

# mobivity

**Brand Style Guide**

## Logo Grid

Our logos were created on a grid to establish balance and strength. Structural discipline is key to building consistency amongst the clutter that exists in the community.



Logomark

mobility

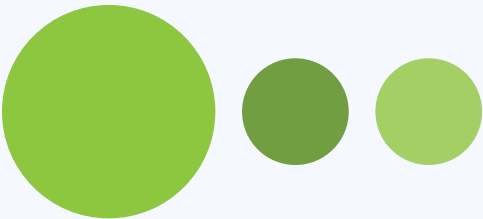
Logotype



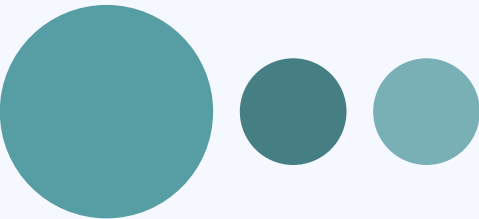
Colors – Solid

Primary

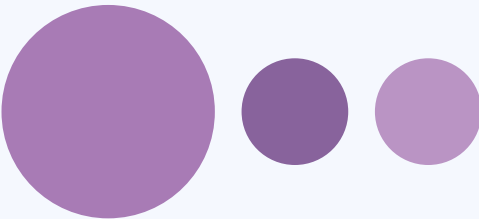
RGB – 42 / 198 / 63  
CMYK – 50 / 0 / 99 / 0  
HEX – 8DC63F



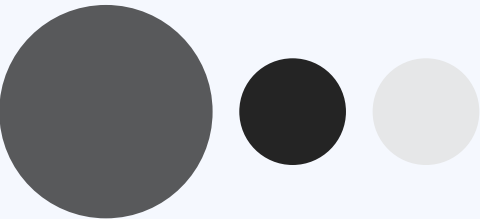
RGB – 86 / 158 / 164  
CMYK – 68 / 22 / 35 / 0  
HEX – 569EA4



RGB – 168 / 123 / 181  
CMYK – 35 / 58 / 0 / 0  
HEX – A87BB5

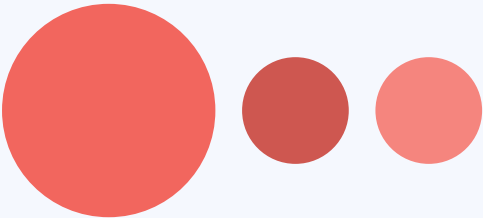


RGB – 88 / 89 / 91  
CMYK – 64 / 56 / 53 / 28  
HEX – 58595B

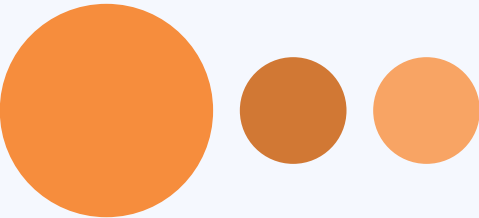


Secondary

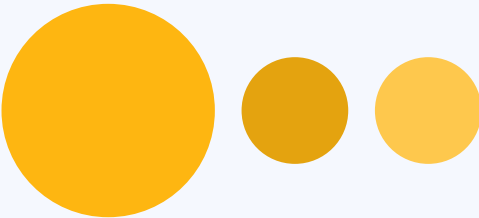
RGB – 242 / 102 / 94  
CMYK – 0 / 75 / 60 / 0  
HEX – F2665E



