

# dotMobi Guidelines

dotMobi Logo Family

dotMobi™



 mobiThinking™

 mobiForge™

mobiReady™

DeviceAtlas™

Instant Mobilizer™

dotMobi™



 mobiThinking™

 mobiForge™

mobiReady™

DeviceAtlas™

Instant Mobilizer™

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1.0.1  
dotMobi  
Corporate Logo

The dotMobi corporate logo has been developed to ensure legibility at all specified sizes.

The dotMobi logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.

dotMobi™

dotMobi™

1.0.2  
dotMobi  
Exclusion Zone

The dotMobi 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.



# 1.0.3 dotMobi Print and Screen Sizes

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

Minimum Screen Size  
Height: 23pixels

Scaling should be consistent with paper size increase / decrease.

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



For Tabloid / ISO A3 literature:  
0.86" / 22mm



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



Minimum Screen Size  
Height: 23pixels

# 1.0.4 dotMobi Color Palette

Dark gray is used as an expression of solidity and reliability. dotMobi's "i" is a 60% black tint.

A 60% tint of black can also be used in online and printed materials; this lighter tint is referred to as dotMobi gray. This color works especially well when used on black or dark gray.

White is an essential design element, and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

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%

dotMobi gray

CMYK

C: 0%

M: 0%

Y: 0%

K: 60%

RGB

R: 130

G: 130

B: 130

Web color: 666666

Pantone:

Hexacrome Black 60%

# 1.0.5

## dotMobi

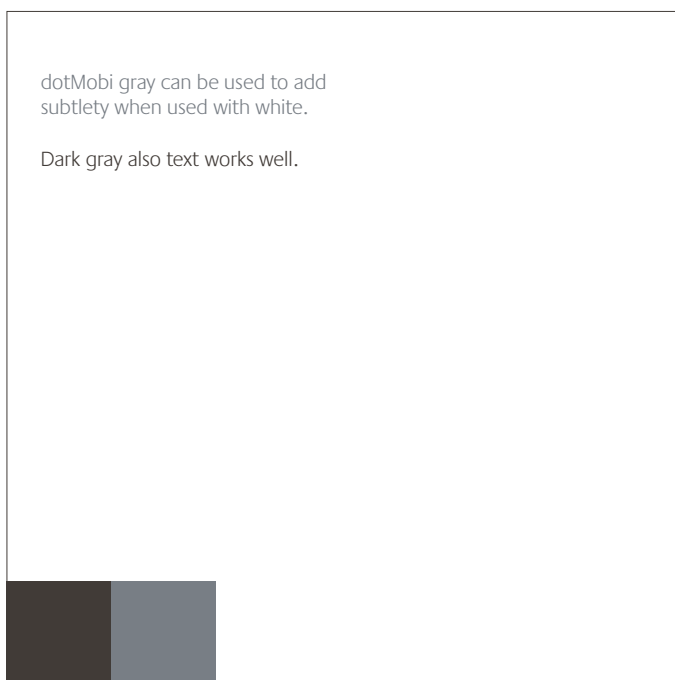
### Color Palette Compatibility

The dotMobi color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible, cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.

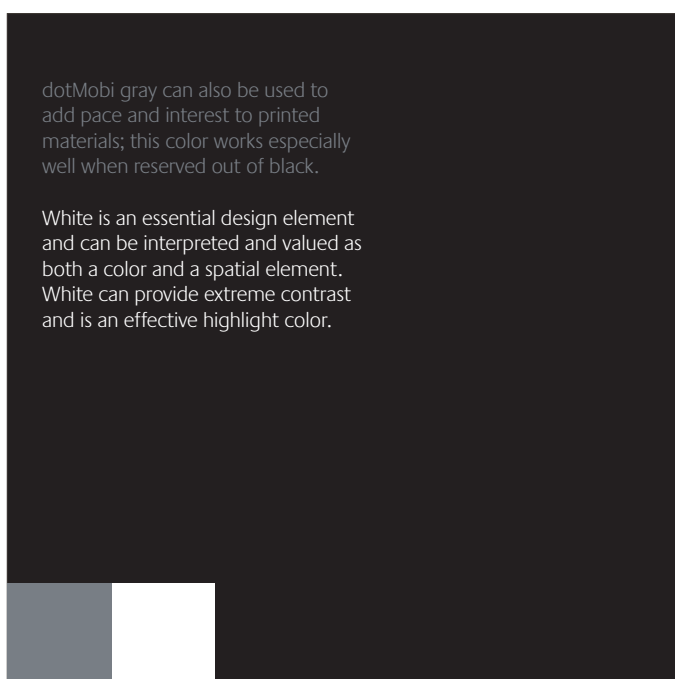
dotMobi gray can be used to add subtlety when used with white.

Dark gray also text works well.




dotMobi gray can also be used to add pace and interest to printed materials; this color works especially well when reserved out of black.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.



Dark gray text works well on this background color.

White text is legible and works well on this background color.





## 2.0.1

### .mobi

#### Domain Logo

The .mobi domain logo has been developed to ensure legibility at all specified sizes.

The .mobi domain logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

The .mobi domain logo can be used in its landscape form. But preference must be given to the portrait version.

No modification can be made to the logo.



2.0.2  
.mobi  
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.

The .mobi domain logo can be used in its landscape form. But preference must be given to the portrait version.



## 2.0.3 .mobi

### Print and Screen Sizes

Select the correct .mobi logo size for the format.  
For example, when working with Tabloid / ISO A3 literature formats use .mobi logo 1.2" / 30mm in width.

#### Minimum Screen Size

Width: 33pixels

Scaling should be consistent with paper size increase / decrease.

When using 22 x 34" / ISO A1 literature use .mobi logo 3.34" / 85mm in width.

For Tabloid /  
ISO A3 literature:  
1.2" / 30mm



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



#### Minimum Screen Size

Height: 33pixels



## 2.0.4 .mobi Color Palette

Dark gray is used as an expression of solidity and reliability.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

The dominant elements of our color palette are dark gray, white and .mobi cyan. .mobi cyan should be used to inject add pace and interest to our communications.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

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%

Cyan

CMYK

C: 100%

M: 0%

Y: 0%

K: 0%

RGB

R: 0

G: 185

B: 243

Web color: 00B9F3

Pantone:

Cyan

.mobi cyan

CMYK

C: 65%

M: 0%

Y: 0%

K: 0%

RGB

R: 103

G: 203

B: 247

Web color: 67CBF7

Pantone:

637

## 2.0.5 .mobi Color Palette Compatibility

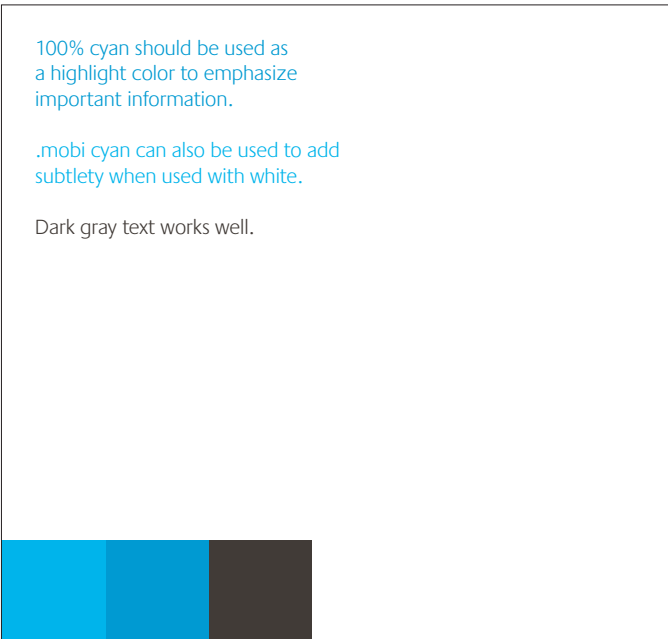
The .mobi color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible and cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.

100% cyan should be used as a highlight color to emphasize important information.

.mobi cyan can also be used to add subtlety when used with white.

