

# MOBISPACES BRAND TOOLKIT GUIDE

DEFINITION OF THE BRAND GUIDELINES

MOBISPACES

RESPONSIBLE AGENCY :  
Trust-IT srl

CREATION DATE :  
October 2022



# MobiSpaces

new data spaces for green mobility





# BRAND MANUAL

**MOBISACES**



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# CORPORATE LOGO

01

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## CORPORATE LOGO



RECOMMENDED FORMATS ARE:

.eps | .ai | .png | .jpg

## POSITIVE & NEGATIVE

### DARK BACKGROUND



### LIGHT BACKGROUND



## INCORRECT LOGO APPLICATIONS



# COLOR SYSTEM

02

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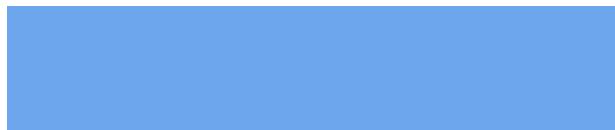
## PRIMARY COLORS



BLUE

---

RGB R0 G80 B239  
HEX/HTML #0050ef  
CMYK C90 M67 Y0 K0



LIGHT BLUE

---

RGB R110 G167 B237  
HEX/HTML #6ea7ed  
CMYK C62 M26 Y0 K0



GREY

---

RGB R96 G96 B96  
HEX/HTML #606060  
CMYK C57 M47 Y46 K36

# TYPOGRAPHY

03

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## INSTITUTIONAL FONTS

Aa.

Gotham Rounded // 0123456789

BOLD

abcdefghijklmnopqrstuvwxyz

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# APPLICATIONS

04

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## MOCK-UPS

