

 **MOUSELESS.** 

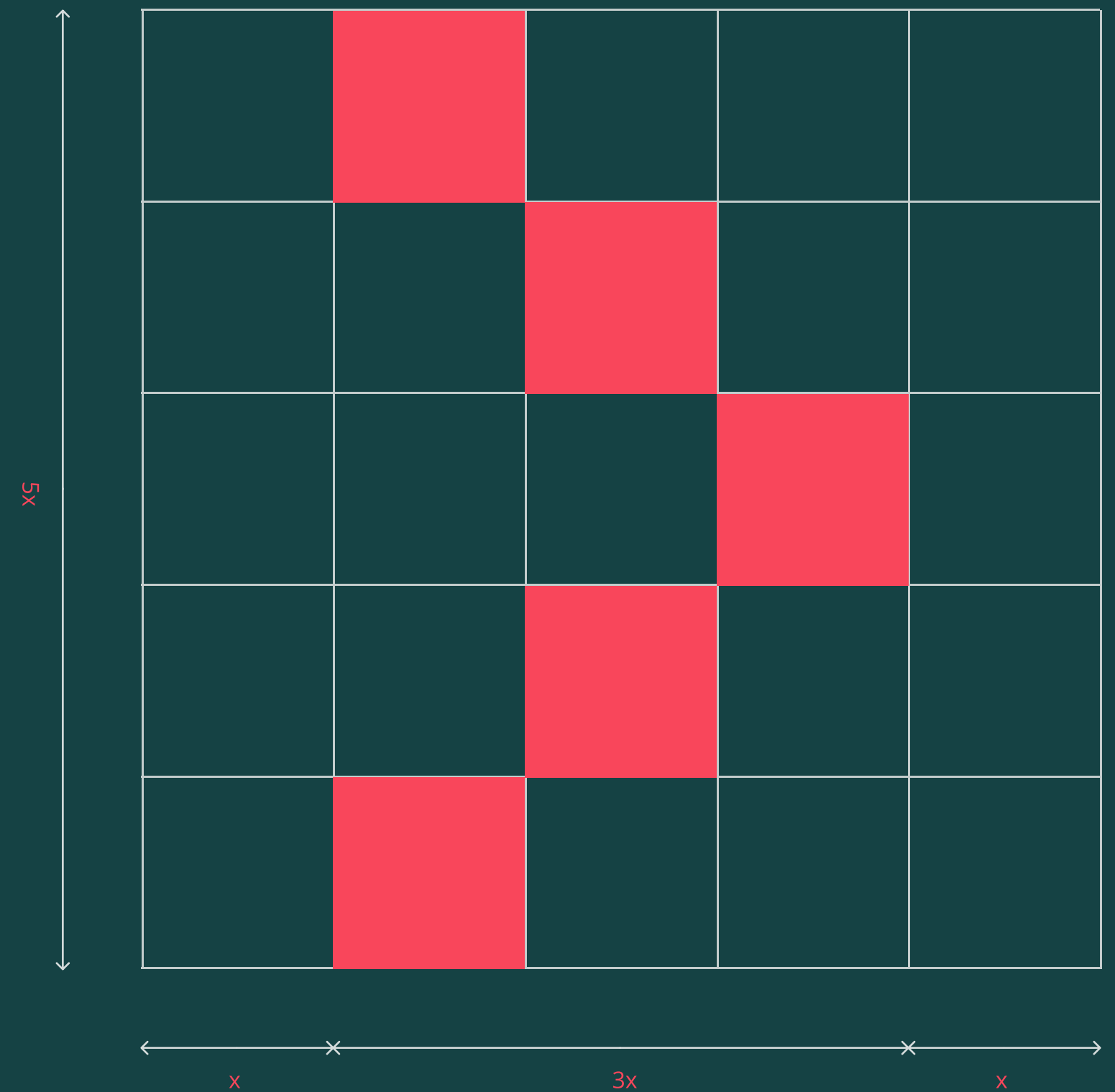
Brandkit

## Mark Form



“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.