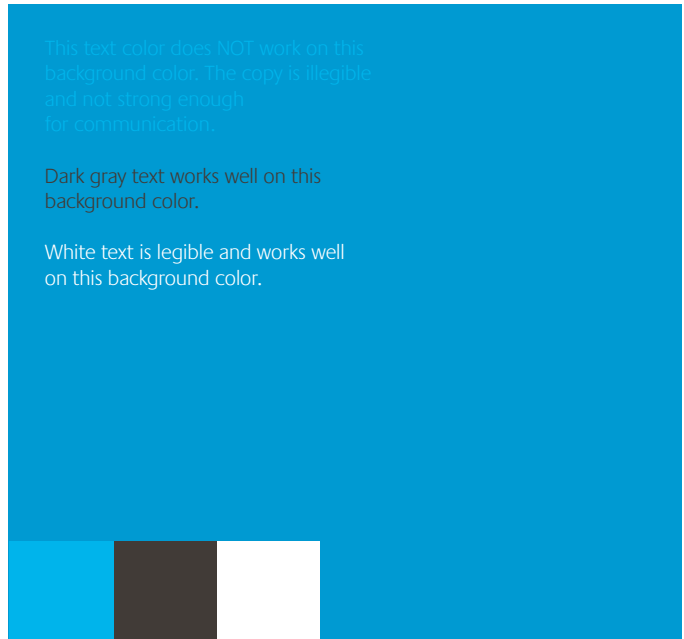
Dark gray text works well.

A white rectangular area containing text and a color palette strip at the bottom. The strip consists of three vertical bars: a bright cyan bar, a slightly darker cyan bar, and a dark gray bar.

This text color does NOT work on this background color. The copy is illegible and not strong enough for communication.

Dark gray text works well on this background color.

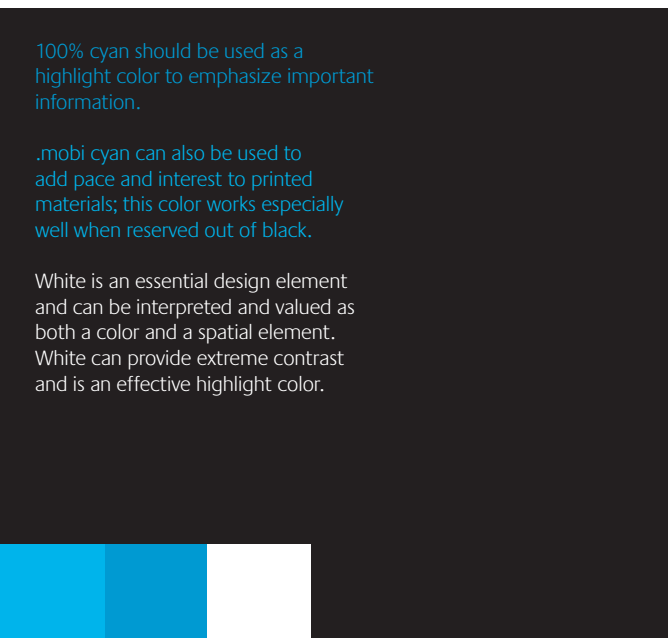
White text is legible and works well on this background color.

A solid cyan rectangular area containing text and a color palette strip at the bottom. The strip consists of three vertical bars: a bright cyan bar, a dark gray bar, and a white bar.

100% cyan should be used as a highlight color to emphasize important information.

.mobi cyan can also be used to add pace and interest to printed materials; this color works especially well when reserved out of black.

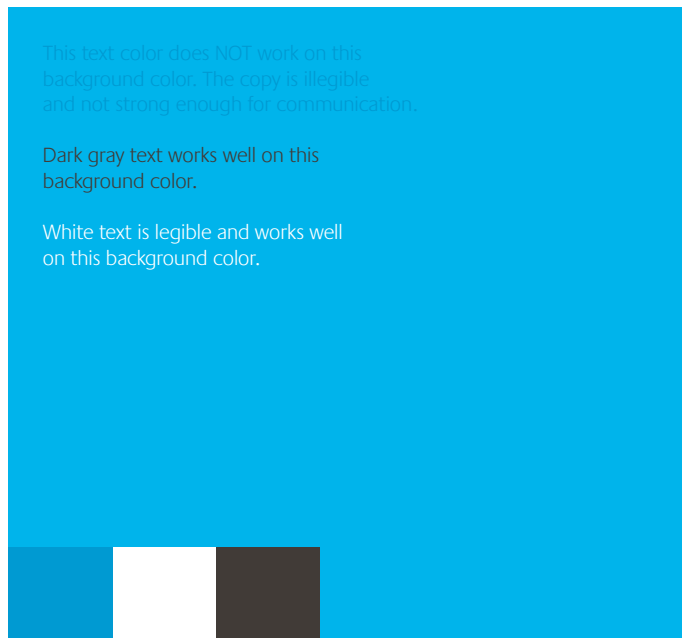
White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

A solid black rectangular area containing text and a color palette strip at the bottom. The strip consists of three vertical bars: a bright cyan bar, a white bar, and a dark gray bar.

This text color does NOT work on this background color. The copy is illegible and not strong enough for communication.

Dark gray text works well on this background color.

White text is legible and works well on this background color.

A solid cyan rectangular area containing text and a color palette strip at the bottom. The strip consists of three vertical bars: a bright cyan bar, a white bar, and a dark gray bar.



2.1.1  
Instant Mobilizer  
Logo

The Instant Mobilizer logo has been developed to ensure legibility at all specified sizes.

The Instant Mobilizer logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.

Instant Mobilizer™

Instant Mobilizer™

## 2.1.2

### Instant Mobilizer

#### Exclusion Zone

The Instant Mobilizer logo requires space around it in order to maximize its presence. An exclusion zone around the logo prevents the encroachment of any graphic elements from interfering with the mark.



## 2.1.3

### Instant Mobilizer

#### 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 1.2" / 22mm in height.

When using 22 x 34" / ISO A1 literature use Instant Mobilizer logo 3.34" / 85mm in height.

#### Minimum Screen Size

Height: 23pixels

Scaling should be consistent with paper size increase / decrease.



For Tabloid / ISO A3 literature:  
0.86" / 22mm



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



Minimum Screen Size  
Height: 23pixels

## 2.1.4 Instant Mobilizer Color Palette

Dark gray is used as an expression of solidity and reliability.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

The dominant elements of our color palette are dark gray, white and .mobi cyan. .mobi cyan should be used to inject add pace and interest to our communications.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

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%

Cyan

CMYK

C: 100%

M: 0%

Y: 0%

K: 0%

RGB

R: 0

G: 185

B: 243

Web color: 00B9F3

Pantone:

Cyan

.mobi cyan

CMYK

C: 65%

M: 0%

Y: 0%

K: 0%

RGB

R: 103

G: 203

B: 247

Web color: 67CBF7

Pantone:

637

## 2.1.5 Instant Mobilizer Color Palette Compatibility

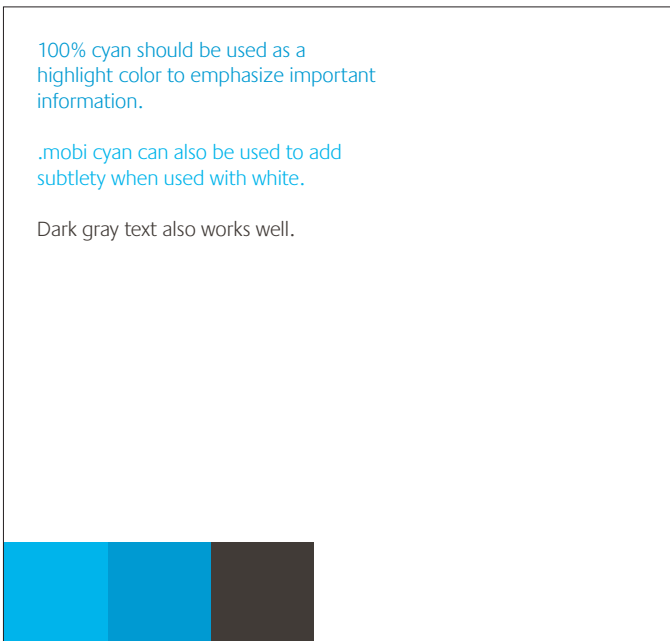
The Instant Mobilizer color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible and cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.

100% cyan should be used as a highlight color to emphasize important information.

.mobi cyan can also be used to add subtlety when used with white.

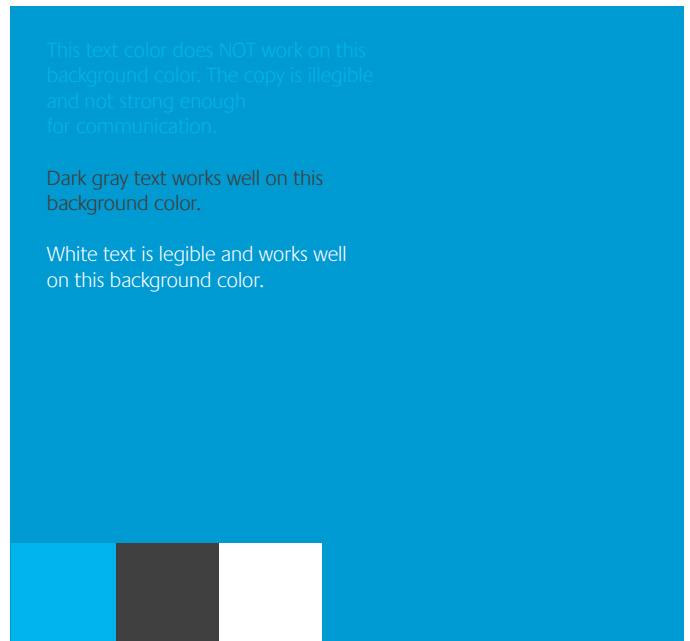
Dark gray text also works well.

