Mobile
WorldCapital
Barcelona

Brand book

Logo
Colour

When combining the logo with brand colours, always ensure there is ample contrast in colour pairings. The following examples are approved combinations.

Logo
Symbol
Typography
Colour
Imagery
Application

Logo

The following examples show how the logo can be used to create collaborations. Please note both logotypes must remain visually balanced with one another. Please also follow the spacing outlined below, where by the spacing should be the width of the symbol.
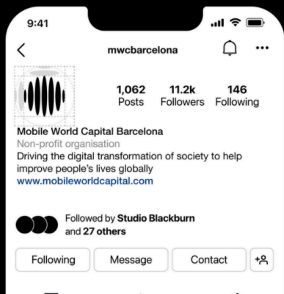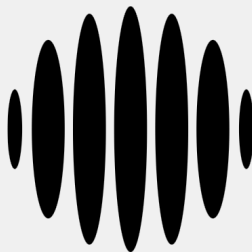
Logo
Clear Space

To retain the clarity of our logo it is important to keep a minimum area of clear space around it. The clear space around the logo must be more or equal to the length of 'X' presented. 'X' is equal to the width of the letter 'M'.
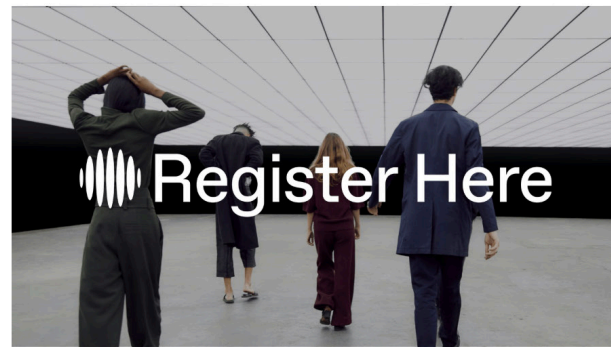
Mobile
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Logo
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9:41

mwcbarcelona

1,062
Posts
11.2k
Followers
146
Following

Mobile World Capital Barcelona
Non-profit organisation
Driving the digital transformation of society to help
improve people's lives globally
www.mobileworldcapital.com

Followed by **Studio Blackburn**
and **27 others**

Following   Message   Contact

https://mobileworldcapital.com

Programas
Eventos
Insights
Sobre nosotros
20° aniversario

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Mobile Talks

Events

Register Here

Human Visiooooon

Technolooogy

Barcelooona

Typography

ABC Favorit is our primary typeface. Designed by Dinamo, it is a straightforward, low-contrast grotesque font combined with geometric rigidity. Please note that British English should be used when writing in English.

ABC Favorit Regular
ABCDEFGHIJKLMNOQ
RSTUVWXYZÂÀÄÅÃÆ
ÇÉÊÈËÍÎÌÏĨÑÓÔÒÖÕØŒ

Typography
Secondary Typeface

An alternative to ABC Favorit
is Space Grotesk on Google
Font, although it should only
be used as a last resort.

Space Grotesk Medium
ABCDEFGHIJKLMNOQR
STUVWXYZÂÀÄÅÃÆÇÉÊ
ÈËÍÎÌÏÑÓÔÒÖÕØŒŠÛÙÜÝ

Logo
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Typography
Hierarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes.

Titles, Heading and Short Quotes
80/80pt

Impulsamos la trasformación digital de la sociedad para mejorar la calidad de vida de las personas a nivel global.
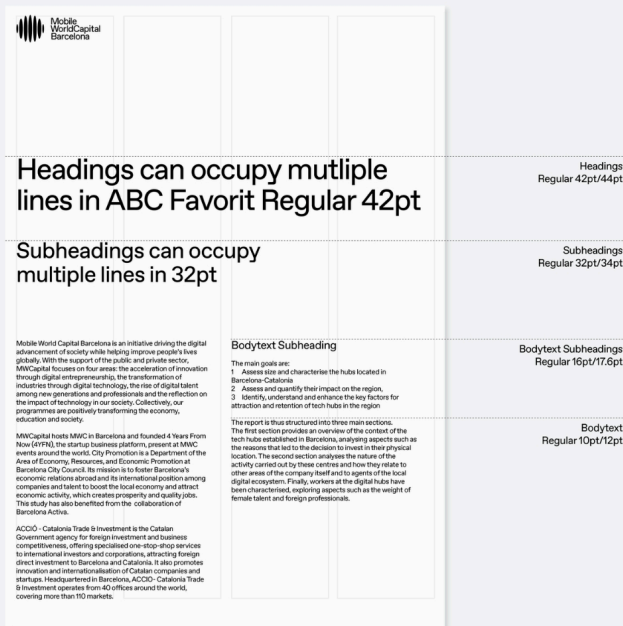
Subheadings and Paragraph Text
30/33pt

MWCapital Barcelona acoge el Mobile World Congress, 4 Years From Now (4YFN) y organiza eventos para reunir a su comunidad.