# Full Form



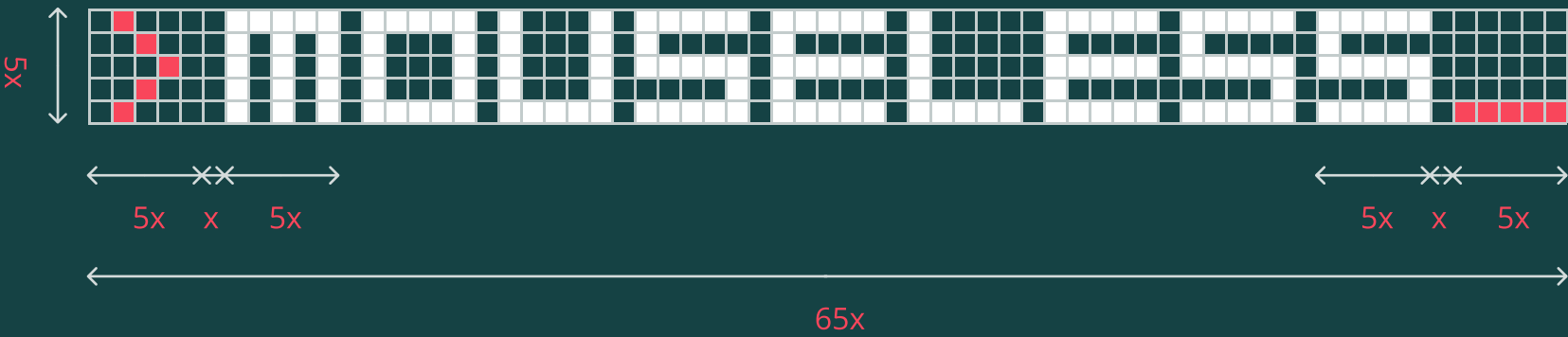
Logo is constructed using mark, brand name and an underscore.  
Each symbol is in a 5x5 pixel grid with 1 pixel between them.

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\_

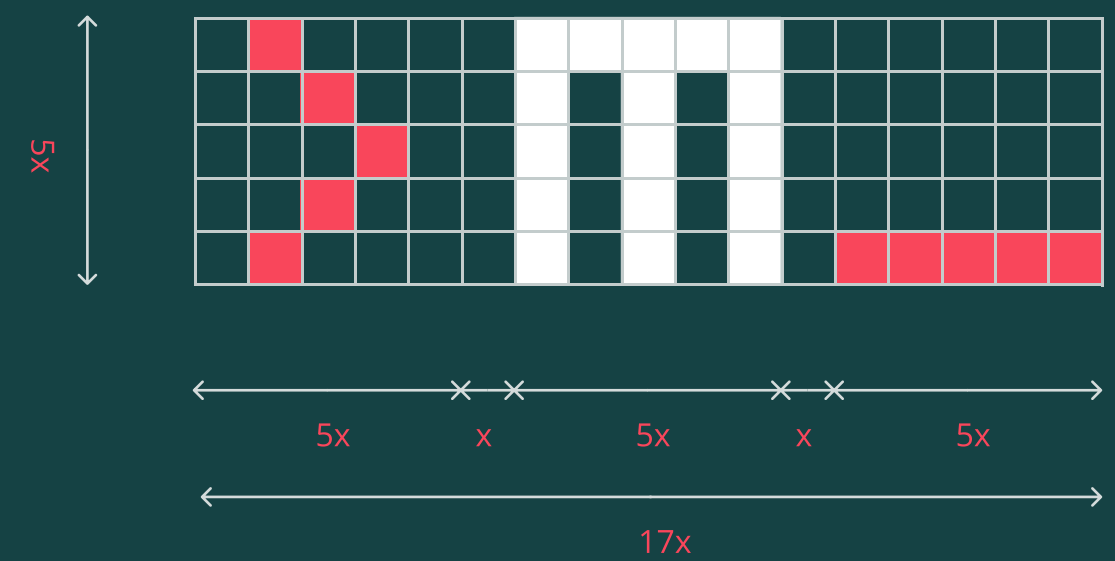


## Short Form

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

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

## > MOUSELESS\_



## Mark Form - Colors



There is only one color that can be used in alternative backgrounds.