A white rectangular area containing text and a color palette strip at the bottom. The text includes instructions on using 100% cyan, .mobi cyan, and dark gray. The color palette strip consists of three vertical bars: a bright cyan bar, a slightly darker cyan bar, and a dark gray bar.

This text color does NOT work on this background color. The copy is illegible and not strong enough for communication.

Dark gray text works well on this background color.

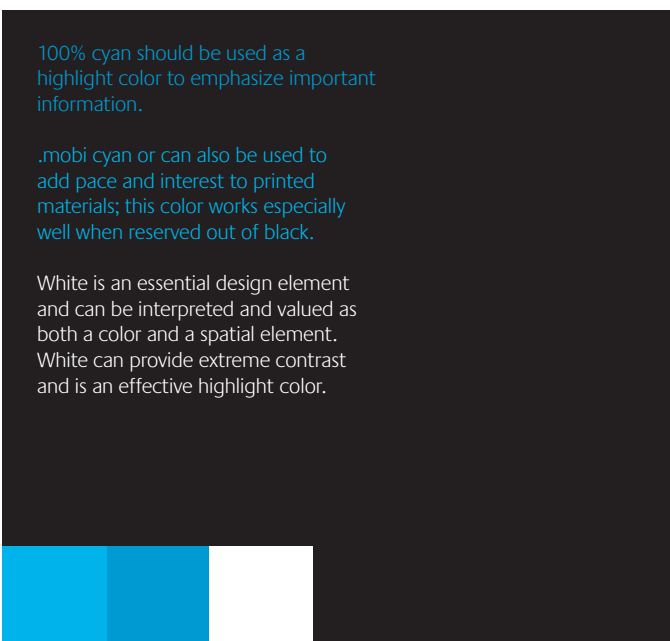
White text is legible and works well on this background color.

A blue rectangular area containing text and a color palette strip at the bottom. The text includes instructions on what does not work (cyan text on blue) and what does work (dark gray and white text on blue). The color palette strip consists of three vertical bars: a bright cyan bar, a dark gray bar, and a white bar.

100% cyan should be used as a highlight color to emphasize important information.

.mobi cyan or can also be used to add pace and interest to printed materials; this color works especially well when reserved out of black.

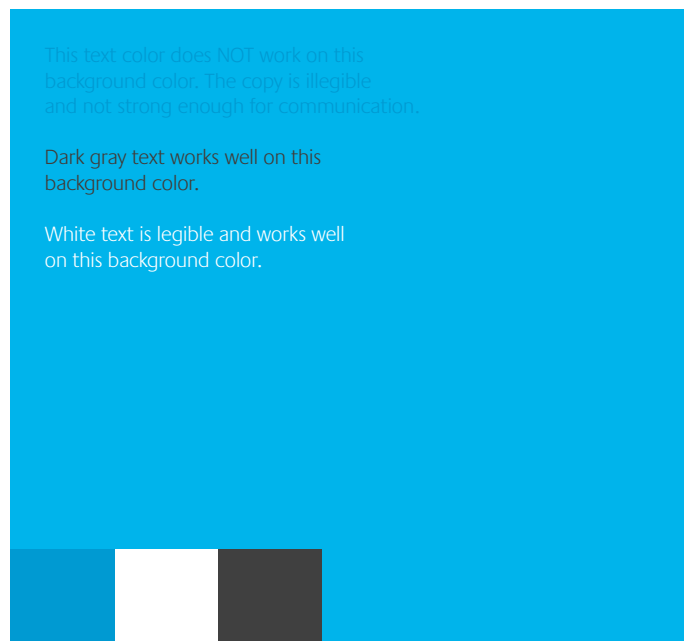
White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

A black rectangular area containing text and a color palette strip at the bottom. The text includes instructions on using 100% cyan, .mobi cyan, and white. The color palette strip consists of three vertical bars: a bright cyan bar, a white bar, and a dark gray bar.

This text color does NOT work on this background color. The copy is illegible and not strong enough for communication.

Dark gray text works well on this background color.

White text is legible and works well on this background color.

A blue rectangular area containing text and a color palette strip at the bottom. The text includes instructions on what does not work (cyan text on blue) and what does work (dark gray and white text on blue). The color palette strip consists of three vertical bars: a bright cyan bar, a white bar, and a dark gray bar.



3.0.1  
mobiForge  
Logo

The mobiForge logo has been developed to ensure legibility at all specified sizes.

The mobiForge logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.



3.0.2

mobiForge

Exclusion Zone

The mobiForge 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.



### 3.0.3

## mobiForge

### Print and Screen Sizes

Select the correct mobiForge logo size for the format. For example, when working with Tabloid / ISO A3 literature formats use mobiForge logo 1.14" / 29mm in height.

**Minimum Screen Size**  
Height: 32pixels

Scaling should be consistent with paper size increase / decrease.

When using 22 x 34" / ISO A1 literature use mobiForge logo 4.1" / 101mm in height.



For Tabloid /  
ISO A3 literature:  
1.14" / 29mm



For Letter /  
ISO A4 literature:  
0.63" / 16mm



**Minimum Screen Size**  
Height: 32pixels

### 3.0.4

## mobiForge

### Color Palette

Dark gray is used as an expression of solidity and reliability.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

The dominant elements of our color palette are dark gray, white and mobiForge yellow. mobiForge yellow should be used to inject add pace and interest to our communications.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

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%

mobiForge yellow

CMYK

C: 0%

M: 30%

Y: 90%

K: 0%

RGB

R: 249

G: 180

B: 74

Web color: F9B44A

Pantone: 123

### 3.0.5

## mobiForge

### Color Palette

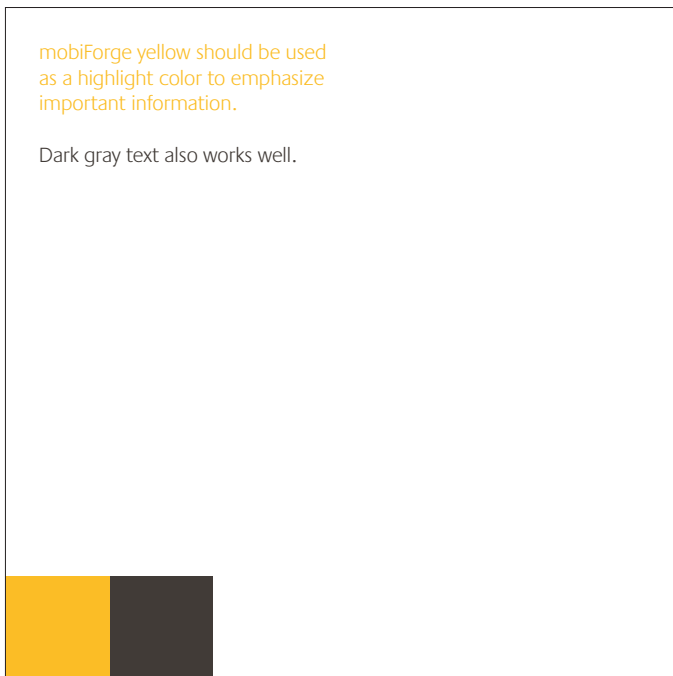
### Compatibility

The mobiForge color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible and cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.

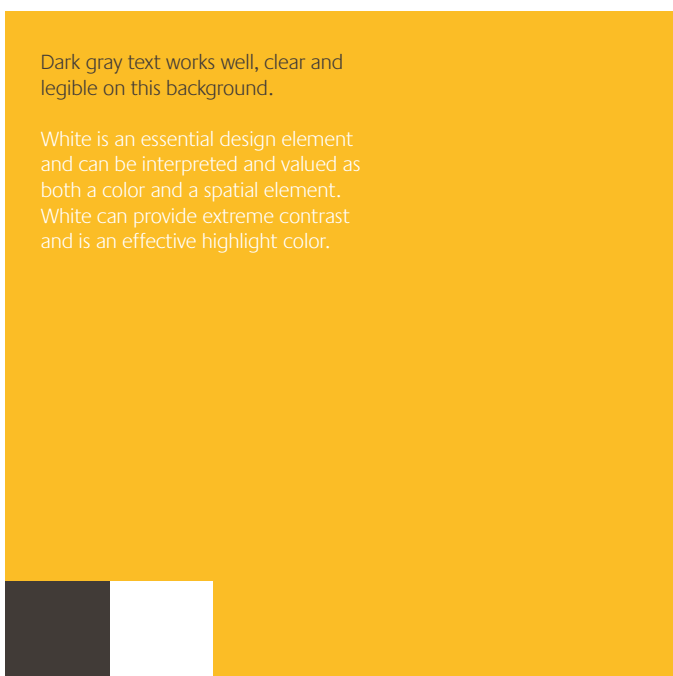
mobiForge yellow should be used as a highlight color to emphasize important information.

