

**MOUSELESS.**

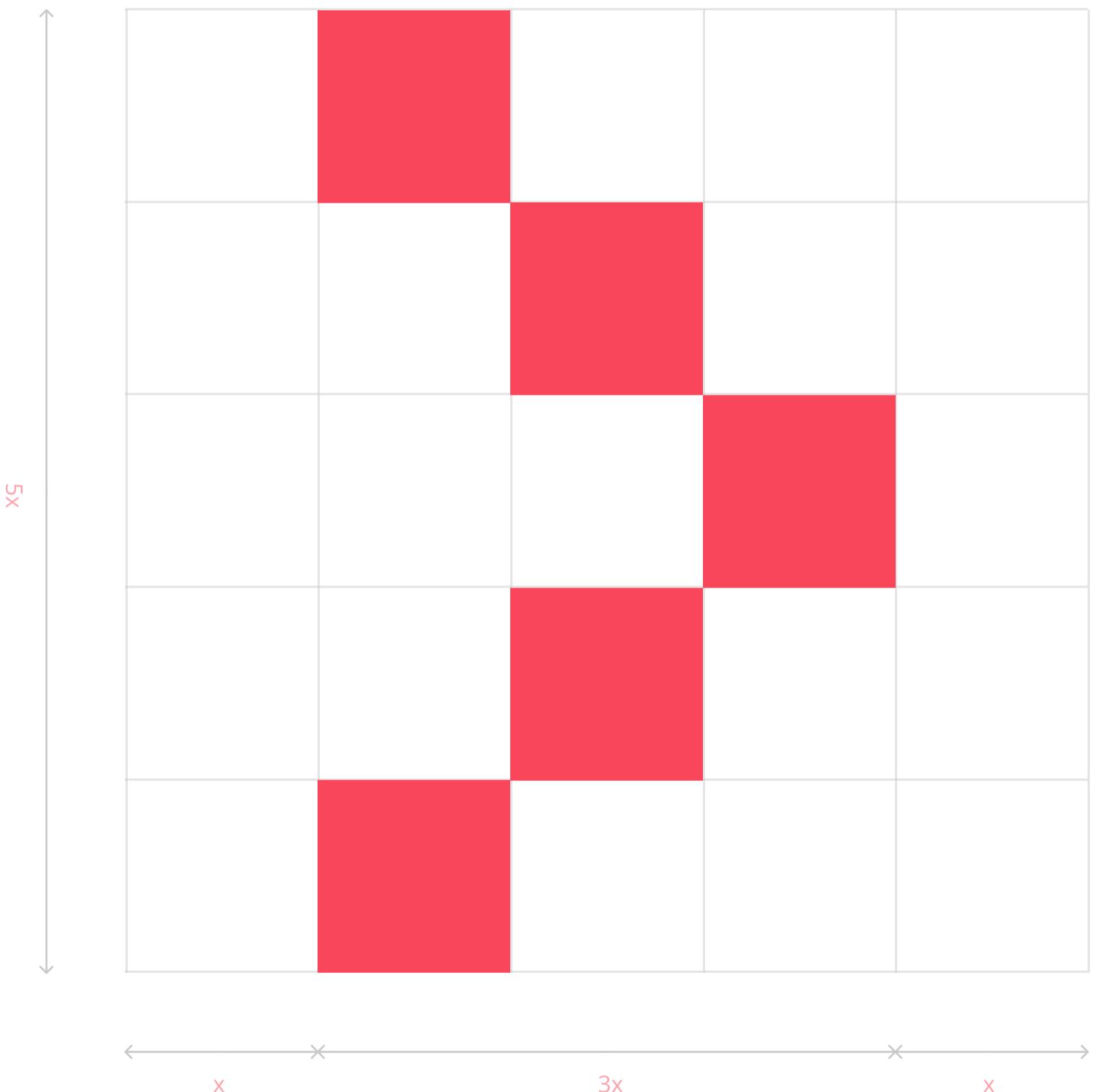
Brandkit

# Mark Form

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"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

