

Brand
Guidelines



About the Brand Guidelines

To build a strong brand, it is essential to maintain uniformity and consistency in its application. Therefore, standards have been established to ensure the integration of all parameters and graphic elements, such as the logo, typography, and colors, promoting harmony and consistency.

This book aims to guide and simplify the correct use of the elements that identify the brand, ensuring proper application and contributing to its easy assimilation by the target audience.

Logo

04

Colors

16

Typefaces

27

Graphic Elements

32

Photography

39

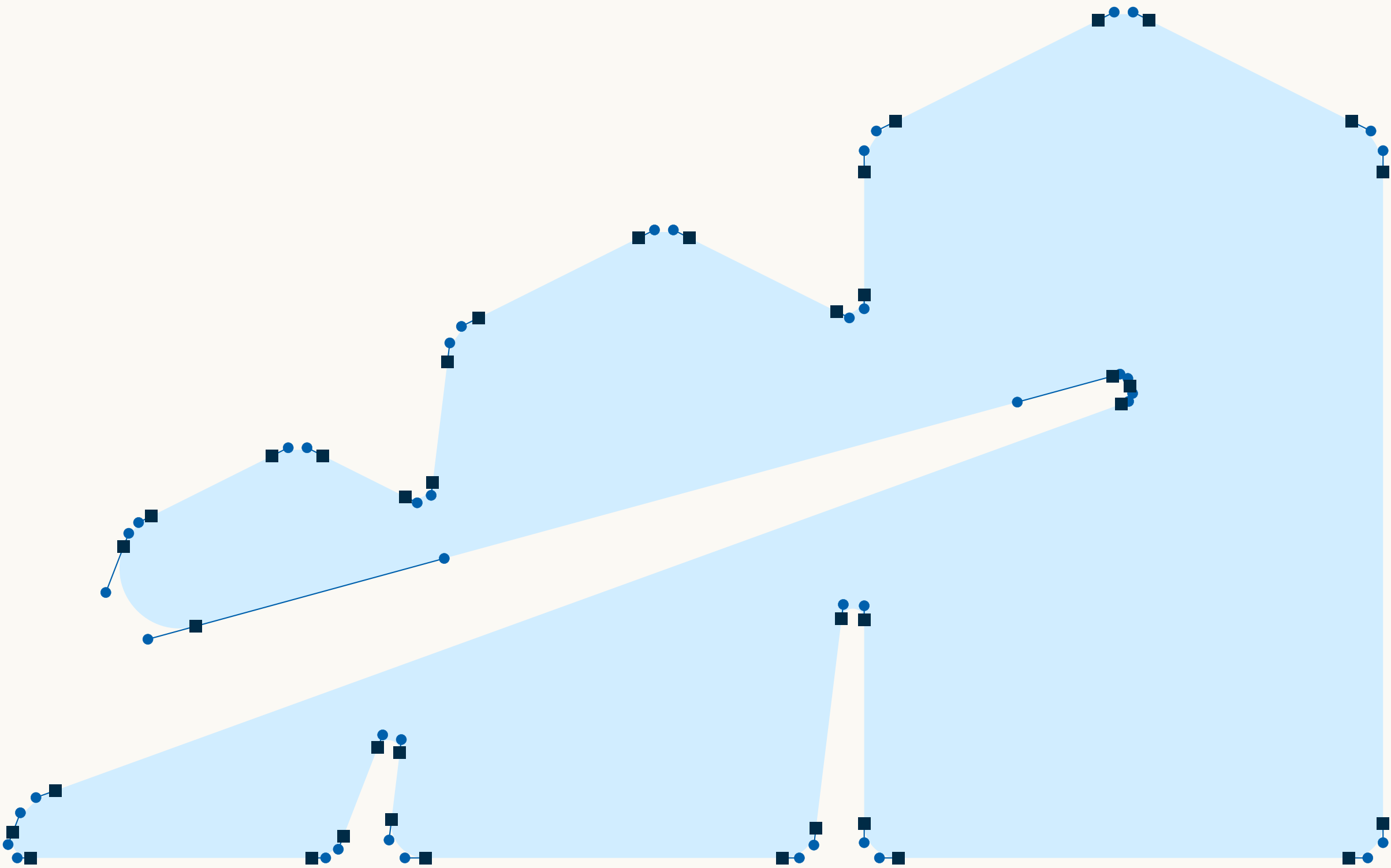




Logo

- 1.1 - Construction
- 1.2 - Logotype
- 1.3 - Imagotype
- 1.4 - Symbol
- 1.5 - Logo colors
- 1.6 - General Rules

01



MobiliseYourCity



1.2 Logotype

The logo is the primary textual identifier of the brand and should be used consistently across all applications. Its design was developed to ensure legibility, visual balance, and versatility in different formats and sizes.

Correct use of the logo guarantees brand recognition and preserves its graphic integrity. It is always recommended to use the original version provided in this manual, without alterations to proportion, color, or typography.

MobiliseYourCity

**Mobilise
YourCity**



1.2 Logotype / Margins

M

The logo has a safety margin defined by the height of the letter "M". This space must be respected on all sides, ensuring legibility, visual impact, and preserving the integrity of the logo in any application.

Note: this safety margin also applies to other variations of the logo.



1.3 Imagotype

The imagotype is composed of the symbol and the logo, forming a visual unit that represents the brand identity.

This composition gives the imagotype uniqueness and flexibility of application, allowing it to be used together or separately, according to the guidelines in this manual.



1.3 Imagotypes / Margins

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The logo has a safety margin defined by the height of the letter "M". This space must be respected on all sides, ensuring legibility, visual impact, and preserving the integrity of the logo in any application.

Note: this safety margin also applies to other variations of the logo.



1.4 Symbol

The symbol is the smallest graphic element in a brand's logo. It symbolically represents the concepts and messages that the brand wishes to convey based on its purpose. Incorrect use of the symbol can compromise the clarity of communication and weaken the perception of the message.



1.4 Symbol / Margins



The symbol has a safety margin defined as 1/2 of its height. This space must be respected on all sides, ensuring legibility, visual impact, and preserving the integrity of the symbol in any application.



1.5 Logo colors

To ensure optimal functionality and application of the logo, color alternatives have been developed to allow its use in different visual contexts. It is essential that each variation be applied according to the appropriate color scheme, respecting the guidelines established in this manual.



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1.6 General Rules

These rules apply to ALL logos.

- 1. Do not distort;
- 2. Do not tilt in applications;
- 3. Do not apply effects;
- 4. Do not apply outlines;
- 5. Do not use colors outside our palette;
- 6. Do not customize the format;





Colors

- 2.1 - Primary
- 2.2 - Secondary
- 2.3 - Supplemental
- 2.4 - Shades
- 2.5 - Color contrast
- 2.6 - Color themes
- 2.7 - Color combinations

02

2.1 Primary

The main tones - fuchsia and blue - were enlarged and refined, unfolding in new chromatic variations. This evolution makes the visual system more dynamic, contemporary and functional, without compromising the recognition built over time.

Fuchsia

HEX: #9e2458
RGB: 158, 36, 88
CMYK: 28, 95, 33, 21

Cyan

HEX: #0096d3
RGB: 0, 150, 211
CMYK: 78, 25, 1, 0

White

HEX: #fcfaf5
RGB: 252, 250, 245
CMYK: 0, 1, 3, 1



2.2 Secondary

The expansion of the palette ensures greater creative flexibility and improves identity performance in different contexts, formats and scales, allowing the creation of more versatile layouts for institutional, digital and editorial materials, always maintaining consistency and visual clarity.

Blue

HEX: #0060ad
RGB: 0, 96, 173
CMYK: 92, 66, 0, 0

Green

HEX: #00a396
RGB: 0, 163, 150
CMYK: 78, 9, 48, 0



2.3 Supplemental

The supplemental color palette plays a strategic role in the brand's visual system, supporting the main palette in situations that require greater neutrality or visual organization. Its proper use contributes to aesthetic consistency and balance in the compositions.

Black	Gray	White	Pure White
HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100	HEX: #dadbd6 RGB: 218, 219, 214 CMYK: 0, 0, 2, 14	HEX: #fcfaf5 RGB: 252, 250, 245 CMYK: 0, 1, 3, 1	HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0



2.4 Shades

The colors that make up the palette were developed from a careful exploration of shades, ranging from light to dark. This chromatic standardization contributes to the visual organization of the applications and ensures adequate contrast for texts and elements, preserving the legibility and consistency of the brand.