Dark gray text also works well.



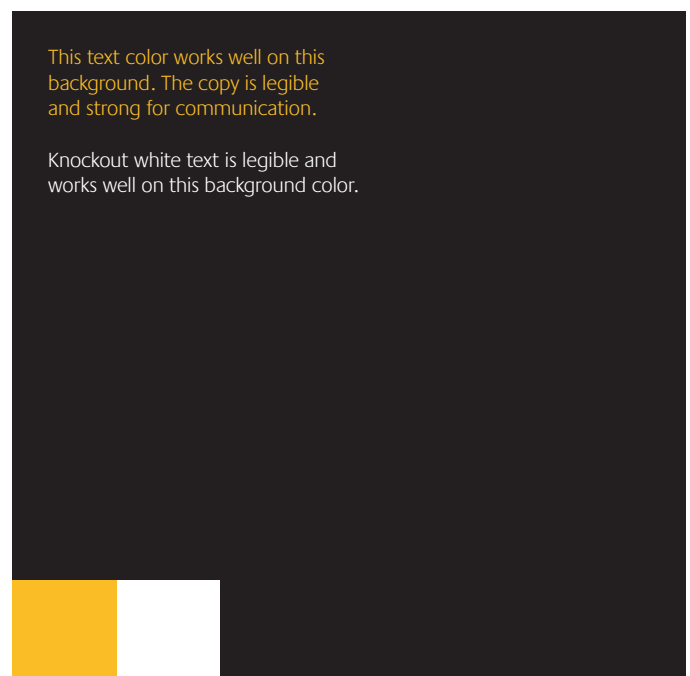
Dark gray text works well, clear and legible on this background.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.



This text color works well on this background. The copy is legible and strong for communication.

Knockout white text is legible and works well on this background color.





3.1.1  
mobiReady  
Logo

The mobiReady logo has been developed to ensure legibility at all specified sizes.

The mobiReady logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.

mobiReady™

mobiReady™

### 3.1.2

mobiReady

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.



### 3.1.3

## mobiReady

### Print and Screen Sizes

Select the correct mobiReady logo size for the format.  
For example, when working with Tabloid / ISO A3 literature formats use mobiReady logo 1.14" / 29mm in height.

#### Minimum Screen Size

Height: 32pixels

Scaling should be consistent with paper size increase / decrease.

When using 22 x 34" / ISO A1 literature use mobiReady logo 4.1" / 101mm in height.



For Tabloid / ISO A3 literature:  
1.14" / 29mm



For Letter / ISO A4 literature:  
0.63" / 16mm



Minimum Screen Size  
Height: 32pixels

### 3.1.4 mobiReady Color Palette

Dark gray is used as an expression of solidity and reliability.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

The dominant elements of our color palette are dark gray, white and mobiForge yellow. mobiForge yellow should be used to inject add pace and interest to our communications.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

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%

mobiForge yellow

CMYK

C: 0%

M: 30%

Y: 90%

K: 0%

RGB

R: 249

G: 180

B: 74

Web color: F9B44A

Pantone: 123

### 3.1.5

## mobiReady

### Color Palette

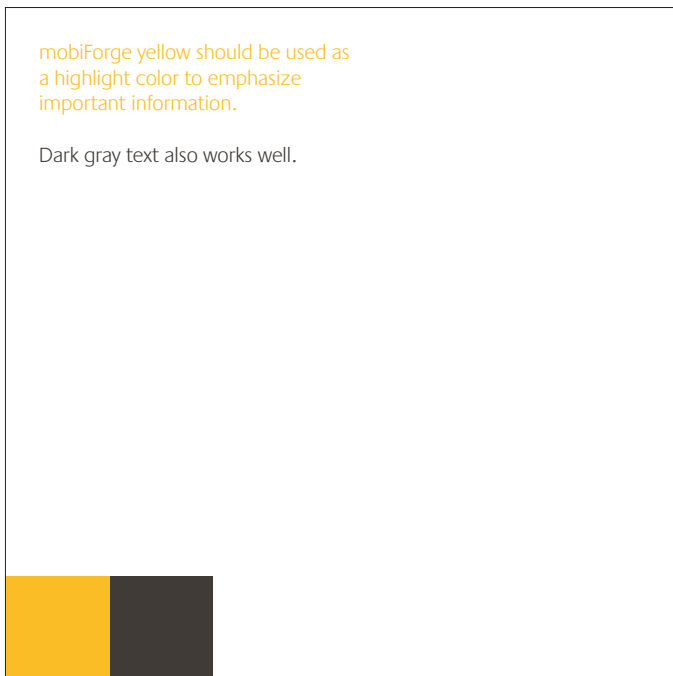
### Compatibility

The mobiReady color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible and cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.

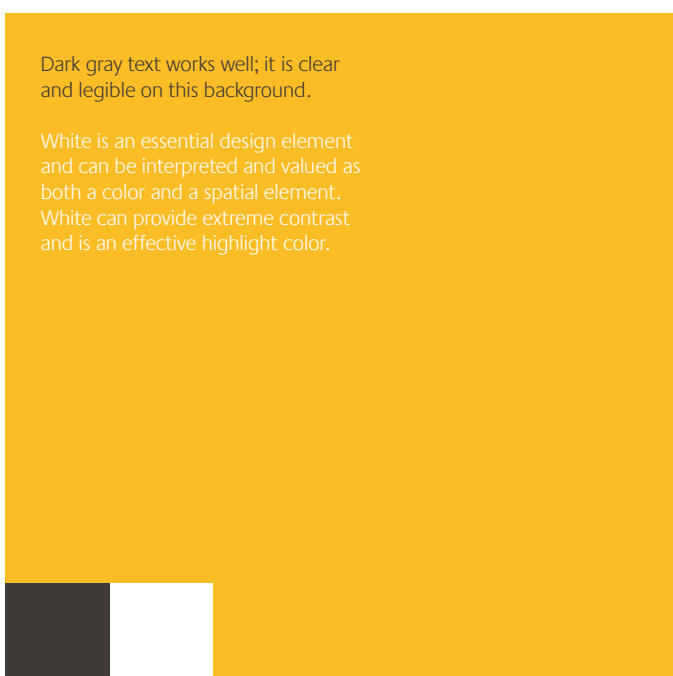
mobiForge yellow should be used as a highlight color to emphasize important information.

Dark gray text also works well.



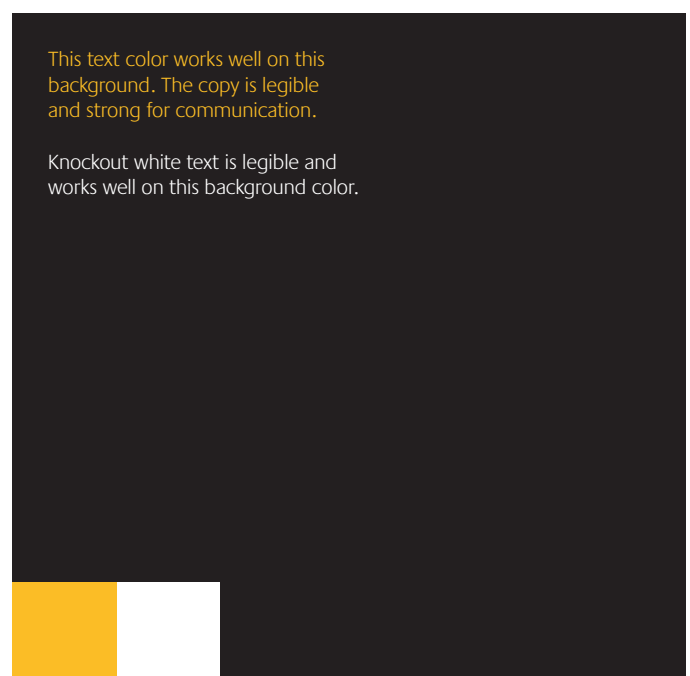
Dark gray text works well; it is clear and legible on this background.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.



This text color works well on this background. The copy is legible and strong for communication.

Knockout white text is legible and works well on this background color.