RGB – 246 / 141 / 61  
CMYK – 0 / 54 / 85 / 0  
HEX – F68D3D



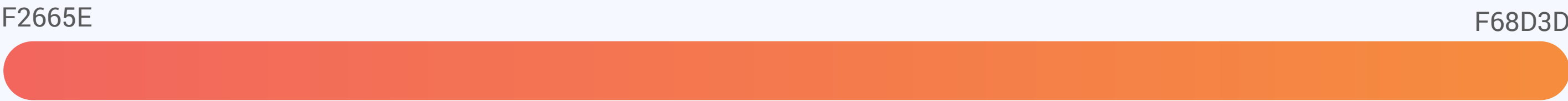
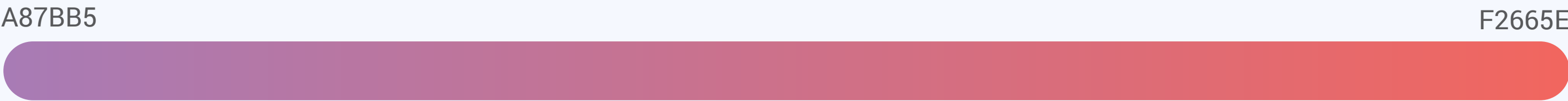
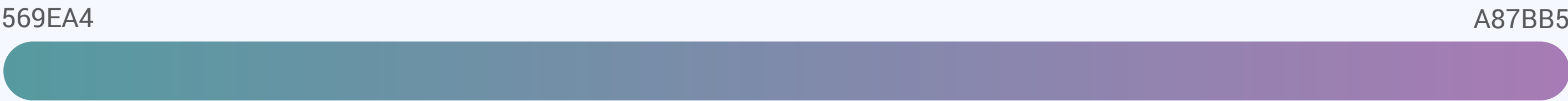
RGB – 254 / 182 / 17  
CMYK – 0 / 32 / 100 / 0  
HEX – FEB611



RGB – 245 / 248 / 252  
CMYK – 3 / 1 / 0 / 0  
HEX – F5F8FE

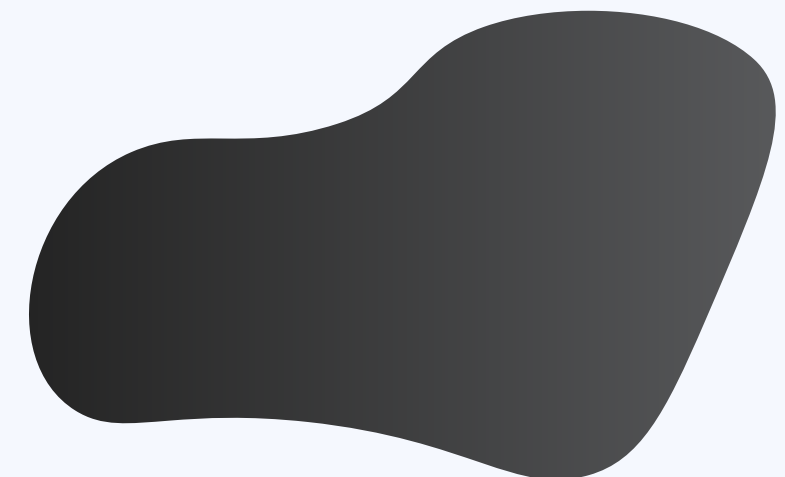
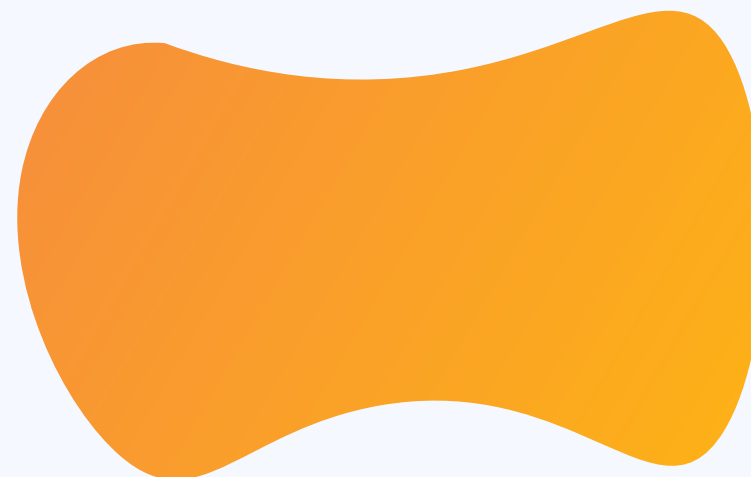
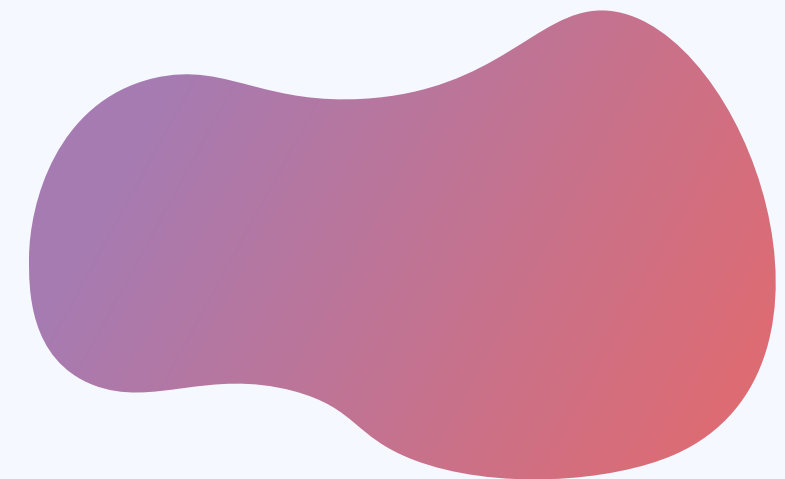


