

› MOUSELESS.

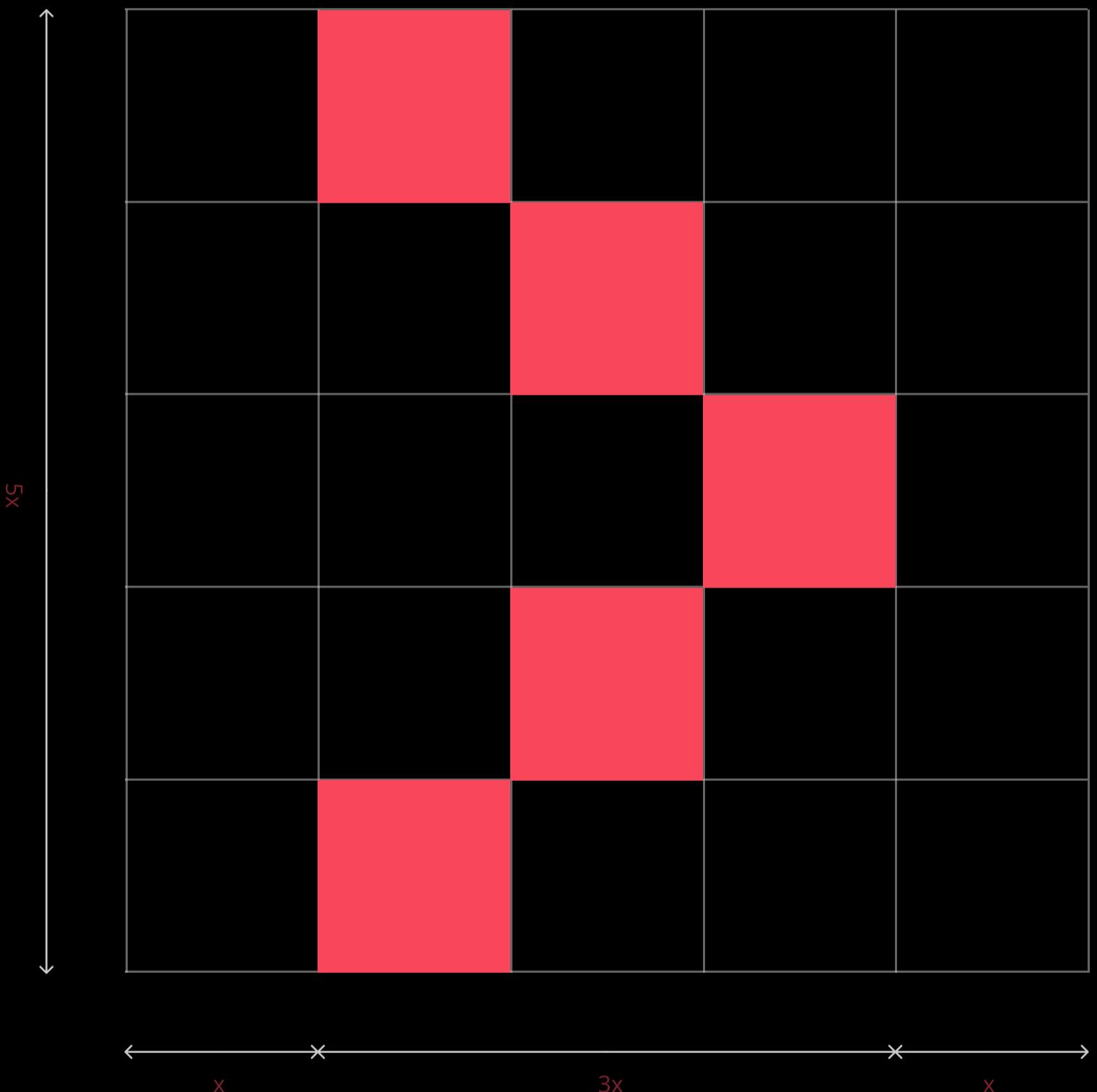
Brandkit

# 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

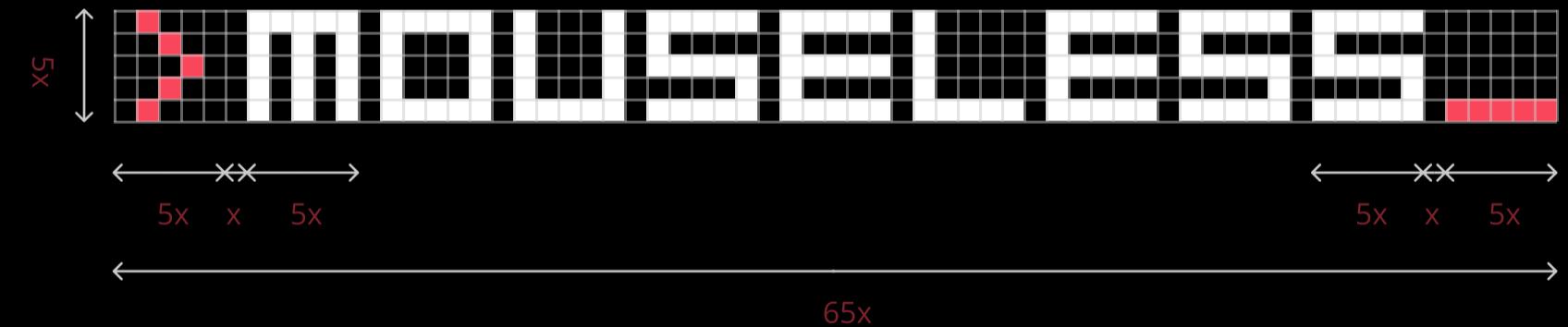
Logo is constructed using mark, brand name and an underscore. Each