

mobiReady 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



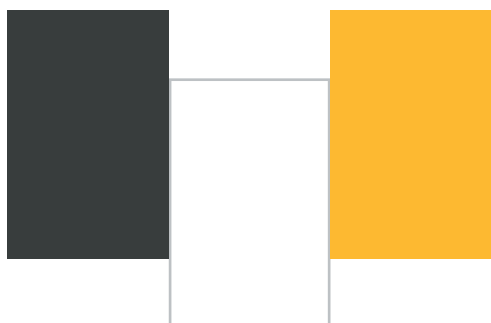
The mobiReady logo requires space around it to maximize its presence. An exclusion zone around

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

Print and Screen Sizes



Color Palette



Dark gray

CMYK
C: 70%
M: 60%
Y: 60%
K: 50%
RGB
R: 64
G: 55
B: 52

Web color:
3F3F3F
Pantone:
Hexacrome
Black 90%

White

CMYK
C: 0%
M: 0%
Y: 0%
K: 0%
RGB
R: 255
G: 255
B: 255

Web color:
FFFFFF

mobiForge
yellow

CMYK
C: 0%
M: 30%
Y: 90%
K: 0%
RGB
R: 249
G: 180
B: 74

Web color:
FABC20
Pantone:
123

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

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