

Identity Guidelines



Mobilize.Net accelerates and simplifies the process of bringing software applications forward to modern web, mobile and cloud platforms.

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Logo variations
Secondary logo/icon

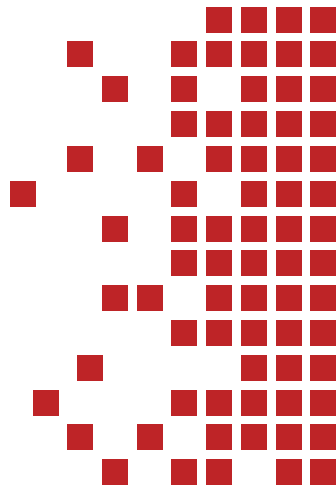
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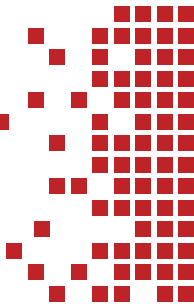
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Logo Guidelines

Mobilize.NET logo is the company's primary identification element. It must always be reproduced from authorized sources and not re-created.



Primary logo specifications

The “X-Height” clear space logo guideline ensures that the Mobilize.Net logo has enough breathing space around it.

The “X-Height” has the same dimensions of the three bars of Mobilize.Net logo.



RED Pantone 3-8 U
Hex. #BD2227
CMYK 18, 99, 98, 8
RGB 189, 34, 39



GRAY Pantone 72-11 U
Hex. #606264
CMYK 62, 53, 51, 22
RGB 96, 98, 100



Logo Variations

///mobilize.NET

///mobilize.NET

///mobilize.NET

Your Code. New. Again.

||obilize.NET

Your Code. New. Again.

Migration Software

WebMAP™

Informix 4GL

VBUC

CODE LOGIC

Silverlight

PowerBuilder

Secondary Logo/Icon and slogan

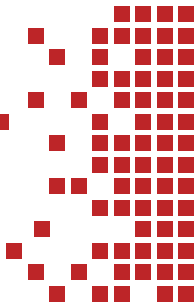


Your Code. New. Again.



Product logos

Mobilize.NET logo is the company's primary identification element. It must always be reproduced from authorized sources and not re-created.





