APPS

IN MINUTES

MOBILE ROADIE™

Brand Guidelines

Do's and Dont's

Below are some suggested usage recommendations for the primary logo. Please use the reverse logo shown on the following pages if there is a need to place it on a light background.

YES

NO

Note: Do not enclose logo in a constricting box nor positioned in a box with irregular margins. Please use the "Reverse logo" (shown on the following pages) if the MobileRoadie logo needs to be used against white.

Primary Logos

The Mobile Roadie Logo should be used whenever possible, against a solid black background. The horizontal format is the official, standard logo and takes priority over the vertical format.
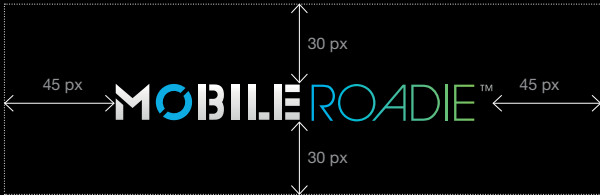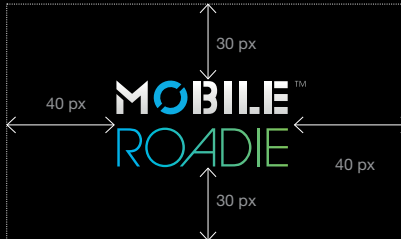
Horizontal Logo

MOBILEROADIE™

✔ Official logo

Vertical Logo

MOBILE™
ROADIE

Ample space should be provided around the logo. Here are the minimum suggested margins.

30 px

45 px   **MOBILE**ROADIE™   45 px

30 px

30 px

40 px   **MOBILE**™
ROADIE   40 px

30 px

dimensions are shown in pixels

Reverse Logo

These logos are suitable for use on light-colored backgrounds. The same space recommendations apply.

Reverse Logo

Print Logos

These logos are suitable for printed media.

Primary Full-Color

2-Color

Reverse

Download the logo kit at:
http://mobileroadie.com/identity.zip

MOBILE ROADIE ™

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