HEX: #4b1428 RGB: 75, 20, 40 CMYK: 44, 93, 45, 68	HEX: #9e2458 RGB: 158, 36, 88 CMYK: 28, 95, 33, 21	HEX: #f257a1 RGB: 242, 87, 161 CMYK: 0, 78, 0, 0	HEX: #ff83be RGB: 255, 131, 190 CMYK: 0, 61, 0, 0
HEX: #113148 RGB: 17, 49, 72 CMYK: 98, 73, 45, 46	HEX: #0096d3 RGB: 0, 150, 211 CMYK: 78, 25, 1, 0	HEX: #4ecdf4 RGB: 78, 205, 244 CMYK: 61, 0, 4, 0	HEX: #80e1ff RGB: 128, 255, 255 CMYK: 47, 0, 3, 0
HEX: #002c47 RGB: 0, 44, 71 CMYK: 100, 79, 45, 46	HEX: #0060ad RGB: 0, 96, 173 CMYK: 92, 66, 0, 0	HEX: #a4daff RGB: 164, 218, 255 CMYK: 38, 3, 0, 0	HEX: #d2edff RGB: 210, 237, 255 CMYK: 20, 0, 0, 0
HEX: #02473f RGB: 2, 71, 63 CMYK: 91, 43, 65, 52	HEX: #00a396 RGB: 0, 163, 150 CMYK: 78, 9, 48, 0	HEX: #9ae8da RGB: 154, 232, 218 CMYK: 41, 0, 23, 0	HEX: #d2fffb RGB: 210, 255, 251 CMYK: 20, 0, 8, 0
HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100	HEX: #dadbd6 RGB: 218, 219, 214 CMYK: 0, 0, 2, 14	HEX: #fcfaf5 RGB: 252, 250, 245 CMYK: 0, 1, 3, 1	HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0



2.5 Color contrast

Whenever the color system is applied it is critical that all texts maintain clear and legible color contrasts.

Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa

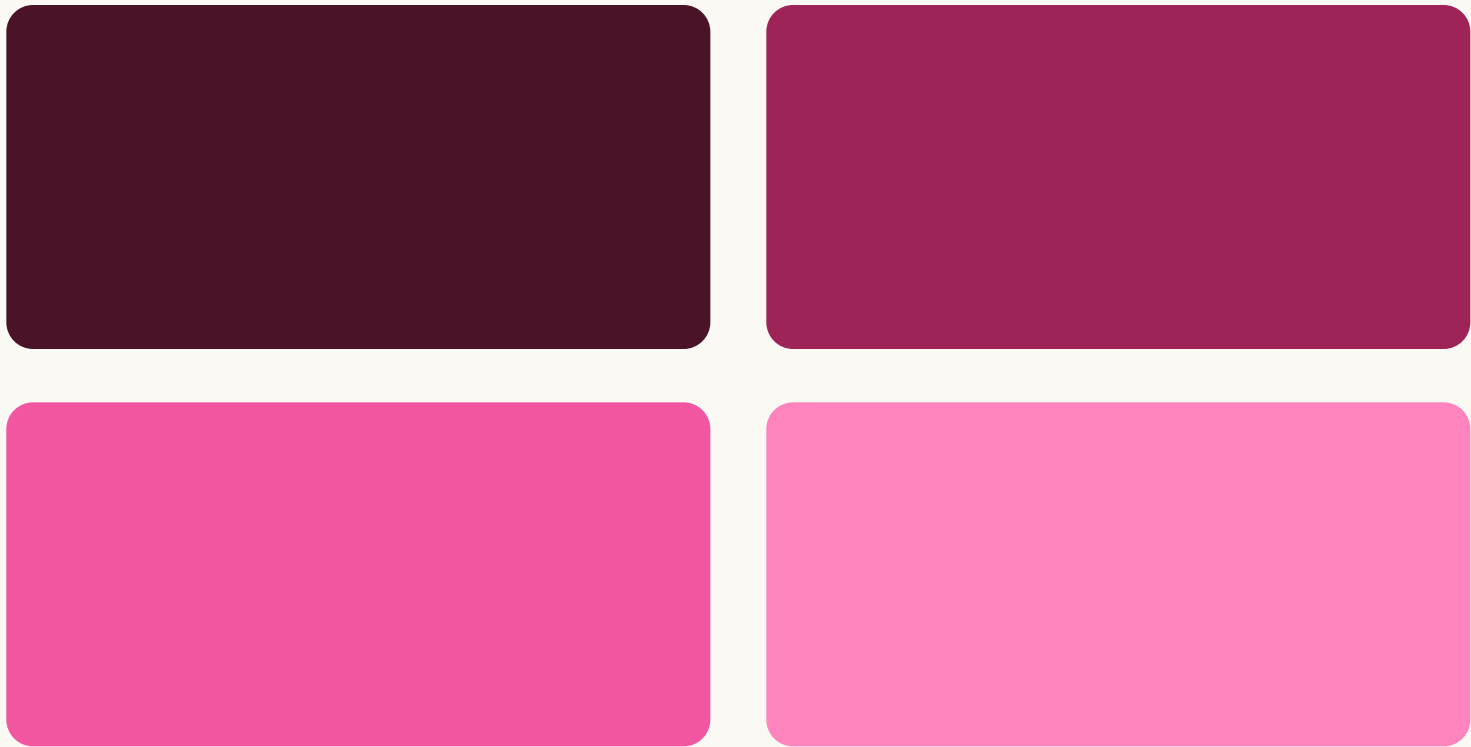


2.6 Color themes

04 color themes have been predefined for immediate use. The themes are based on our core 4 colors.

For each theme there exists a light, mid, and dark version. Color themes should be used to create moments of emphasis. The themes are manually selected and up to the judgment of the designer to determine the level of appropriateness.