RapidScan



RapidScan

Source Code Analysis Tool



RapidScan



VBUC 



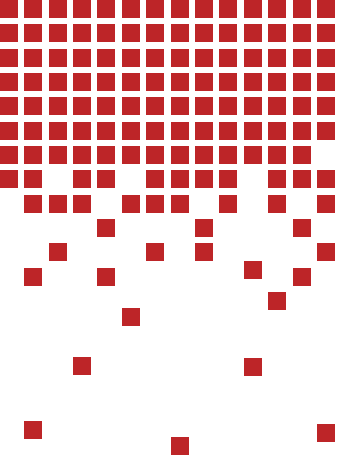
VBUC 

Visual Basic Upgrade Companion



VBUC 

VBUC 



Web**MAP**TM

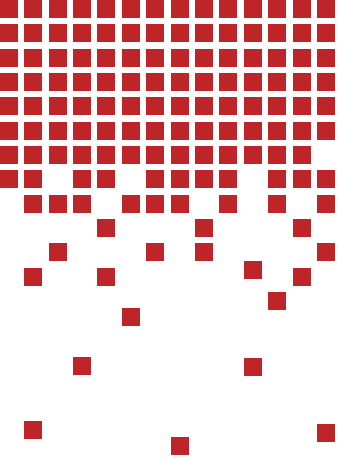


Web**MAP**TM



Web**MAP**TM

Web**MAP**TM



Service**MAP**

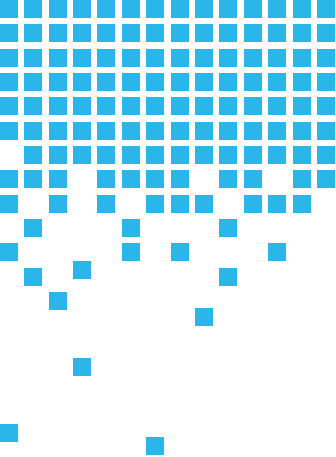


Service**MAP**



Service**MAP**

Service**MAP**



SnowConvert

SnowConvert

APPLICATION MIGRATIONS



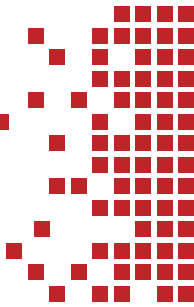
DATABASE MIGRATIONS

Quality**MATE**



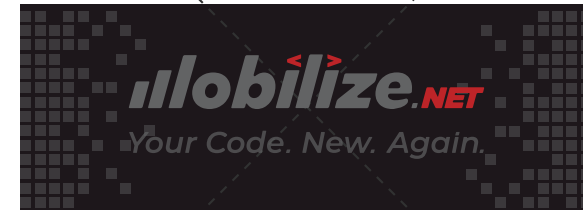
Incorrect use cases

Some incorrect examples





Do not use any other color than our brand colors



Do not place the logo on a visual cluttered or patterned background



Do not use the slogan Horizontally



Resize the logo on proper proportions

RapidScan

VBUC



Do not use any other color than our brand colors

Web**MAP**[™]

Resize the logo on proper proportions

SnowConvert



Do not change our logo positions

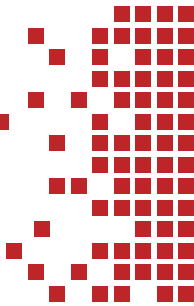


Color Guidelines

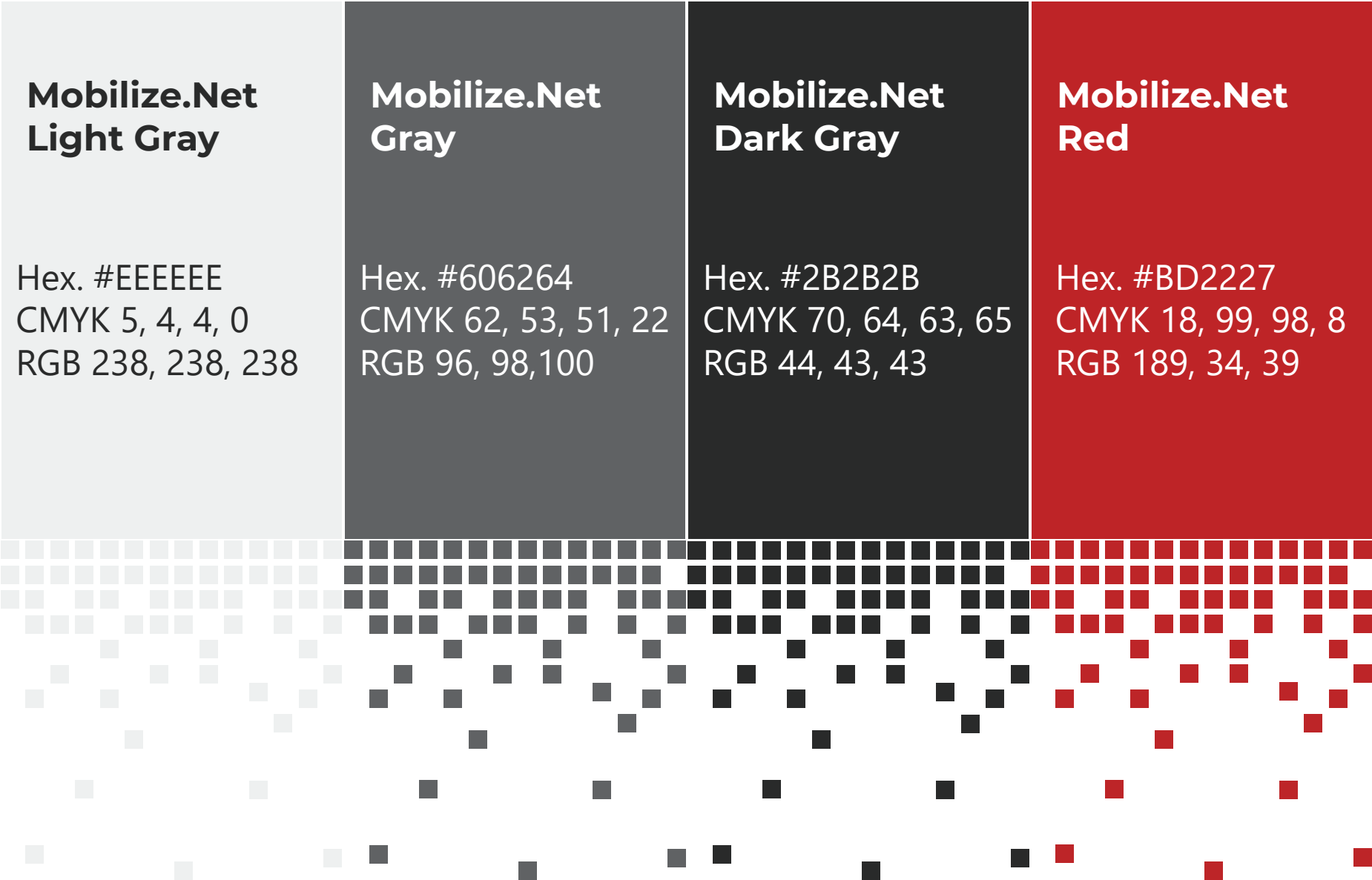
The use of accurate and precise corporate colors help tie our communication materials closer to our Mobilize.Net brand.

