

.mobi Guidelines

Logo File Listing

Both normal & reversed:

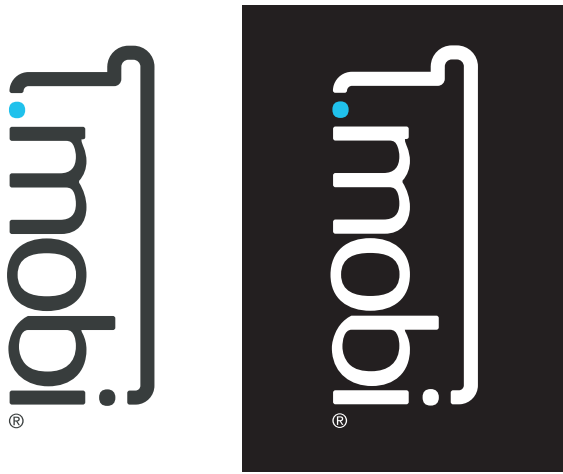
EPS
High Resolution PNG

Normal:

Low JPEG
Mid JPEG
High JPEG

Reversed:

Low PDF
Mid PDF
High PDF



Exclusion Zone



The .mobi 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 Typeface

Praxis Light

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

Praxis Regular

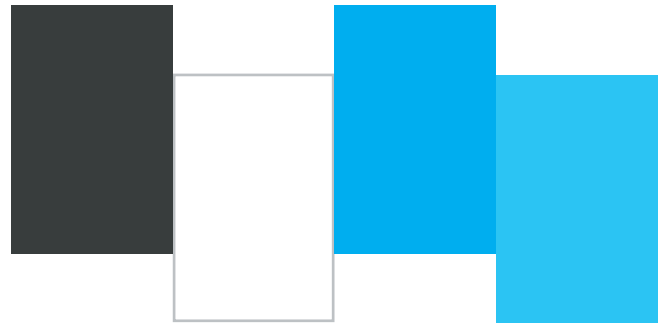
abcdefghijklmnopqrstuvwxyz >/<.,:;'”@£\$%&()
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Praxis SemiBold

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

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

Color Palette



Dark gray

White

Cyan

.mobi cyan

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

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

CMYK
C: 100%
M: 0%
Y: 0%
K: 0%
RGB
R: 0
G: 166
B: 235

CMYK
C: 65%
M: 0%
Y: 0%
K: 0%
RGB
R: 103
G: 203
B: 247

Web color:
3F3F3F
Pantone:
Hexacrome
Black 90%

Web color:
FFFFFF

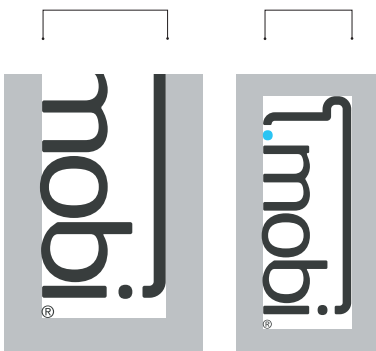
Web color:
00B9F3
Pantone:
Cyan

Web color:
67CBF7
Pantone:
637

Print and Screen Sizes

For Letter /
ISO A4 literature:
0.65" / 16.5mm

Minimum Screen Size
Height: 33pixels



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

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

Scaling should be consistent with paper size increase / decrease.