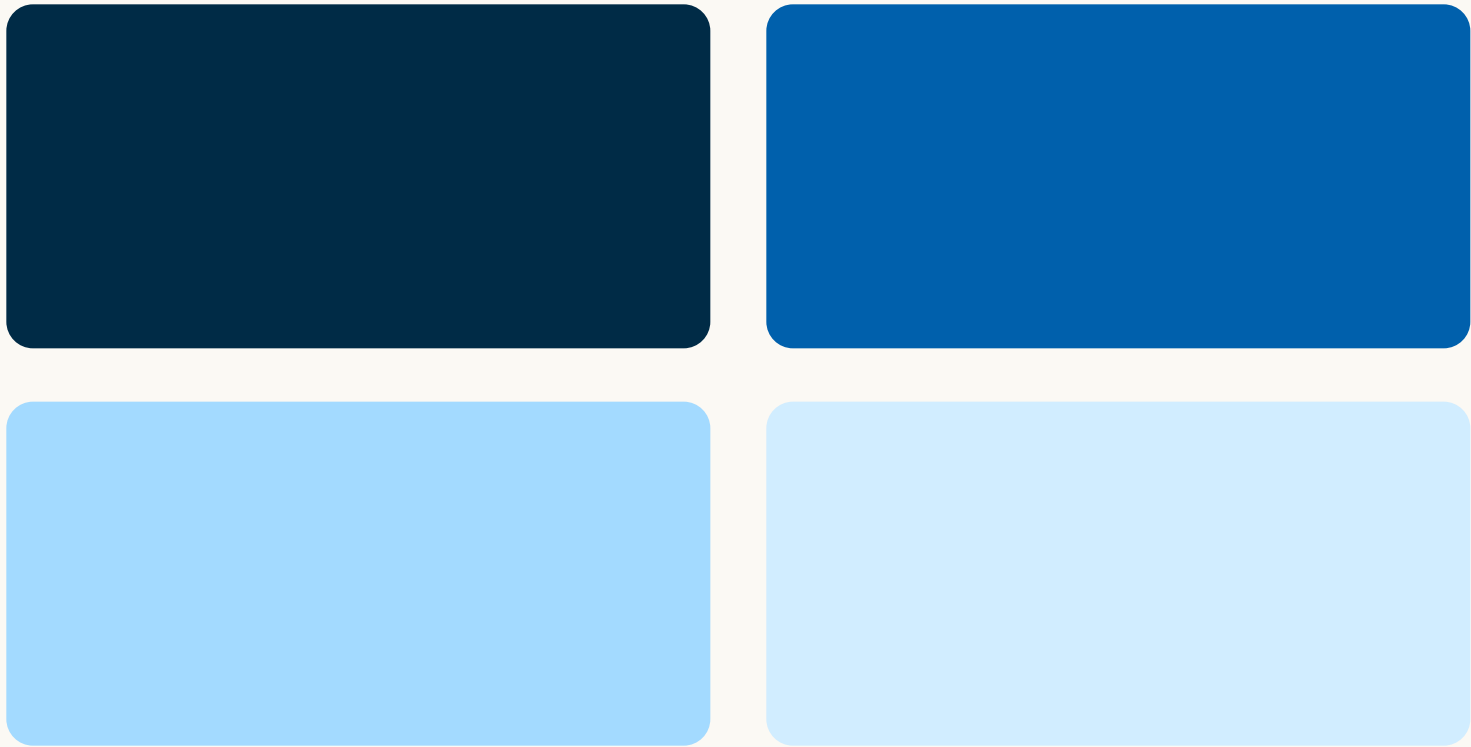
Fuchsia



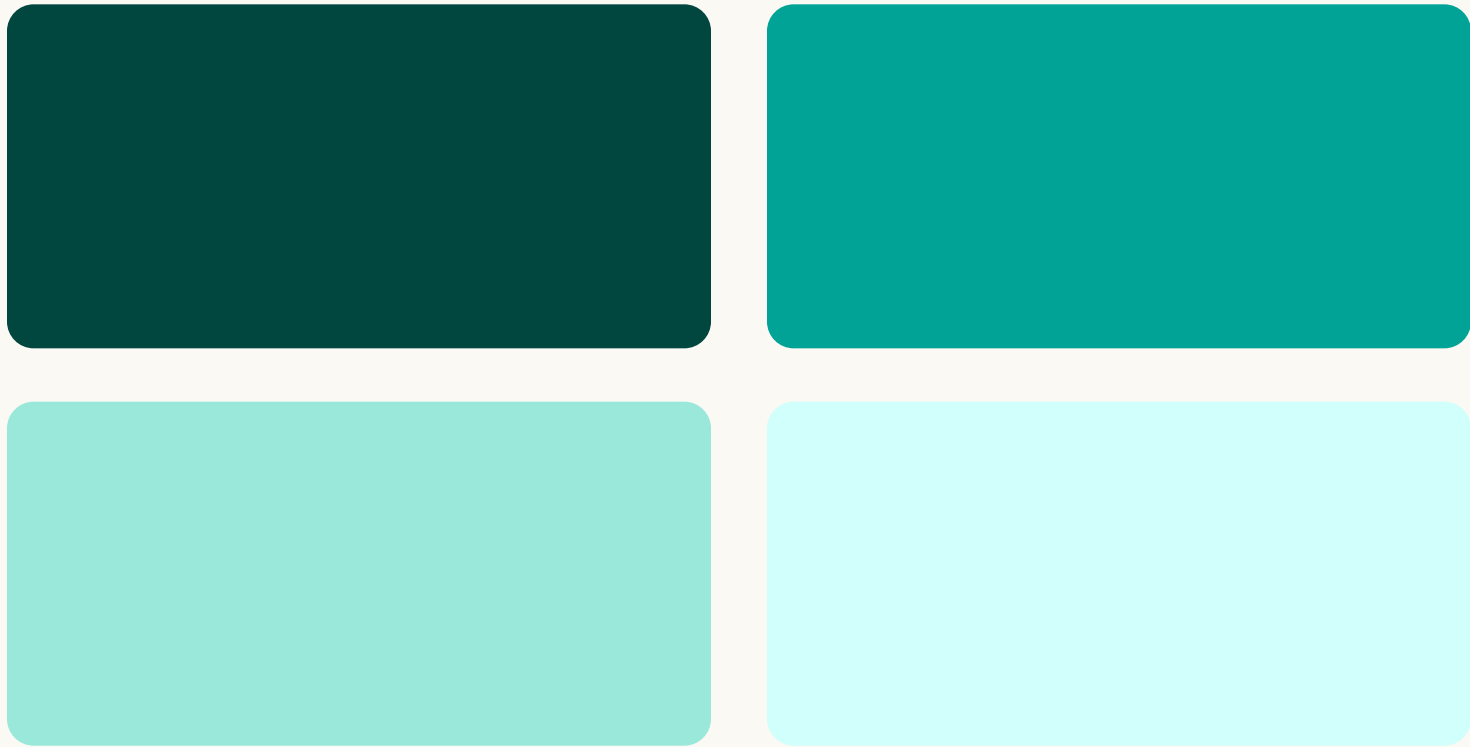
Cyan



Blue

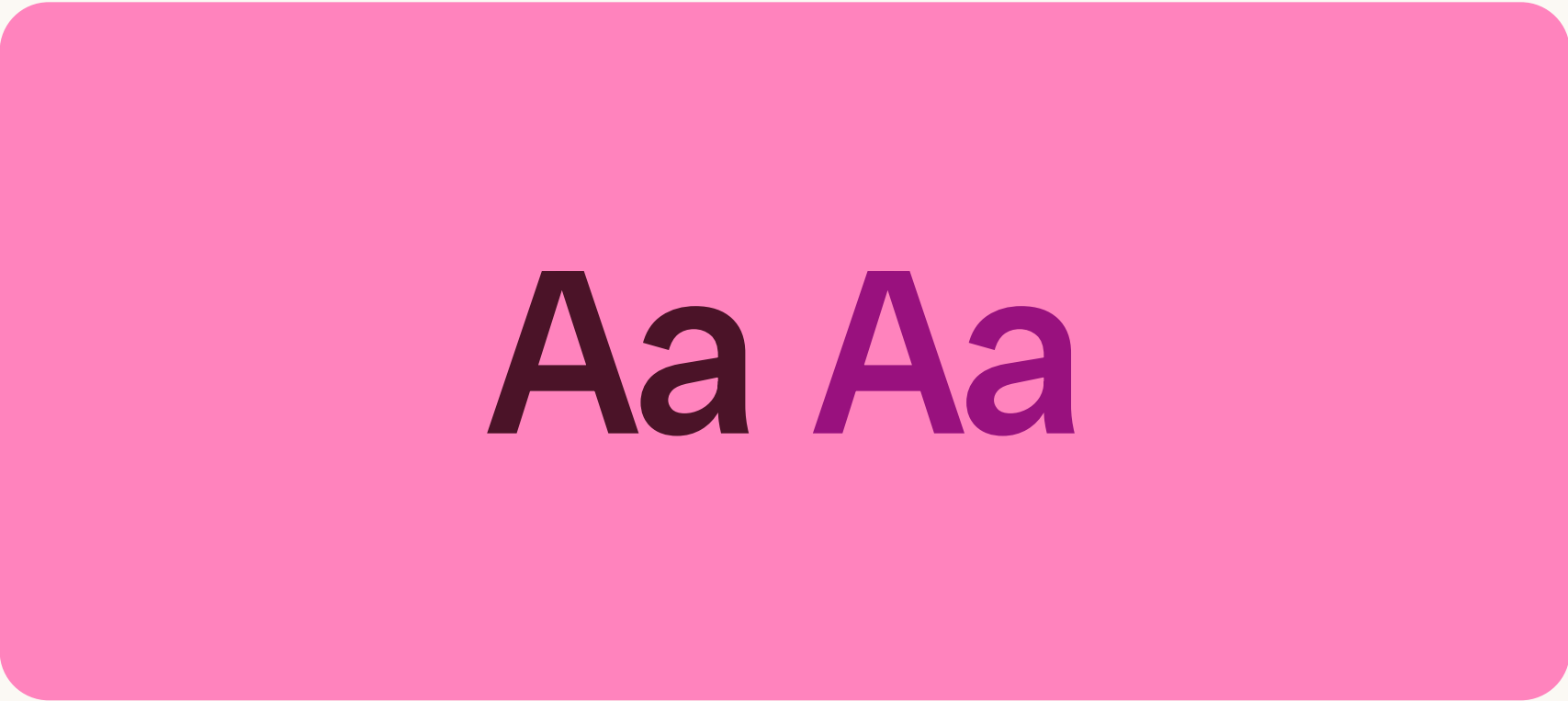


Green



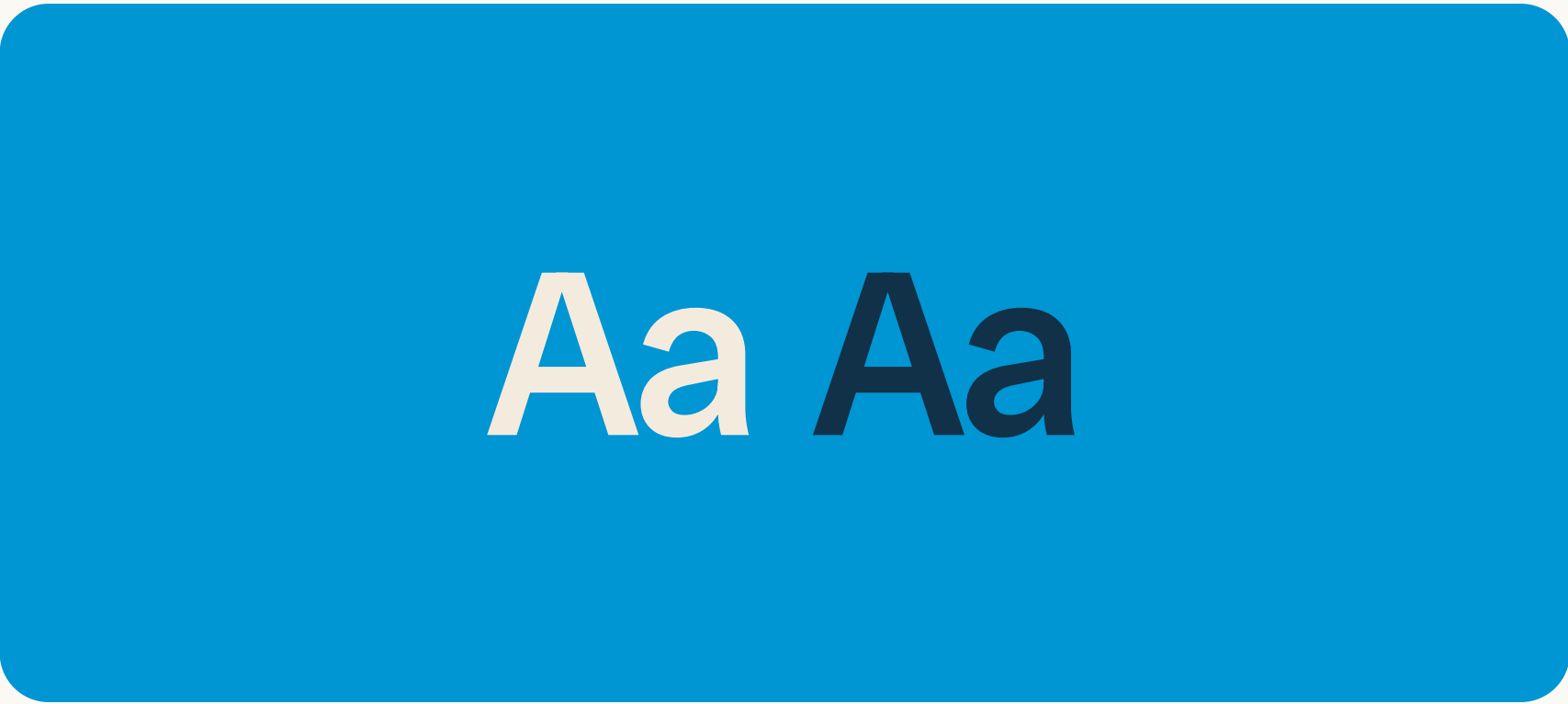
2.7 Color combinations

Each color theme has its own color combination guidelines, which must be followed to