Mobilize.Net RED is the most distinctive color, and separates us from the rest of the competition. It is widely used in many of our communication materials.

The grays combination provides a sharp contrast and reflects modern day migrations and cutting edge technology vibe.



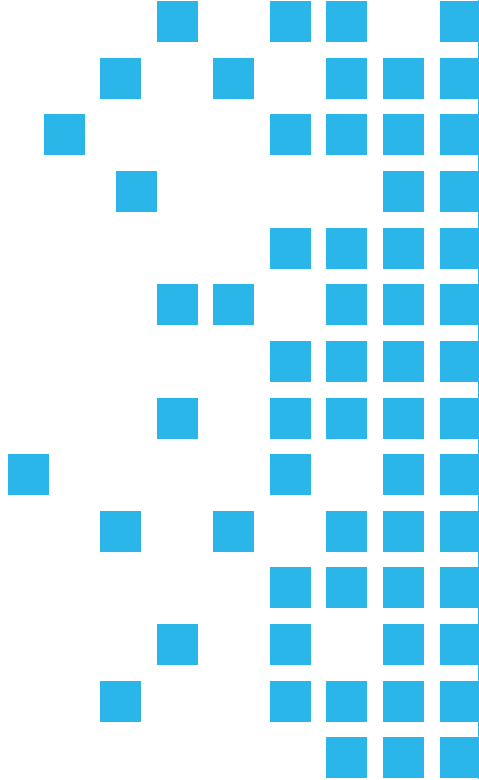
Brand color palette



DATABASE MIGRATIONS

Secondary color palettes

APPLICATION MIGRATIONS



**SnowConvert
Sky blue**

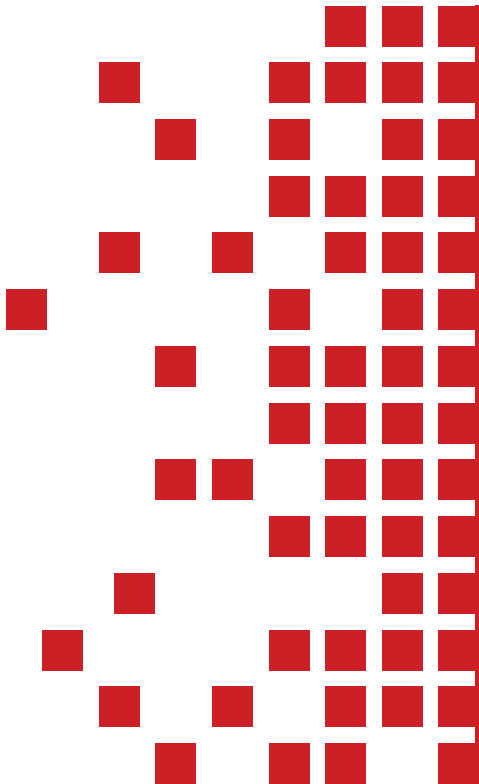
Hex. #2CB5E8
CMYK 67, 8, 0, 0
RGB 44, 181, 232

