

# MOBIDATALAB

Labs for prototyping future mobility data sharing solutions in the cloud

## | **Guidelines book**

## **| Corporate identity logo**

## Logo in colour

### The landscape logo with baseline

The landscape logo with baseline is the **official version**.

Given the importance of coherence and consistency, the MOBIDATALAB logo should never be modified, reformatted or redrawn.

**Apply the logotype version as provided in the source files.**

### Other versions of the logo

Other versions of the logo should be used on special occasions.

The other versions are: landscape logo without baseline, square logo without baseline.

The stand-alone baseline version is also supplied.

### Official logo



### Other versions



Labs for prototyping future mobility data sharing solutions in the cloud

## Logo: clear space and minimum size

### Clear space

To ensure clarity, an area of clear space (protected space) must always be preserved around the logo.

Minimum blank space to preserve around the logo (with baseline) is **1/4 x** of logo height.



### Minimum size

The logo with baseline is scalable in size but should not be used smaller than **8 mm high** (baseline included) in order to be legible.



x = 8 mm

## | Positive & negative versions of the logo

### Positive version of the logo with baseline

In monochrome applications, where it is not possible to reproduce colour tones, use the monochrome version of the logo in black.

The other versions of the logo (landscape logo, square logo, stand-alone baseline) also exist in black (positive) and white (negative).

**Apply the logotype version as provided in the source files.**

### Negative version of the logo with baseline

In applications where the logo is used on dark or black background, you should use the white version.

#### BLACK version

**MOBIDATALAB**  
Labs for prototyping future mobility data sharing solutions in the cloud

#### WHITE version

**MOBIDATALAB**  
Labs for prototyping future mobility data sharing solutions in the cloud

# | Colours

# Official colours

## Colour palette

**DARK BLUE, MEDIUM BLUE and LIGHT BLUE are the official colours.**  
These colours are part of the logo.

They can be applied for backgrounds on communication media and supporting documents.  
Any other colour is incorrect.

For icons, the preferred colour is MEDIUM BLUE.

The baseline colour is DARK GREY.

## Official colours

MOBI colour

DATA colour

LAB colour

<p><b>DARK BLUE</b></p> <p>#42688B</p> <table border="0"><tr><td>C: 78</td><td>R: 66</td></tr><tr><td>M: 52</td><td>G: 104</td></tr><tr><td>Y: 27</td><td>B: 139</td></tr><tr><td>K: 11</td><td></td></tr></table>	C: 78	R: 66	M: 52	G: 104	Y: 27	B: 139	K: 11		<p><b>MEDIUM BLUE</b></p> <p>#5E8AB4</p> <table border="0"><tr><td>C: 67</td><td>R: 94</td></tr><tr><td>M: 38</td><td>G: 138</td></tr><tr><td>Y: 14</td><td>B: 180</td></tr><tr><td>K: 2</td><td></td></tr></table>	C: 67	R: 94	M: 38	G: 138	Y: 14	B: 180	K: 2		<p><b>LIGHT BLUE</b></p> <p>#70BBF0</p> <table border="0"><tr><td>C: 56</td><td>R: 112</td></tr><tr><td>M: 13</td><td>G: 187</td></tr><tr><td>Y: 0</td><td>B: 240</td></tr><tr><td>K: 0</td><td></td></tr></table>	C: 56	R: 112	M: 13	G: 187	Y: 0	B: 240	K: 0	
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K: 0																										

BASELINE colour

**DARK GREY**

#252525

C: 73	R: 37
M: 63	G: 37
Y: 59	B: 37
K: 75	

# Black and grey colours

## Black and greys

Supporting the official colours is black and 5 nuances of grey that can be used for typography and graphic ingredients.

GREY 5 is the preferred colour for titles.

**BLACK**

#000000

C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	

**GREY 5**

#2C2C2C

C: 71	R: 44
M: 62	G: 44
Y: 57	B: 44
K: 70	

**GREY 4**

#4A4A4A

C: 63	R: 74
M: 53	G: 74
Y: 51	B: 74
K: 50	

**GREY 3**

#777777

C: 52	R: 119
M: 41	G: 119
Y: 41	B: 119
K: 24	

**GREY 2**

#999999

C: 41	R: 153
M: 32	G: 153
Y: 32	B: 153
K: 11	

**GREY 1**

#C5C5C5

C: 26	R: 197
M: 19	G: 197
Y: 20	B: 197
K: 2	

## Black and grey colours



# | **Typography**

# | Typography

Arial font family is the MobiDataLab typeface for Microsoft Office applications, web applications, prints and emails.

Arial can be used in bold or regular.

Arial Black is used for titles.

## **Arial Black**

### **Arial Black Regular**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789€%#@&!\*()**

## Arial

### Arial Regular **Arial Bold**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789€%#@&!\*()

We use Arial font family for Microsoft Office applications, web applications, prints and emails.

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