



Let's Grow!

STYLE GUIDE

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01

INTRODUCTION

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is your digital product growth solution

There's a reason your site exists—to drive leads, engage more, grow subscriptions or convert sales. Regardless, every site has a lot going on. Finding (and prioritizing) those areas with the biggest opportunity for making it better is what we do everyday. Through a disciplined adherence to data analytics, research, experimentation and development, we can make your site far more valuable.

02

LOGO

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PRIMARY LOGOMARK

BLACK + WHITE

This logo speaks of growing from the very first moment.

With smooth curves and round edges we want to create more immersive experience for people interacting with branding.

Logo consists of 3 main elements, an M, 1 and the st. M stands for Mobile and 1 with st creates symbol for being first and best on the market.

Together they create harmonious collaboration between letters and numbers expressing the company name "Mobile1st" with clean and professional look.



Primary Logo Icon - Black



Primary Logo Icon - White

PRIMARY LOGOMARK
COLOR OPTIONS

1. Growth Green gradient & Black over White
2. White over Black
3. Growth Green gradient & White over Black
4. Black over White

Available in three color options:

Green Growth gradient
White
Black

1.



2.



3.



4.



PRIMARY LOGO BLACK + WHITE

The pairing of the Logomark and Logotype are essential to the brand, creating the primary logo.

The logomark is part of the main logo with combination of Logotype.

Available in three color options:

Growth Gradient
White
Black



Icon - Black & Gradient

Logotype - Black

Logotype - Gradient



Icon - White & Gradient

Logotype - White

Logotype - Gradient

PRIMARY LOGO

COLOR VARIATIONS 1.

There are 3 main color variations of Logo that are used according to a design.

1. Full White on black
2. Full Black on White
3. Growth Green gradient with Black on White
4. Growth green gradient with White on Black

Available in three color options:

Growth Green gradient
White
Black

Note:

Legibility is most important when using across different photo background or designs. Choose a logo color combination that works the best with your design.

1.



2.



3.



4.



PRIMARY LOGO

COLOR VARIATIONS 1.

The main logo has 4 more color variations including growth gradient as an background, Castleton Green, Sea Green and our contrast color, Pumpkin Orange.

1. Full White on Growth Green gradient
2. Castleton Green with Growth Green gradient on White
3. White on Pumpkin Orange.
4. White with Growth Green gradient on Black

Available in four color options:

Green Growth gradient
Sea Green
White
Pumpkin Orange

Note:

Legibility is most important when using across different photo background or designs. Choose a logo color combination that works the best with your design.

1.



2.



3.



4.



PRIMARY LOGO, LOCKUP DROP SHADOW

Drop Shadow is important part for using the Logomark and Logo when used on the Colored or Gradient backgrounds.

Additionally drop shadow help us highlight the Logo when used on smaller size design layouts.

Drop shadow Logo parameters.

Blend mode: Multiply

Opacity: 26%

Radius: 12.4 px

Offset: 8.5 px

Intensity: 11%

Color: #000000

Angle: 270°

1.



2.



3.



PRIMARY LOGO

TAGLINES

Tagline is essential addition to the main logo. Providing with more dynamic visual communication.

Let's Grow! is energetic yet professional slogan emphasizing the digital growth and directly engaging with a reader.

For optimal visual hierarchy we need to always follow these standard when using the tagline with the Logo.

Font and parameters used for Taglines:

Font: Heiti SC light

Colors: Sea Green #249473

Black #FFFFFF

White #000000

Opacity: 70%

Size: Let's Grow - 1/2 size of the Logo

Positioning: Tagline is 3/4 of the size of the tagline below the Logo

Tagline is centered against the part of the logo "Mobile!" no the whole logo with st. The reason is to establish visually hierarchy for the fonts.

Available in one option:

Let's Grow!



Mobile1st

Let's Grow!

3/4 of the tagline

1/2 of the Logo



Mobile1st

Let's Grow!

3/4 of the tagline

1/4 of the Logo

03

TYPOGRAPHY

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DITY

TITLES, HEADINGS/ SUBHEADINGS

Dity with its sharp edges and round curves is perfect for Headings that look professional yet fresh.

For text body please consider Montserrat font in the following slides.

Download Dity:

<https://drive.proton.me/urls/CNREWH2E7M#LWzdwikwIBxi>

Aa

Regular

Dity Regular

"Get Growing!"

Montserrat

MAIN BRAND BODY TEXT FONT

Montserrat + Italic is perfect fit for main brand body text font used across all media, Web, socials and print.

Download Montserrat:

<https://fonts.google.com/specimen/Montserrat>

Aa

Montserrat
+ *Italic*

Light *Italic*

Regular *Italic*

Bold *Italic*

Black *Italic*

HEITI SC
BRAND TAGLINE
FONT

Heiti SC is our main Tagline font used for all taglines accompanying the main logo.