**SnowConvert
Lightblue**

Hex. #6FCAEB
CMYK 51, 2, 3, 0
RGB 111, 202, 235

**Cloud
Lightblue**

Hex. #B4CCEA
CMYK 27, 12, 0, 0
RGB 180, 204, 234



**Mobilize.Net
Passion**

Hex. #cb2026
CMYK 13, 100, 100, 4
RGB 203, 32, 38

**Mobilize.Net
Salmon**

Hex. #f4826a
CMYK 0, 61, 56, 0
RGB 244, 130, 106

**Mobilize.Net
Yellow**

Hex. #fdb913
CMYK 0, 30, 100, 0
RGB 253, 185, 19

Use of colors

FOR DATABASE MIGRATIONS

Main colour usage recommendation (approximate ratio):



FOR APPLICATION MIGRATIONS

Main colour usage recommendation (approximate ratio):

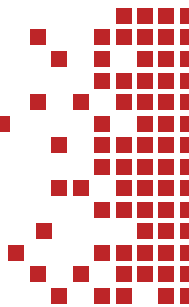




Font Guidelines

The use of accurate and precise brand fonts help tie our communication materials closer to our Mobilize.Net brand.

Please ensure that all communication materials bear the correct brand font.



Use Montserrat bold for titles and heading

Montserrat font

Montserrat Bold 700 is the font to be use in heading <h1> <h2>
And Montserrat Regular 400 subheading <h2> <h3>

Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

```
<link rel="preconnect" href="https://fonts.gstatic.com">  
<link href="https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&display=swap" rel="stylesheet">
```

```
<style>  
@import url('https://fonts.googleapis.com/css2?family=Montserrat:ital,wght@0,100;0,200;0,300;0,400;0,500;0,600;0,700;0,800;0,900;1,100;1,200;1,300;1,400;1,500;1,600;1,700;1,800;1,900&display=swap');  
</style>
```

Specify in CSS

Use the following CSS rules to specify these families:

```
font-family: 'Montserrat', sans-serif;
```

Segoe UI family

Segoe UI by Microsoft Corporation is the font to be use on content and PPT presentations.

<https://docs.microsoft.com/es-es/typography/font-list/segoe-ui>

Correct fonts use case

Cloud Application Migration Tools Transform Desktop Applications

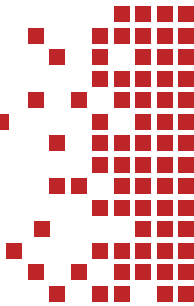
Lightweight, performant apps

Web apps can be slow, due to control-heavy screens, constant database look ups, and network chattiness. WebMAP apps run light and fast on the server, and at the same time make the client experience rich, responsive, and familiar. Cloud application migration tools make it possible.



