

The Promise

Mind::Type is the moment between thought and text.

Not a tool you notice.

Not a screen that shouts.

It is presence without intrusion.

Correction without interruption.

Technology that folds itself into the rhythm of your hands.

The Atmosphere

The visual world is a slow-breathing gradient,
grain-dusted like 35mm film,
light pooling in the centre and fading to darkness.

It feels like a thought forming.
It looks like clarity arriving.

The space is deliberate — a void that frames meaning.

Colour as Aura

The colours are not paints; they are atmospheres.

- Primary Glow: luminous cyan to deep teal, like the pause before dawn.
- Secondary Glow: warm coral-pink into dark wine, the warmth of something human in a machine.
- Edges: indigo, green-black, or absolute black — the weight that makes the centre luminous.

The glow never touches the edges.

The edges hold the story in place.

Typography is the Voice

Words are the most visible part of Mind::Type.

They must speak with the clarity we promise.

- Typeface: Inter or its close kin.
- Weight: light to medium — never loud, never heavy.
- Kerning: expanded enough for the letters to breathe.
- Case: sentence case, always with 'Mind::Type' exactly as written.

Typography is not decoration here.

It is how we tell you what matters.

Motion is Breath

The brand moves as if it's alive but at rest.

- The glow swells and contracts over ten seconds.
- Text fades in like it has always been there.
- No bounces. No swipes. No kinetic stunts.

Motion is here only to remind you:
this is a living system, not a static thing.

The Composure of Space

Negative space is not emptiness; it is an invitation.

We keep 35% of the canvas untouched.

We let words stand in their own air.

Corner details whisper in 20% opacity.

This is the restraint of someone who has nothing to prove —
and everything to offer.

AI in Service

The magic is invisible.

You never see a loading bar.

You never feel the machine's effort.

Corrections land behind your cursor,

highlights fade before you notice,

every change is reversible.

Mind::Type doesn't perform magic.

It leaves you free to write as if it were yours alone.

Composition Rituals

- The hero is always centred, wordmark and tagline split like a sentence paused for effect.
- The glow anchors the design.
- Navigation stays in the corners, discreet.
- The frame is black — not as absence, but as focus.

The arrangement is not optional.

It is the ritual that makes the brand recognisable without a logo.

Voice & Vocabulary

We speak the way the product works:
calmly, directly, and without waste.

No hype. No superlatives.

Every sentence should read like it could be whispered across a desk.

If we use analogy, it is in service of understanding,
not cleverness.

Closing

Mind::Type is not about the interface you see,
but the one you never have to think about.

The brand is here to remind you of that:
a gradient, a name, a pause —
then you keep going.