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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_
```



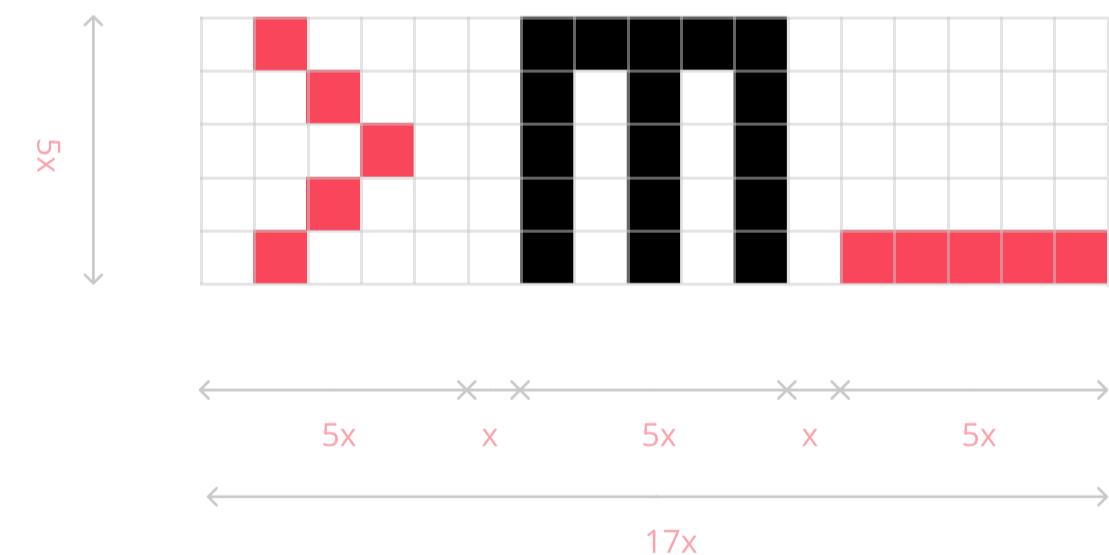
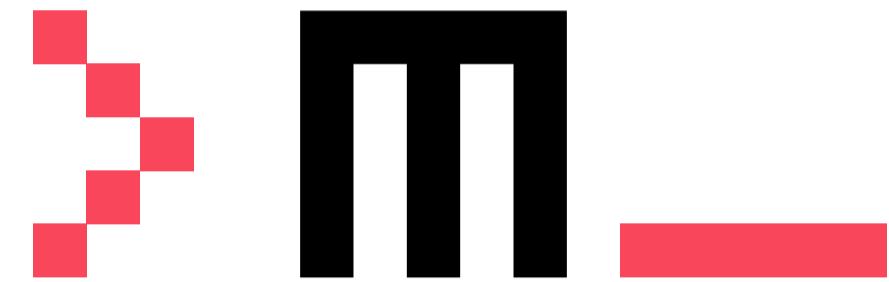
> MOUSELESS\_

# Short Form

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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_
```

