



# Identity Guidelines Manual

**This is a guide that will  
help you get to know the  
building blocks that  
construct who Mobivity is.  
Take a glance through to  
get to know who we are  
and what we do.**

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# Brand Definition

We create community around our clients' brands in a fresh and personal way. When we start a new account, we ring a bell because we love results. We bring our clients more customers using our special mix of technology, personal interaction and dubstep. Our goal is to redefine how local businesses advertise.

**Our logo is sacred entity.  
It must be handled with  
care and basically  
worshipped at all times.**



**mobivity** more customers. more often.

**Respecting the safe area**

When reproducing the identity, at no time should any printing or imagery violate the safe area of the identity - that is, to print either words or imagery too close to either the mark or logotype. The safe area border is the height of the word ‘mission,’ at the size the logo will be reproduced at, extending out in all directions from the identity - as illustrated by the guidelines below.

**Safe area:** no printing shall occur inside this border.

**Reversing the identity**

The identity may be used in reverse form against a dark background, with the words ‘mission community church’ and the mark printing in negative form.



**One-color use.** If printing is limited to only one color, the identity should be printed in 100% black ink only.

**Four-color process.** If the logo is printed using four-color process, obtain a process version of the logo from the marketing department. The process numbers are:

Green 1: C:50, m:0, y:100, k:0  
Gray 2: C:5, m:0, y:0, k:45

**Internet use.** If the logo is to be seen on any web site, furnish the designer with an rgb version of the logo, obtainable from the com. The rgb formulation of the logo is as follows:

Green: r:141, g:198, b:63  
Gray: r:148, g:156, b:161

**Unacceptable reproductions**

At no time should the identity be printed at an angle other than horizontal or appear on top of other words - whether screened back or at 100%.

The colors of the logotype and tag should never be switched or screened back from 100%. The elements of the logo (tag and logotype) cannot be rearranged.



**This is our icon.  
It plays well with others  
but can also stand  
proudly by itself.**



**Like a fine wine, you  
want to pair the right  
typeface for our logo.**

Helvetica Neue LT 45 Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&?

**Helvetica Neue LT 75 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&?**

*Helvetica Neue LT 46 Light italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&?*

***Helvetica Neue LT 76 Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890&?***

The words we use  
matter to our brand.  
For best results,  
learn our language.

**CLIENT**

*our customers, people who we serve*

Dont say: customer

**CUSTOMER OR GUEST**

*our clients customers*

Dont say: people, shoppers, patrons

**ACCOUNT COACH**

*our employees who work directly with clients*

Dont say: customer support, account manager, customer service

**SOLUTIONS SPECIALIST**

*our employees who close accounts and bring in new clients*

Dont say: sales reps, sales people, sales

The way we say things matters too. Here are just a few simple rules:

- When citing any URL in any content or headlines, use all lowercase (eg [www.mobivity.com](http://www.mobivity.com), [google.com](http://google.com))
- When citing an email address in any content, use all lowercase (eg [support@mobivity.com](mailto:support@mobivity.com))
- When mentioning the Mobivity name in body copy, capitalize the M (eg I like to capitalize the name Mobivity.)
- Never use exclamation points unless writing content for social media. (eg Don't do this! Instead, do this.)
- When using numbers, spell out numbers zero through nine and use numerics for everything else (eg He has 99 problems, but spelling isn't one.)
- When citing the Mobivity social media profiles use @mobivity for Twitter and /mobivity for Facebook.



Pay close attention to colors.  
They represent who we are  
as much as the name itself.

Primary



PANTONE 376  
C50 M0 Y100 K0  
R141 G198 B63  
HEX 8DC63F



PANTONE 430  
C5 M0 Y0 K45  
R148 G156 B161  
HEX 949CA1

Secondary



C45 M22 Y75 K0  
R154 G170 B101  
HEX 9AAA65



C65 M52 Y85 K0  
R115 G119 B80  
HEX 737750



C22 M35 Y75 K0  
R203 G163 B92  
HEX CBA35C



C52 M60 Y85 K0  
R143 G113 B75  
HEX 8F714B



C0 M100 Y86 K0  
R237 G27 B51  
HEX ED1B33



C74 M32 Y100 K21  
R71 G116 B54  
HEX 477436



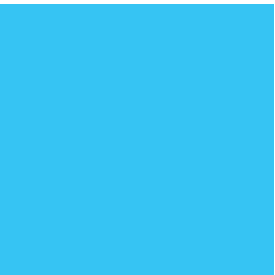
C6 M14 Y84 K0  
R242 G208 B41  
HEX F2D029



C26 M91 Y90 K23  
R154 G50 B41  
HEX 9A3229



C0 M0 Y0 K100  
R35 G31 B32  
HEX 231F20



C62 M1 Y0 K0  
R56 G195 B242  
HEX 38C3F2

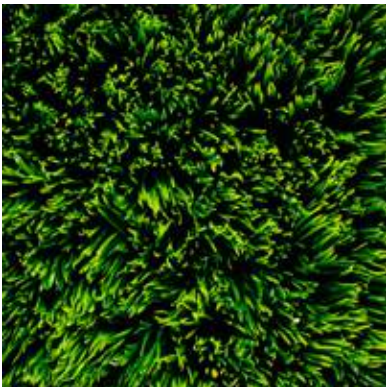


C0 M86 Y78 K0  
R240 G76 B65  
HEX F04C41

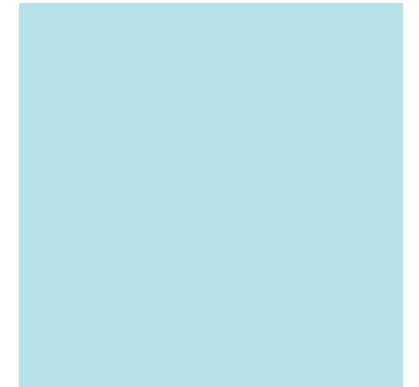


C27 M0 Y8 K0  
R183 G227 B232  
HEX B7E3E8

These are the textures  
and backdrops that  
make us shine.



If you must use  
photography, choose  
wisely. Here's a few  
examples to help you.



# Templates

## Identity system



Ms. Jen Carlson  
Human Resources  
DTI  
111 Riverfront Ste 325  
PO Box - Box 157  
Wabasha, MN 55946 p> Dear Ms. Carlson:

Your recent advertisement in the Herald made it clear that cus  
In addition, my close friend, Paula Chavez who is an employe  
might benefit your customer service department.

Part of my success is because I place a high value on personal integrity and I conduct myself in an ethical and respectable manner. Also, I have a diligence for detail; as a representative of your company I would bring focus not only to the product but also to quality of customer service. Furthermore, I am a hard, smart-worker in a team environment.

I will call you on June 15 to answer any questions about this letter or my requiring an interview. If you prefer, please contact me by phone (555) 454-1301 or [ljones@nowhere.com](mailto:ljones@nowhere.com).

Thank you for your time in considering my qualifications.

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Sign  
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**mobivity**  
more customers. more often.

Mobivity  
58 W. Buffalo Suite 200  
Chandler, AZ 85225

**mobivty** more customers. more often.

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