



**MOBILE DOORMAN**

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**Brand Identity Guidelines**



# MOBILE DOORMAN

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## Mission Statement

To improve the way people interact with their homes and communities through technology.

## Company Ethos

### Innovative

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Evolving  
Creative

### Efficiency

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Streamline  
Easier

### Team

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All in it together  
Fits in  
Customizable  
Connected

### Approachable

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Friendly  
Creative

## Mobile Doorman

### Primary Color Palette

CMYK | 81 · 74 · 28 · 11  
RGB | 72 · 77 · 122  
HEX | #484D7A  
PMS | 2758 U

DARK PURPLE

CMYK | 60 · 51 · 51 · 20  
RGB | 102 · 102 · 102  
HEX | #666666  
PMS | 425 C

DARK GRAY

CMYK | 2 · 1 · 0 · 25  
RGB | 188 · 190 · 192  
HEX | #BCBEC0  
PMS | 428 C

MEDIUM GRAY

CMYK | 2 · 2 · 2 · 2  
RGB | 246 · 246 · 246  
HEX | #F6F6F6  
PMS | 628 C

LIGHT GRAY

## Mobile Doorman

### Logo Variations (on a dark background)

Mark



Horizontal



MOBILE DOORMAN

Stacked



MOBILE DOORMAN

## Mobile Doorman

### Extra Colors - TBD



**Error Red**  
HEX# D03127



**Confirmation Green**  
HEX# 3DA456



**Hyperlink**  
HEX# BCBEC0



**Website Blue**  
HEX# 49549F

## Mobile Doorman

Font Families

### EB Garamond

#### Header

Subhead

Body copy - Ovid quasimilit optatist esero berciis aut ut pedi tecupta quas mintias aut quidis pratis aut que quam ipist fGendae. Nemqui ario cumqui tem illupta secto dolland itatius

**Use for:**

- Decks
- Letters
- Marketing materials
- Invoices

### Open Sans

#### Header

Subhead

Body copy - Ovid quasimilit optatist esero berciis aut ut pedi tecupta quas mintias aut quidis pratis aut que quam ipist fGendae. Nemqui ario cumqui tem illupta secto dolland itatius

**Use for:**

- App
- Buttons
- Website

## Mobile Doorman

Logo Variations (on a light background)

Mark 1



Horizontal



Mark 2



Stacked



MOBILE DOORMAN

## Mobile Doorman

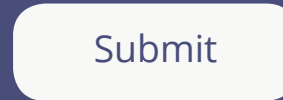
Button Specs

Button text always in Open Sans Regular

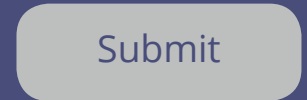
Main



Hover



Alternative



Submit

Submit

Submit

## Mobile Doorman

*Icon Set (on a dark background)*

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*White Outline*



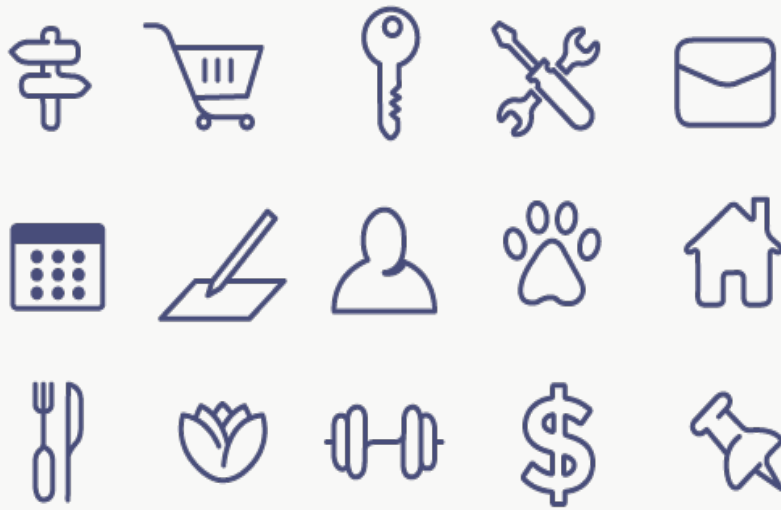
*White Fill*



## Mobile Doorman

*Icon Set (on a light background)*

*Purple Outline*



*Purple Fill*