Colors – Gradients



## Color Splashes

Use our default color splashes to add color and character to collateral. Feel free to create new ones based on these.



## Typography

H1 - 48px - Roboto Slab Regular - **Bold**

H2 - 32px - Roboto Slab Light - **Bold**

H3 - 24px - Roboto Light (300) - **Bold (900)**

P - 18px - Roboto Light (300) - **Bold (900)**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

*Quote - Roboto Light Italic*

## Logotype Usage Do's and Don'ts

Our logo should be green whenever possible. Black and white are the alternative when color is not an option.

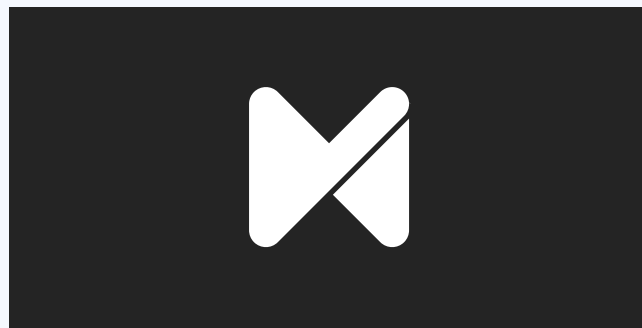


Never fill our logo with other colors, gradients, images, etc. It's also important to never warp or embellish our logo.



## Logomark Usage Do's and Don'ts

Our logomark should be full color whenever possible. Simplified, neutral versions are available when needed.



Never fill our logomark with other colors, gradients, images, etc. It's also important to never warp or embellish our logo.