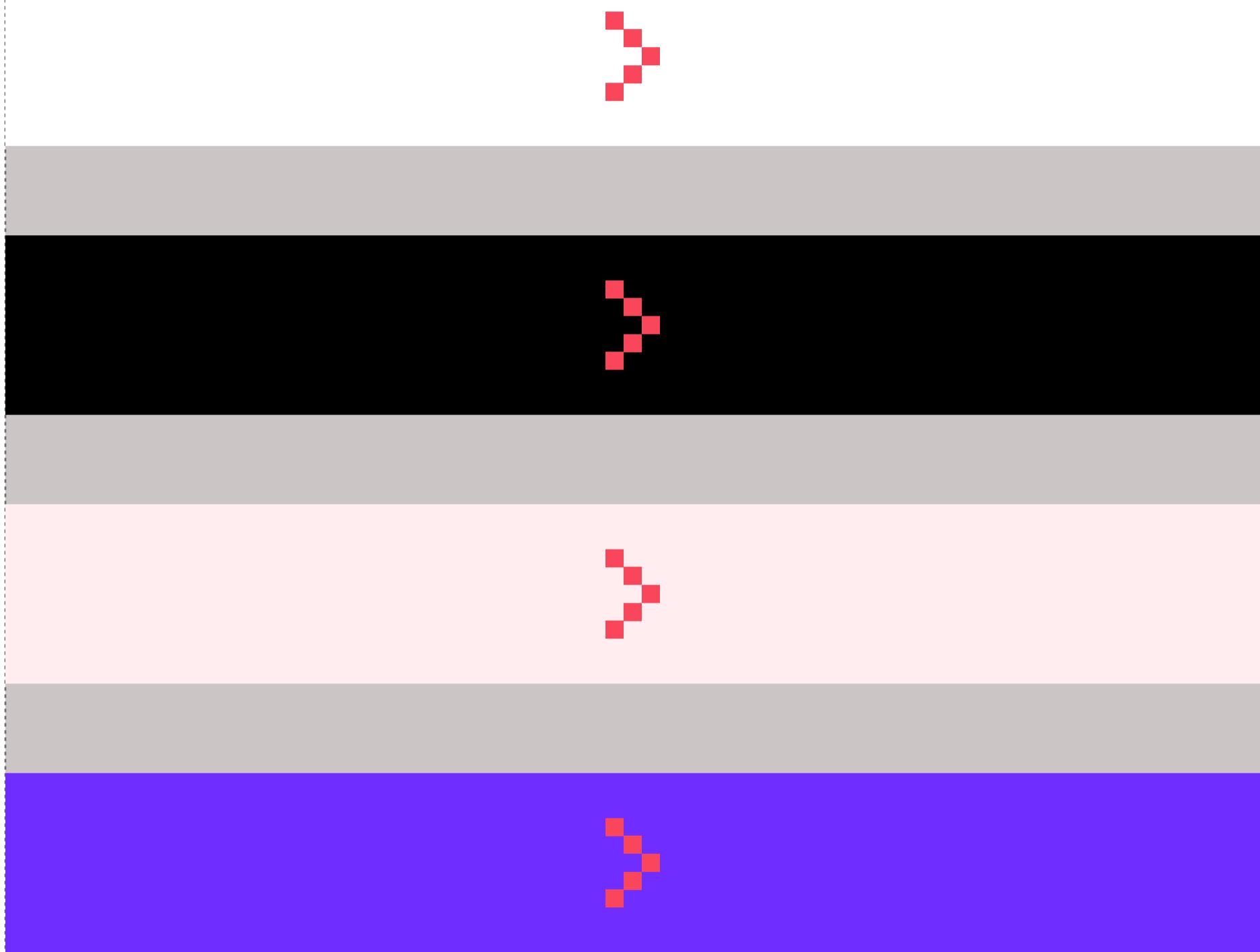


> MOUSELESS\_

# Mark Form - Colors

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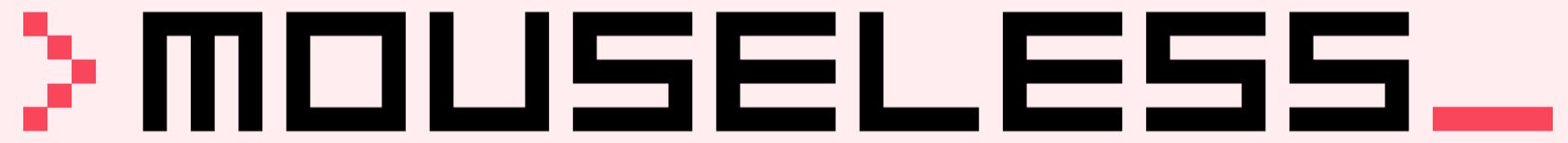
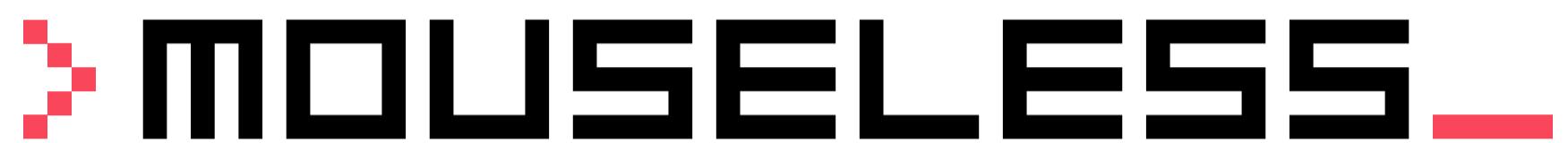
There is only one color that can be used in alternative backgrounds.