symbol is in a 5x5 pixel grid with 1 pixel between them.

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\_**



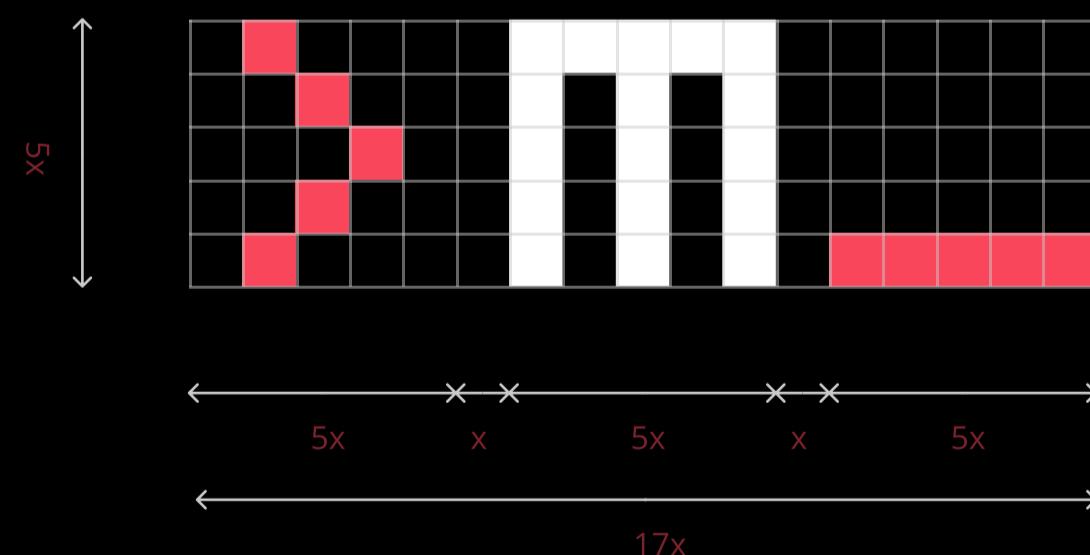
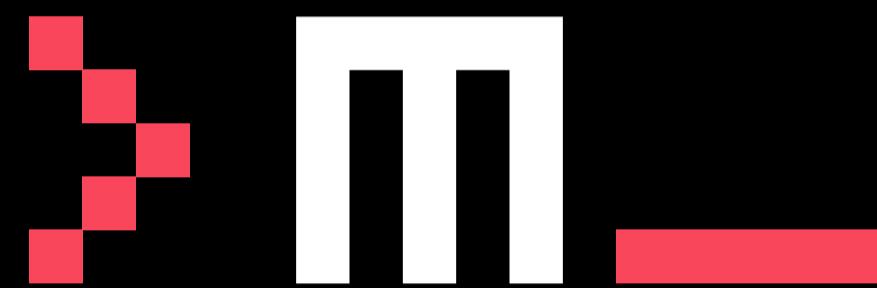
> **MOUSELESS\_**