# Full Form - Colors



There two color alternatives; primary, secondary. Use these alternatives in appropriate backgrounds.

> MOUSELESS\_

> MOUSELESS\_

> MOUSELESS\_

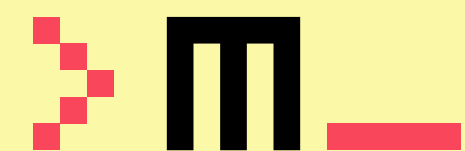
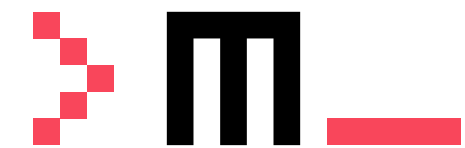
> MOUSELESS\_

> MOUSELESS\_

## Short Form - Colors



There two color alternatives; primary, secondary. Use these alternatives in appropriate backgrounds.

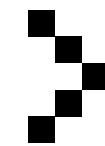
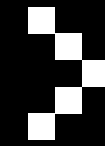


## Mark Form - Mono Color



When background color is not suitable with primary color, use black or white.

>MOUSELESS\_





## Full Form - Mono Color



When background color is not suitable with primary color, use black or white.

› MOUSELESS\_

› MOUSELESS\_

› MOUSELESS\_

› MOUSELESS\_

› MOUSELESS\_

# Short Form - Mono Color



When background color is not suitable with primary color, use black or white.