## Full Form - Colors

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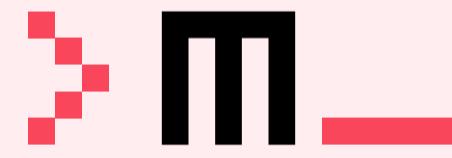
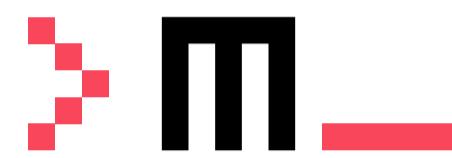
There two color alternatives; primary, secondary. Use these alternatives in appropriate backgrounds.



# Short Form - Colors

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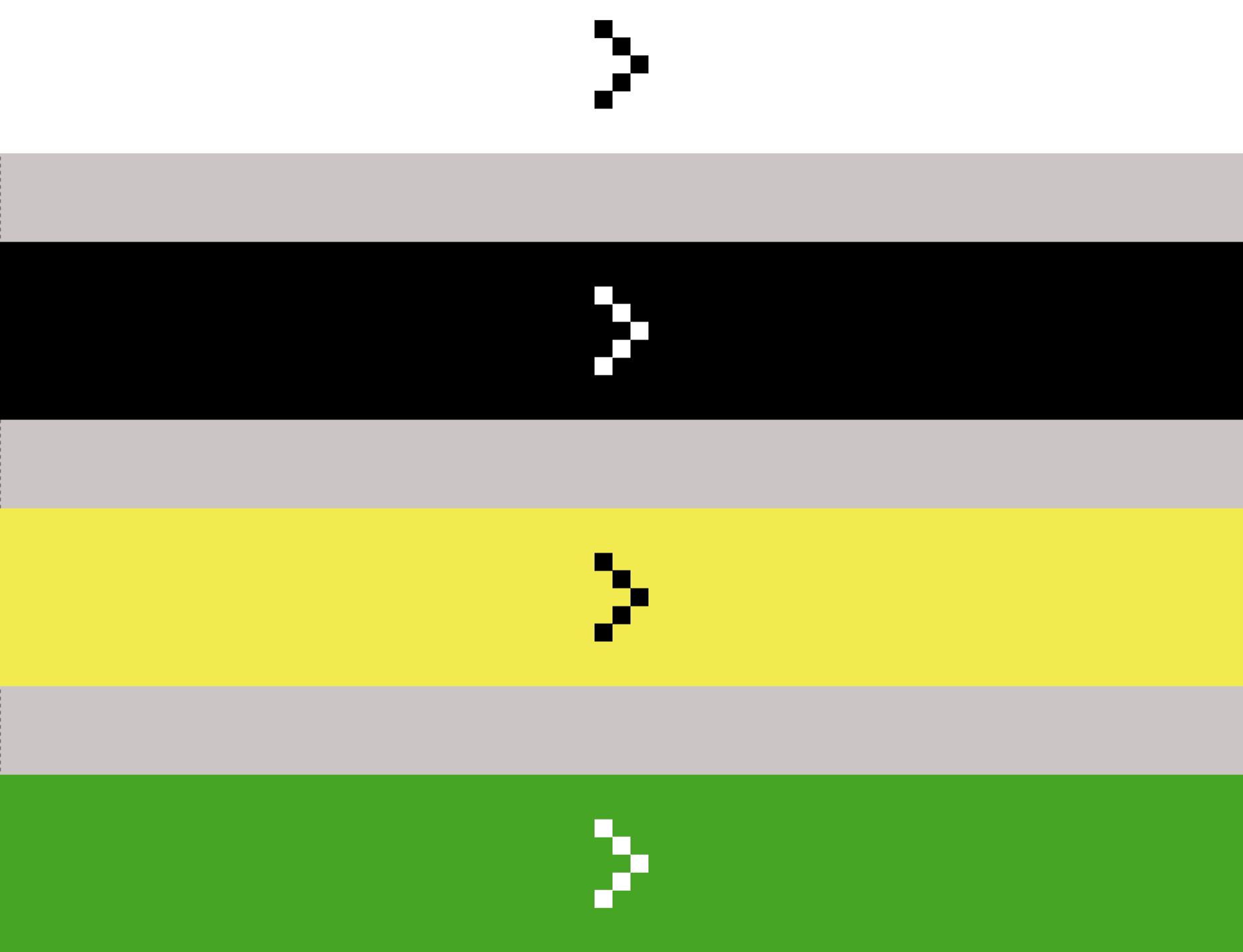
There are two color alternatives; primary, secondary. Use these alternatives in appropriate backgrounds.



