
Türkiye's leading game industry news and events company.

MOBİDİCTUM

BRANDBOOK

IDENTITY MANUAL

Index

The following guidelines show how to use the basic principles of Mobidictum identity. The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Mobidictum brand. This document outlines the components, their structure and their relationships which will help you to apply the Mobidictum brand consistently across all communications. Every detail of the Mobidictum brand identity has been created to ensure that it is expressive of the brand and its values.

- 03 Brand Values
- 04 Logo Variations
- 05 Exclusion Zones
- 06 Use Of The Logo
- 07 Color Palette
- 08 Color Use Of The Logo
- 09 Right Use Of The Logo
- 10 Typeface
- 11 Business Card
- 12 Company Sweat & T-shirts

Brand Values

Mobidictum is a global game news and events platform. Founded in 2015 to help mobile game developers with marketing activities, Mobidictum now continues to do this mission by creating content, spreading the news about companies, and hosting local and global events.

Mobidictum is the gateway of the Turkish gaming market opening to the world. Our mission is to grow the game development scene in Turkey and further strengthen the industry by bringing communities together.



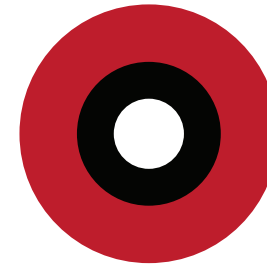
Logo Variations



MOBIDICTUM

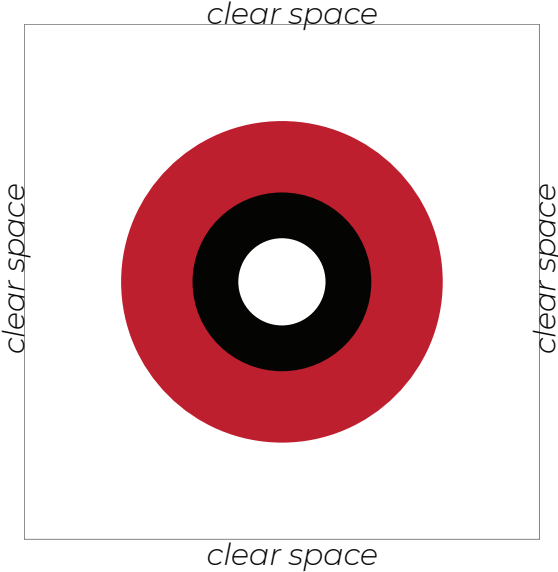
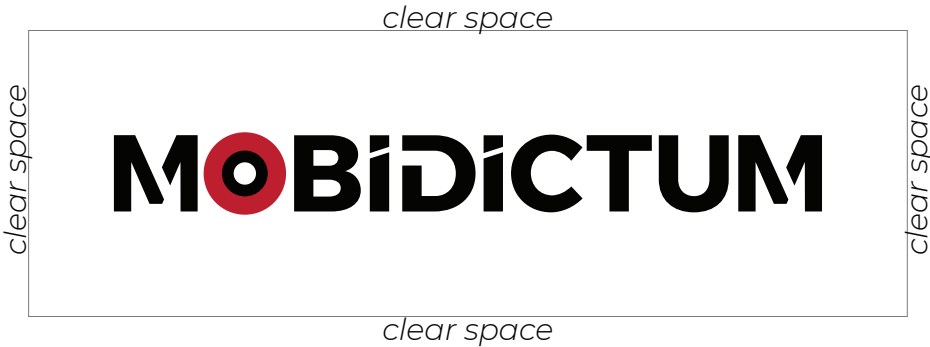
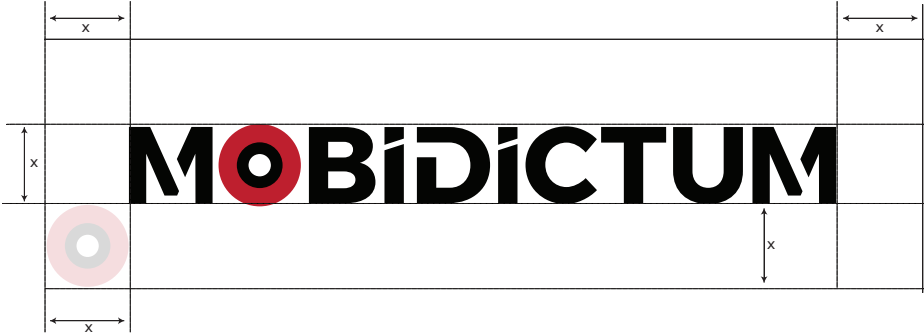
The horizontal logo variation features the word "MOBIDICTUM" in a bold, black, sans-serif font. The letter "O" is replaced by a red circle with a white center, which is the same as the icon shown to the right.

