

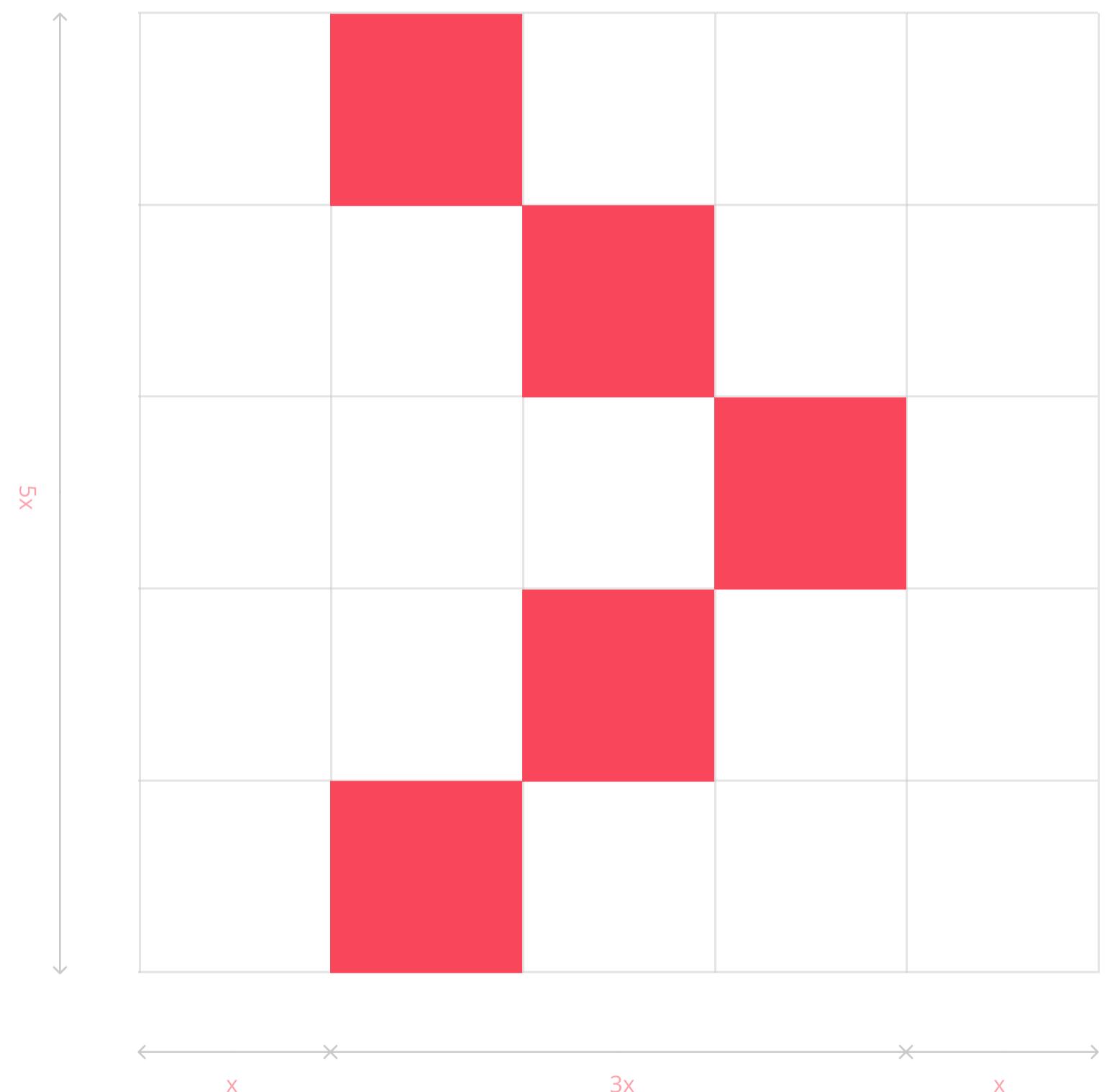
MOUSELESS.

Brandkit

Logomark Construction

“Greater than” symbol emphasizes the use of terminal over GUI, inspired from command line / terminal icons.

We use a pixel art representation of the symbol, each square representing a pixel. This icon is in a 5x5 grid and is center-aligned. Guiding grid is to show there are two implied pixels on the left and right.



Logo Construction

Logo is constructed using logomark, mouseless wordmark and an underscore. Each symbol is in a 5x5 pixel grid with 1 pixel between them.