## 4.0 mobiThinking

4.0.1 Logo

4.0.2 Exclusion Zone

4.0.3 Print and Screen Sizes

4.0.4 Color Palette

4.0.5 Color Palette Compatibility

4.0.1  
mobiThinking  
Logo

The mobiThinking logo has been developed to ensure legibility at all specified sizes.

The mobiThinking logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.



4.0.2

mobiThinking

Exclusion Zone

The mobiThinking 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.



## 4.0.3

### mobiThinking

#### Print and Screen Sizes

Select the correct mobiThinking logo size for the format. For example, when working with Tabloid / ISO A3 literature formats use mobiThinking logo 1.14" / 29mm in height.

When using 22 x 34" / ISO A1 literature use mobiThinking logo 4.1" / 101mm in height.

#### Minimum Screen Size

Height: 32pixels

Scaling should be consistent with paper size increase / decrease.



For Tabloid /  
ISO A3 literature:  
1.14" / 29mm



For Letter /  
ISO A4 literature:  
0.63" / 16mm



Minimum Screen Size  
Height: 32pixels

## 4.0.4

### mobiThinking Color Palette

Dark gray is used as an expression of solidity and reliability.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

The dominant elements of our color palette are dark gray, white and mobiThinking purple. mobiThinking purple should be used to inject add pace and interest to our communications.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

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%

mobiThinking purple

CMYK

C: 44%

M: 92.5%

Y: 0%

K: 0%

RGB

R: 155

G: 66

B: 143

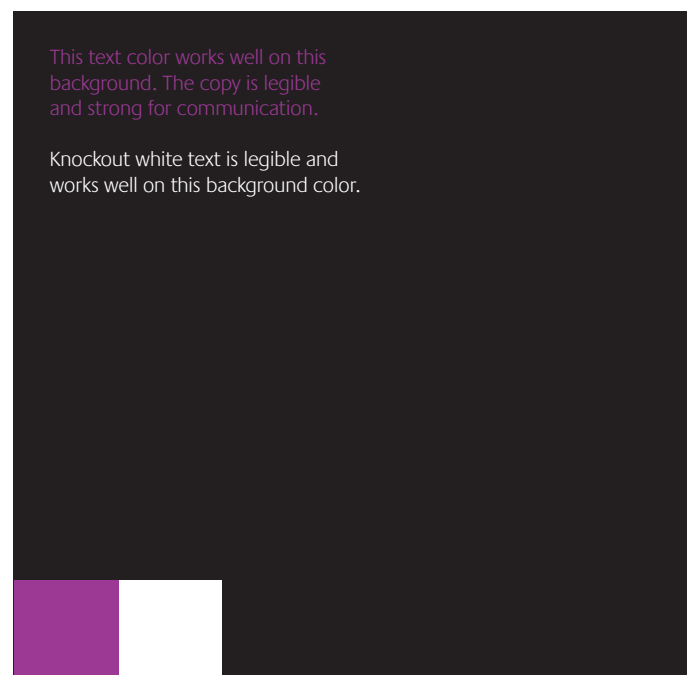
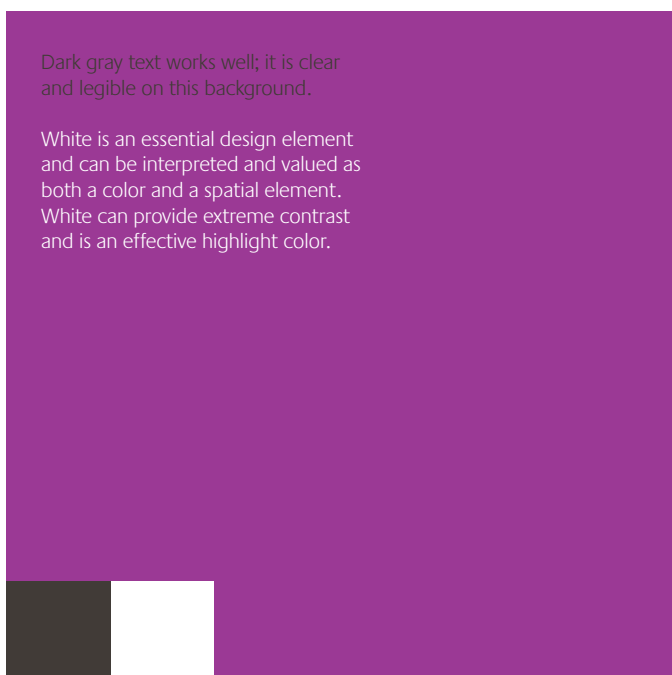
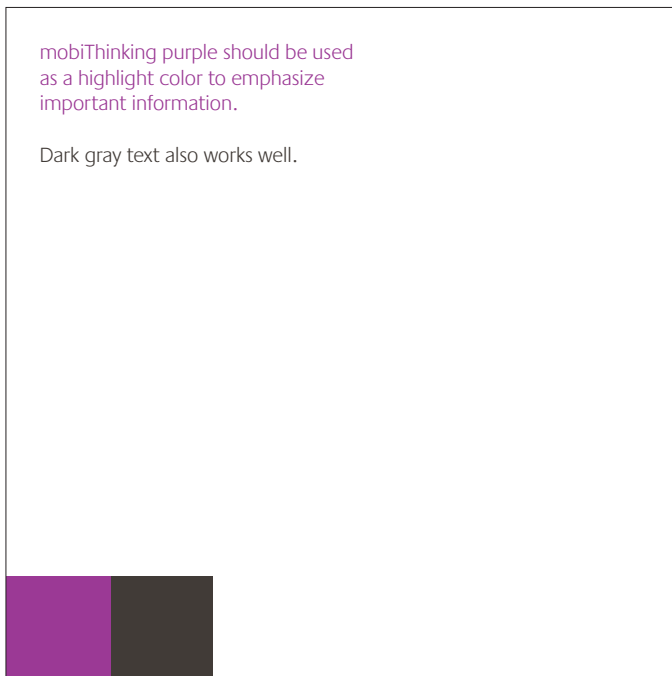
Web color: AD428F

Pantone: 241

## 4.0.5 mobiThinking Color Palette Compatibility

The mobiThinking color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible and cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.





5.0.1  
DeviceAtlas  
Logo

The DeviceAtlas logo has been developed to ensure legibility at all specified sizes.

The DeviceAtlas logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.

DeviceAtlas™

DeviceAtlas™

5.0.2

DeviceAtlas

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.



## 5.0.3

### DeviceAtlas

#### Print and Screen Sizes

Select the correct DeviceAtlas logo size for the format.  
For example, when working with Tabloid / ISO A3 literature formats use DeviceAtlas logo 1.2" / 22mm in height.

When using 22 x 34" / ISO A1 literature use DeviceAtlas logo 3.34" / 85mm in height.

#### Minimum Screen Size

Height: 23pixels

Scaling should be consistent with paper size increase / decrease.



For Tabloid / ISO A3 literature:  
0.86" / 22mm



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



Minimum Screen Size  
Height: 23pixels

## 5.0.4 DeviceAtlas Color Palette

Dark gray is used as an expression of solidity and reliability.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

The dominant elements of our color palette are dark gray, white and DeviceAtlas green. DeviceAtlas green should be used to inject add pace and interest to our communications.

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

Dark gray

CMYK

C: 70%

M: 60%

Y: 60%

K: 50%

RGB

R: 63

G: 55

B: 52

Web color: 3F3F3F

Pantone:

Hexacrome Black 90%

DeviceAtlas green

CMYK

C: 75%

M: 7%

Y: 45%

K: 0%

RGB

R: 90

G: 181

B: 156

Web color: 5AB59C

Pantone: 339

## 5.0.5 DeviceAtlas Color Palette Compatibility

The DeviceAtlas color palette has been designed to ensure that all colors work harmoniously together. The following color combinations form a compatible and cohesive design that has a distinct dotMobi presence.

Color combinations illustrated below demonstrate compatibility in terms of strength, tone and contrast. Color combinations should be carefully considered for specific application.

DeviceAtlas green should be used as a highlight color to emphasise important information.

Dark gray text also works well.

Dark gray text works well; it is clear and legible on this background.

White is an essential design element and can be interpreted and valued as both a color and a spatial element. White can provide extreme contrast and is an effective highlight color.

This text color works well on this background. The copy is legible and strong for communication.

Knockout white text is legible and works well on this background color.

## 6.0 dotMobi Mobile and Desktop Icons

6.1 Set One

6.2 Set Two

6.3 Set Three

6.4 Color Palette

## 6.1 dotMobi Mobile and Desktop Icons Set One

What are these icons for?  
The icons highlight the sister Web sites of a company -- mobile and desktop sites. If a desktop Web site has a mobile sister site, an icon can be included so the visitor is one click away from the mobile site. Included are designs for an icon and two sets of button designs.