Logo
Symbol
Typography
Colour
Imagery
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Las plataformas laborales digitales se han convertido en un fenómeno global y una de las transformaciones más relevantes en el mundo del trabajo durante la última década. Sin embargo, aunque existe un creciente cuerpo de conocimiento sobre la economía de plataforma, la bibliografía sobre sectores con una fuerza laboral predominantemente femenina sigue siendo limitada. Esto incluye las experiencias tanto de las trabajadoras como de las usuarias de la plataforma.

Headings
Regular 42pt/44pt

Headings can occupy multiple lines in ABC Favorit Regular 42pt

Subheadings
Regular 32pt/34pt

Subheadings can occupy multiple lines in 32pt

Bodytext Subheadings
Regular 16pt/17.6pt

Bodytext
Regular 10pt/12pt

Mobile World Capital Barcelona is an initiative driving the digital advancement of society while helping improve people's lives globally. With the support of the public and private sector, MWCapital focuses on four areas: the acceleration of innovation through digital entrepreneurship, the transformation of industries through digital technology, the rise of digital talent among new generations and professionals and the reflection on the impact of technology in our society. Collectively, our programmes are positively transforming the economy, education and society.

MWCapital hosts MWC in Barcelona and founded 4 Years From Now (4YFN), the startup business platform, present at MWC events around the world. City Promotion is a Department of the Area of Economy, Resources, and Economic Promotion at Barcelona City Council. Its mission is to foster Barcelona's economic relations abroad and its international position among companies and talent to boost the local economy and attract economic activity, which creates prosperity and quality jobs. This study has also benefited from the collaboration of Barcelona Activa.

ACCIÓ - Catalonia Trade & Investment is the Catalan Government agency for foreign investment and business competitiveness, offering specialised one-stop-shop services to international investors and corporations, attracting foreign direct investment to Barcelona and Catalonia. It also promotes innovation and internationalisation of Catalan companies and startups. Headquartered in Barcelona, ACCIÓ- Catalonia Trade & Investment operates from 40 offices around the world, covering more than 110 markets.

Bodytext Subheading

The main goals are:
1   Assess size and characterise the hubs located in Barcelona-Catalonia
2   Assess and quantify their impact on the region,
3   Identify, understand and enhance the key factors for attraction and retention of tech hubs in the region

The report is thus structured into three main sections. The first section provides an overview of the context of the tech hubs established in Barcelona, analysing aspects such as the reasons that led to the decision to invest in their physical location. The second section analyses the nature of the activity carried out by these centres and how they relate to other areas of the company itself and to agents of the local digital ecosystem. Finally, workers at the digital hubs have been characterised, exploring aspects such as the weight of female talent and foreign professionals.

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Colour

The primary palette are the core colours employed in our identity. The vivid red and orange hues hold a special significance, reflecting the vibrant spirit of Barcelona. In contrast, the elegant pairing of black and white plays a crucial role in maintaining our brand's sophistication and timeless appeal.

Name: Red
CMYK: 0/100/100/13
RGB: 222/0/0
HEX: #de0000
PMS: 485 C

Name: Dark Orange
CMYK: 0/59/100/0
RGB: 255/105/0
HEX: #ff6900
PMS: 1505 C

Name: Black
CMYK: 1/1/1/100
RGB: 0/0/0
HEX: #000000
PMS: 419 C

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Name: Silver
CMYK: 0/0/0/27
RGB: 186/186/186
HEX: #BABABA
PMS: 421 C

Name: White Smoke
CMYK: 0/0/0/5
RGB: 242/242/242
HEX: #F2F2F2
PMS: 663 C

Name: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff
PMS: 663 C

Logo
Symbol
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Colour
Infographics Palette

For infographics, the colour palette has been expanded to help create contrast between data. These colours should only ever be used for infographics.