Wordmark uses a custom monospace font that gives the square feeling in each symbol representing a key on a keyboard.

Logo is derived from below typing motion;

```
>_
>
>_
>mou_
>mouse_
>mouseless_
>mouseless
>mouseless_
```

>MOUSELESS_

> **MOUSELESS_**

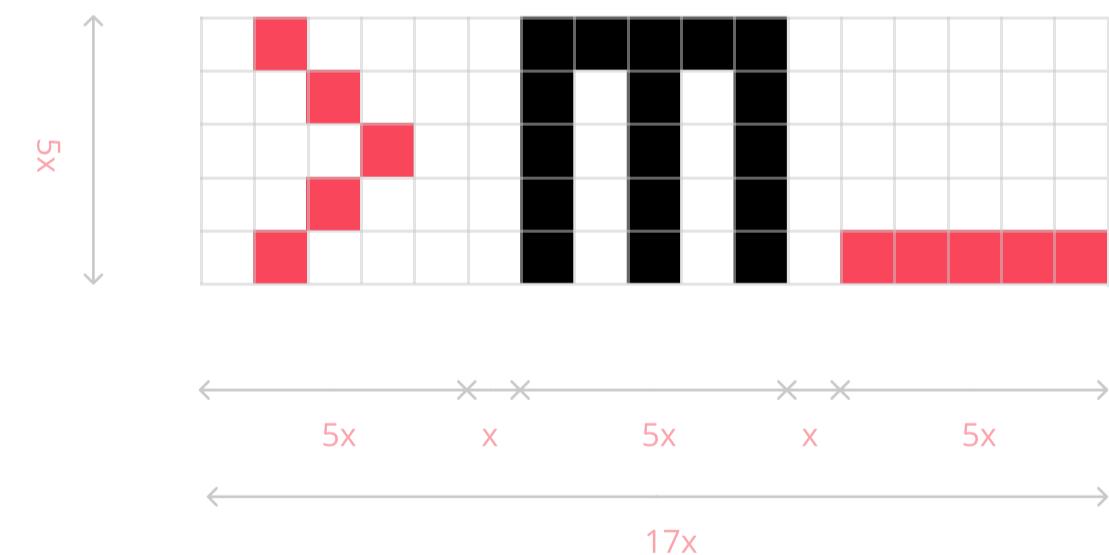
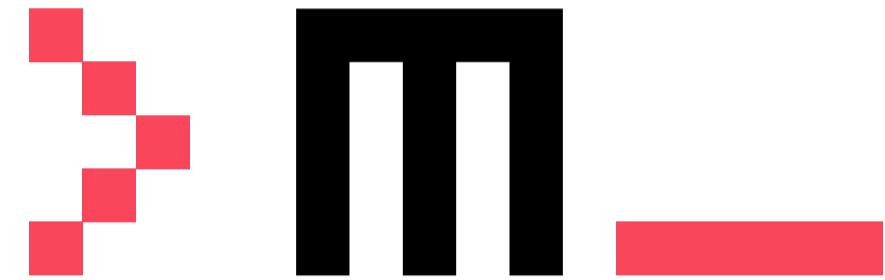


Logo Construction - Short

Short logo is constructed using logomark, m letter and an underscore. This can be either treated as full logo is yet to be typed, or 'ouseless' was deleted and only m letter is left.

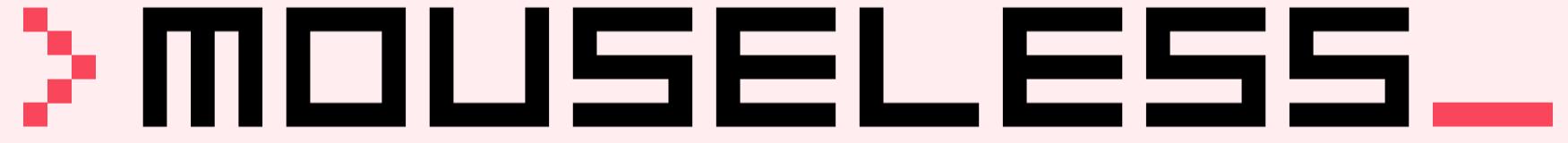
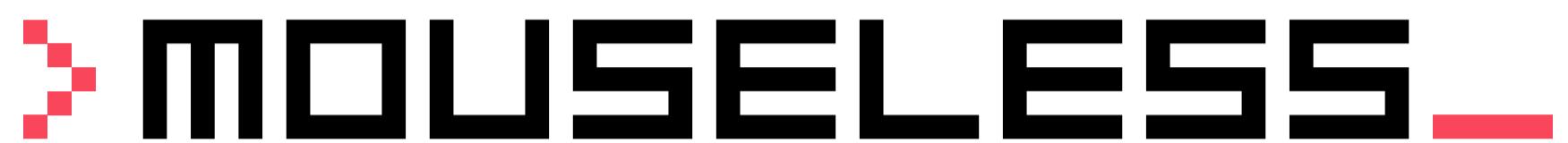
```
>_
>m_
>mouseless_
>mouse_
>m_
```

