

Logo Usage Guidelines

Logo construction, clear space and minimum size



Construction GSMA

The GSMA square logo should always appear first and height of Mobile World Congress logotype should align top and bottom of it.



Logo exclusion zone

The Mobile World Congress logo should be used on a black or white background whenever possible. It is NOT permissible to use the logo over photographic or textured backgrounds.

The minimum amount of white space around the logo should be as shown; this distance is equal to 2X the size of the largest square of the GSMA logo.



Venue and date

The venue and date are placed on the lower part of the layout with the same width as the logo. In order to know the size of font, the "n" should correspond with the size of the third red square of the logo and the font used is **Frutiger 67 Bold Condensed**.



Minimum size

The minimum size for the GSMA Mobile World Congress logo and venue and date is 25 mm wide.

For digital media, the line with place and date will be omitted when the logo is smaller than 136px.

Digital Media



Logo Usage Guidelines

Incorrect use of the logo with venue and date

There are two (based on background, black or white) logo and venue and date lockups available relating to the Mobile World Congress, components of the logo and venue and date are fixed and must not be altered in anyway.

No other combinations of the logo and venue and date are permitted and none of the elements can be distorted in anyway. The signature should never be reproduced

over a photograph, illustration or coloured background other than black or white. If you need to leverage the logo on a different solid coloured background, please check with the Association for approval. These restrictions apply to all print and online materials. Under special circumstances, the logo line can be used over coloured backgrounds only for video or multimedia applications when necessary.