Other usable assets

Other helpful logos
Illustrations
Helpful Links PPT Deck + Web assets



Customer logos



Other helpful logos



Visual Basic 6.0

PowerBuilder

Silverlight

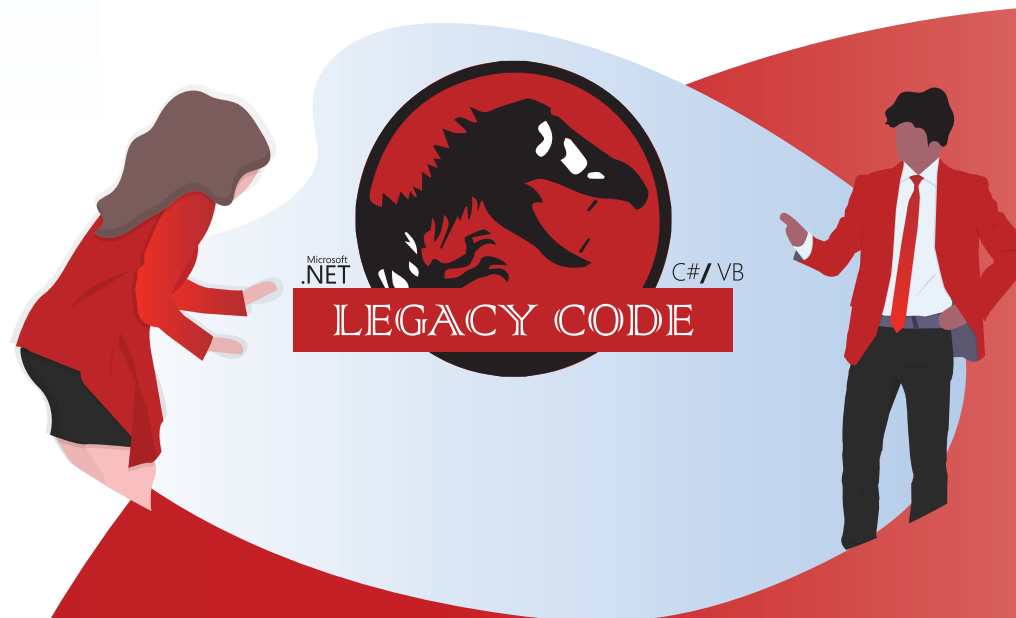
VB.NET

ASP.net

Java

Informix

Illustrations

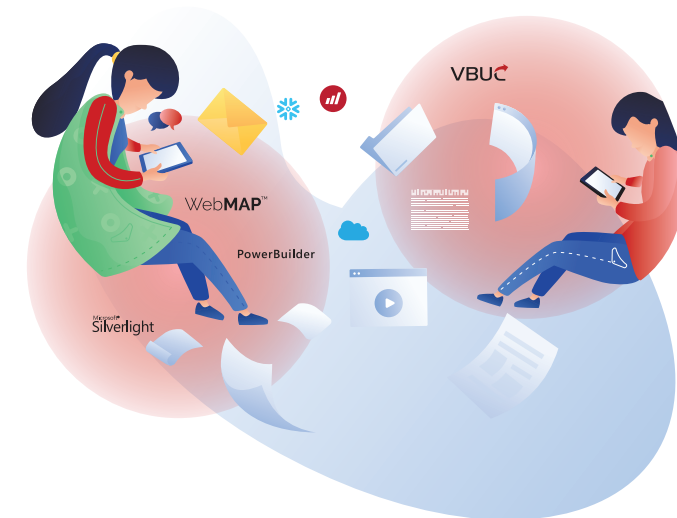
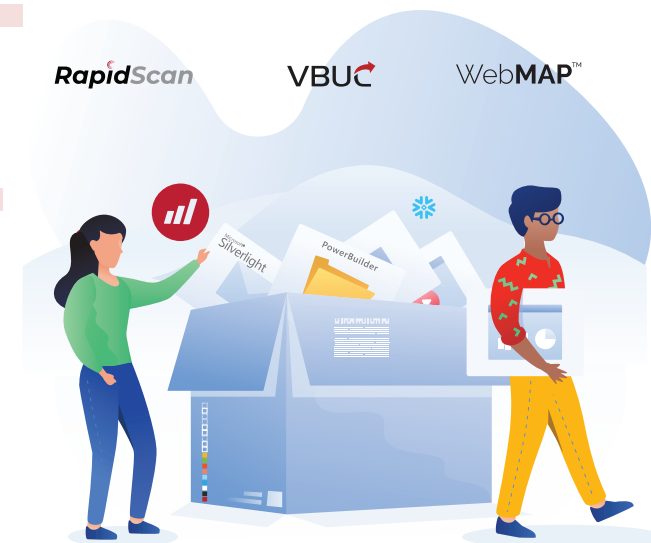


