

Guideline

GENERAL MOBILE



Guideline
LOGO



GENERAL MOBILE

Guideline COLOR

There are two approved colors (black and white) for the General Mobile logo.



One-color white



One-color black

Offset:

Pantone Code **Process Black C**

Interactive:

Black: **34 Red (R) + 30 Green (G) + 31 Blue (B)**

Hexadecimal black: **221E1F**

Guideline LOGO SIZING

3mm 

3 millimeters (0.12 inch) height at 300 dots-per-inch (DPI) resolution.
30 pixels height for on screen applications.

1cm  17.5cm

Logo ratio is 1 to 17.5. And this rate can not be change on any platform.

Guideline CLEAR SPACE



It is important to have clear space around the brand logo for legibility and integrity.
The logo clear space is 2x'G' symbol.

Guideline
INCORRECT
LOGO USAGE



Do not rotate the logo.

GENERAL MOBILE



Do not distort the logo.

GENERAL MOBILE



Do not place lines around the logo.

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Guideline
INCORRECT
LOGO USAGE



GENERAL MOBILE

Do not use the logo any color except black or white.



Do not place shapes around the logo. Do not place logos on patterned, busy or cluttered backgrounds.



GENERAL MOBILE

Correct logo usage.

Gotham X

ABCÇDEFGHIJKLMNOÖPRSŞTUÜVYZ abcçdefghijklmnoöprstuüvyz
0123456789

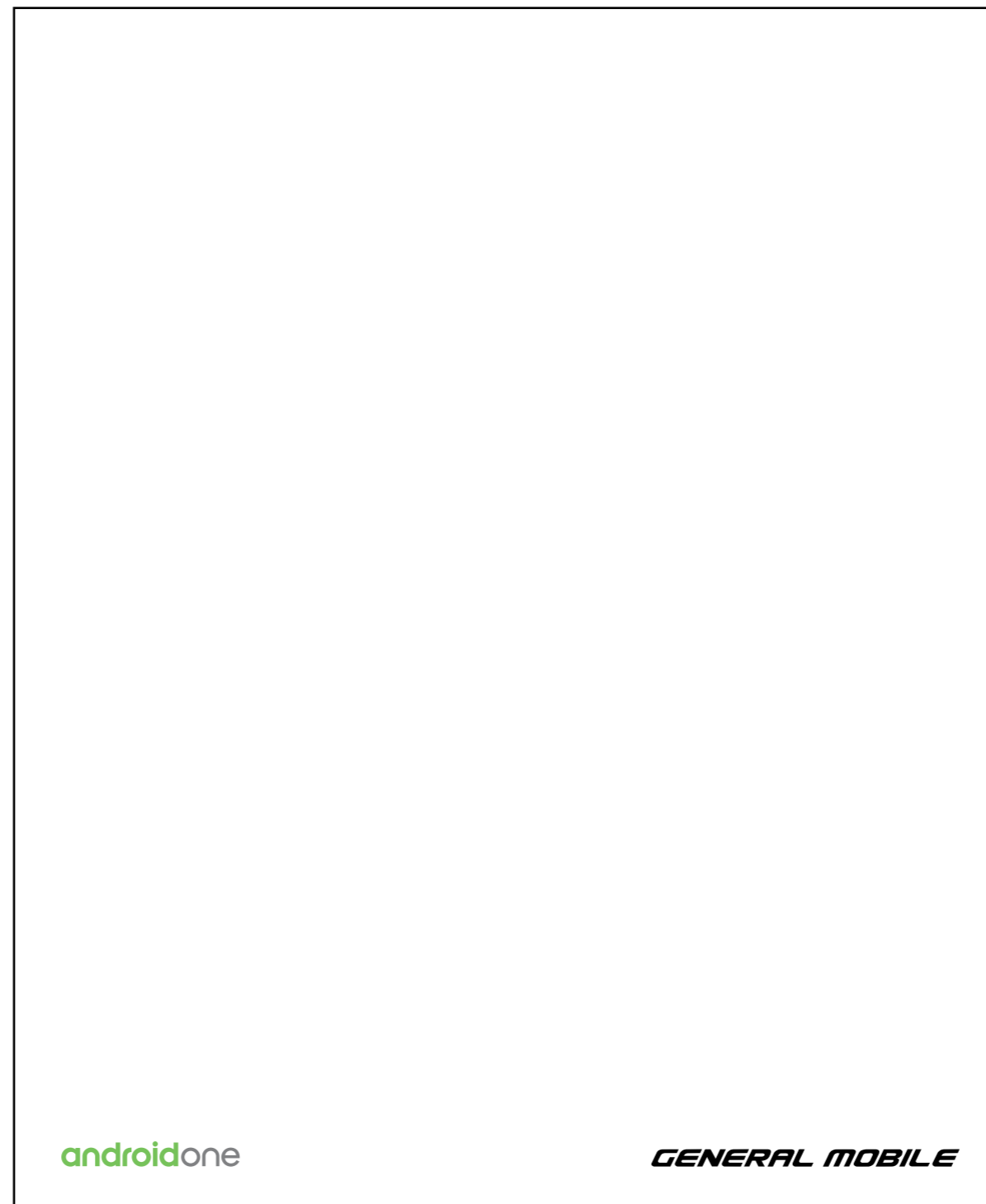
Helvetica

ABCÇDEFGHIJKLMNOÖPRSŞTUÜVYZ abcçdefghijklmnoöprstuüvyz
0123456789

Roboto

ABCÇDEFGHIJKLMNOÖPRSŞTUÜVYZ abcçdefghijklmnoöprstuüvyz
0123456789

Guideline LOGO PROMINENCE



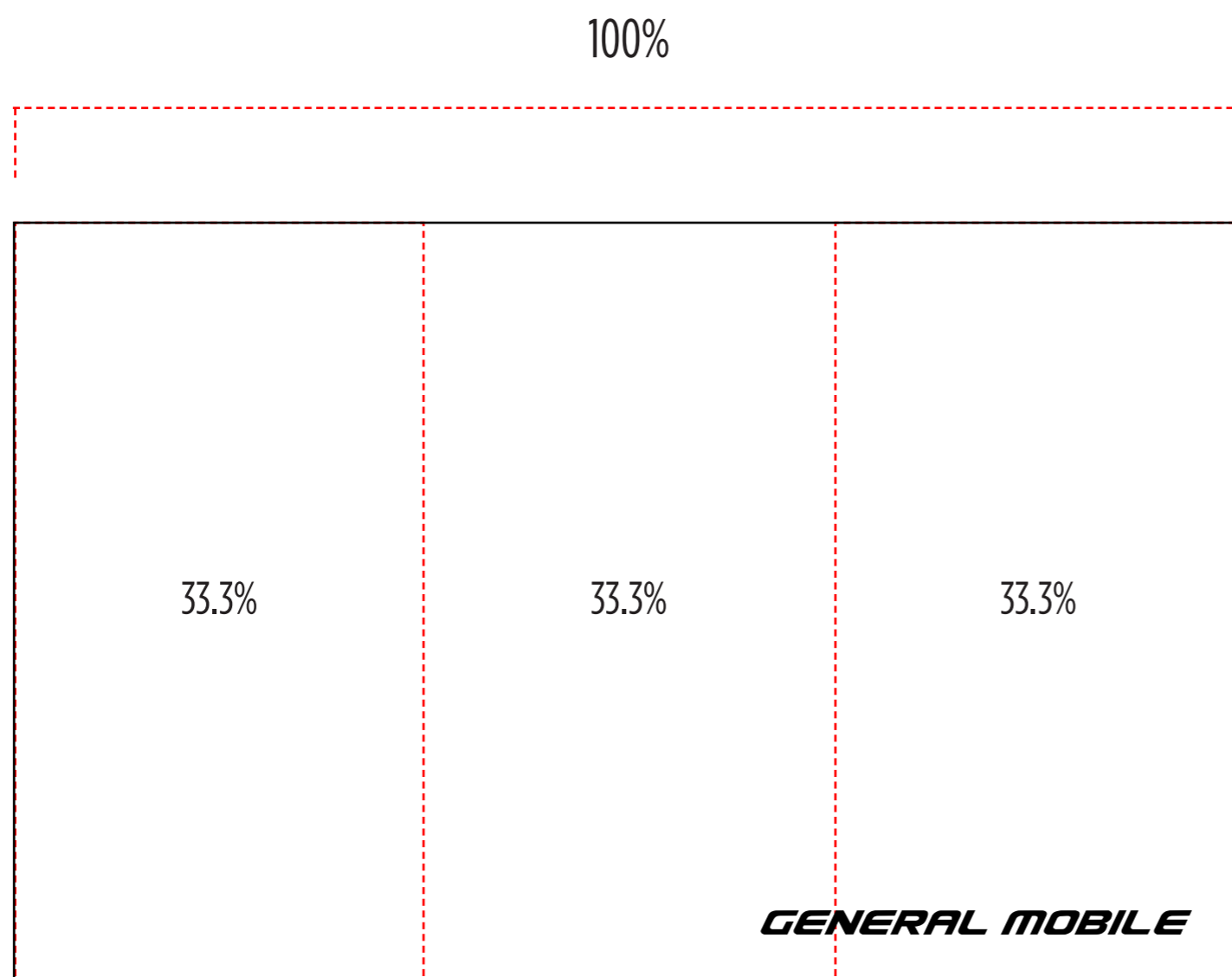
When the logos of companies (or technologies belonging to companies) other than General Mobile are also displayed, General Mobile logos should be displayed with equal or greater prominence to the third-party logos, including size, proportion, location, format and presence. General Mobile logo must be at right and bottom corner.