## 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.

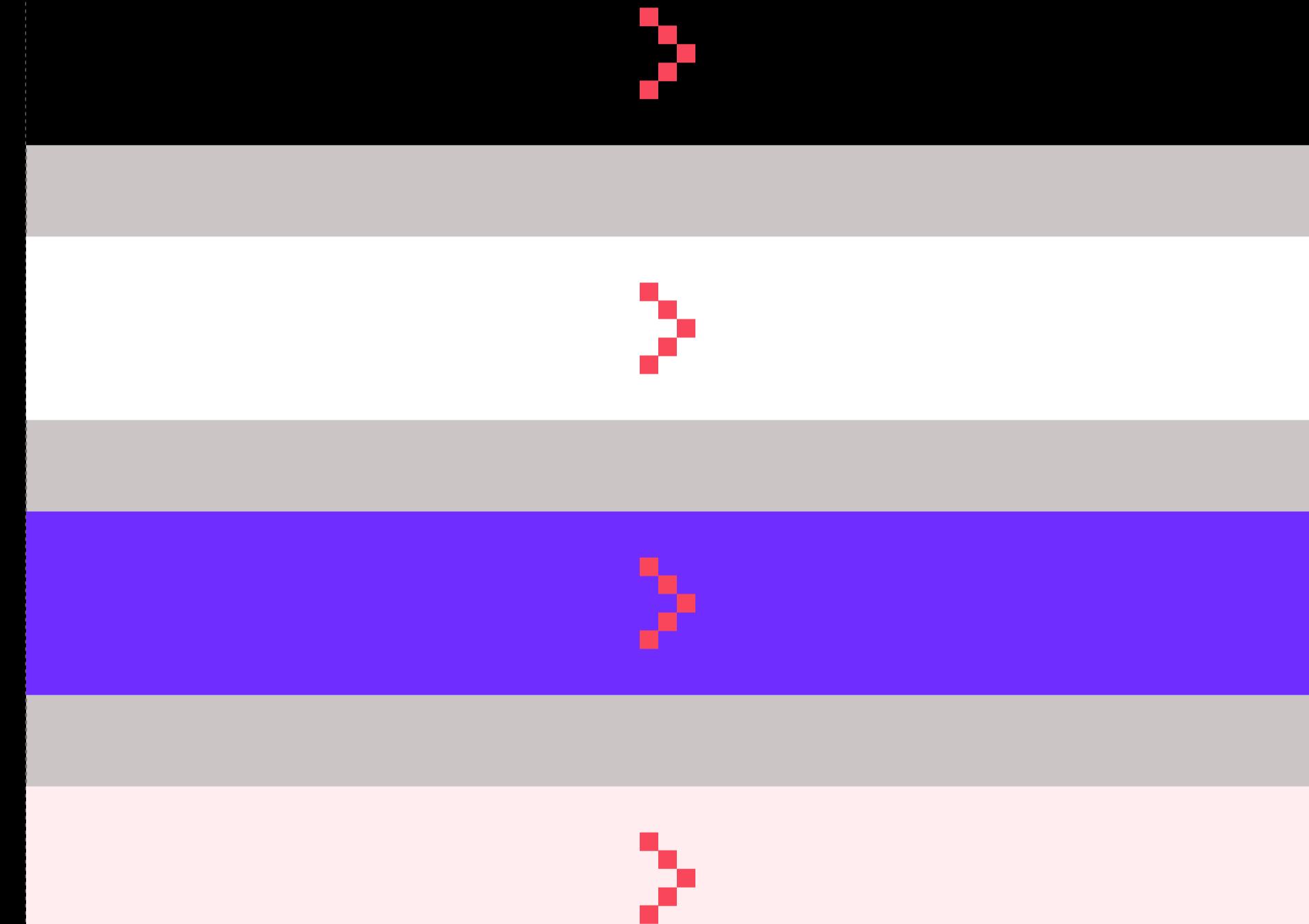
```
> _  
> m_  
> mouseless_  
> mouse_  
> m_
```



>MOUSELESS\_

## Mark Form - Colors

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



> MOUSELESS\_

## Full Form - Colors

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

> **MOUSELESS\_**

> **MOUSELESS\_**

> **MOUSELESS\_**

> **MOUSELESS\_**

## Short Form - Colors

—

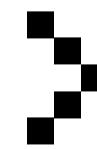
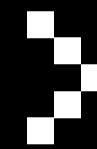
There two color alternatives; primary, secondary. Use these alternatives in appropriate backgrounds.



