



MOBILES

MANUAL OF THE UNIFIED
VISUAL STYLE

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LOGOTYPE ●

1. 1. MOBILES project logotype

The **MOBILES** project logotype is the core element of the entire unified visual style.



MOBILES

LOGOTYPE [•]

1. 2. allowed logotype variations

Allowed logotype variations are available for alternative use when using the standard logotype version is not feasible due to proportion constraints.

MOBILES



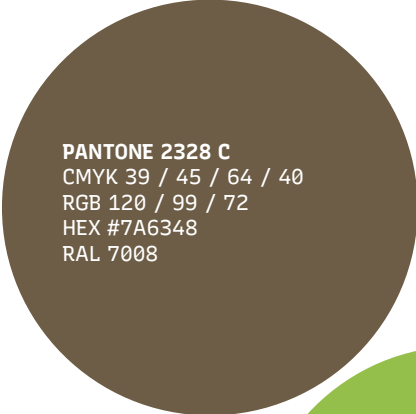
MOBILES

LOGOTYPE

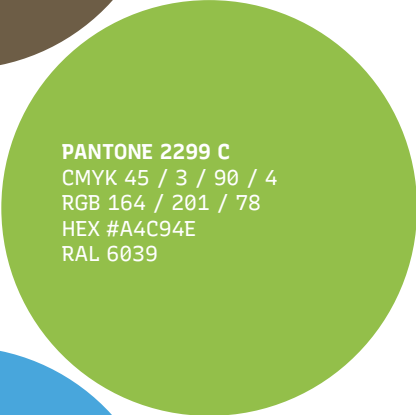
1. 3. colour scheme

The primary colours of the logotype are brown **PANTONE® 2328 C**, green **PANTONE® 2299 C**, and blue **PANTONE® 292 C**. Conversions from the PANTONE® system to other colour scaling systems (particularly CMYK) have been specially adjusted for this manual. It is prohibited to use PANTONE® guidebook conversions or conversions from other graphic applications.

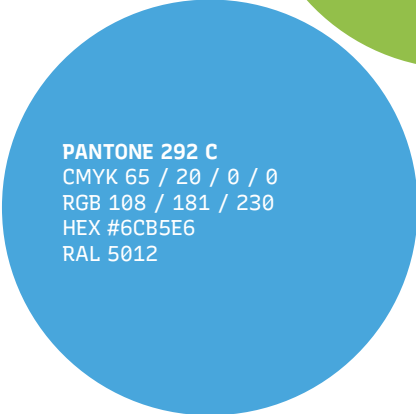
Note: The letters in the colour names C, M, U refer to the specific colour as per the type of printed paper:
C (coated) – gloss-coated paper,
M (matte) – matte-coated paper,
U (uncoated) – uncoated paper
(wood-free offset paper).



PANTONE 2328 C
CMYK 39 / 45 / 64 / 40
RGB 120 / 99 / 72
HEX #7A6348
RAL 7008



PANTONE 2299 C
CMYK 45 / 3 / 90 / 4
RGB 164 / 201 / 78
HEX #A4C94E
RAL 6039



PANTONE 292 C
CMYK 65 / 20 / 0 / 0
RGB 108 / 181 / 230
HEX #6CB5E6
RAL 5012

LOGOTYPE [●]

1. 4. colour version of the logotype

The colour version of the logotype is recommended for all applications on a white or light background. **1**

For inverted colour versions, the logotype is applied on a background in the company's brown colour. These rules apply to all allowed logotype variations. **2**

The background rectangle is not part of the logotype.

1



2



LOGOTYPE [●]

1. 5. black-and-white version of the logotype

The black-and-white version of the logotype is created by converting the colour elements to black. **1**

For the inverted version, the logotype appears in white. These rules apply to all allowed logotype variations. **2**

The background rectangle is not part of the logotype.