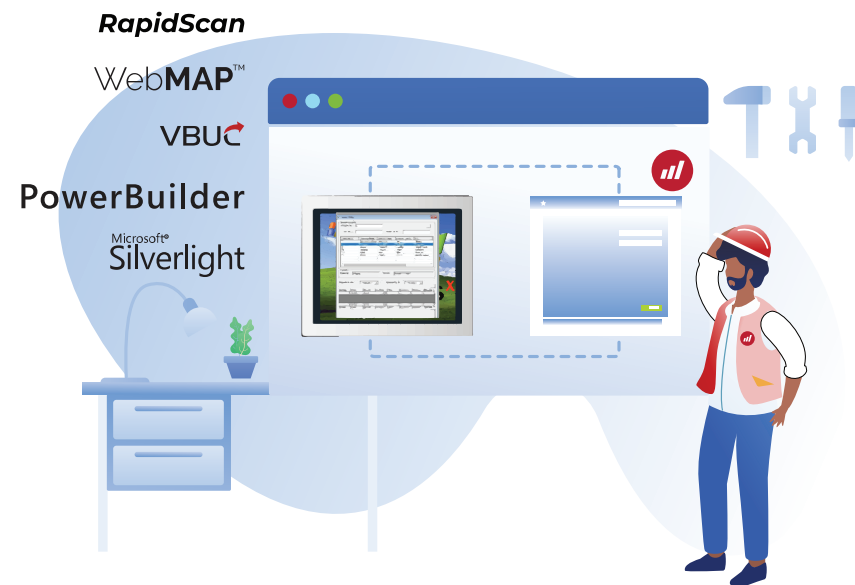
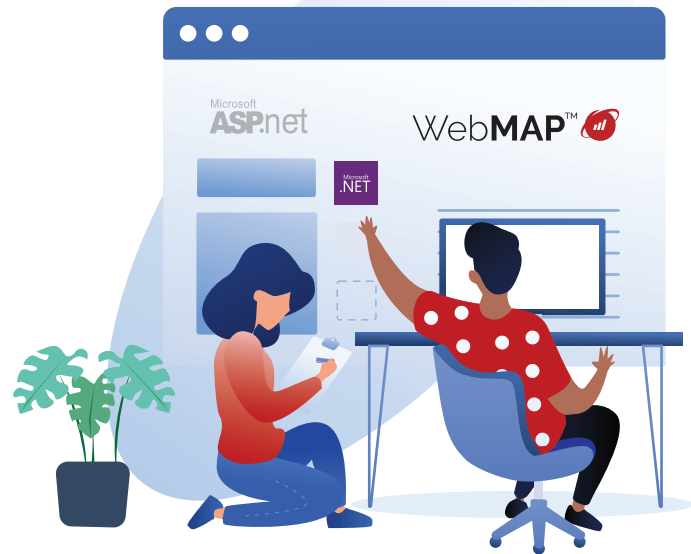
Example of how to use our illustrations

Please ensure that you adhere to all guidelines listed in this document, and unify all brand fonts, colors, and wording in all communication materials. This is an example of how to use Mobilize.Net visuals or illustrations