> m \_

> m \_

> m \_

> m \_

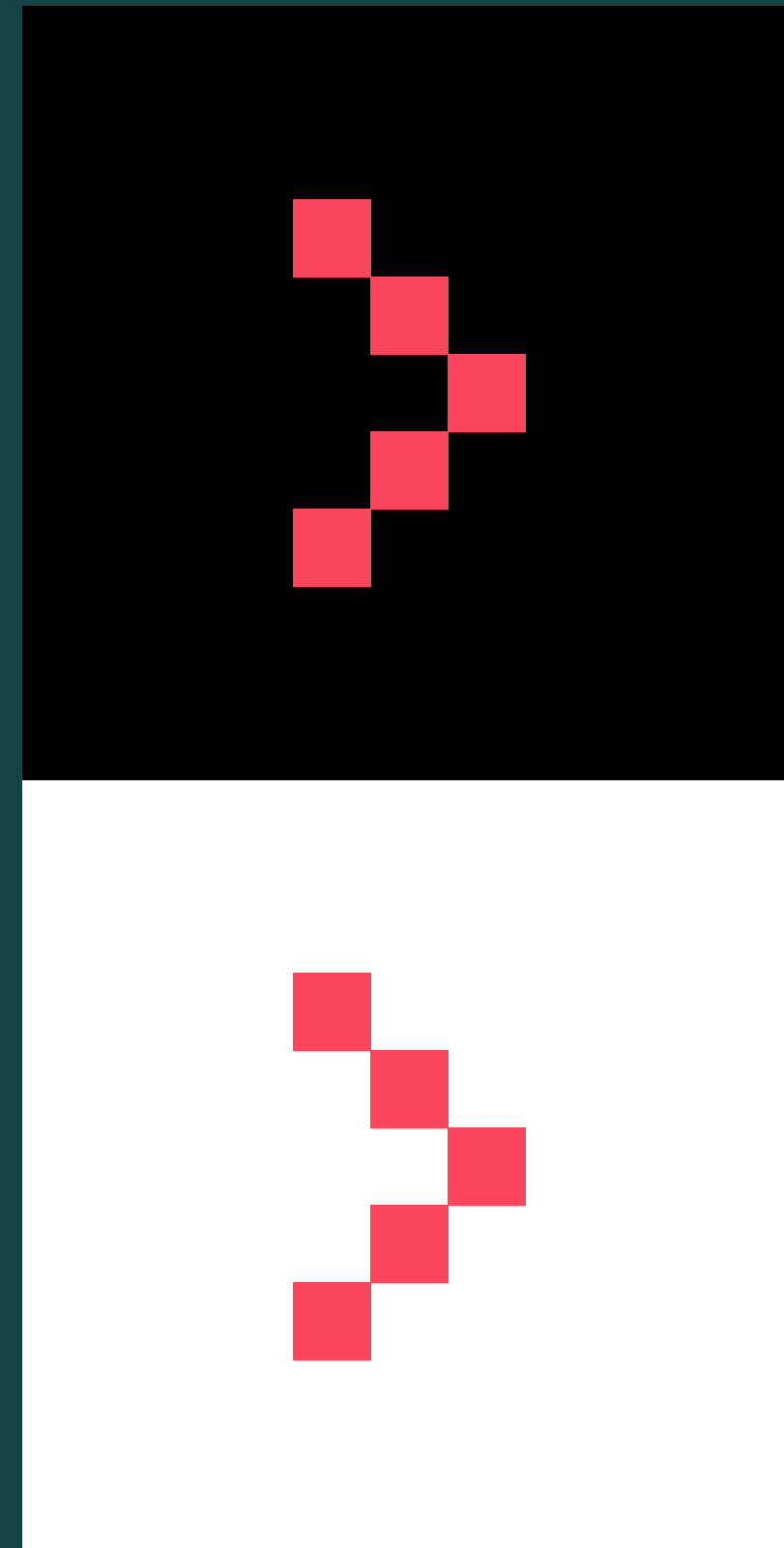
> MOUSELESS \_

## Social Media - Mark



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.