Download Heiti SC:

<https://drive.proton.me/urls/64RYFG8AVR#cgKDFSQAYgno>

Heiti SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+ "<>?.,

Light
Regular

04

COLOR

st



PRIMARY COLOR PALETTE

The Primary Color Palette consists of two colors, Black and White.

Primary Color Application:

General Communications
Signage
Social media base texts
Campaigns

Note:

Each brand color can be used at a percentage value of 100%, 75%, 50%, 25%.

BLACK:

DIGITAL HEX:
#000000

RGB:
0 / 0 / 0

PRINT CMYK:
72 / 68 / 67 / 88

WHITE:

DIGITAL HEX:
#FFFFFF

RGB:
255 / 255 / 255

PRINT CMYK:
0 / 0 / 0 / 0



PRIMARY COLOR PALETTE

The Primary Color Palette with its wide variety of colors gives us the opportunity to visually express what Mobile1st stands for. Digital product growth in a modern times.

The Colors used in the Growth Gradient varies from pastel green values to potent dark green shades, giving us gentle yet recognizable color balance.

Primary Color Application:

Campaign Banners
Social Media posts
Website UI
Signage
Campaigns

Note:

Each brand color can be used at a percentage value of 100%, 75%, 50%, 25%.

CELADON:

DIGITAL HEX:
#9DE6BB

RGB:
157 / 230 / 187

PRINT CMYK:
36 / 0 / 36 / 0

PEAR:

DIGITAL HEX:
#CFDF3C

RGB:
207 / 223 / 60

PRINT CMYK:
22 / 0 / 93 / 0

MALACHITE:

DIGITAL HEX:
#4DDD75

RGB:
77 / 221 / 117

PRINT CMYK:
61 / 0 / 76 / 0

SEA GREEN:

DIGITAL HEX:
#249473

RGB:
36 / 148 / 115

PRINT CMYK:
81 / 20 / 68 / 4

CASTLETON GREEN:

DIGITAL HEX:
#13644D

RGB:
19 / 100 / 77

PRINT CMYK:
87 / 37 / 75 / 28

PUMPKIN:

DIGITAL HEX:
#F47B27

RGB:
244 / 123 / 39

PRINT CMYK:
0 / 64 / 98 / 0

Color

GROWTH GREEN COLOR GRADIENT

Growth Green gradient should always be used under these parameters. Its important to adjust the gradient length and width with different layout sizes.

Gradient Parameters:

Type: Linear
Opacity: 100%
Midpoint: 50%
Angle: 45%

Color Positions:

CASTLETON GREEN 0%
MALACHITE 74%
PEAR 100%



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BRAND ELEMENTS

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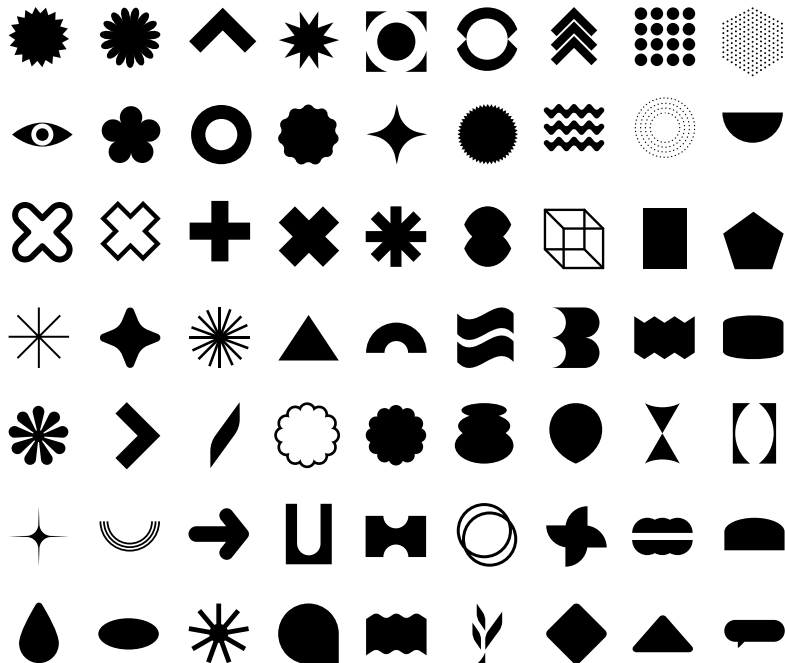


SHAPE ELEMENTS

These interchangeable modular shapes are ideal help to fill the space of any appropriate design layout.

Brand Elements help provide containers for Pictures of Videos and are especially helpful for print material, social media posts or broadcasts.

Note:
The Brand works without the shapes.
Shapes are mean to provide additional complimentary design value.



BRAND MATERIAL MOCKUPS

Mobile1st is a digital product growth company but with real people behind it. Materials used by people like business cards or any merch is essential part of the company.

Provided mockup serves as an illustrative inspiration for the future and further usage of the logo.

Note:

This is an advanced designing and Logo's should always be used in the right formats according to printing technique.



Thank You!

If you have any questions about this guide or are missing any brand assets, please contact:

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