How do they work?  
When viewing a site on mobile phone, and you arrive at

a desktop site -- if the site has a sister mobile site -- a mobile icon should be present to give one click access to the mobile site.

Positioning  
The position of the icon on a desktop site should be in the top left-hand corner so when a desktop site is loaded into a mobile phone, the icon will be seen without any scrolling. Placement on a mobile site for a desktop icon should either

be connected to the RSS feed icon, or in the footer of the site.

Sizing  
The minimum size the icons and buttons should be viewed at is 16px. Otherwise the icons distort and become unreadable.

A maximum size of 22px should be followed.

Mobile Icon



Desktop Icon



Button Design One



Button Design Two



## 6.2 dotMobi Mobile and Desktop Icons Set Two

What are these icons for?  
The icons highlight the sister Web sites of a company -- mobile and desktop sites. If a desktop Web site has a mobile sister site, an icon can be included so the visitor is one click away from the mobile site. Included are designs for an icon and two sets of button designs.

How do they work?  
When viewing a site on mobile phone, and you arrive at

a desktop site -- if the site has a sister mobile site -- a mobile icon should be present to give one click access to the mobile site.

Positioning  
The position of the icon on a desktop site should be in the top left-hand corner so when a desktop site is loaded into a mobile phone, the icon will be seen without any scrolling. Placement on a mobile site for a desktop icon should either

be connected to the RSS feed icon, or in the footer of the site.

Sizing  
The minimum size the icons and buttons should be viewed at is 16px. Otherwise the icons distort and become unreadable.

A maximum size of 22px should be followed.

Mobile Icon



Desktop Icon



Button Design One



Button Design Two



## 6.3 dotMobi Mobile and Desktop Icons Set Three

What are these icons for?  
The icons highlight the sister Web sites of a company -- mobile and desktop sites. If a desktop Web site has a mobile sister site, an icon can be included so the visitor is one click away from the mobile site. Included are designs for an icon and two sets of button designs.

How do they work?  
When viewing a site on mobile phone, and you arrive at

a desktop site -- if the site has a sister mobile site -- a mobile icon should be present to give one click access to the mobile site.

Positioning  
The position of the icon on a desktop site should be in the top left-hand corner so when a desktop site is loaded into a mobile phone, the icon will be seen without any scrolling. Placement on a mobile site for a desktop icon should either

be connected to the RSS feed icon, or in the footer of the site.

Sizing  
The minimum size the icons and buttons should be viewed at is 16px. Otherwise the icons distort and become unreadable.

A maximum size of 22px should be followed.

Mobile Icon



Desktop Icon



Button Design One



Button Design Two



# 6.3 dotMobi Mobile and Desktop Icons Color Palette

The contrasting cyan and green used for the mobile and desktop are complimented by the white and black. The white and black do a workman job within the icons; they both let the stronger color do the work.

Shading giving the icons a 3D effect are 60% tints of the block color (a 60% tint of cyan and green for set two, or a 60% tint of black for set three).

White

CMYK

C: 0%

M: 0%

Y: 0%

K: 0%

RGB

R: 255

G: 255

B: 255

Web color: FFFFFFFF

Black

CMYK

C: 0%

M: 0%

Y: 0%

K: 100%

RGB

R: 0

G: 0

B: 0

Web color: 000000

Pantone:

Hexacrome Black 100%

.mobi cyan

CMYK

C: 65%

M: 0%

Y: 0%

K: 0%

RGB

R: 103

G: 203

B: 247

Web color: 67CBF7

Pantone: 637

Bright green

CMYK

C: 79%

M: 7%

Y: 100%

K: 0%

RGB

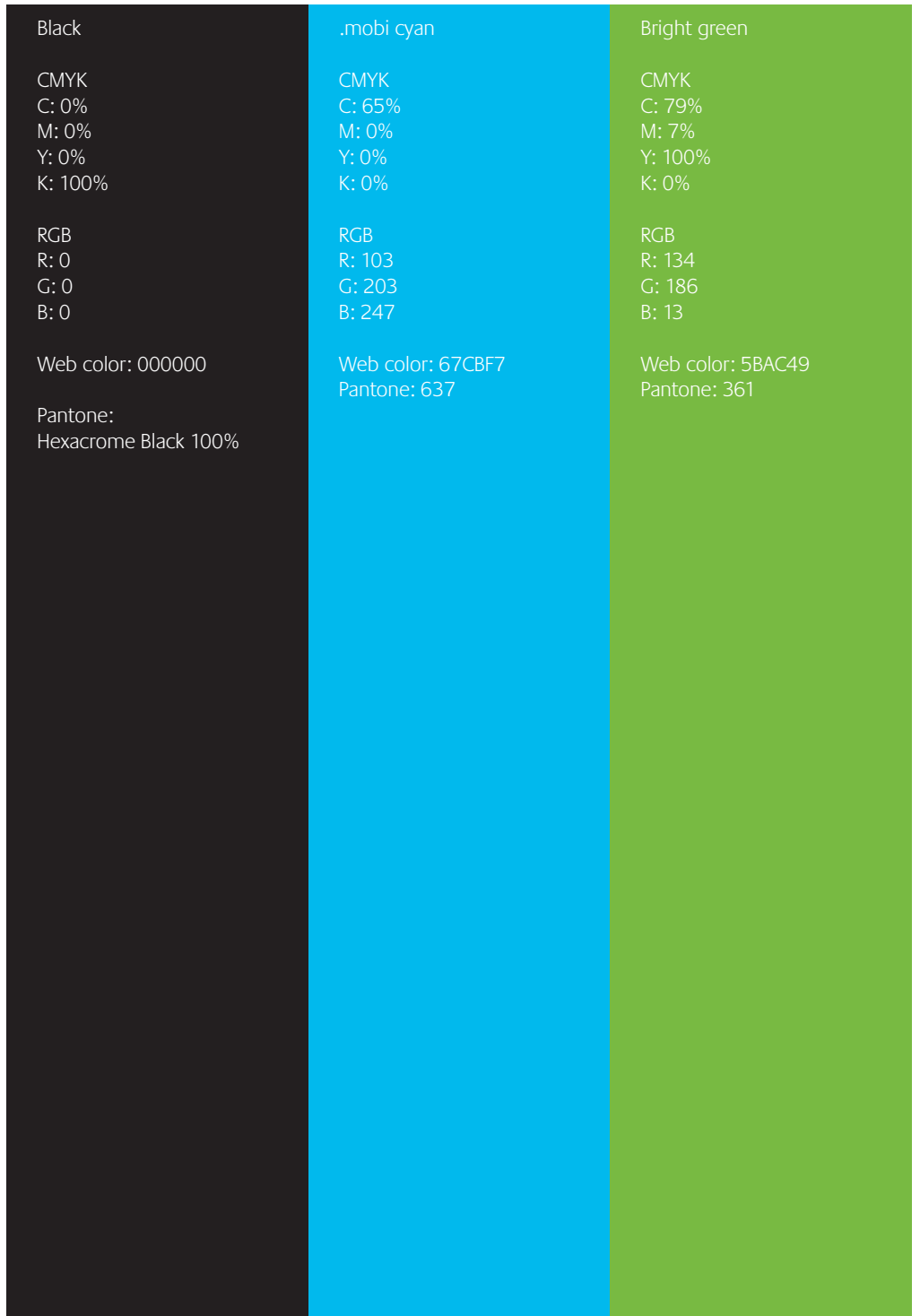
R: 134

G: 186

B: 13

Web color: 5BAC49

Pantone: 361



## 7.0 dotMobi Company-wide Guidelines

- 7.1 Print Typefaces
- 7.2 Online Typefaces
- 7.3 Copy Specifics
- 7.4 TM and Registration Mark Sizing
- 7.5 Logo and Strap Line Convention
- 7.6 Color Palette
- 7.7 Visual Tone
- 7.8 Press / Advert Visual Tone
- 7.9 Sub-brand Visual Tone

# 7.1 Company-wide Guidelines Print Typeface

The dotMobi typeface is Praxis. No other typeface can be used in print. To maintain a consistent identity, typographic design should be applied using the following parameters:

**Weight and style**  
Use three weights as specified; Praxis light, regular and semibold. To retain graphic simplicity and sophistication: light and regular should be used the most. Semibold should only be used on rare occasions.

Praxis Light

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

Praxis Regular

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

Praxis SemiBold

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

7.2  
Company-wide  
Guidelines  
Online Typefaces

For online usage, dotMobi requires a different set of typefaces. Praxis is not available as a web font.

As such Arial should be applied in conjunction with the logo being used.

Arial has both regular and bold weights.

Arial Regular

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

Arial Bold

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

## 7.3 Company-wide Guidelines Copy Specifics

To ensure consistency in communications, dotMobi uses the Associated Press Stylebook for all copy formatting decisions in regards to punctuation, text treatment of acronyms and similar items.

