

# DeviceAtlas 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

# DeviceAtlas™

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## Exclusion Zone



The DeviceAtlas 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

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

DeviceAtlas  
green

CMYK  
C: 75%  
M: 7%  
Y: 45%  
K: 0%  
RGB  
R: 90  
G: 181  
B: 156

Web color:  
5AB59C  
Pantone:  
339

## Print and Screen Sizes



For Letter /  
ISO A4 literature:  
0.5" / 12mm



Minimum Screen Size  
Height: 23pixels

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

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