## Mark Form - Mono Color



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



## Full Form - Mono Color

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

>MOUSELESS\_

>MOUSELESS\_

>MOUSELESS\_

>MOUSELESS\_

## Short Form - Mono Color

—

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

> m\_

> m\_

> m\_

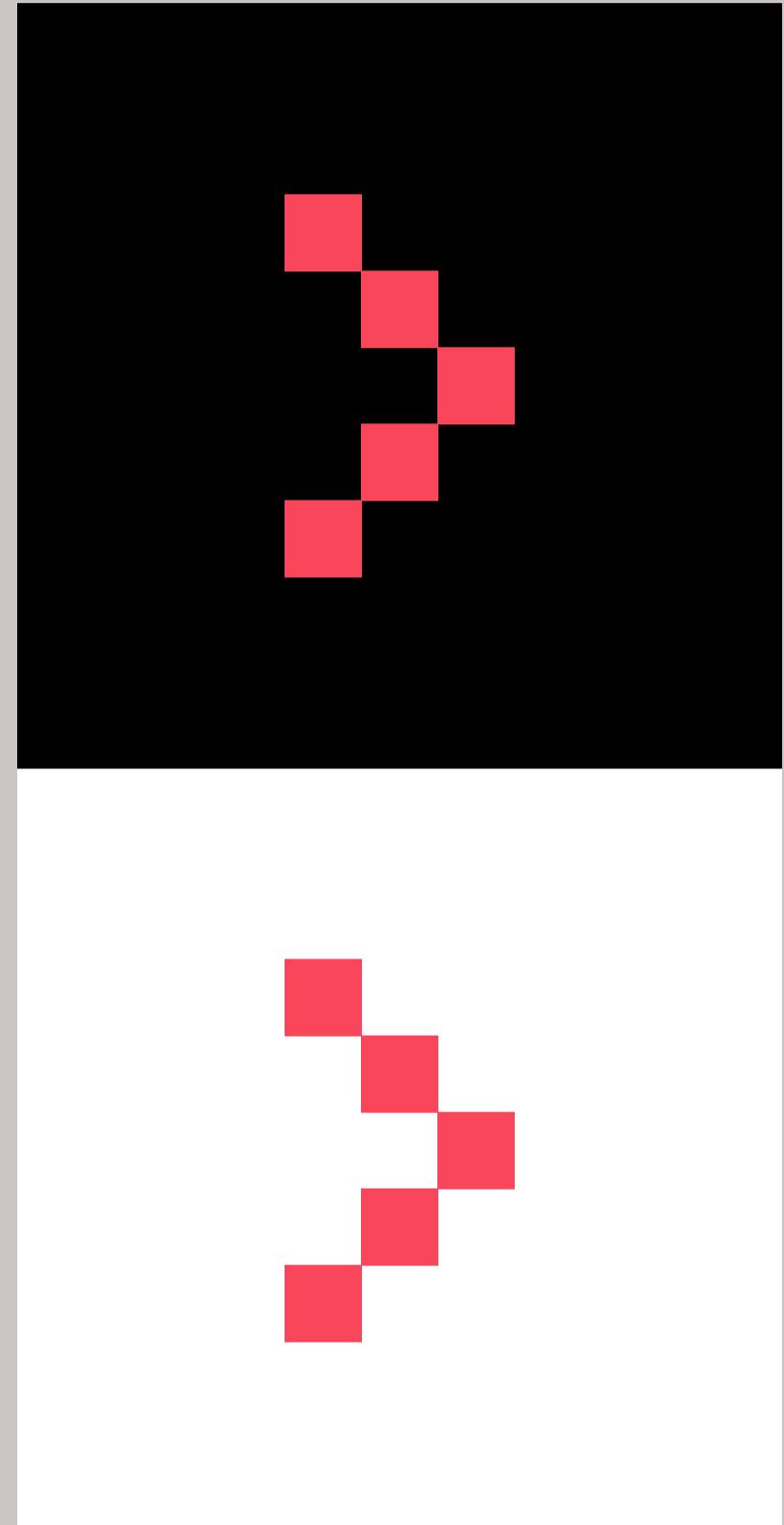
> m\_

