



MobileIron visual communication standards

2018 update

LOGO

Default logos

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

Common logo mistakes

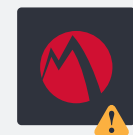
DON'T use the old logo

We no longer represent "Iron" with red letters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.

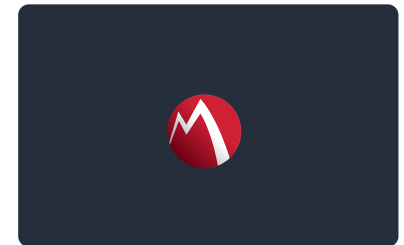
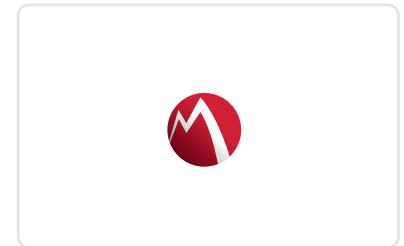


LOGO

Variant logos

Gradient logo

The gradient logo is a variation of the default set that includes subtle shading. It can be used to add impact and depth to branded materials where practical. The gradient logo works best at larger sizes. Use judgement with small applications as the gradient may appear too dark in some cases.



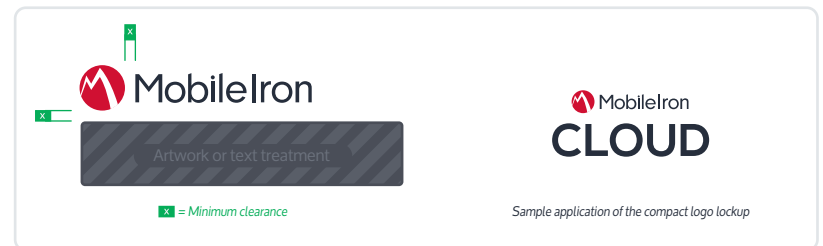
One-color logo

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



Compact logo lockup

The compact logo lockup differs from the default logo in that the relative size of Planet M compared to the text is smaller. It can be used in special cases when the logo needs to be placed in close proximity to a larger separate object. This helps maintain clearance around the logo without making the type too small.



COLOR

Primary color palette



MobileIron Red

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



MobileIron Grey

HEX: #131921
CMYK: 81/71/59/75
RGB: 19/25/33
PMS: ...TBD...



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

MobileIron Red is obviously an important brand color, and we need to be careful about its use. In general we want to be reserved with applying this color so that it remains special and attentional grabbing. We should avoid applications that use MobileIron Red as a large background color. It is more powerful when used to punch specific highlights. It should be paired with neutral tones like white and MobileIron Grey.

MobileIron Grey is a new addition to the primary palette in 2018. It replaces 'Dark Grey' which has been moved to the extended palette. This color is slightly darker than 'Dark Grey' and therefore reads as more formal. Note that this color is lighter than straight black. If at all possible, don't substitute this color with black. Exceptions to this rule might include garments which are typically available in black.

When used properly in the MobileIron palette, Blue conveys a sense of freshness and vibrancy. It is typically not a main background color, but is instead used to highlight important ideas. It can be used more liberally than MobileIron Red, which is reserved for only the most important ideas. Blue also forms a basis for color gradients that we employ in many MobileIron graphics.

Changes as of 2018

"Dark Grey"  has been demoted to the extended palette. It has been replaced by MobileIron Grey  in the primary palette.



COLOR

Extended color palette



Cool Green

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



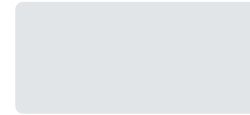
Yellow

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



Medium Blue

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



Light Grey

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



Purple

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



Orange

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



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



Medium Grey

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



Dark Grey

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

Changes as of 2018

"Warm Green"  has been deprecated.



TYPE

Primary typeface

Oxygen

Regular

Bold

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy 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

BEBAS NEUE

THIN

LIGHT

BOOK

REGULAR

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Bebas Neue is reserved for a few special applications where a bold statement needs to be made. Examples include: headlines, signage, pull quotes in slides or documents, special calls to action on the web, etc. Take care to avoid using this font for longer passages of text as all-caps can hinder readability.



Bebas Neue can be downloaded from: www.fontsquirrel.com/fonts/bebas-neue

Fallback typeface

Arial

Regular

Bold

Italic

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.

Changes as of 2018

In the past 'Nexa' has been available as a general-use brand font. Starting in 2018, Nexa is reserved for specific product branding applications.

 MobileIron

SENTRY

An example of Nexa Bold in use with product branding



PRODUCTS

Product branding elements

There are several ways that we visually represent products in marketing materials.



A variety of logo lock-ups, emblems and icons are available to represent individual products and product features.

When relevant, app icons or screenshots can be used when representing the product in the context of a real device or user interface. In this example, the iOS app icon for MobileIron Tunnel is shown.