1



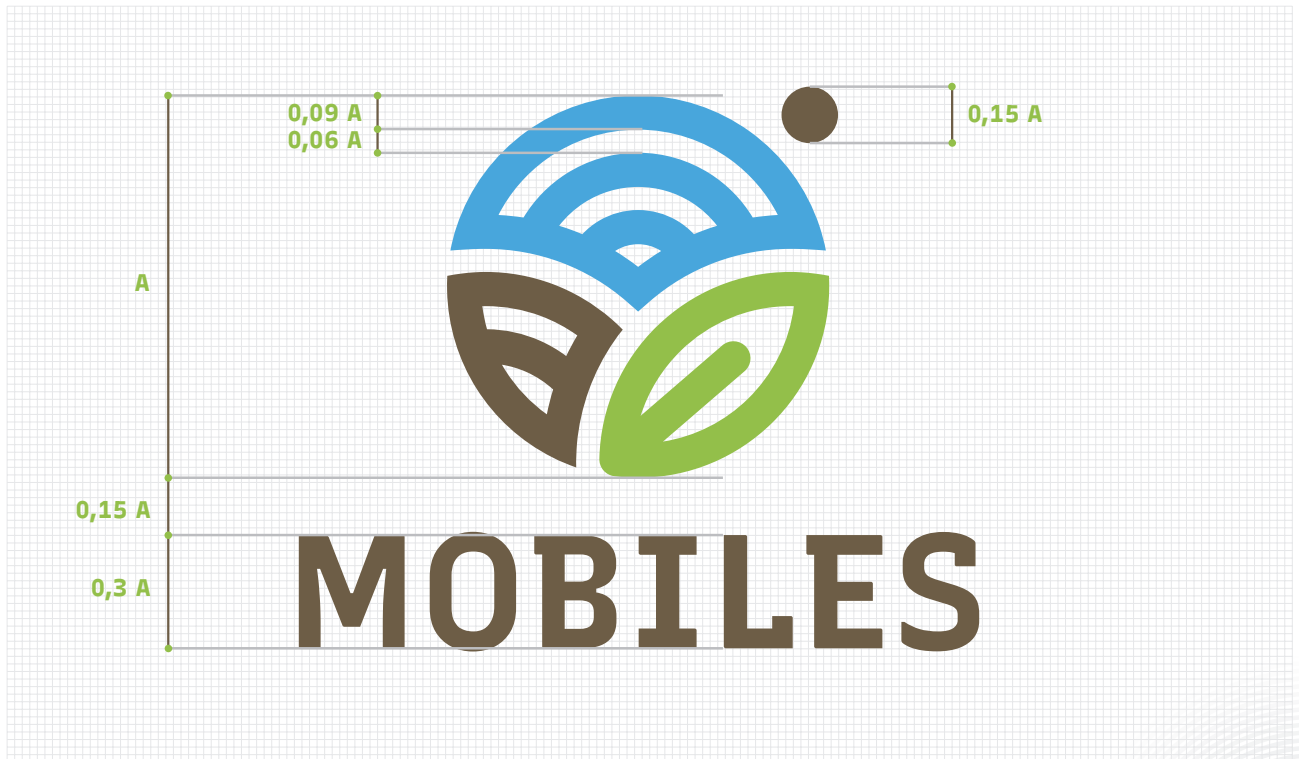
2



LOGOTYPE ●

1. 6. logotype placement and dimensions

The position and size of each logotype element are marked in the grid. This construction of the logotype is for reference only; the logo exists in digital form, so there is no need to redraw it.



LOGOTYPE

1. 7. protective zone

The protective zone of the logotype is defined as "A" dimension in all directions.



LOGOTYPE

1. 8. scaling

The dimensional series shown defines the recommended sizes for standard formats, as well as the minimum size of the logotype. Smaller sizes can be used if legibility is safeguarded.

