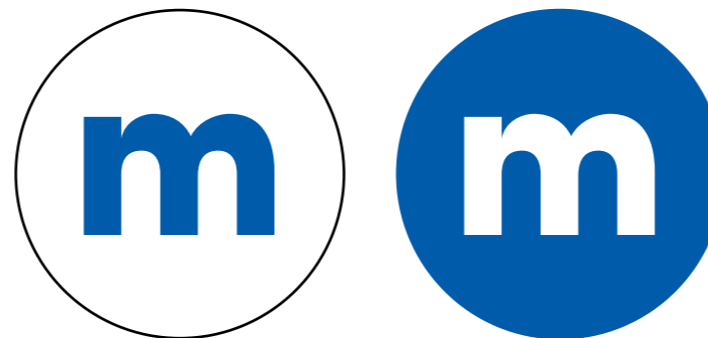
Full colour with background



One colour



Variation off m - logo



04

Logo Identity Guidelines

Background

Background

Depending the colour of the background, pick the logo variation that compliments the contrast. Say when placing a logo on a dark background, always use the logo in white and vice versa. The key point here is to make sure the logo looks prominent and clear.



Logo Identity Guidelines

05

Colour Specification

Primary Colours

#005BAA

Pantone 2945

CMYK: C:100% / M: 46.47% / Y:0% / B: 33.33%

RGB: R:0% / G:35.69% / B: 66.67%

#00B8EC

Pantone 306

CMYK: C:100% / M: 22.03% / Y:0% / B: 7.45%

RGB: R:0% / G:72.16% / B: 92.55%

#6DCFF6

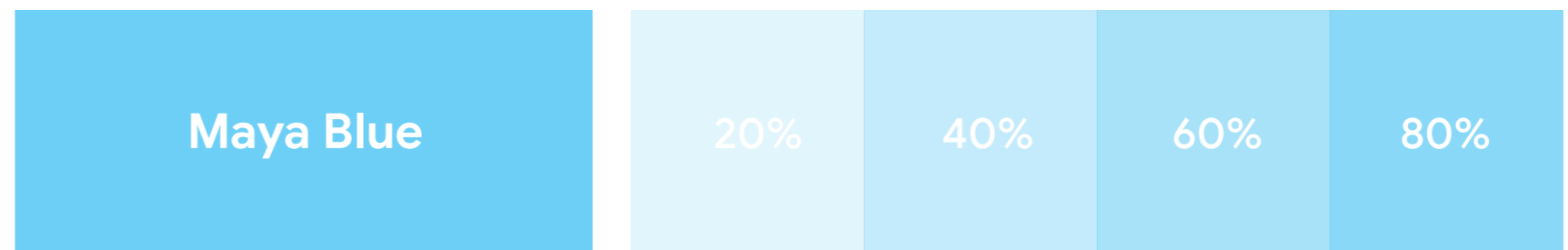
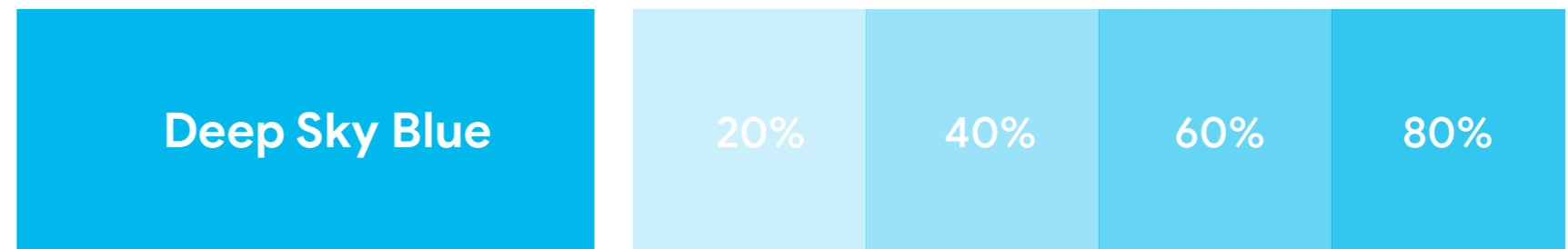
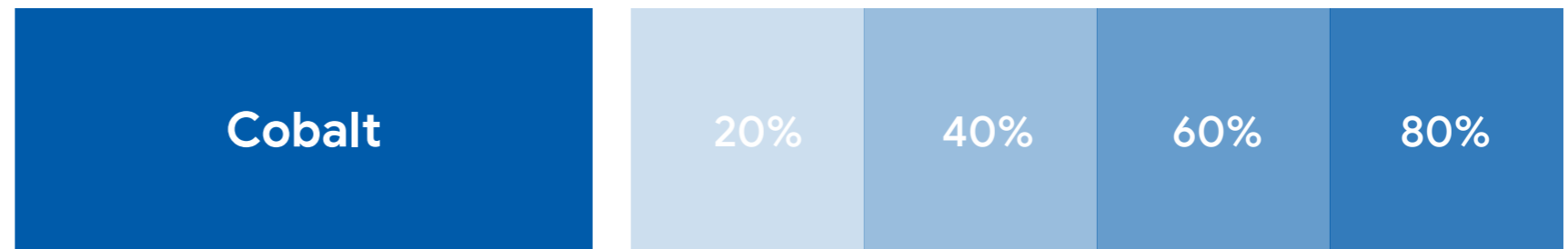
Pantone 305