APPLICATION MIGRATIONS

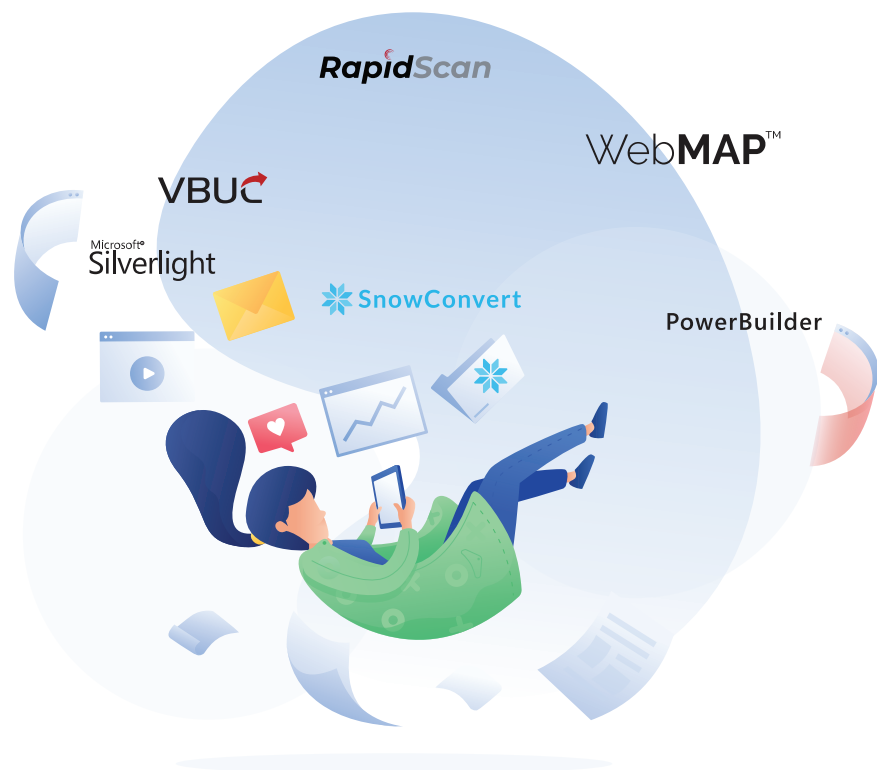
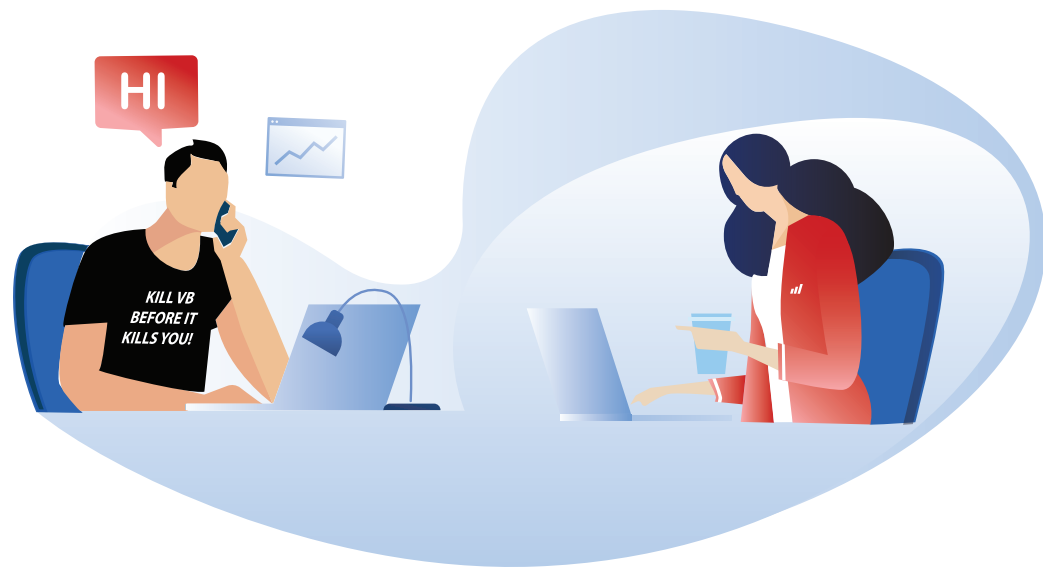