>MOUSELESS_



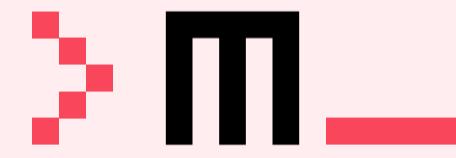
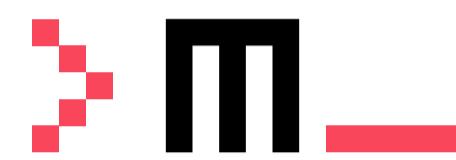
Logo Alternatives

There are four major alternatives; primary, secondary, black, white. Use these alternatives in appropriate backgrounds.



Logo Alternatives - Short

There are four major alternatives; primary, secondary, black, white. Use these alternatives in appropriate backgrounds.



Mono Color

When background color is not suitable with main color, use mono color logos.

>MOUSELESS_

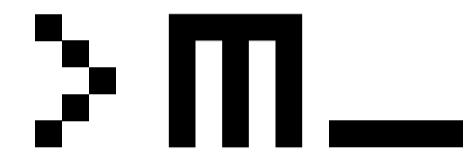
>MOUSELESS_

>MOUSELESS_

>MOUSELESS_

Mono Color - Short

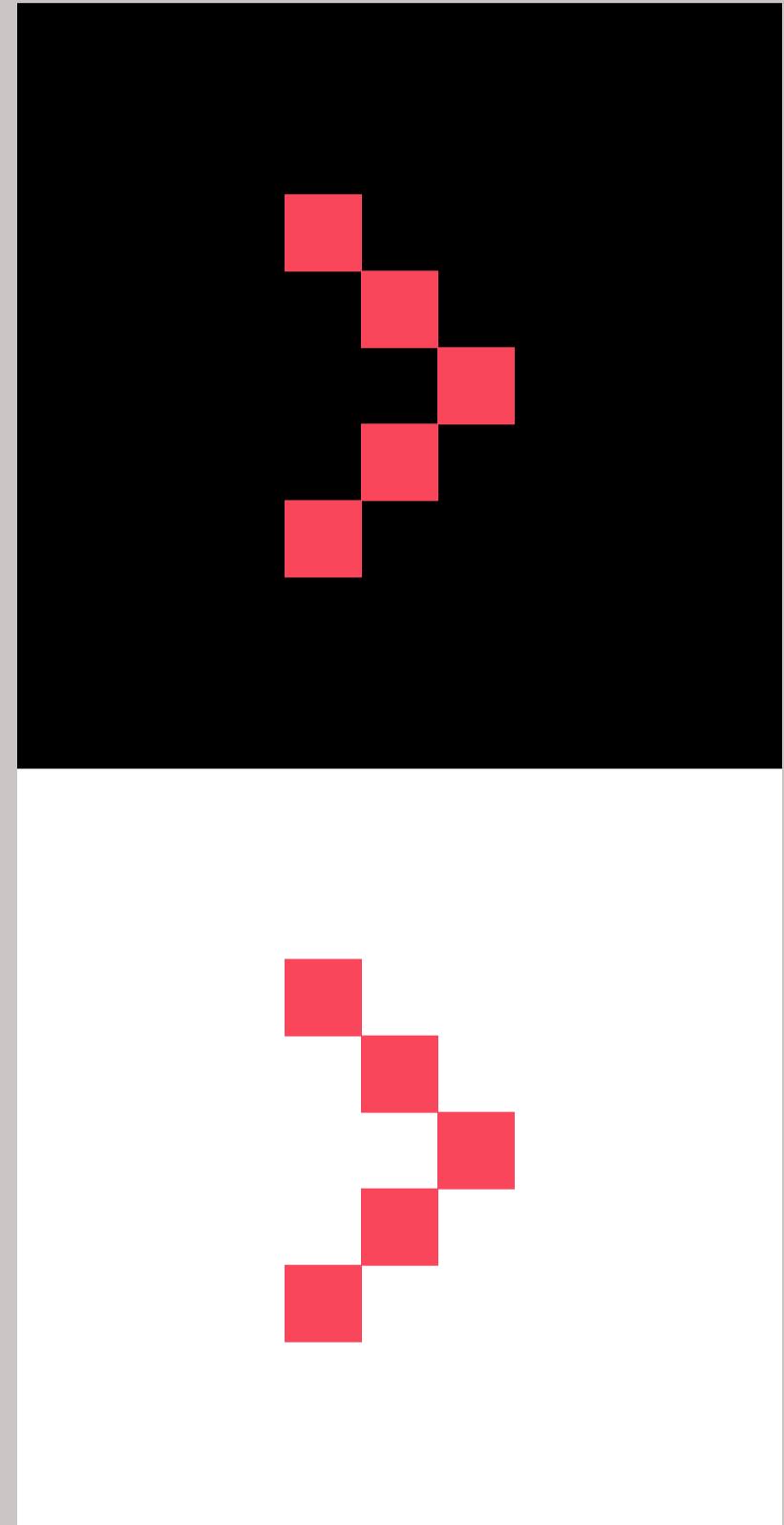
When background color is not suitable with main color, use mono color logos.



