



basic brand book

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Basic version of the logotype

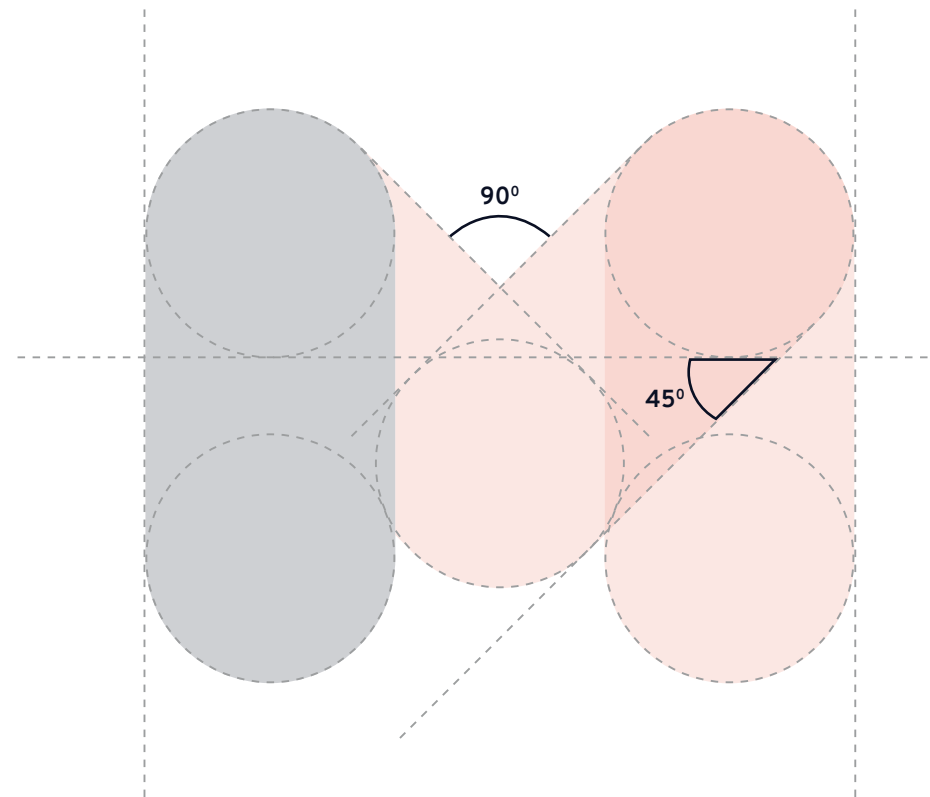
basic version of the logo - horizontal



basic version of the logo - vertical



Construction of the sign



i The sign is the main element of visual identity. Thanks to its form and color, it provides a visual distinctiveness.

The Mobile Reality symbol is made of connected circles that form the letter M.

The colors of the logotype sign consist of 2 colors. Red and navy blue in 60% transparency.



- i** The modular grid is the basic element of each design of the brand book, creating a model for logotype reproductions. Thanks to the breakdown of the sign into rows of squares, it is possible to recreate the original while maintaining the proportions and any scaling.

The minimum size of the sign

minimum size - horizontal logo



print: 30 mm web: 100 px

1:1 scale



minimum size - vertical logo



24 mm web: 90 px

1:1 scale



The minimum size determines the acceptable size, up to which the mark maintains the correct legibility of all graphic elements when using printing technology and for the Internet.

Allowed backgrounds



 Mobile Reality



 Mobile Reality

i The background under the logo should always be white, however, it is allowed to use the logo on another uniform background - red and dark blue.

When using the above background, the MOBILE REALITY logo should be all white (0,0,0,0,)



The protective field is the area surrounding the logo that must not contain any other graphics.

Minimum dimensions of free space around the logo
MOBILE REALITY is always the width of the sign in the logo.

Mark protection - unacceptable modifications

deformation

separating elements, improper scaling of the sign or scaling its elements separately



change the color of the mark

it is forbidden to change the color of the logo to a color other than that specified in the brand book



placing a logotype on the background

the sign should be on a white background or on another, described in the mark book



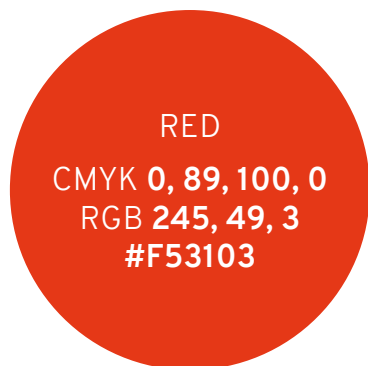
placing other elements

it is forbidden to place any elements other than the logo in the protective field of the sign

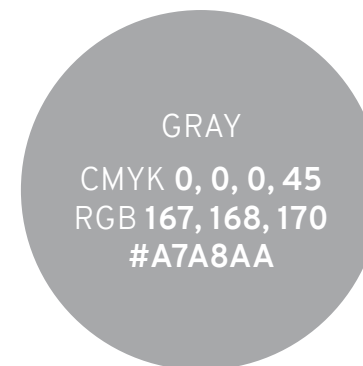


The above actions are unacceptable for the proper functioning of the sign and its plastic coherence.

basic color version



monochrome version



The colors of the sign are an important element that builds the identity and perception of the brand.

achromatic version - white background

 **Mobile Reality**



achromatic version - black background

 **Mobile Reality**



Achromatic variants can be used, for example, for engraving and other printing techniques that make it impossible to reproduce the logo in primary colors.

Overpass Light

a b c d e f g h i j k l m n o p r s t u w z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P R S T U W Z

Overpass Regular

a b c d e f g h i j k l m n o p r s t u w z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P R S T U W Z

Overpass Bold

a b c d e f g h i j k l m n o p r s t u w z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P R S T U W Z



In order to ensure consistency and graphic uniformity of identification, the indicated types of fonts should be used.

In identification materials, the typeface Overpass (Light, Regular, Bold) should be used, the basic variants of the typeface are presented above.

If you have any questions or concerns, please contact us:

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