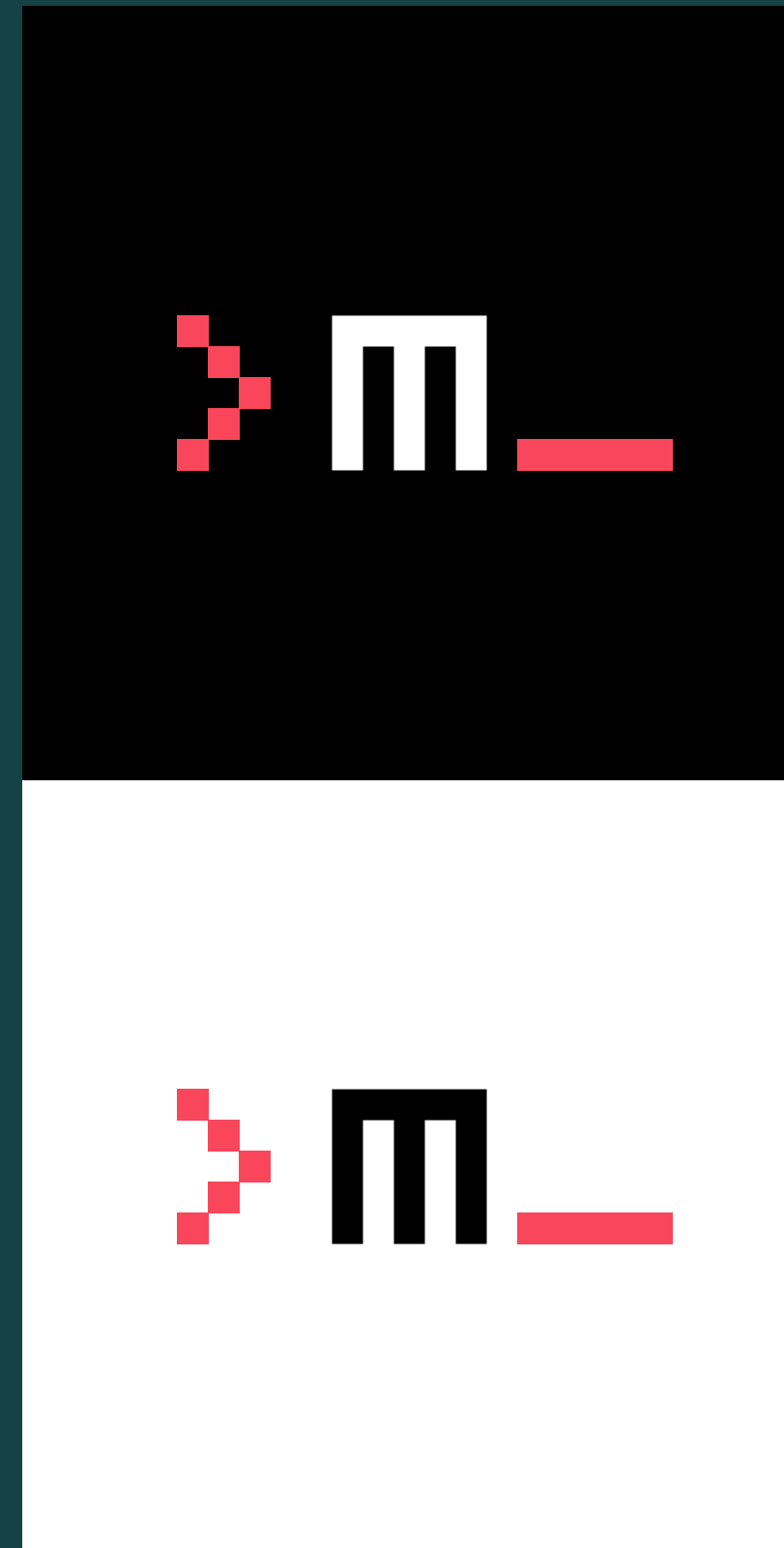


## Social Media - Short



Alternatively you may use short logo.