# Social Media - Mark



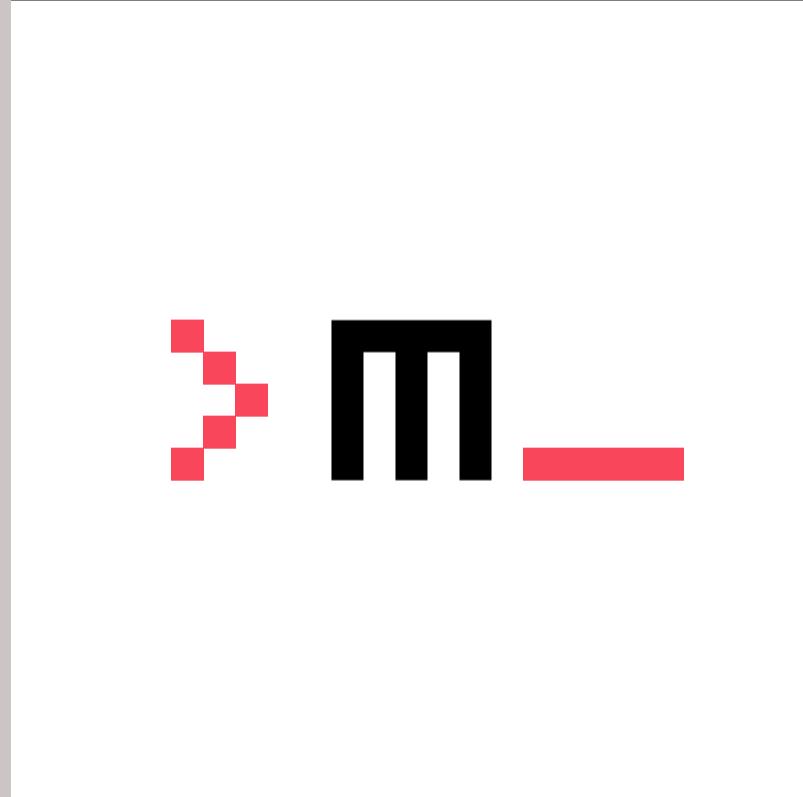
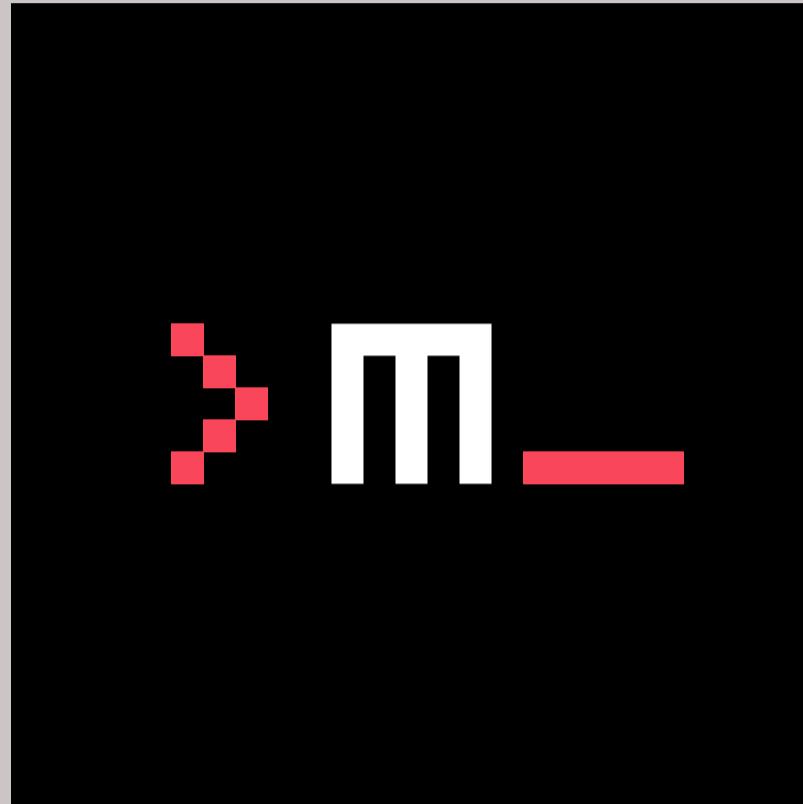
Profile picture containers may differ depending on the platform and device. Circle, round rectangle and square shapes are popular.

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



## Social Media - Short

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Alternatively you may use short logo.