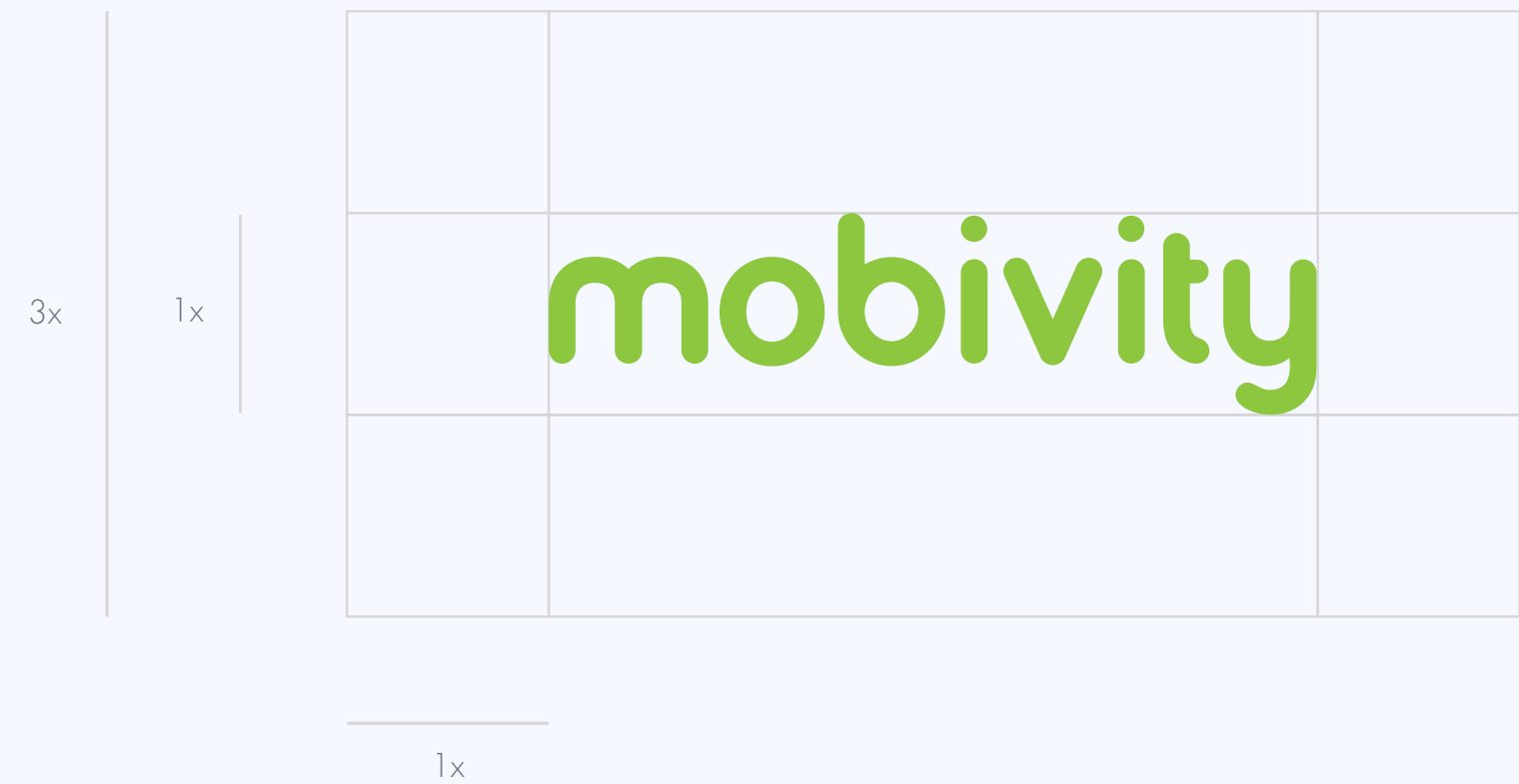




# Clear Space

A minimum area of space must always surround the logo mark and logotype. This area of isolation allows the logos to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on the height of the logotype.