HORIZONTAL



ICON

Exclusion Zones



Use Of The Logo

MOBiDiCTUM

Do not change
the color.
Use colors
from the palette.

MOBiDiCTUM

Do not rotate
the logo.

MOBiDiCTUM

Do not crop
the logo.

MOBiDiCTUM

Do not use
tint or opacity.

Color Palette

HEX CODE
#BE1623

CMYK:
18 100 91 8

RGB:
190 30 45

HEX CODE
#000000

CMYK:
75 68 67 90

RGB:
0 0 0

HEX CODE
#ffffff

CMYK:
0 0 0 0

RGB:
255 255 255

Color Use Of The Logo

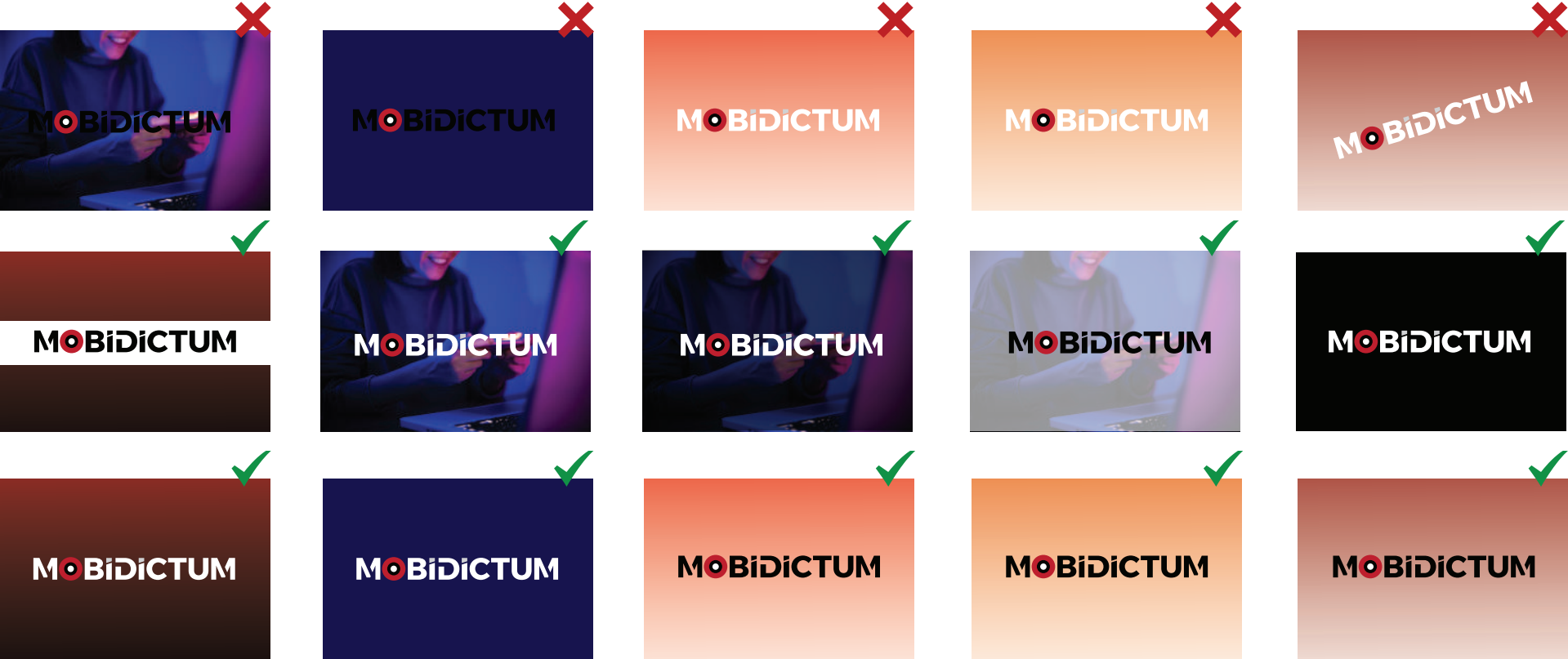
MOBIDICTUM

BLACK USE OF THE LOGO



WHITE USE OF THE LOGO

Right Use Of The Logo



Typeface

Montserrat Font Family

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Business Card



Company Sweat & T-shirts

