

MobileIron Visual Communication Standards
Quick Reference Guide



Logo

There are three main logo orientations.

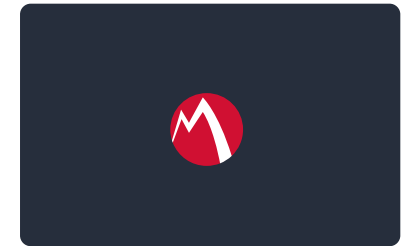
Horizontal logo
The default representation



Vertical logo
Useful for tighter spaces



Stand alone logomark
aka "Planet M"



Use the reversed color scheme with dark backgrounds.

 PNG and EPS logo files are available at: mobileiron.com/logo

The one-color logo



The one-color logo is available for special cases, but should be used sparingly. It is only available in white or dark grey.

 Common mistakes

DON'T use the old logo...



We no longer represent "Iron" with red letters

DON'T change the color of the M in planet M...



In the default logo, the M is always white, never transparent, and never a dark color. The only exception is the one-color logo.

Color

Primary color palette



MobileIron Red

HEX: #D01F33
CMYK: 12/100/87/2
RGB: 208/16/50
PMS: 199



Dark Grey

HEX: #262E3C
CMYK: 82/71/52/54
RGB: 38/46/60
PMS: 7547



Blue

HEX: #4997d2
CMYK: 68/29/0/0
RGB: 73/151/210
PMS: 2915



White

HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255
PMS: White

Extended color palette



Warm Green

HEX: #89C341
CMYK: 52/1/99/0
RGB: 137/195/65
PMS: 7737



Yellow

HEX: #FBB040
CMYK: 0/35/85/0
RGB: 251/176/64
PMS: 7548



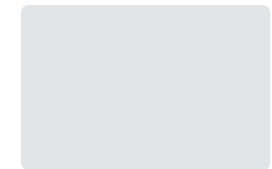
Orange

HEX: #E46025
CMYK: 6/77/100/0
RGB: 228/96/37
PMS: 158



Purple

HEX: #7D2454
CMYK: 45/96/41/23
RGB: 125/36/84
PMS: 683



Light Grey

HEX: #E1E5E8
CMYK: 10/6/5/0
RGB: 225/229/232
PMS: 7541



Cool Green

HEX: #018B64
CMYK: 86/22/75/7
RGB: 1/139/100
PMS: 7724



Medium Grey

HEX: #494D57
CMYK: 71/61/49/32
RGB: 73/77/87
PMS: 7540



Medium Blue

HEX: #336DB3
CMYK: 83/57/2/0
RGB: 51/109/179
PMS: 2382



Dark Blue

HEX: #083355
CMYK: 100/81/41/35
RGB: 8/51/85
PMS: 541



Cool Grey

HEX: #93ADBB
CMYK: 44/23/20/0
RGB: 147/173/187
PMS: 551

Type

Primary typeface

Oxygen

Regular

Bold

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

This is the default font for most applications including documents and web.

 Oxygen can be downloaded for free at: www.fontsquirrel.com/fonts/oxygen

 Oxygen is also available as a web font: fonts.google.com/specimen/Oxygen

Decorative typeface

Nexa

Light

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Nexa is used for a few special applications including: product name lockups, and signage. It can be used sparingly in documents to add interest but should not be used for body copy. For example, Nexa can be used to highlight a sidebar note, or pullout quote, but Oxygen should be used for the main paragraph text.

 Nexa can be downloaded for free at: www.fontsquirrel.com/fonts/nexa

Fallback typeface

Arial

Regular

Bold

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Because it is a standard system font on multiple platforms, Arial is used as a substitute in documents where Oxygen is not available or practical. For example, because PowerPoint files are frequently shared with systems that do not have Oxygen installed (including external systems), we have standardized on using Arial for presentations. It can also be used in Word files for similar reasons.