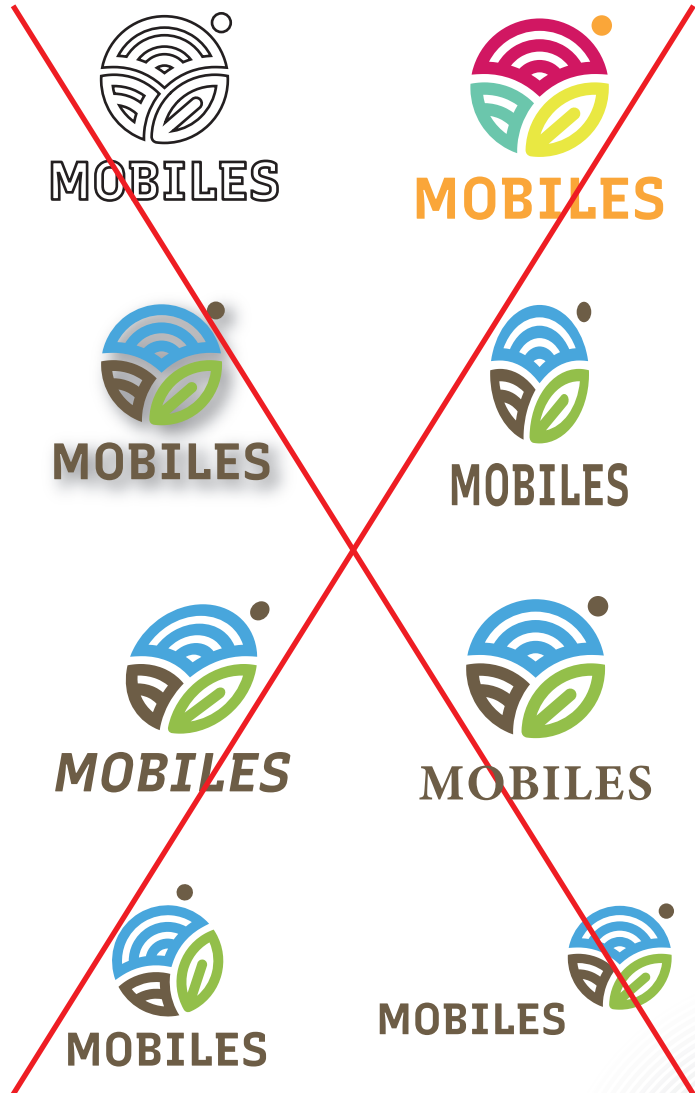


LOGOTYPE [•]

1. 9. prohibited logotype variations

All allowed logotype variations are clearly defined in this manual. The logotype must not be modified in colour or shape, distorted or applied in ways that are in conflict with the rules outlined in this manual.

The illustrations on this page show only some incorrect logotype forms and uses.



TYPOGRAPHY[•]

- 2. 1. primary font
- 2. 2. supplementary font

TYPOGRAPHY

2. 1. primary font

The primary font for the **MOBILES** project is **Recursive**. This font complements the logotype visually and is used exclusively for headings, publication titles, and slogans. For other text, or where the primary font cannot be used, we use the supplementary font.

Both uppercase and lowercase letters are allowed.

Recursive Regular

AÁÂÃÄÅBCČĆĈĊDĎĐEÉÊËË
FGHIÍÎJKLÍĹŁMNŃŇOÓÔÕPQRŘR
SŠŚŤŢŦUŮÚÜVWXYÝŽŽŽ
aáâãäåabcčćĉċdďđeéëëęfghiíîjklíĺmnň
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ıß!“#\$%&’:;,.,<=>?@Œ*±+-([{|}]~”“«<>»
-†‡%-*©®0123456789

Recursive Bold

AÁÂÃÄÅBCČĆĈĊDĎĐEÉÊËË
FGHIÍÎJKLÍĹŁMNŃŇOÓÔÕPQRŘR
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Recursive ExtraBold

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TYPOGRAPHY

2. 2. supplementary font

The supplementary font is **Arial**. It is used for all other text, including templates, outputs from office applications, and email communications.

Both uppercase and lowercase letters are allowed.

Arial Regular

AÁÂÃÄÅABCČĆČČDĎĎEÉÉĚĚ
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Arial Bold

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Arial Black

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