For spelling, grammar and syntax, American English is the dotMobi standard for all Web and print communications.

### Some quick reference items

The name of the dotMobi company is “dotMobi” (not “.mobi” or “dotmobi” or “DotMobi” or “Dot MOBI”).

“.mobi” is only used to reference the domain name.

.mobi Web sites do not use a “http://www.”

instead, write the name of sites as “http://site.mobi” or “site.mobi.” You should also use the following convention for sites on any other domain: “http://site.com” or “http://site.se”.

“Web” is always capitalized. “Internet” is always capitalized. In the phrases “mobile Web” and “mobile Internet,” “mobile” is lower case unless it starts a sentence.

### Slashes

The use of forward slashes should be with a space either side, e.g., Tuesday / Wednesday / Thursday.

### Dashes

The use of dashes should be used with a space either side, e.g., What about – for example – one example?

### Lists

Lists should always be bullet pointed. Periods should not be used at the end of lines, but only within list items. All text should be ranged after the bullet point (see example below):

#### Example of List Layout

- The text should always be left justified
- The gap between bullet point and text should be 0.12 in / 3 mm
- There should never be a period at the end the sentence. Periods can be placed within the block of text
- Text should always be wrapped but secondary lines should always be aligned to the same 0.12 in / 3 mm inwards

### Ampersands

Ampersands (&) should be used sparingly, if at all.

### Double Spaces

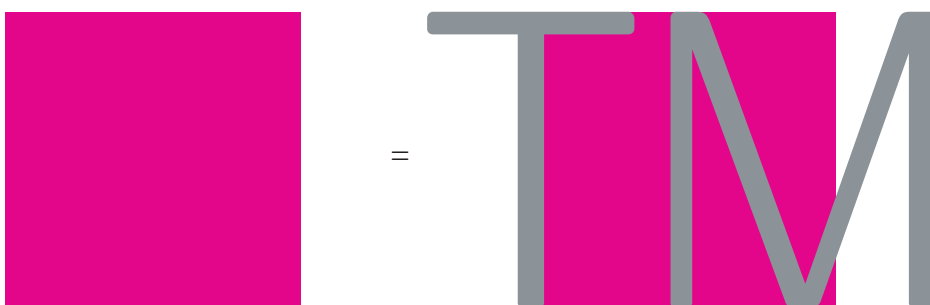
Double spaces after a period should never be used.

For additional questions, write to [contact@dotMobi.mobi](mailto:contact@dotMobi.mobi).

7.4  
Company-wide  
Guidelines  
TM and Registration  
Mark Sizing

The TM and Registration marks take their size from the width of the “i” of dotMobi. The width of the “i” is the height of the TM and Registration mark.

The distance from the last letter of the logo to the TM or Registration mark is not consistent, but is based on the positive and negative space created by the last letter of the logo.



7.5  
Company-wide  
Guidelines  
Logo and Strapline  
Convention

Logos that require strap lines should follow the format and layout below.

Placement

Strap lines should always be placed underneath the logo. If the logo does not include an icon, the strap should be justified to the left hand edge of the logo. If the logo does include an icon, the strap should be left justified to the first letter of the logo.

For logos with descenders which clash with the strap line, the drop from the baseline of the logo to the ascender of the strap is based upon three widths (converted to height) of the “i” of “mobi” or the “i” of “device.”

If a strap does clash with the descender, four widths of the “i” should be used.

Strap Sizing

The logo and strap below is based upon Tabloid / ISO A3 literature size. The font size of the strap is 37.5pt and should be scaled consistently with paper size increase / decrease.

The logo for DeviceAtlas features the word "Device" in a dark grey sans-serif font and "Atlas" in a teal sans-serif font. A small teal dot is positioned above the 'i' in "Device". A thin teal vertical line is on the left side of the 'D'. A teal trademark symbol (TM) is at the end of "Atlas".  
Mobile Device Intelligence™

The logo for mobiThinking features a purple square icon with three white circles of varying sizes. The word "mobi" is in a dark grey sans-serif font and "Thinking" is in a purple sans-serif font. A thin purple vertical line is on the left side of the 'm'. A purple trademark symbol (TM) is at the end of "Thinking".  
Mobile Marketing Mojo™

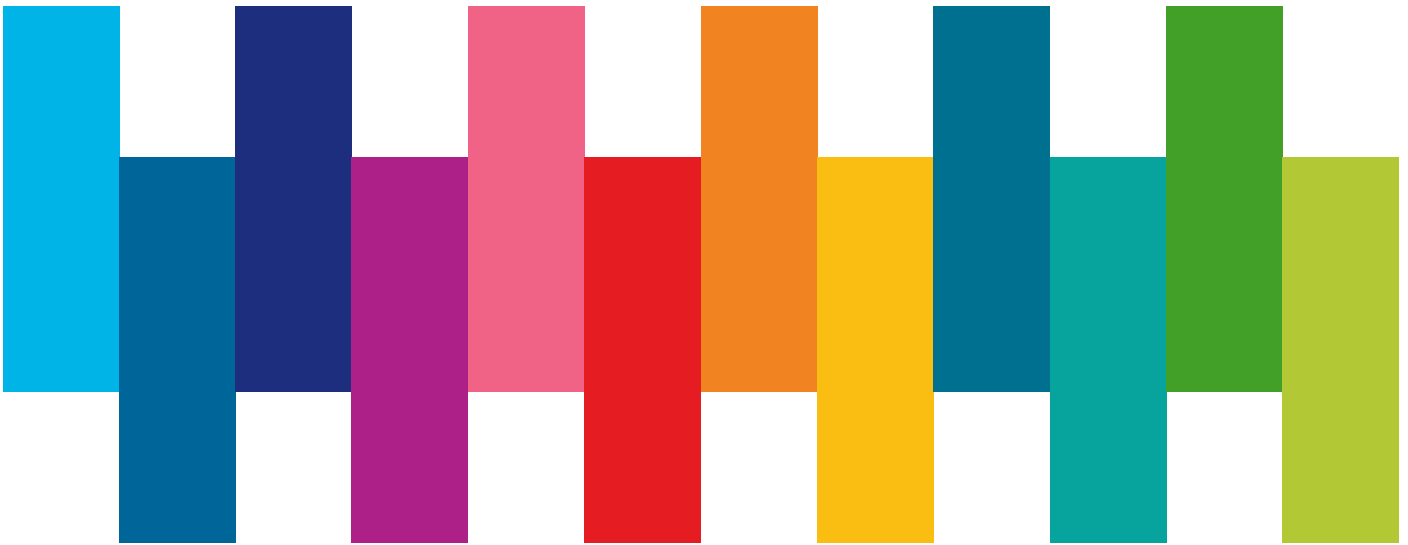
The logo for mobiForge features a yellow square icon with a white abstract shape. The word "mobi" is in a dark grey sans-serif font and "Forge" is in a yellow sans-serif font. A thin yellow vertical line is on the left side of the 'm'. A yellow trademark symbol (TM) is at the end of "Forge".  
Lorem ipsum amet™

# 7.6 Company-wide Guidelines Color Palette

The color palette derived from dotMobi, .mobi, mobiThinking and mobiForge, has been expanded to include a total of twelve colors.

**Future Logos**  
For future logos, a color should be selected that offers immediate recognition when displayed alongside the current logos.

The twelve colors have been selected to offer contrast and vibrancy. The palette should be used throughout all literature, both online and print. All design elements using color, e.g., flat color, text colors, inflection points, should all be taken from the palette.



## .mobi cyan

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

Web color: 67CBF7  
Pantone: 637

## Dark violet

CMYK C: 95% M: 100% Y: 7% K: 1%  
RGB R: 92 G: 62 B: 134

Web color: 5C3E86  
Pantone: 2617

## Pink

CMYK C: 0% M: 75% Y: 23% K: 0%  
RGB R: 234 G: 97 B: 136

Web color: EA6188  
Pantone: 1915

## Orange

CMYK C: 2% M: 63% Y: 100% K: 0%  
RGB R: 233 G: 111 B: 49

Web color: E96F31  
Pantone: 158

## Blue/green

CMYK C: 99% M: 38% Y: 30% K: 5%  
RGB R: 52 G: 128 B: 150

Web color: 348096  
Pantone: 3135

## Bright green

CMYK C: 79% M: 7% Y: 100% K: 0%  
RGB R: 134 G: 186 B: 13

Web color: 5BAC49  
Pantone: 361

## Mid blue

CMYK C: 93% M: 53% Y: 15% K: 2%  
RGB R: 78 G: 114 B: 160

Web color: 4E72A0  
Pantone: 3055

## mobiThinking purple

CMYK C: 44% M: 92.5% Y: 0% K: 0%  
RGB R: 155 G: 66 B: 143

Web color: AD428F  
Pantone: 241

## Red

CMYK C: 4% M: 98% Y: 100% K: 2%  
RGB R: 218 G: 39 B: 48

Web color: DA2730  
Pantone: 1795

## mobiForge yellow

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

Web color: F9B44A  
Pantone: 123

## DeviceAtlas green

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

Web color: 5AB59C  
Pantone: 339

## Light green

CMYK C: 38% M: 4% Y: 100% K: 0%  
RGB R: 174 G: 201 B: 54

Web color: AEC93A  
Pantone: 382

## 7.7 Company-wide Guidelines Visual Tone

The visual palette for dotMobi is split into three distinct areas:

**General Imagery**  
Used for all applications (whether it be Web site, eBook or other collateral) for dotMobi communications.