CMYK: C:55.69% / M: 15.85% / Y:0% / B: 3.53%

RGB: R:42.75% / G:81.18% / B: 96.47%

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Primary Colours

#51B749

Pantone 360

CMYK: C:55.74% / M: 0% / Y:60.11% / B: 28.24%

RGB: R:31.76% / G:71.76% / B: 28.63%

#828487

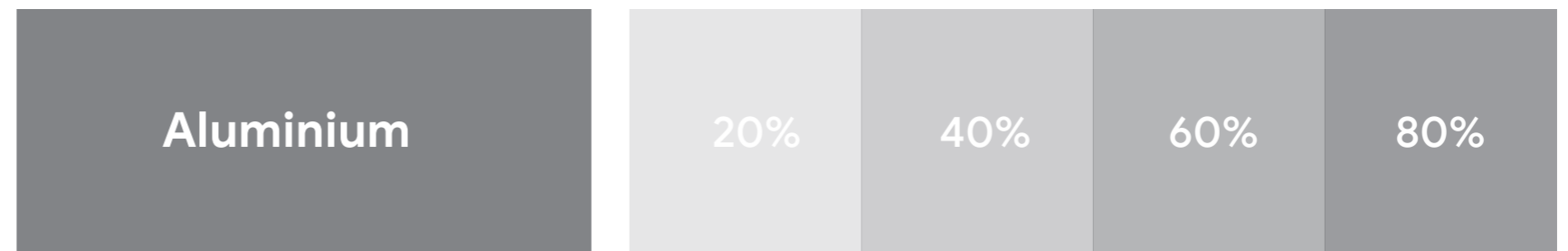
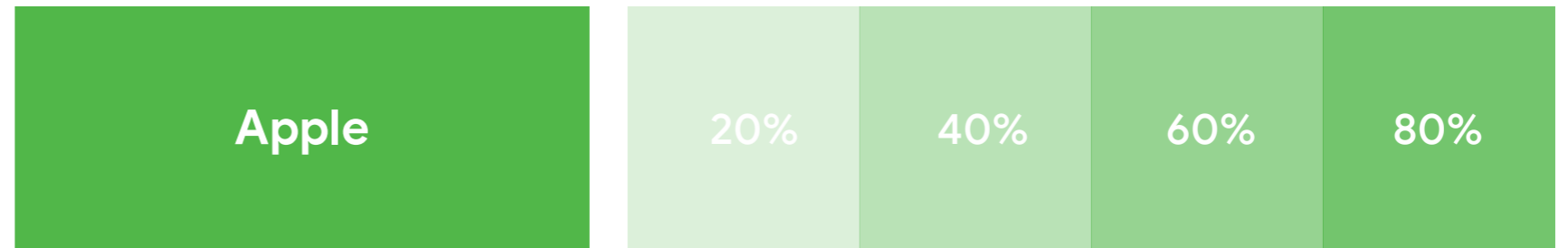
Pantone 444

CMYK: C:3.7% / M: 2.22% / Y:0% / B: 7.45%

RGB: R:50.98% / G:51.76% / B: 52.94%

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Logo Identity Guidelines

06

Typography

In Use

The Typeface Family

Kumbh Sans

Kumbh Sans is a Geometric sans serif font envisioned to serve as a multi-purpose font in modern web and mobile applications. The anatomy is geometric with slight contrast. The font's cap height vs x-height ratio is kept as 3:2 for optimum legibility at any point size. Currently the font is available in three variants - Light 300, regular 400 and Bold 700.

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Aa

Kumbh Sans - Light 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Aa

Kumbh Sans - Regular 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Aa

Kumbh Sans - Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Logo Identity Guidelines

07

Logo Best Practices

Logo best Practices

Do Not : Fonts

Do not use any other font , no matter how close it might look to kumbh sans.

Do Not : Sizing

Do not use squish or squash the logo.
Any resizing must be in proportion.

Do Not : Colours

Do not change the colours even if they look similar. Use the official colour specification detailed in these guidelines

 **mobi**

 **mobi**

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