>> mobilads

Brand Guidelines

Our Brand

Mobilads is the market leader in smart rideshare Out-of-Home and experiential advertising, connecting brands with innovative ad space to create meaningful experiences for consumers.

Our platform is data-driven, leveraging location-based technology and mobile crowd analytics. This enables us to reach targeted audiences, understand & predict consumer behavior, and measure KPIs , attribution, and lift.

Our goal is to benefit and bring together all of the partners participating in every campaign - drivers, passengers, and brands.

Brand Elements

Brand Identity

Logo Overview

Here is our primary logotype, it should be used for all our comunication throught out all platforms and ir should never be modified or alter in any way.

In cases where our primary logo can't be used it can be replaced only by one of the approvedd variations (see page 6 for more details).

Logo Structure

Our Primary Logo is composed by two elements: the Symbol and the Wordmark, when are used together the relationship between the symbol and the wordmark should never be modified. In cases where our primary logo can't be applyied, both elements can be used separately but you should always follow the brand guidelines set in the brand book in order to maintain consistency in the branding.

Symbol

Wordmark

Logo Variations

Each of these applications has been created to work in a wide range of media, from printed to digital. It must be considered which is the best depending on the support and size where it will be applied taking into consideration how the brand work best. Any other variation not approved in this brand guidelines should not be used.

Stacked Lockup

Secondary Logo

Reduced Logo

Clear Space

Clear space is an area surrounding the logo that should always be free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items. As shown the minimum clear space for the logo is based on X, the size of X comes from the width of the base of any of the arrowheads that composed our symbol. 4X on each side is the minimun clear space, more clear space is always preferred. Please note that photography or illustration can be used as a background, but single images or illustrations must not distract or take away from the clear space rules.

X

4X

4X

mobilads

4X

4X

The monochrome or black and white versions of the logo is used in cases where the full-colored or the color variations can not be used.

Monochrome Version

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Reversed Version

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In cases where there is a full colored background or in cases where we need to play with different contrast we can use this variations of color combinations. Here are some examples of how it may be used.

Minimun Size

To preserve the integrity of our identity, we must ensure that the logo is always recognizable and readable, and that the identity stands out from all other design elements.

The minimum allowable reproduction sizes are listed here. Reproductions below these sizes are not recommended as it will compromise the legibility of the logo.

For print: 1 cm
For digital: 25 px

For print: 1 cm
For digital: 25 px

Logo Dont's

DO NOT use outlines

DO NOT use effects or gradients

DO NOT change the colors

DO NOT rotate the logo

DO NOT distort

DO NOT change the order of elements

Brand Elements

Typography

Our main typeface is Montserrat, it should be use in all communications to ensure clarity, readability and to maintain brand consistency. It has 5 different styles that range from thin to black.

Montserrat

Black **Bold** Regular Light Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Brand Elements

Color Palette

Color Specs

Colors are an important means of identification in a brand. Our Primary palette is composed of 3 core colors that should be use across all communication. It's divided on RGB and CMYK specs to ensure that our colors are correct in all applications. Consistency in the usage of the brand colors and frequency of usage will generate higher brand recall.

Primary Color Palette
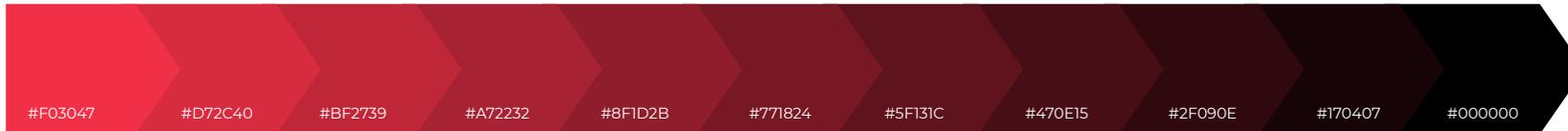
#EF3148

CMYK
0 | 79 | 70 | 06

RGB
66.39 | 13.61 | 20

#333333

CMYK
69 | 63 | 62 | 58

RGB
51 | 51 | 51

#999999

CMYK
43 | 35 | 35 | 01

RGB
153 | 153 | 153

Shades of #EF3148

| #F03047 | #D72C40 | #BF2739 | #A72232 | #8F1D2B | #771824 | #5F131C | #470E15 | #2F090E | #170407 | #000000 |

Tints of #EF3148

| #F03047 | #F0455A | #F25A6C | #F36E7E | #F58391 | #F798A3 | #F8ACB5 | #FAC1CB | #FBD5DA | #FDEAEC | #FFFFFF |

Brand Applications

Stationary

2.0

mobilads

John Smith

John@mobilads.co
00 123 456 345
mobilads.co
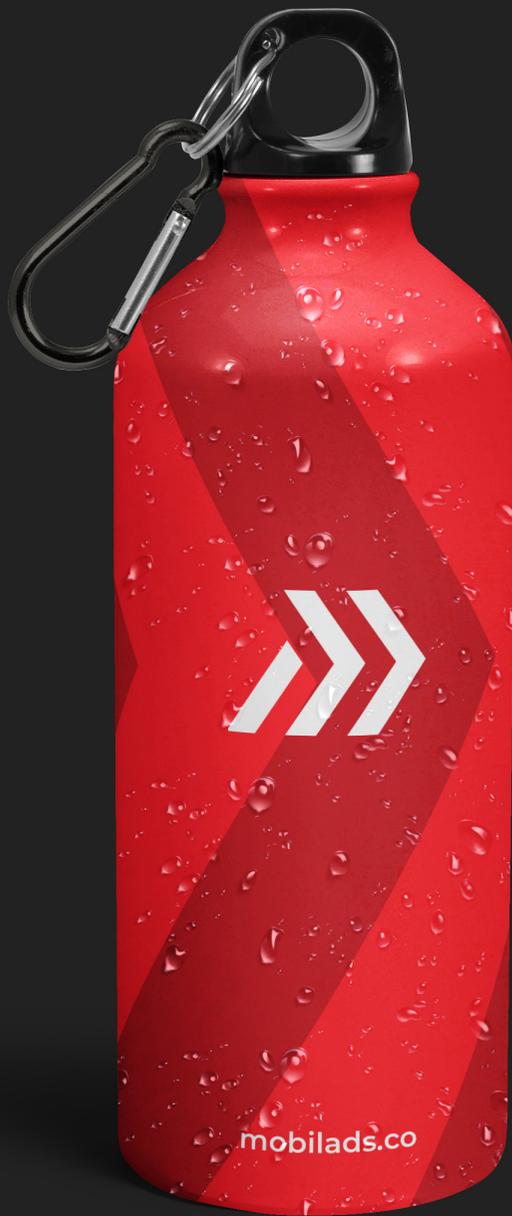San Luis 234
CA 91920

Business Cards

Brand Applications

Collaterals

2.1

Polo Shirt

Baseball Hat

Water Bottle