**Press / Ad Style**  
Includes advertising and any form of marketing that does not include a specific visual style.

**Subbrand Tone**  
mobiForge and mobiThinking have a distinct visual style that expand upon the general tone, and extends their own personality.

**General Imagery**  
All imagery should have a very natural look, should be mostly outdoor shots and have a slight twist to add a touch of humor. The imagery should focus the viewer on people, not handsets. Look for elements within the piece to aid imagery selection.

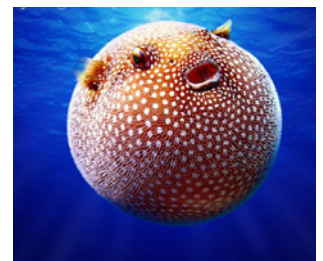
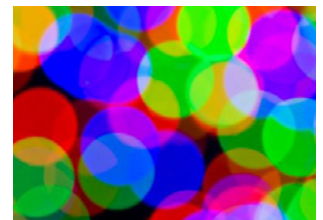
All images should be full color, with splashes of bright color.

**Human Touch**  
Adding people to imagery can be tricky to pull off but introducing personable, fun looking people into

imagery helps humanize our messages. Well-chosen people shots within the natural / outdoor setting lift and brighten an image selection.

The inclusion of a phone reinforces the central message (looked at, not held to ear).

**What to Avoid**  
Avoid gratuitous business people imagery as much as possible. Avoid cliché business-centric imagery -- planes, tall glass buildings, etc. Try to be discreet with the size of the phone within the visual.



7.8  
Company-wide  
Guidelines  
Press / Ad  
Visual Tone

This type of imagery takes on a more specific purpose: the imagery reflects the message and tone of the ad and its desired effect.

The human element has again been used to give instant connection with the reader.

All imagery should be full color.

Overall we like an irreverent, quirky tone. For a set of press ads and online banners that concentrated on brand awareness of the brand, a large ballerina was selected to represent .com and a slim ballerina for .mobi.



# 7.9 Company-wide Guidelines Subbrand Visual Tone

Both mobiForge and mobiThinking have a slightly different style to the general broad tone. As more brands and subbrands expand into their own personalities, a slight shift away from the general tone helps establish brand voice.

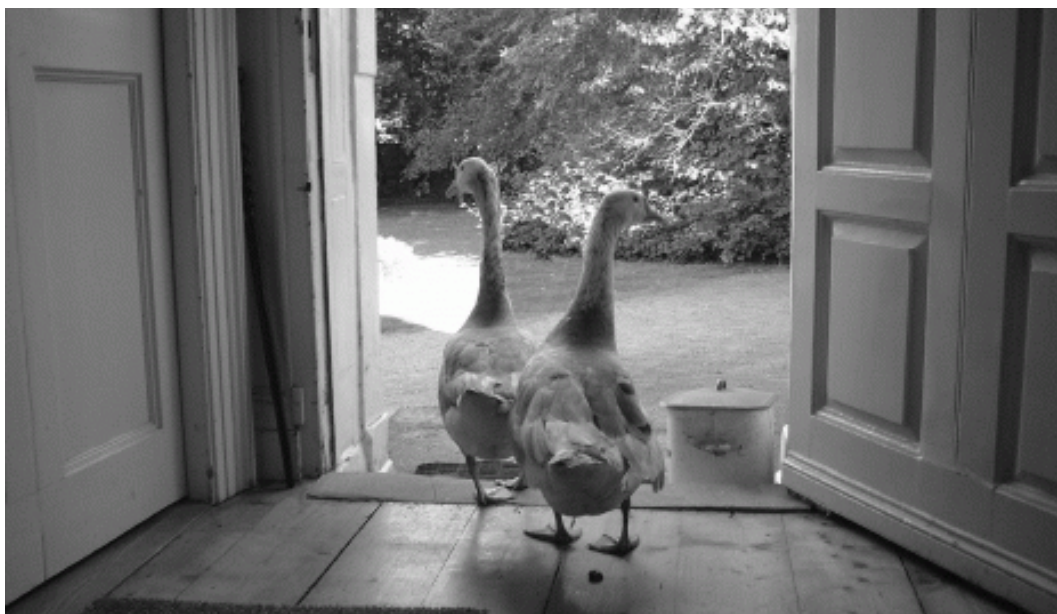
mobiForge  
mobiForge skews the general tone by using almost exclusively nature shots. Imagery of insects, animals, trees, vines and grasses is used throughout. This is a general visual style aided by the occasional specific image - a map, a target.

All images are grayscale, are highly contrasted and typically tightly cropped.

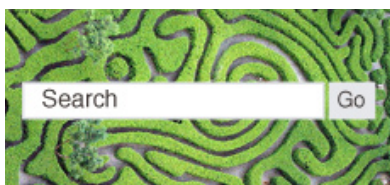
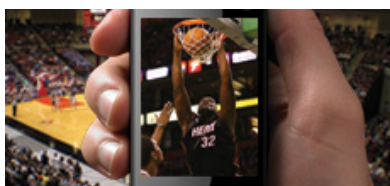
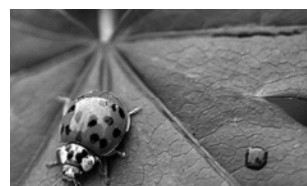
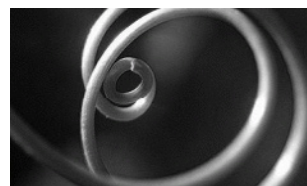
mobiThinking  
mobiThinking has a flexible visual style. All imagery is specific to what the subject is, i.e., if Valentine's day is being discussed, the associated image could be flowers or a box of chocolates. The selection of imagery takes its cue from the title and content of the piece.

Visual holders are a key feature of mobiThinking's style: the hand holding a mobile phone, with the screen clearly seen, represents a discussion on mobile Web sites or categories of Web sites. Other visual holders include technologies and country based imagery.

All imagery is full color.



mobiForge Visual Tone



mobiThinking Visual Tone



## 8.0 Logo File Listing

## 8.0 Logo File Listing

All logo files - containing all required logos, icon and stationery files, can be obtained by writing to [contact@dotmobi.mobi](mailto:contact@dotmobi.mobi) or visiting <http://dotmobi.mobi>. The listing below details all files within the store.

Stationery files are print ready. The basic business card file is set up for use by each new personnel member.

A Word document is included for use with the letterhead; this file is a template for printing onto a letterhead and continuation sheet. All copy is set-out according to the letterhead requirements.

**Sizing & Resolutions**  
All logo files are set up for use with 22 x 34" / ISO A1 literature. Low resolution is 72dpi, mid resolution is 300dpi, high resolution is 600dpi.

**File Types**  
EPS files are CMYK vectors that can be scaled to any size without loss of quality. PNG files are RGB and suitable for online usage. PNG files are transparent.

Normal files are CMYK JPEGs files and are suitable for print. Reversed files are CMYK PDFs and transparent.

### dotmobi

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### .mobi

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### mobiDomain

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### InstantMobilizer

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### mobiForge

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### mobiReady

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### DeviceAtlas

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### mobiThinking

Both normal & reversed:  
EPS  
High Resolution PNG  
Low Resolution  
Mid Resolution  
High Resolution  
Guidelines PDF

### Mobile & Desktop Icons

Three sets, each containing:  
EPS  
16 x 16px PNG  
64 x 64px PNG

### Mobile & Desktop Buttons

Three sets, each containing:  
EPS  
16px high PNG  
64px high PNG

### Stationery

Files as EPS and PDF:  
Business cards basic front and reverse (EPS only)  
Letterhead  
Continuation sheet  
Compliments slip  
Label

Word doc for use with letterhead

### Fonts

PC and Mac fonts:  
Praxis Light  
Praxis Light Small Caps  
Praxis Regular  
Praxis Regular Small Caps  
Praxis SemiBold  
Praxis Bold  
Praxis Heavy