Social Media

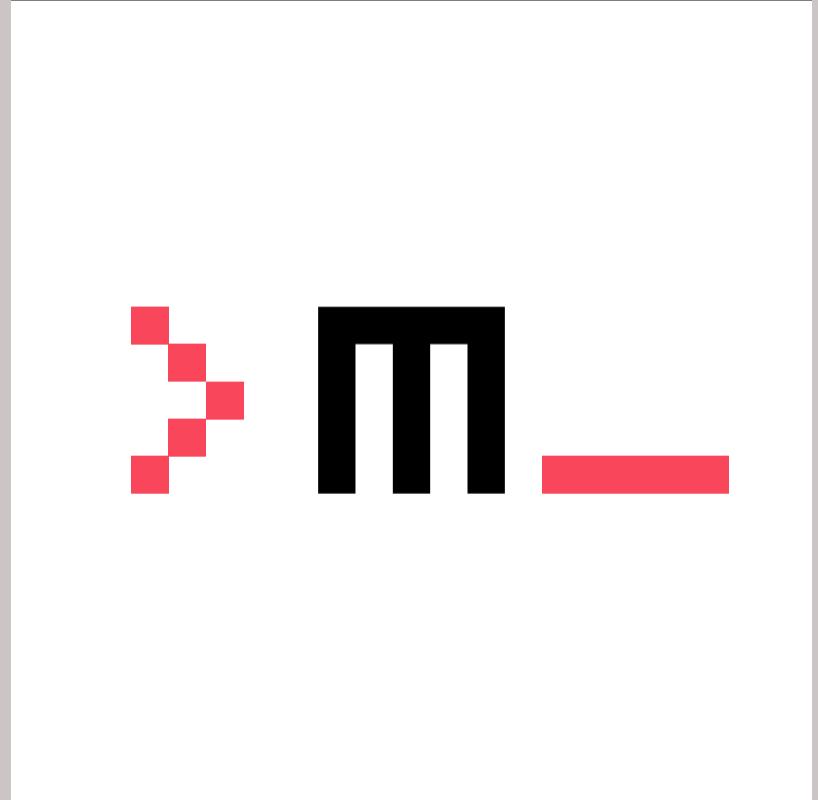
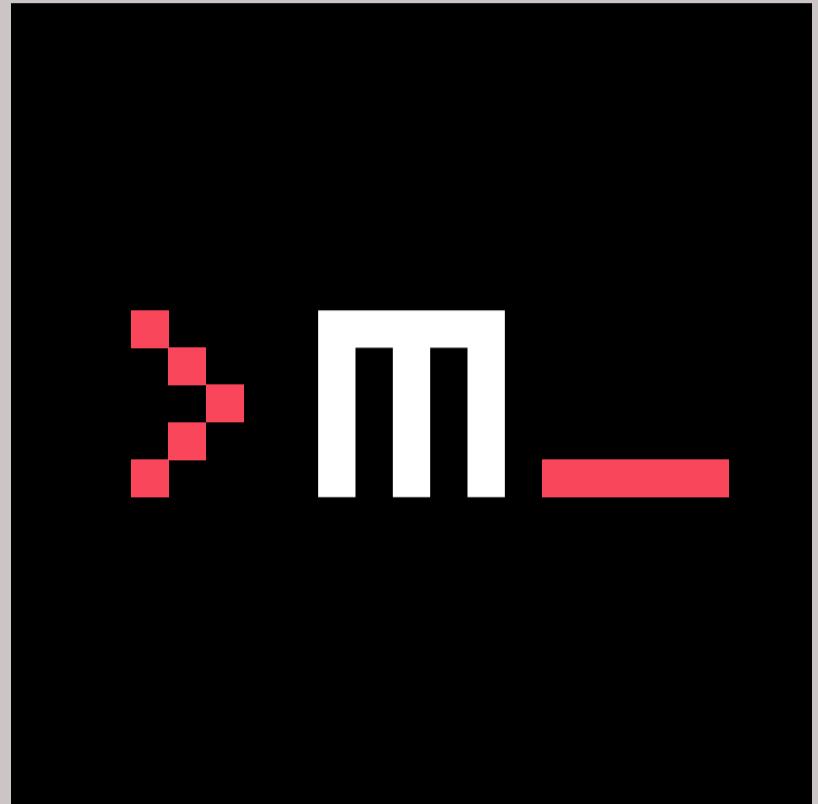
Profile picture containers may differ depending on the platform and device. Circle, round rectangle and square shapes are popular.