ensure visual consistency and legibility. The correct use of contrasts between text and elements is essential to maintain the clarity of the brand's communication.



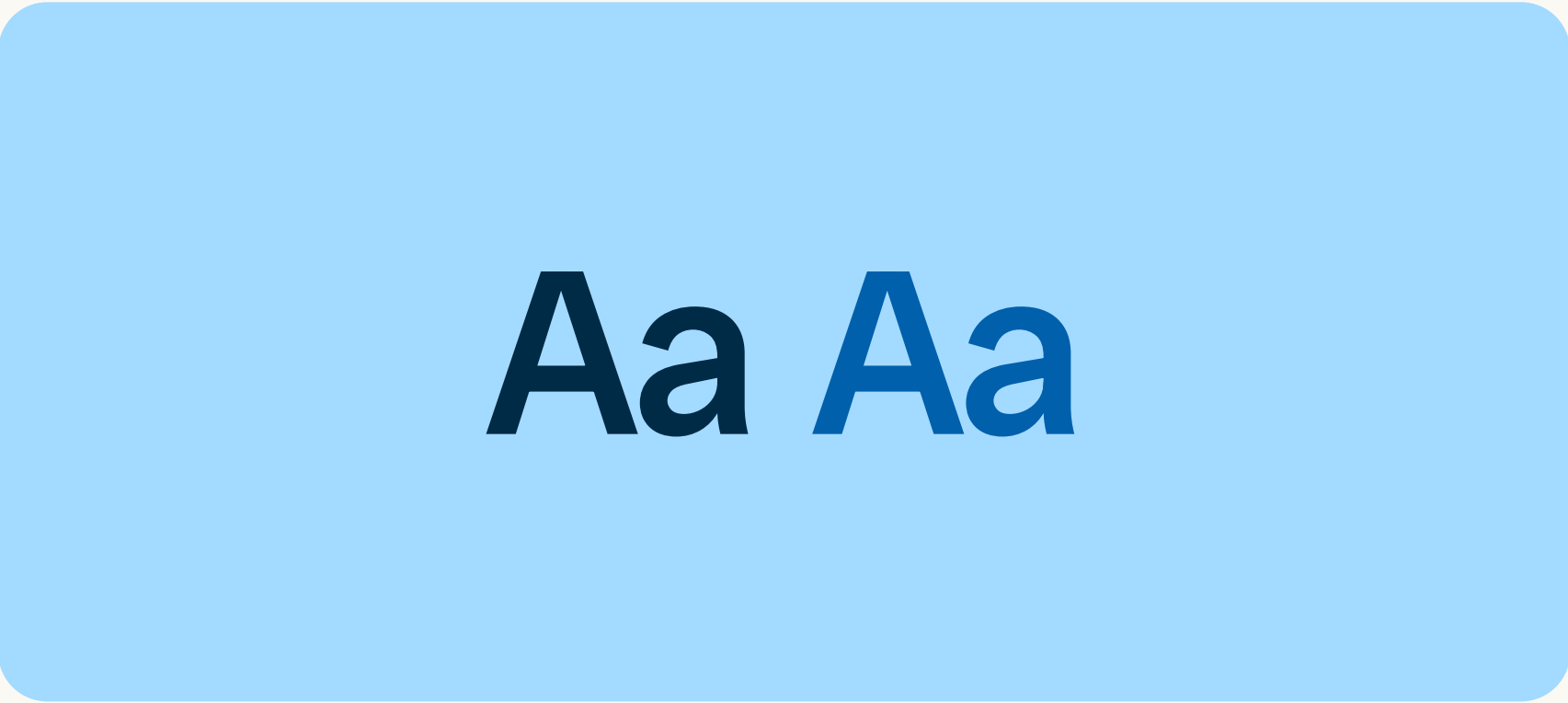
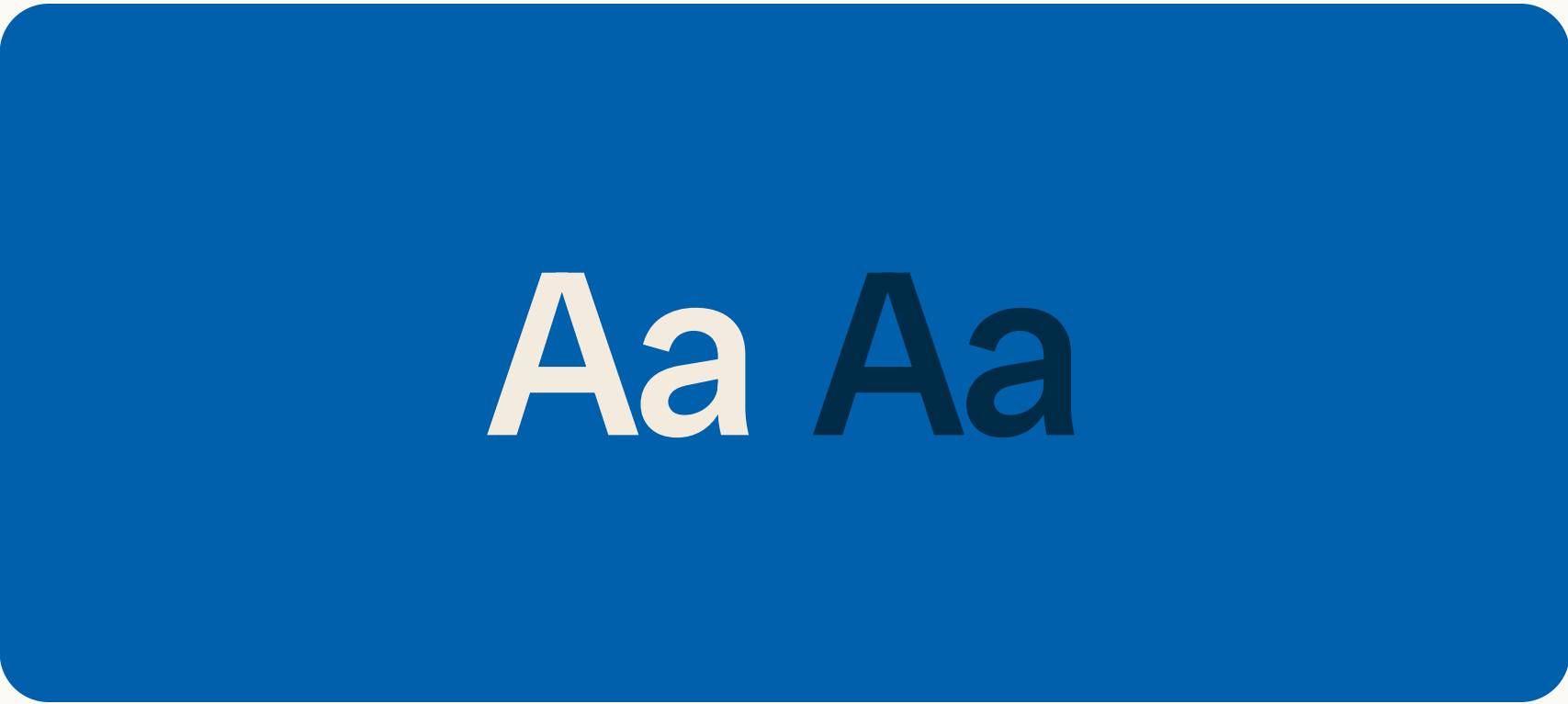
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Typefaces