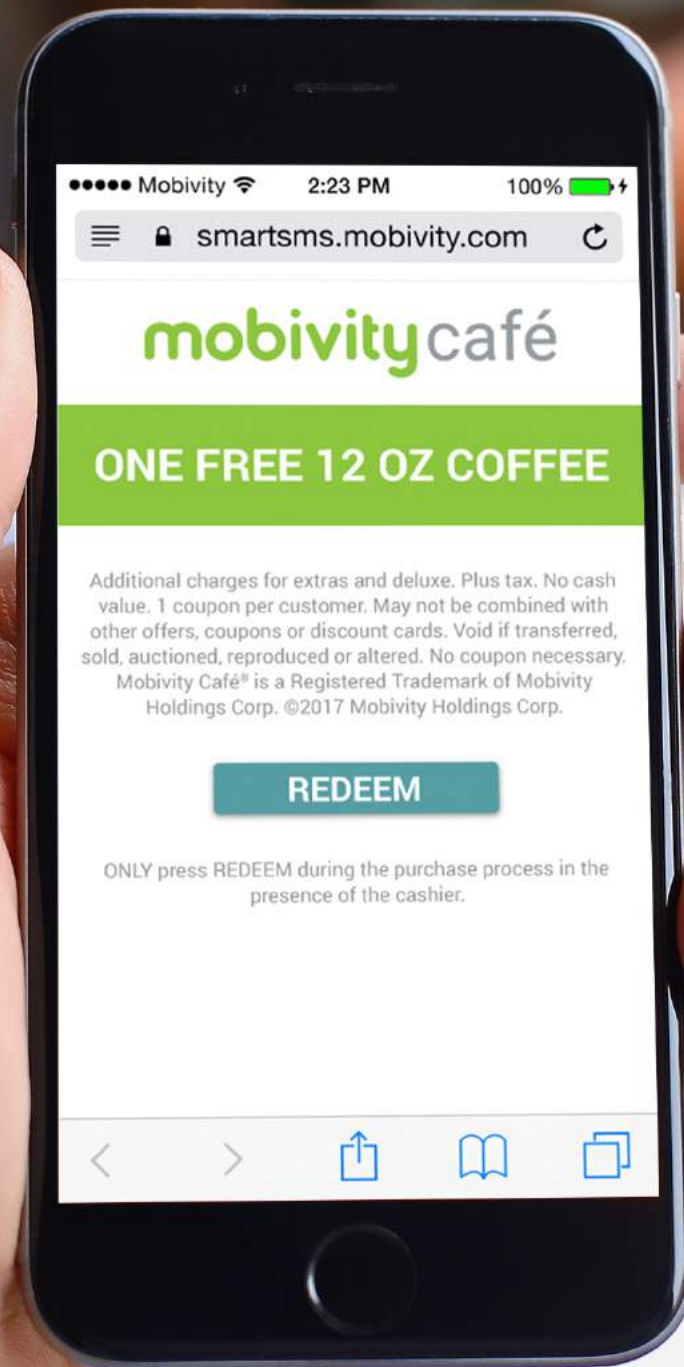


## Product Mockup Style

When showcasing our products we use these minimalist, white, brand free device mockups.

See the next few pages for real-world product mockups and photography styles.





●●●●● Mobivity 2:23 PM 100%

smartsms.mobivity.com

**mobivitycafé**

**ONE FREE 12 OZ COFFEE**

Additional charges for extras and deluxe. Plus tax. No cash value. 1 coupon per customer. May not be combined with other offers, coupons or discount cards. Void if transferred, sold, auctioned, reproduced or altered. No coupon necessary. Mobivity Café® is a Registered Trademark of Mobivity Holdings Corp. ©2017 Mobivity Holdings Corp.

**REDEEM**

ONLY press REDEEM during the purchase process in the presence of the cashier.







vitycafé

55 N. Arizona Pl. #310  
Chandler, AZ 85225  
(877) 282-7660  
3/1/16 - 9:41 AM

Qty	Item	Price
1	Bagel w/ Butter	\$1.99



















# Social Media Presence



## Website Style Guide — Typography

H1 - 48px - Roboto Slab Regular - **Bold**

H2 - 32px - Roboto Slab Light - **Bold**

H3 - 24px - Roboto Light (300) - **Bold (900)**

P - 18px - Roboto Light (300) - **Bold (900)**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

*Quote - Roboto Light Italic*

# Website Style Guide – Buttons & Iconography

Standard CTA Buttons. Colors coordinate with their respects product (SmartReceipt, SmartMessenger, etc.)



Mobile Menu Open



Mobile Menu Close

## SmartReceipt Icons



## SmartAnalytics Icons



## SmartMessenger Icons



## Platform Icons



## Platform Icons – SmartReceipt Focus



## Platform Icons – SmartReceipt Focus



## Platform Icons – SmartReceipt Focus



# mobivity

**Thank you!**