Name: Maroon CMYK: 0/100/100/63 RGB: 94/0/0 HEX: #5e0000 PMS: 1815 C	Name: Dark Brown CMYK: 0/58/100/75 RGB: 64/27/0 HEX: #401b00 PMS: 4625 C
Name: Dark Red CMYK: 0/100/100/29 RGB: 182/0/0 HEX: #b60000 PMS: 485 C	Name: Saddle Brown CMYK: 93/62/0/33 RGB: 128/53/0 HEX: #803500 PMS: 293 C
Name: Indian Red CMYK: 0/58/58/23 RGB: 197/82/82 HEX: #c55252 PMS: 703 C	Name: Chocolate CMYK: 0/58/100/20 RGB: 204/85/0 HEX: #cc5500 PMS: 717 C
Name: Tomato CMYK: 0/60/60/0 RGB: 255/102/102 HEX: #ff6666 PMS: 178 C	Name: Coral CMYK: 0/41/70/0 RGB: 255/151/77 HEX: #ff974d PMS: 715 C

Logo
Symbol
Typography
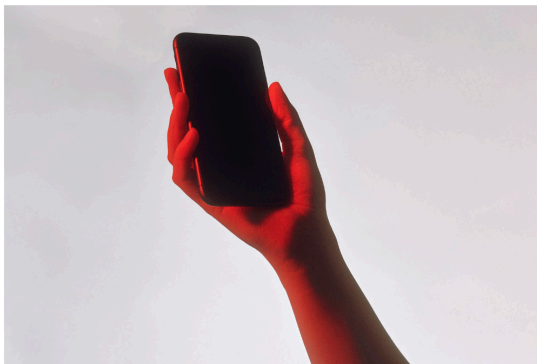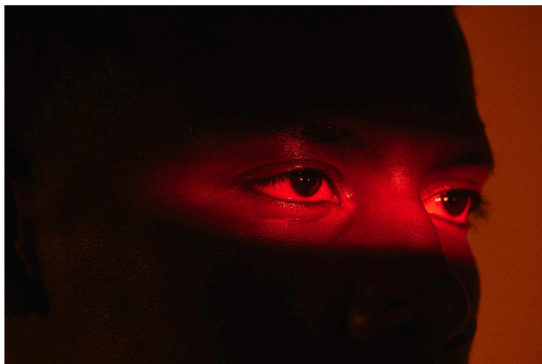# Colour
Imagery
Application

Colour
Infographics Examples
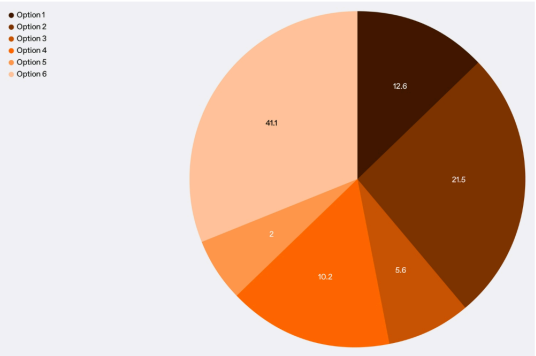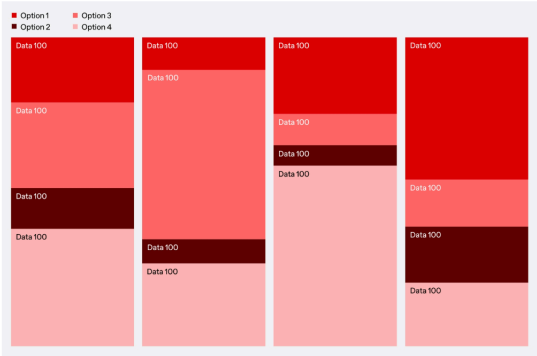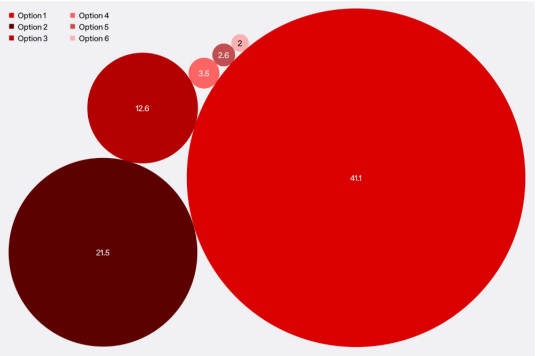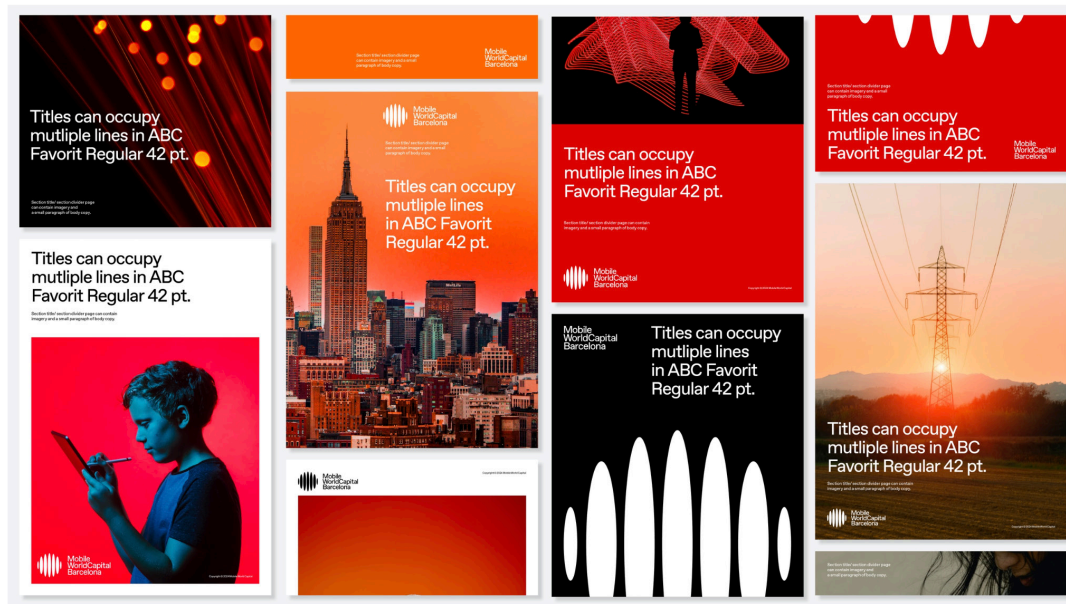
Imagery
Editorial