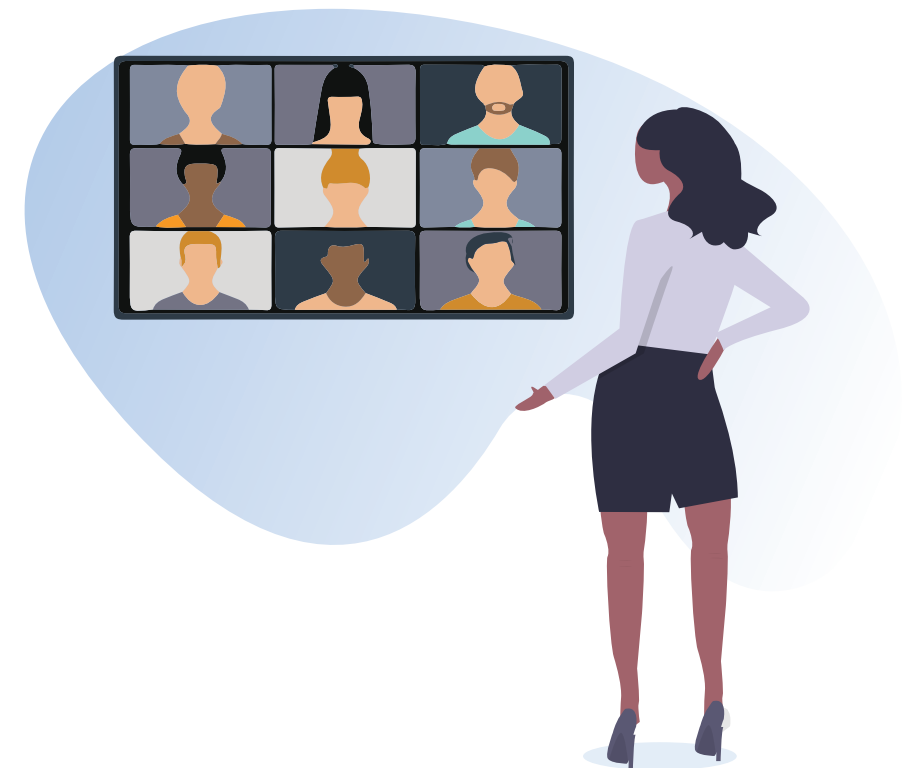
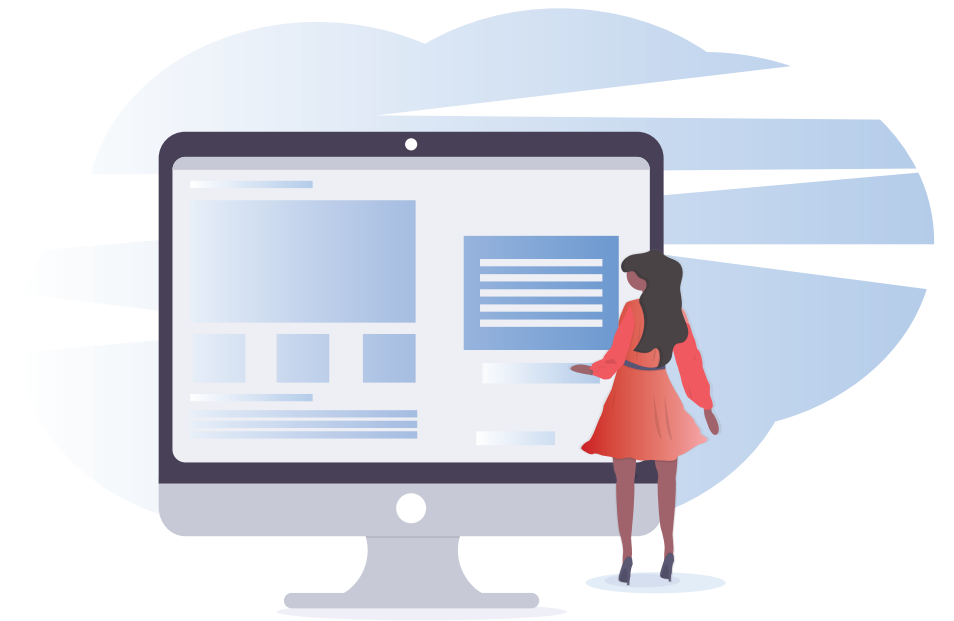


DATABASE MIGRATIONS









Helpful Links

Official PPT Deck

https://www.mobilize.net/hubfs/Media%20Center/PPT/Mobilize.Net_Official_Template_Deck.potx

Web Assets

<https://www.mobilize.net/mediacenter/>



THE END



Your Code. New. Again.