- 3.1 - Titles
- 3.2 - Body Text
- 3.3 - Typographic Hierarchy
- 3.4 - What to avoid

03

Radio Canada Big

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
? ! @ # \$ % & 0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

Medium
Medium Italic

AaBb
01234



Manrope

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
? ! @ # \$ % & () [] { } ~ ^ ; : / \n
0 1 2 3 4 5 6 7 8 9

Light
Regular
Medium
Bold

AaBb
01234



Radio Canada Big - Medium, Medium Italic - 120pt

This is a simple *Headline example*

Manrope - Regular - 24pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

Manrope - Regular - 20pt

www.mobilisyourcity.net



3.4 What to avoid

- 1. Avoid extremely tall leading for both heading and body text.
- 2. Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text.
- 3. Avoid overly tight tracking, with crashing glyphs.
- 4. Avoid overly wide tracking.
- 5. Avoid mixed weights or fonts within a single headline.
- 6. Do not set headlines in all caps. Our brand language sets headlines in Sentence Case.

01. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

02. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

03. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

04. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. Etiam euismod, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. Mauris ac imperdiet justo. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, ullamcorper id ante.

05. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla at lacus ante. **Etiam euismod**, velit ac rhoncus faucibus, sem lectus iaculis ligula, ac pretium felis libero fermentum leo. Curabitur tincidunt dolor eu justo efficitur, vitae molestie quam facilisis. **Mauris ac imperdiet justo**. Cras id dui vel sapien imperdiet venenatis a sit amet tellus. Maecenas libero tortor, cursus vitae porttitor a, **ullamcorper id ante**.

06. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA AT LACUS ANTE. ETIAM EUISMOD, VELIT AC RHONCUS FAUCIBUS, SEM LECTUS IACULIS LIGULA, AC PRETIUM FELIS LIBERO FERMENTUM LEO. CURABITUR TINCIDUNT DOLOR EU JUSTO EFFICITUR, VITAE MOLESTIE QUAM FACILISIS. MAURIS AC IMPERDIET JUSTO. CRAS ID DUI VEL SAPIEN IMPERDIET VENENATIS A SIT AMET TELLUS. MAECENAS LIBERO TORTOR, CURSUS VITAE PORTTITOR.





Graphic Elements

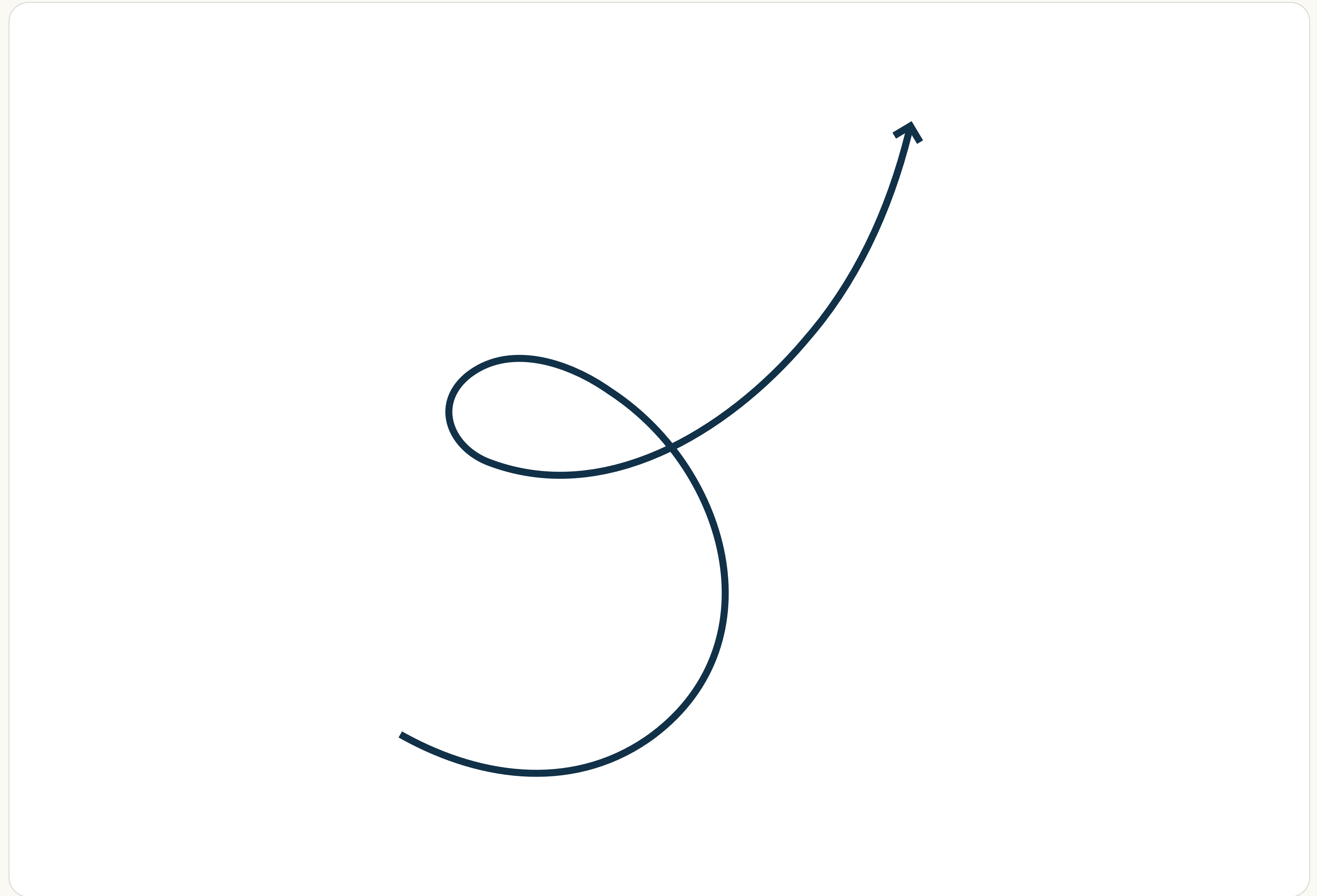
- 4.1 - Lines
- 4.2 - Illustrations
- 4.3 - Boxes

04

4.1 Lines

The linear graphic element is born as an extension of the symbol and reinforces the concept of path, trajectory and progress, directly connected to the role of MobiliseYourCity in the development of solutions for urban mobility.

This line visually represents the path that the brand proposes: from analysis and planning to implementation and real impact. Its simple and fluid construction translates the purpose of MobiliseYourCity in a friendly, intuitive and accessible way, facilitating understanding even in technical and institutional contexts.