>MOUSELESS\_



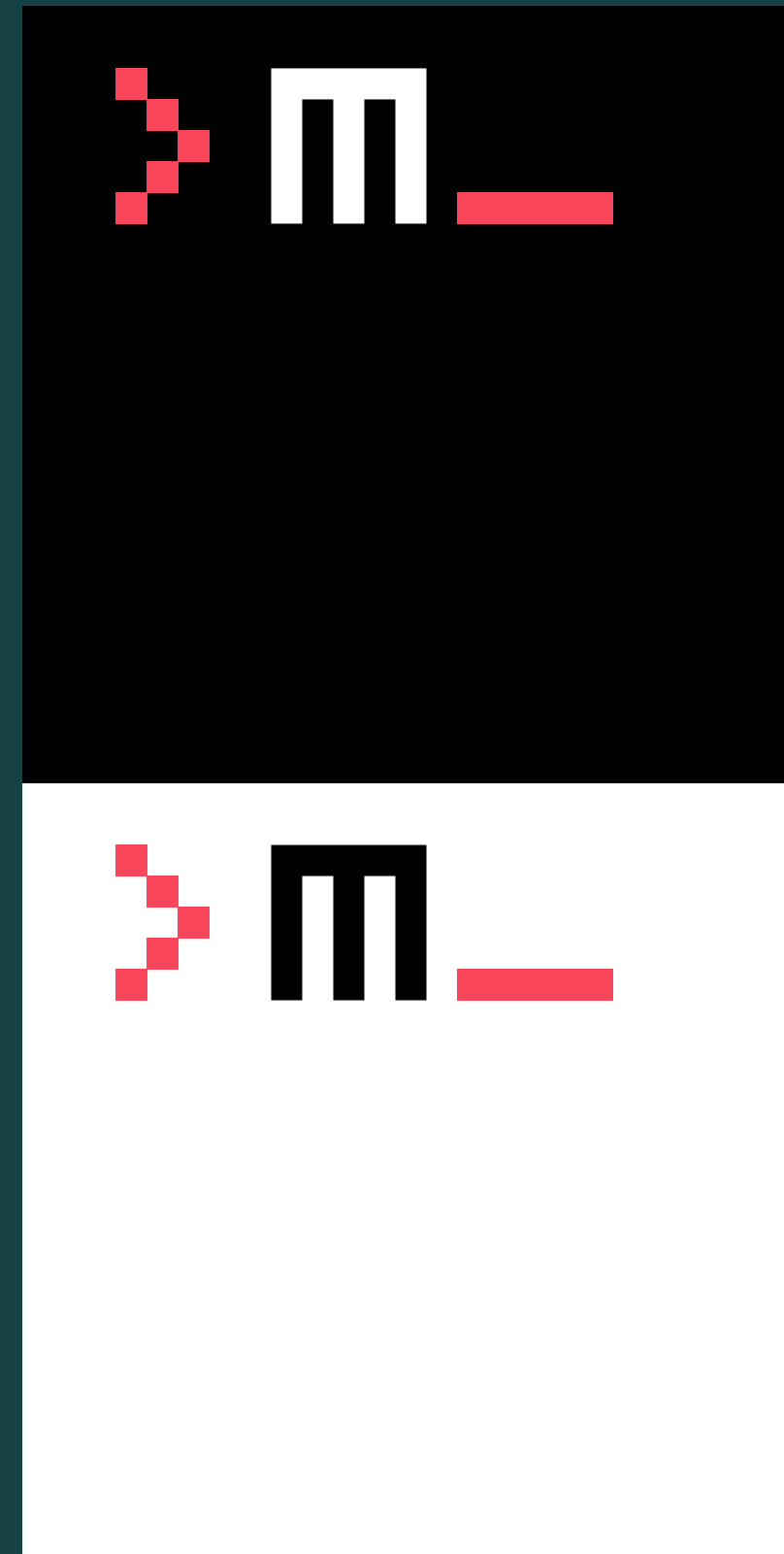
## Social Media - Terminal



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.

>MOUSELESS\_



## Watermark - Mark



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 - Full



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



We use DM Sans for headers and Roboto Mono for content.

monospace

Header 1  
Header 2  
Header 3  
Header 4  
Header 5  
Header 6

system-ui

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Palette



Prefer to use only these colors for content and background.

Additionally you may use white and black where necessary;

- white: #000000
- black: #FFFFFF



## Theme - Primary



Themes use colors from palette to express brand identity visually in any medium.

Make sure you stick to the suggested colors only.

## Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut suscipit libero. Phasellus urna leo, pretium ut pellentesque non, auctor ac sem. Duis consequat magna vitae rhoncus accumsan. Aenean aliquam aliquet pretium. Mauris volutpat nec sem eu condimentum. In id convallis nibh. Integer id ante ut sem blandit pretium nec in lectus. Morbi ullamcorper sodales metus. Vivamus nec euismod libero.

Sed eget mollis lacus. Morbi porta erat sit amet quam pharetra pulvinar. Vestibulum mattis ante sem, nec lacinia risus scelerisque sit amet. Fusce a viverra tortor. Suspendisse vel egestas ipsum, eu dictum ante. Maecenas ornare ullamcorper augue ac lacinia. Praesent eget metus turpis. Integer varius nisl justo, id imperdiet augue malesuada eu. Donec at augue velit. Suspendisse potenti.

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

## Theme - Secondary



Themes use colors from palette to express brand identity visually in any medium.

Make sure you stick to the suggested colors only.

> MOUSELESS\_

## Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut suscipit libero. Phasellus urna leo, pretium ut pellentesque non, auctor ac sem. Duis consequat magna vitae rhoncus accumsan. Aenean aliquam aliquet pretium. Mauris volutpat nec sem eu condimentum. In id convallis nibh. Integer id ante ut sem blandit pretium nec in lectus. Morbi ullamcorper sodales metus. Vivamus nec euismod libero.

Sed eget mollis lacus. Morbi porta erat sit amet quam pharetra pulvinar. Vestibulum mattis ante sem, nec lacinia risus scelerisque sit amet. Fusce a viverra tortor. Suspendisse vel egestas ipsum, eu dictum ante. Maecenas ornare ullamcorper augue ac lacinia. Praesent eget metus turpis. Integer varius nisl justo, id imperdiet augue malesuada eu. Donec at augue velit. Suspendisse potenti.

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

> MOUSELESS\_