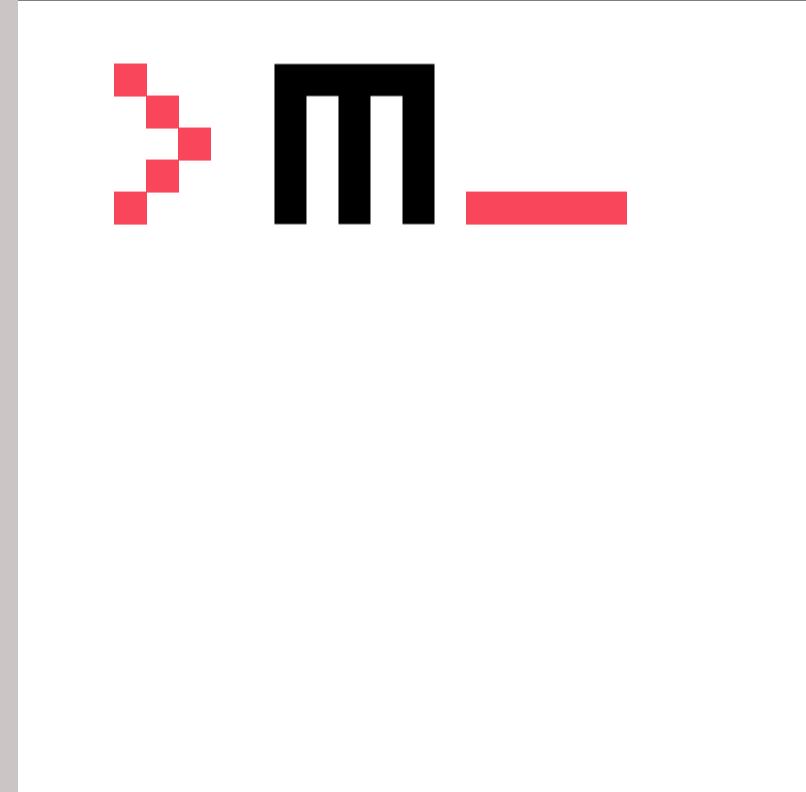
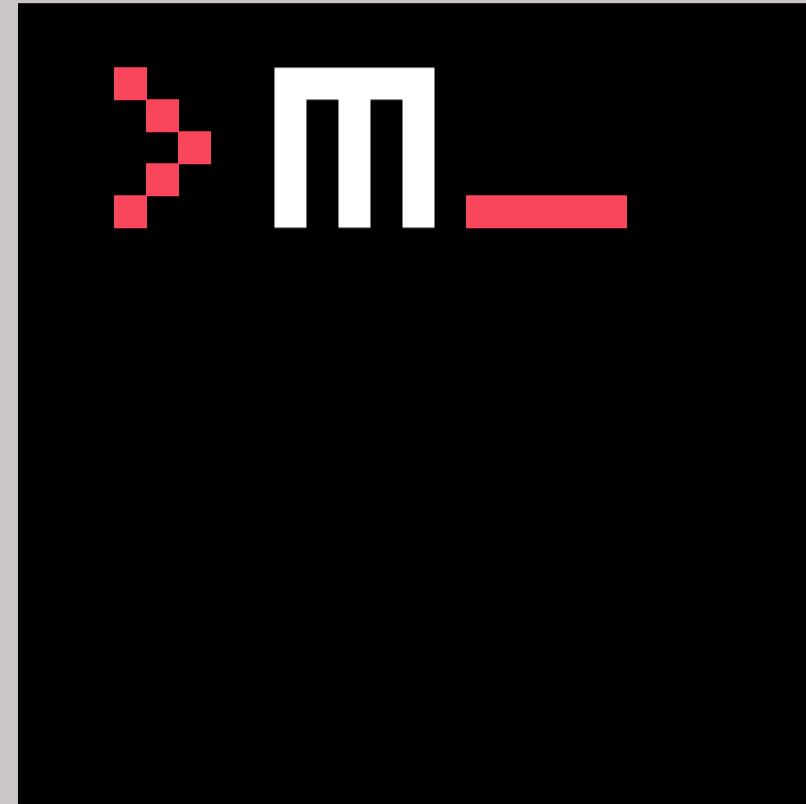


# Social Media - Terminal

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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 - Mark

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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

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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\_

## Watermark - Full

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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\_

# Clearspace

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



# Minimum Size

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

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# Typography

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There is no restriction in font usage.

We suggest Garuda for headers and Open Sans for content.

Roboto Mono

Header 1  
Header 2  
Header 3  
Header 4

Roboto Mono

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9