4.1 Lines examples

From this main element, other complementary graphics were developed that work as visual accessories. They expand the graphic system, bringing dynamism and versatility to identity, while maintaining conceptual coherence and visual unity in all applications.

Supporting
cities to
deliver clean,
*inclusive
mobility.*



Practical
tools
for real
urban
change.



4.2 Illustrations

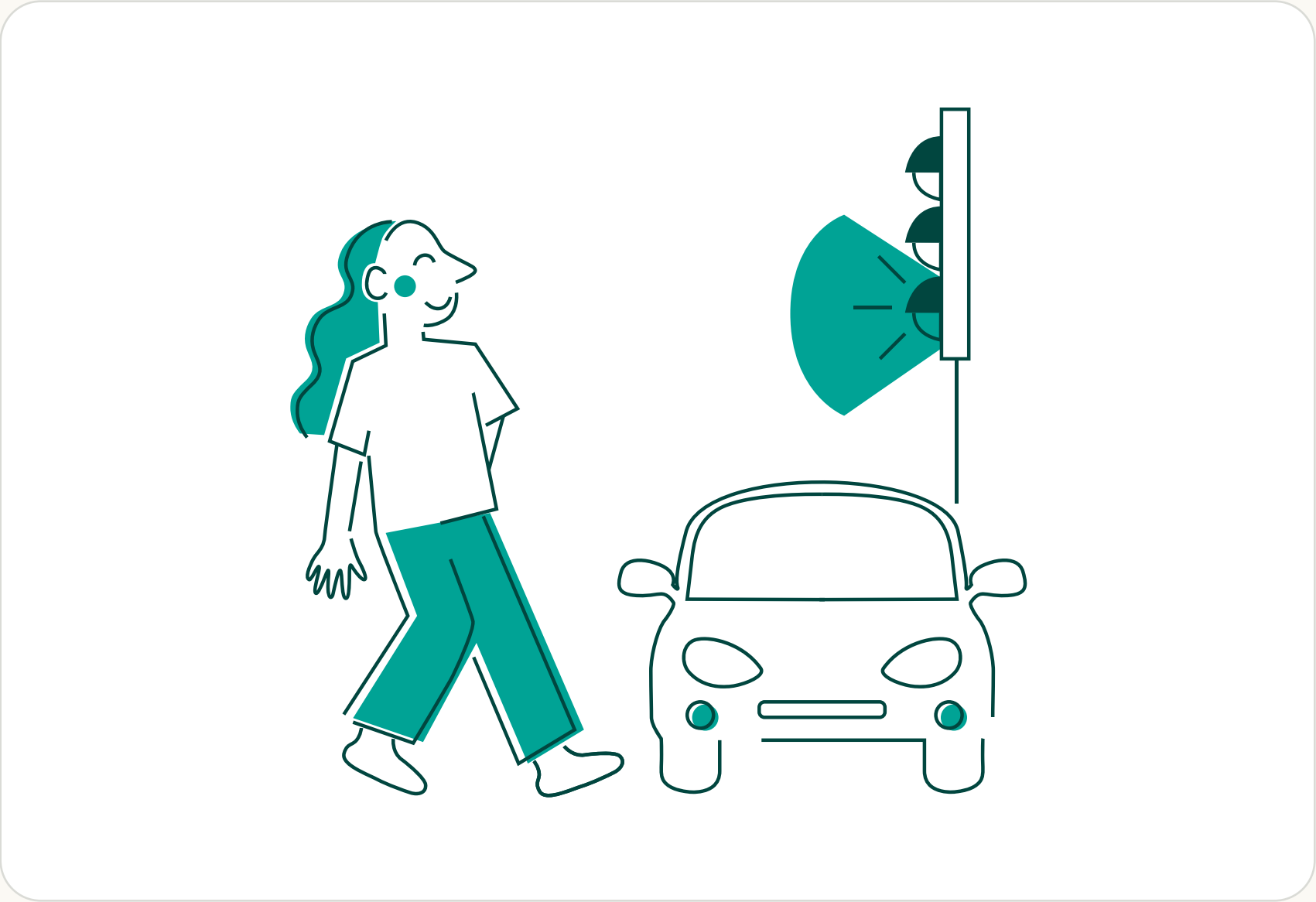
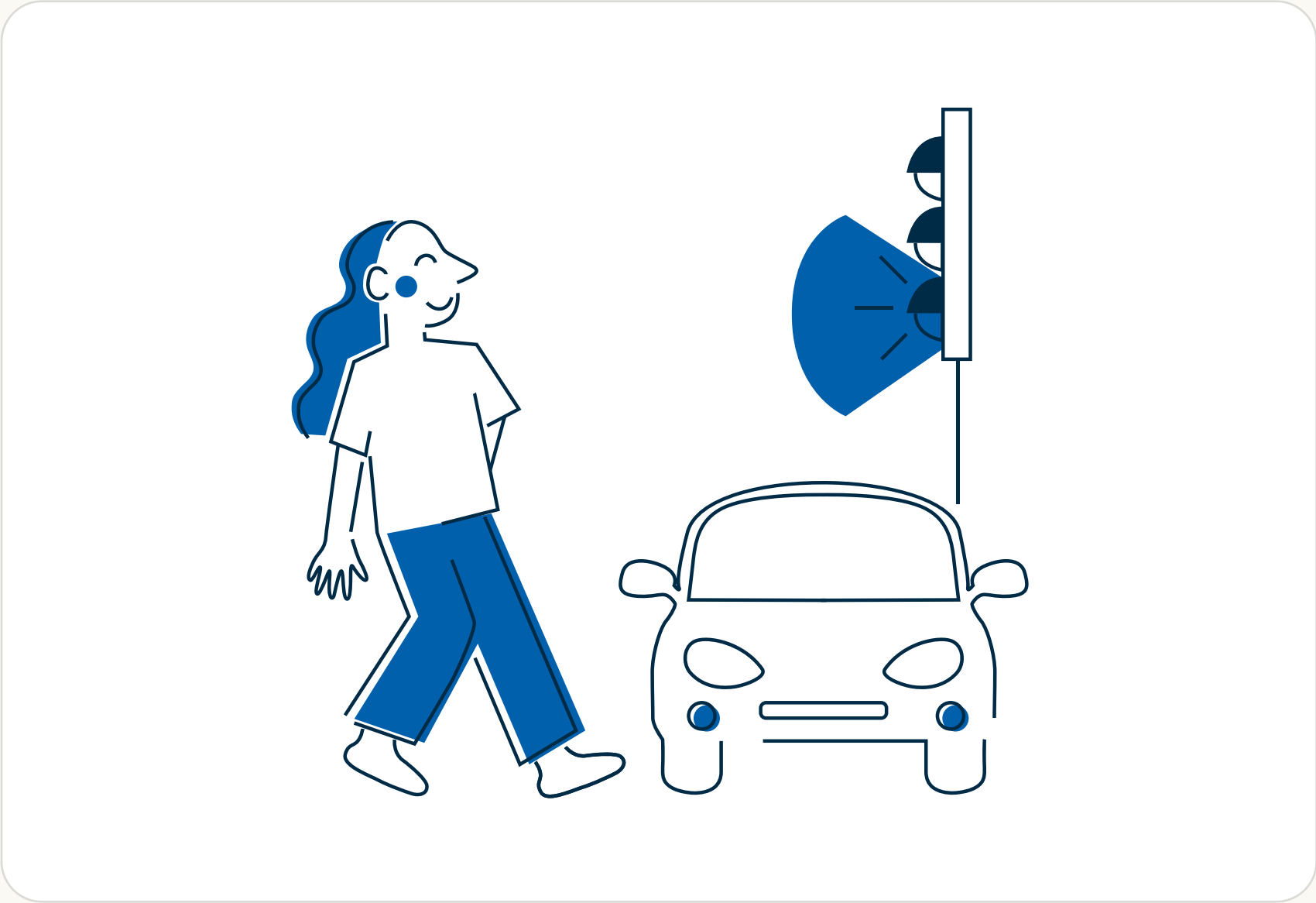
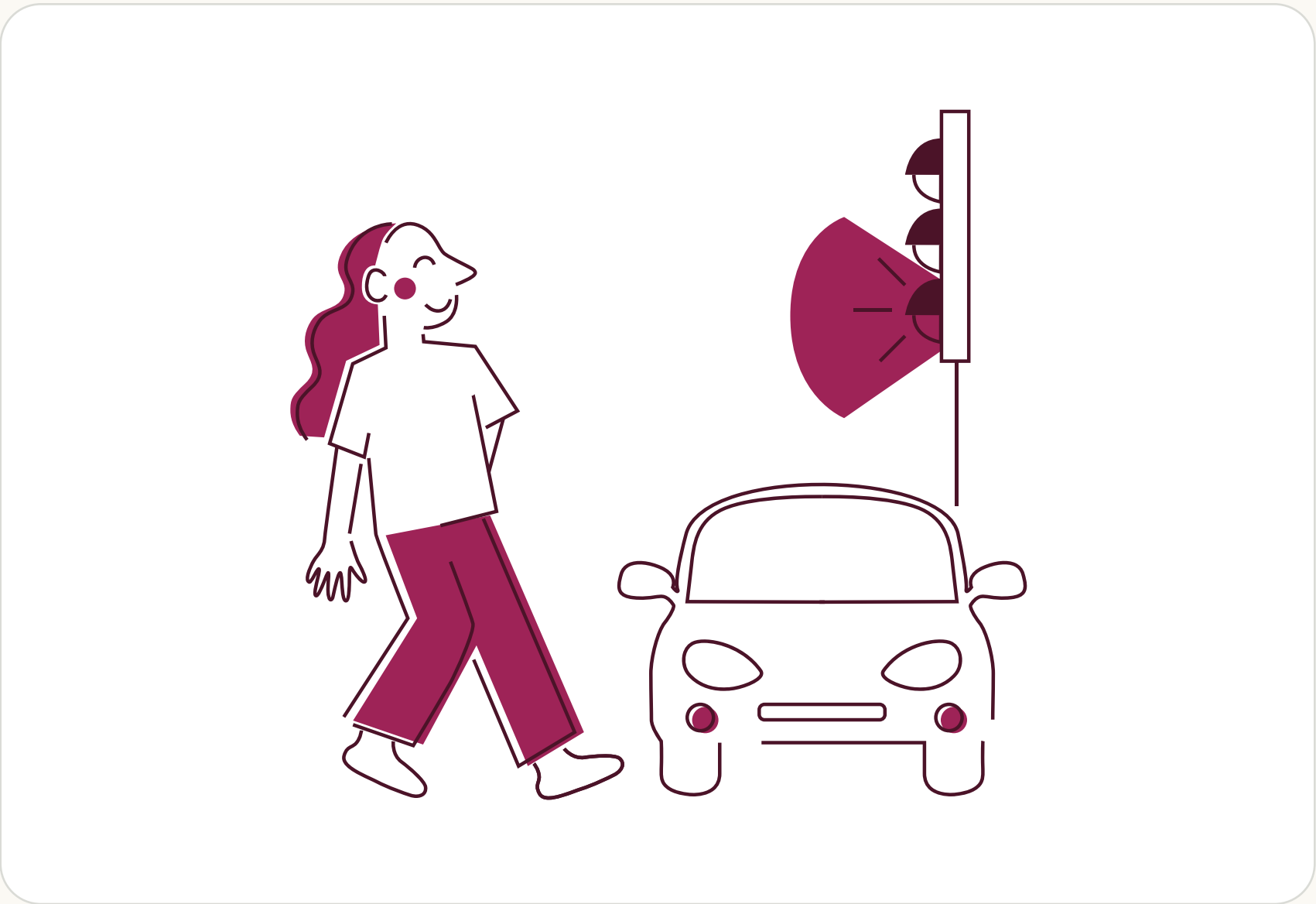
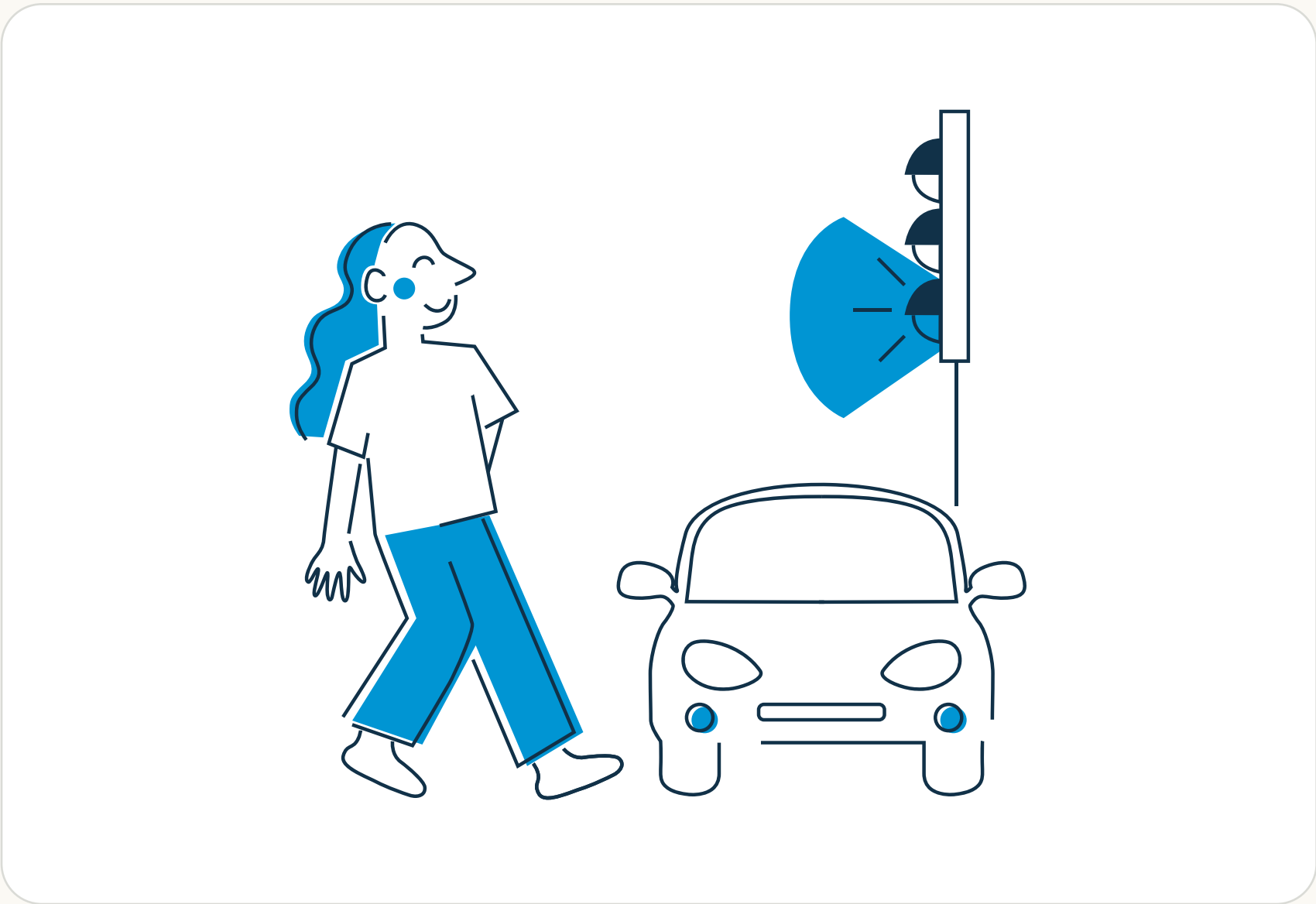
To demonstrate the scenarios and environments in which the brand will be actively and solution-oriented, illustrations were developed that represent the daily lives of people, vehicles, and urban traffic—contexts that the brand seeks to continuously improve.