We use only logomark with an enough padding to have a clear look.



Social Media - Short

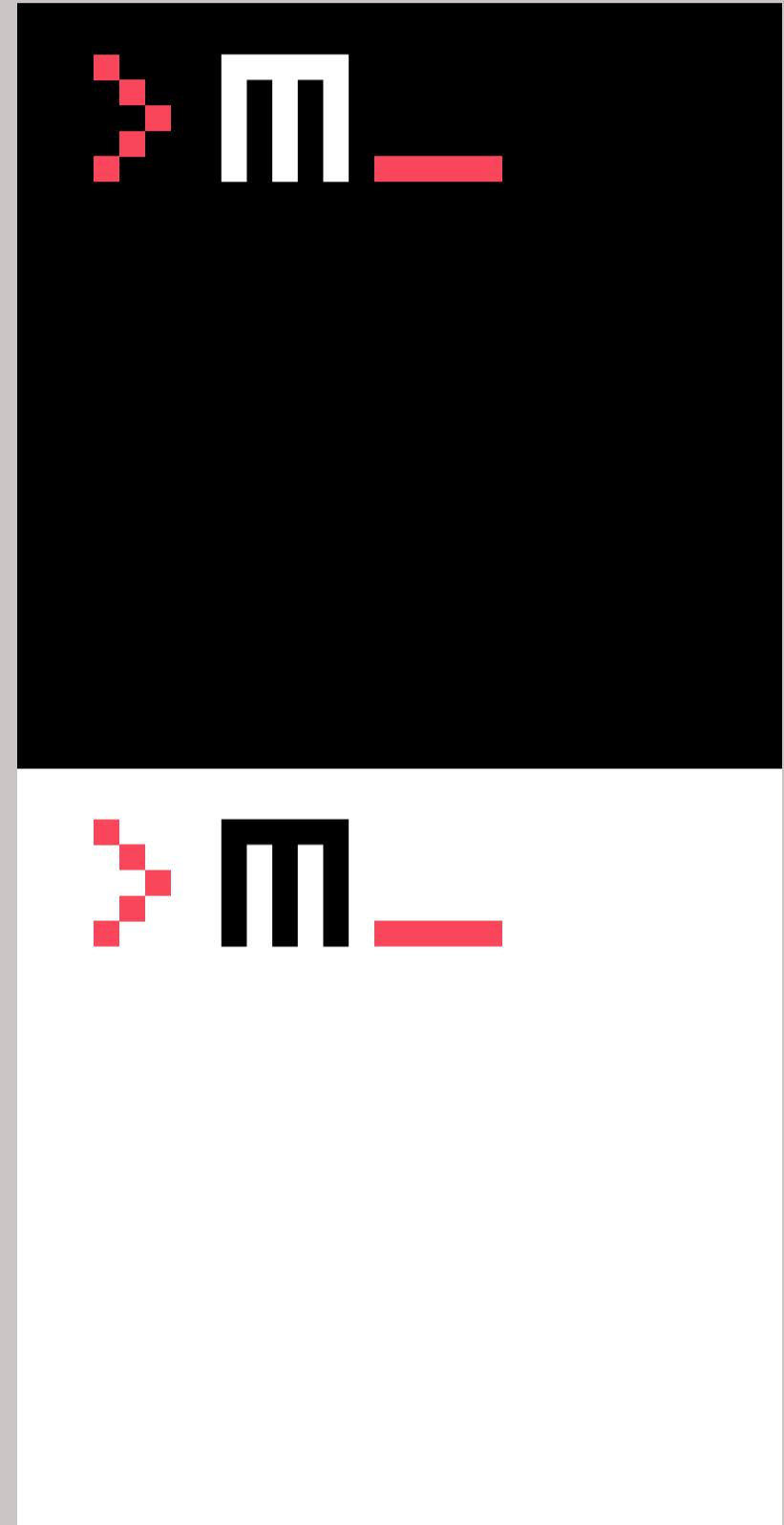
Alternatively you may use short logo.