Guideline LOGO POSITION



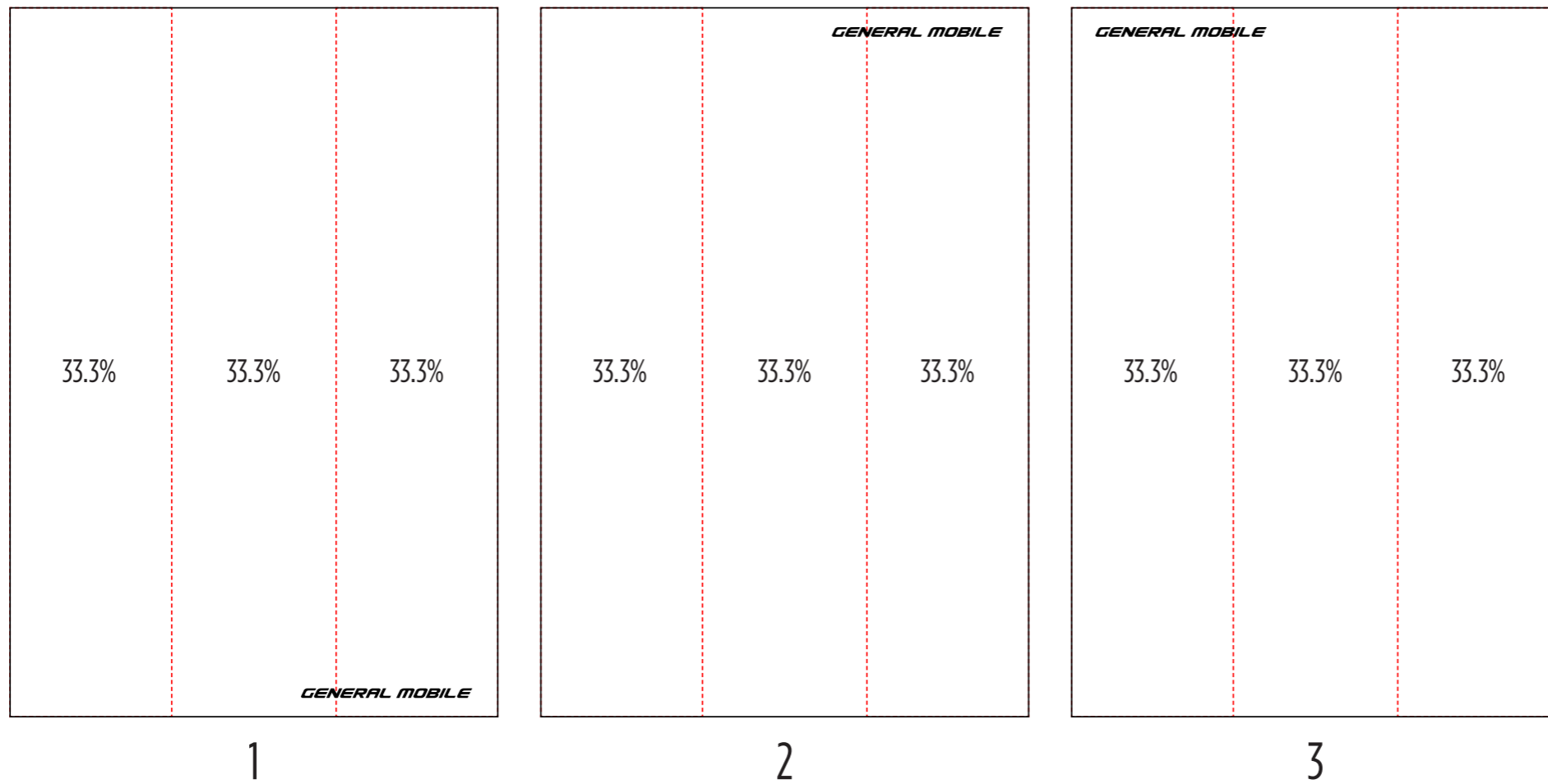
In the case where the page form is vertical, the logo width must be at least 30%.
Maximum of 35%.

Guideline LOGO POSITION



In the case where the page form is horizontal, the logo width must be at least 30%.
Maximum of 35%.

Guideline LOGO POSITION ALTERNATIVES



THANK YOU.