The illustrations follow the line concept of the first graphic element of the visual system, ensuring aesthetic coherence and visual standardization across all applications.



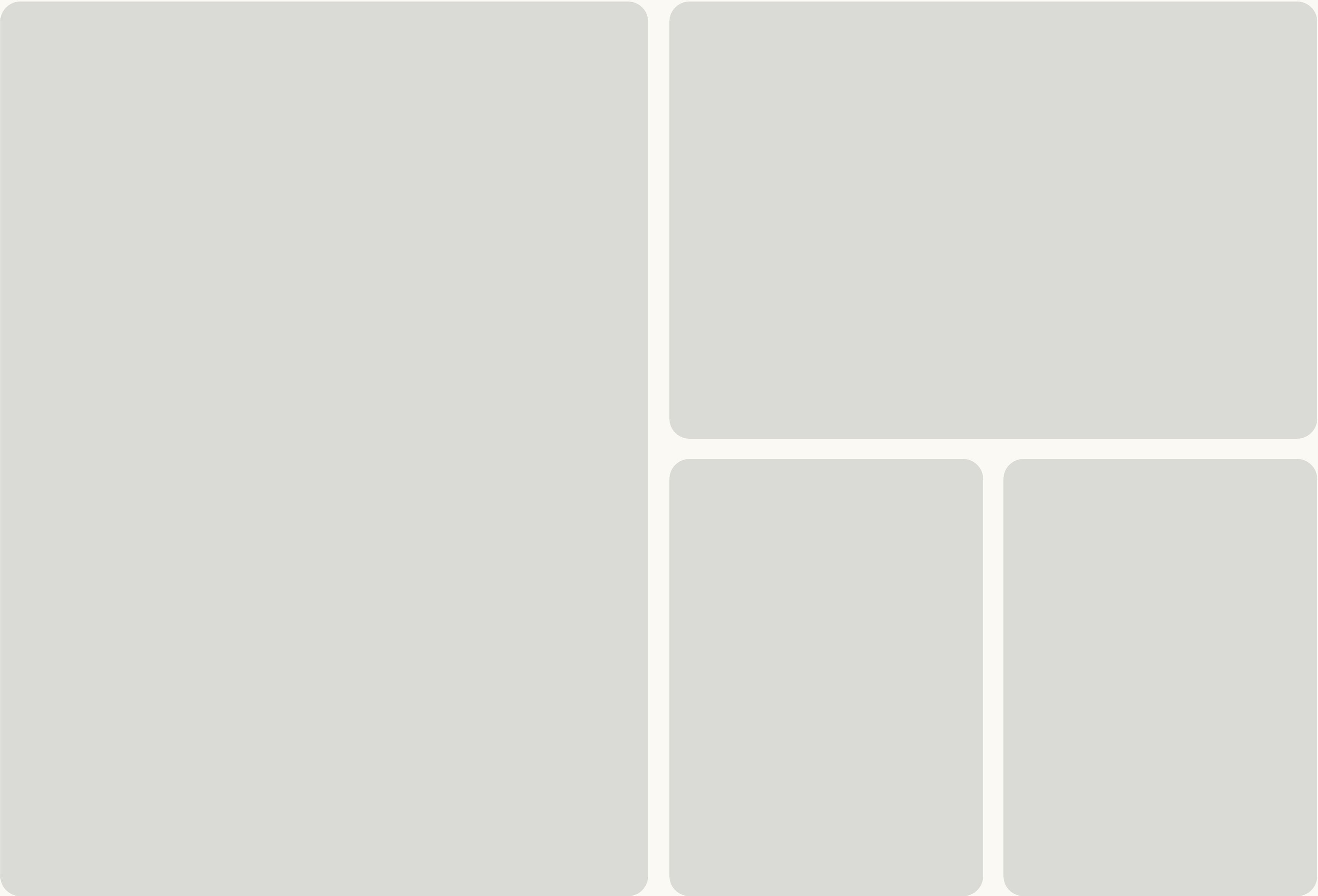
4.2 Illustrations colors

The application of illustrations must respect the color themes established by the brand's palette. Whenever possible, it is recommended to use them on a white background, ensuring better readability of the lines, shapes, and graphic details.



4.3 Boxes

The information boxes were created as supporting elements for organizing data, numbers, and infographics presented by the brand across its various touchpoints. The application of tonal variations from the color palette contributes to the visual hierarchy and the dynamism of the information. Maintaining rounded corners is essential to preserve the contemporary character and aesthetic unity of the visual system.



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Use of electric bicycles grows.

40%

Chile
Ukraine
Senegal
India
Pakistan

73%

of workers use cars to go to work





Photography

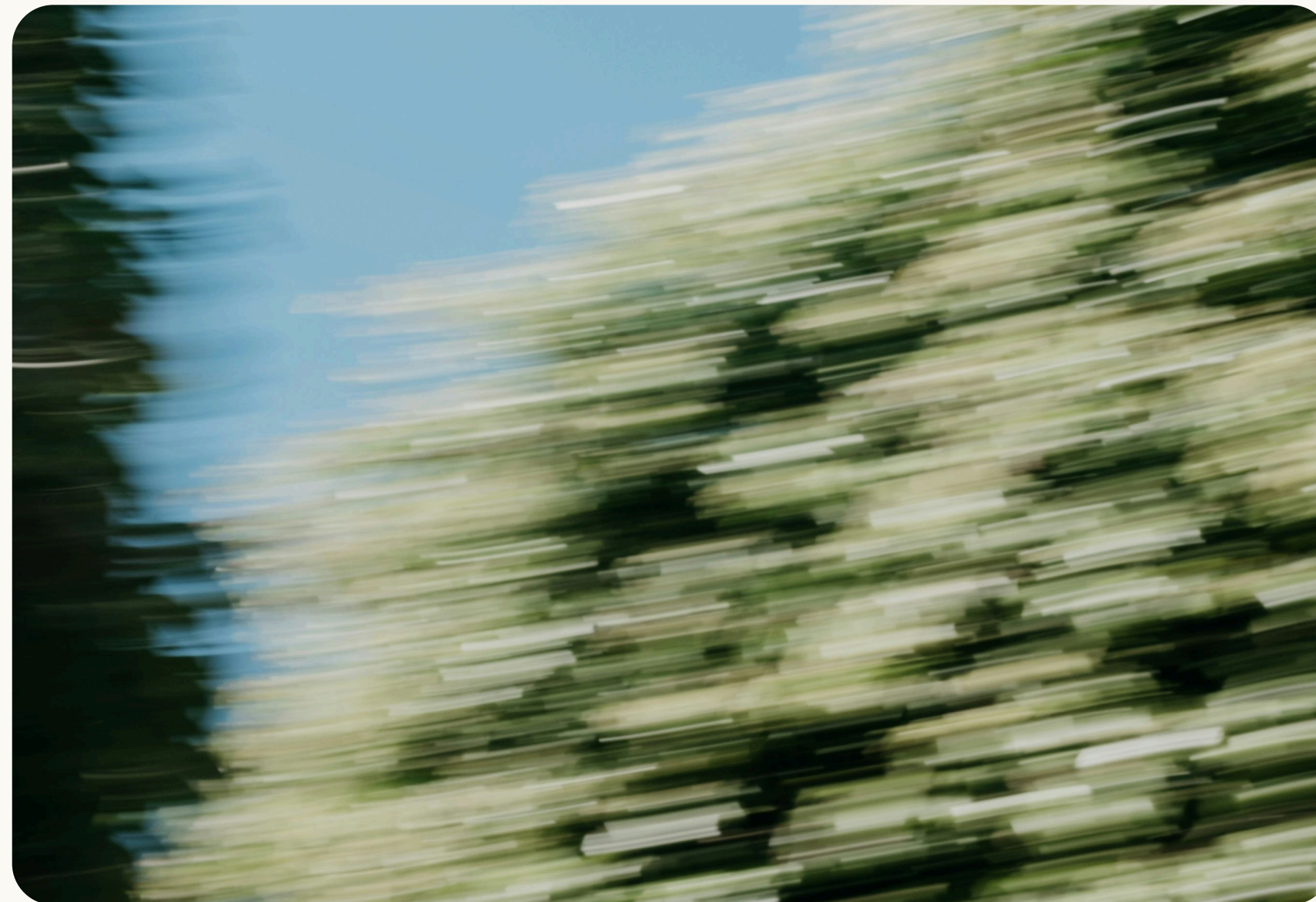
05

5.1 Motion blur

This style represents the movement, flow, and rhythm of the city. Motion blur communicates displacement, urgency, and transformation—concepts directly linked to urban mobility and the brand's proposition.

Usage Guidelines:

- Prioritize urban scenes: streets, cyclists, pedestrians, public transportation, and traffic.
- Use motion blur intentionally (panning, long exposure, or shifting the framing).
- Maintain a point of reference (e.g., a minimally recognizable cyclist or pedestrian) to avoid losing the narrative.
- Avoid excessive blurring that makes the scene illegible or generic.
- Prefer natural lighting and real-life situations.



5.2 Elements and colors

This style values people, objects, and specific situations of everyday urban life. The focus on elements and colors creates clear reading, human identification, and closeness with the audience.

Usage Guidelines:

- Prioritize a main element in focus (person, bicycle, gesture, action).
- Use natural or slightly enhanced colors, without excessive artificial saturation.
- Aim for a clean composition, with few elements competing with the main subject.
- Prefer spontaneous scenes from everyday life (people in transit, waiting, use of urban space).
- Avoid artificial poses or overly promotional photos.