Social Media - Terminal

To give a terminal feel, logo is placed at the top left of its container.

Use this alternative where you have enough space for logo to be recognized.



Watermark

Use watermark to protect and copyright photos and videos online.

- Use 15 - 30% transparency
- Put watermark on the edge of the photo
- Keep it as small as possible while being legible

Watermark - Short

Use watermark to protect and copyright photos and videos online.

- Use 15 - 30% transparency
- Put watermark on the edge of the photo
- Keep it as small as possible while being legible

Watermark - Logo

Use watermark to protect and copyright photos and videos online.

- Use 15 - 30% transparency
- Put watermark on the edge of the photo
- Keep it as small as possible while being legible

>MOUSELESS_

>MOUSELESS_

>MOUSELESS_

>MOUSELESS_

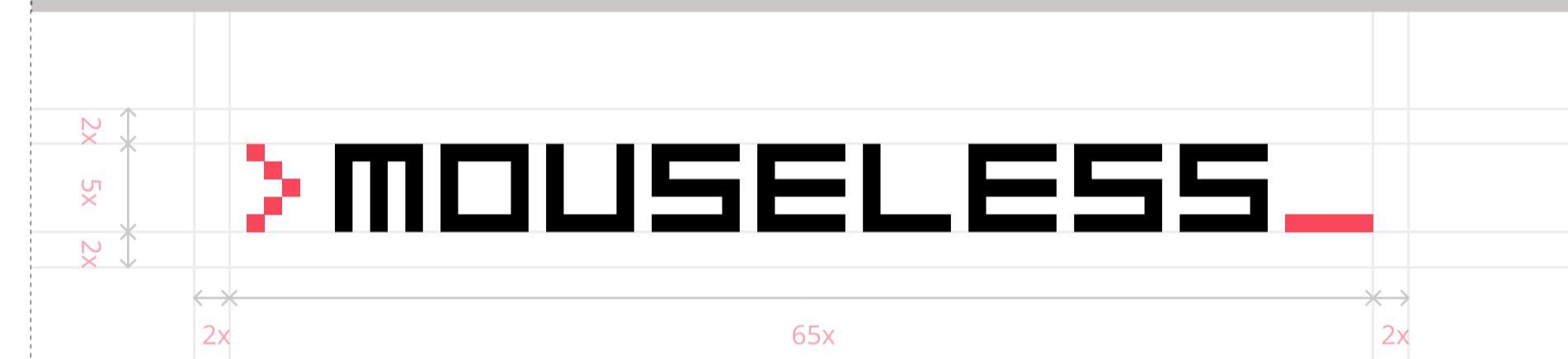
>MOUSELESS_

>MOUSELESS_

>MOUSELESS_

Clearspace

Minimum space around logo should be two “pixels”
that is 2/5 of its height.



>MOUSELESS_-

Minimum Size

It is a pixel compliant logo, you can minimize it down to 5 pixels of height.

>MOUSELESS_

>MOUSELESS_

Typography

There is no restriction in font usage.

We suggest Garuda for headers and Open Sans for content.

Garuda

Header 1

Header 2

Header 3

Header 4

Open Sans

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789