An editorial photoshoot holds value for crafting promotional material and creating bespoke content. This is an opportunity to leverage studio lighting and clean backgrounds, thereby producing branded imagery that is both striking and impactful.

Logo
Symbol
Typography
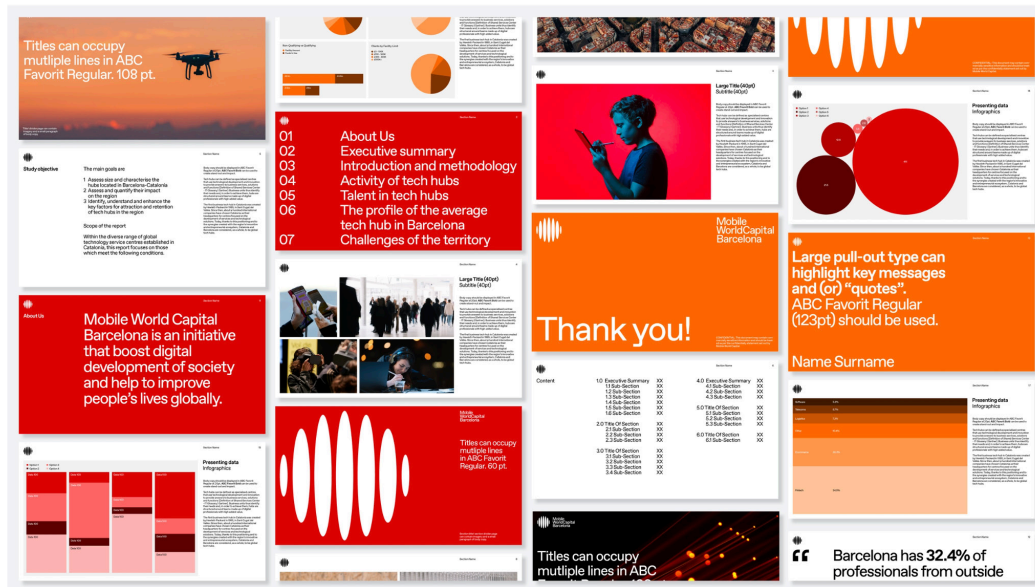Colour
Imagery
Application

Application
Report

Logo
Symbol
Typography
Colour
Imagery
Application

Application
Presentation

Logo
Symbol
Typography
Colour
Imagery
Application

Mobile WorldCapital Barcelona