

Instant Mobilizer 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

Instant Mobilizer™

Instant Mobilizer™

Exclusion Zone



The Instant Mobilizer 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 Cyan .mobi cyan

CMYK	CMYK	CMYK	CMYK
C: 70%	C: 0%	C: 100%	C: 65%
M: 60%	M: 0%	M: 0%	M: 0%
Y: 60%	Y: 0%	Y: 0%	Y: 0%
K: 50%	K: 0%	K: 0%	K: 0%
RGB	RGB	RGB	RGB
R: 64	R: 255	R: 0	R: 103
G: 55	G: 255	G: 166	G: 203
B: 52	B: 255	B: 235	B: 247

Web color:	Web color:	Web color:	Web color:
3F3F3F	FFFFFF	00B9F3	67CBF7
Pantone:		Pantone:	Pantone:
Hexacrome		Cyan	637
Black 90%			

Print and Screen Sizes



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

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

Scaling should be consistent with paper size increase / decrease.

Print Typeface

Praxis Light

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

Praxis Regular

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

Praxis SemiBold

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

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