# Mark Form - Mono Color

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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\_

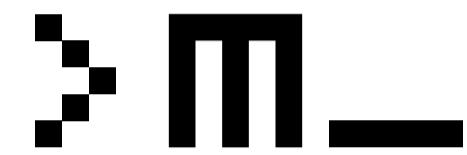
> MOUSELESS\_

> MOUSELESS\_

## Short Form - Mono Color

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

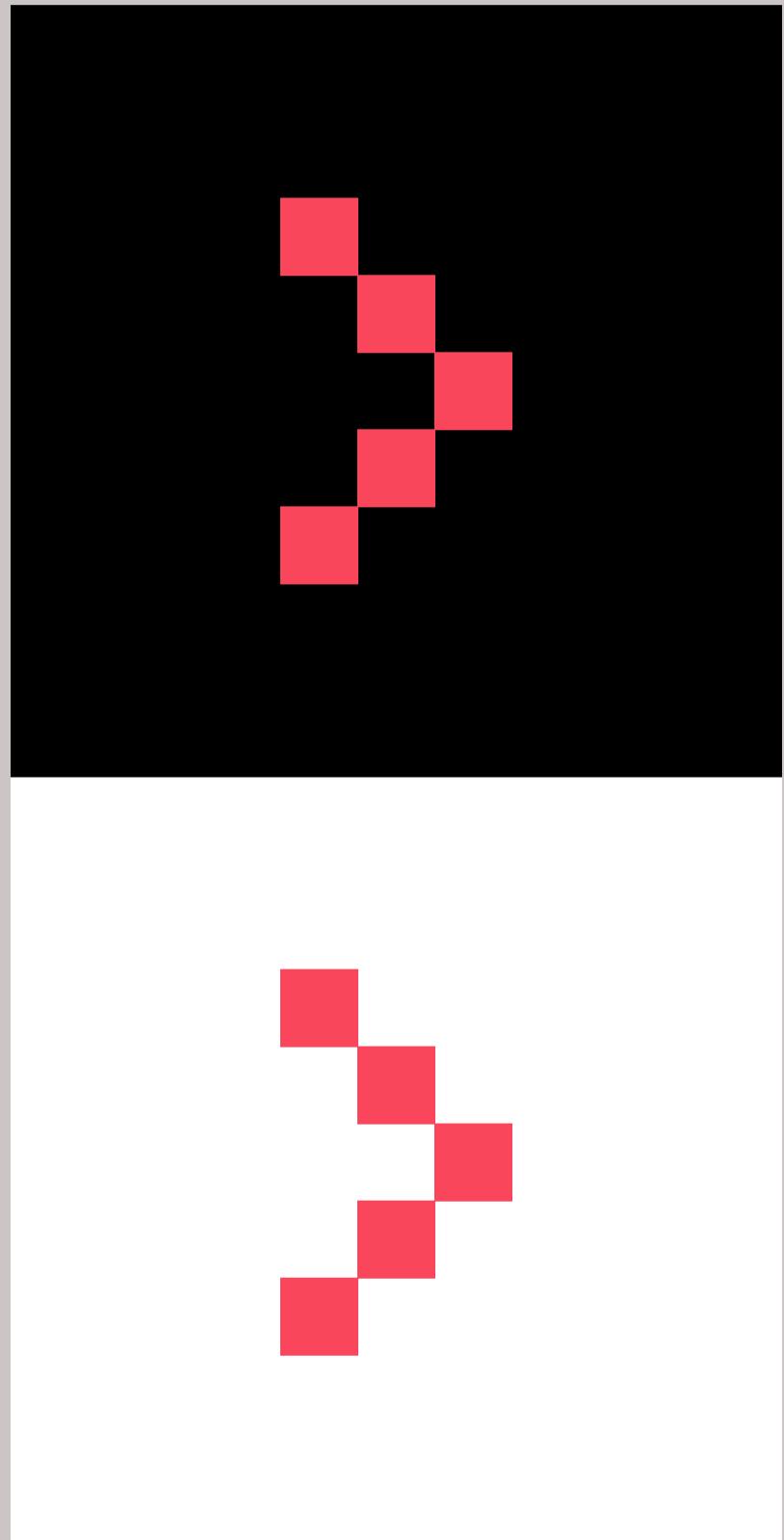


# Social Media - Mark

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

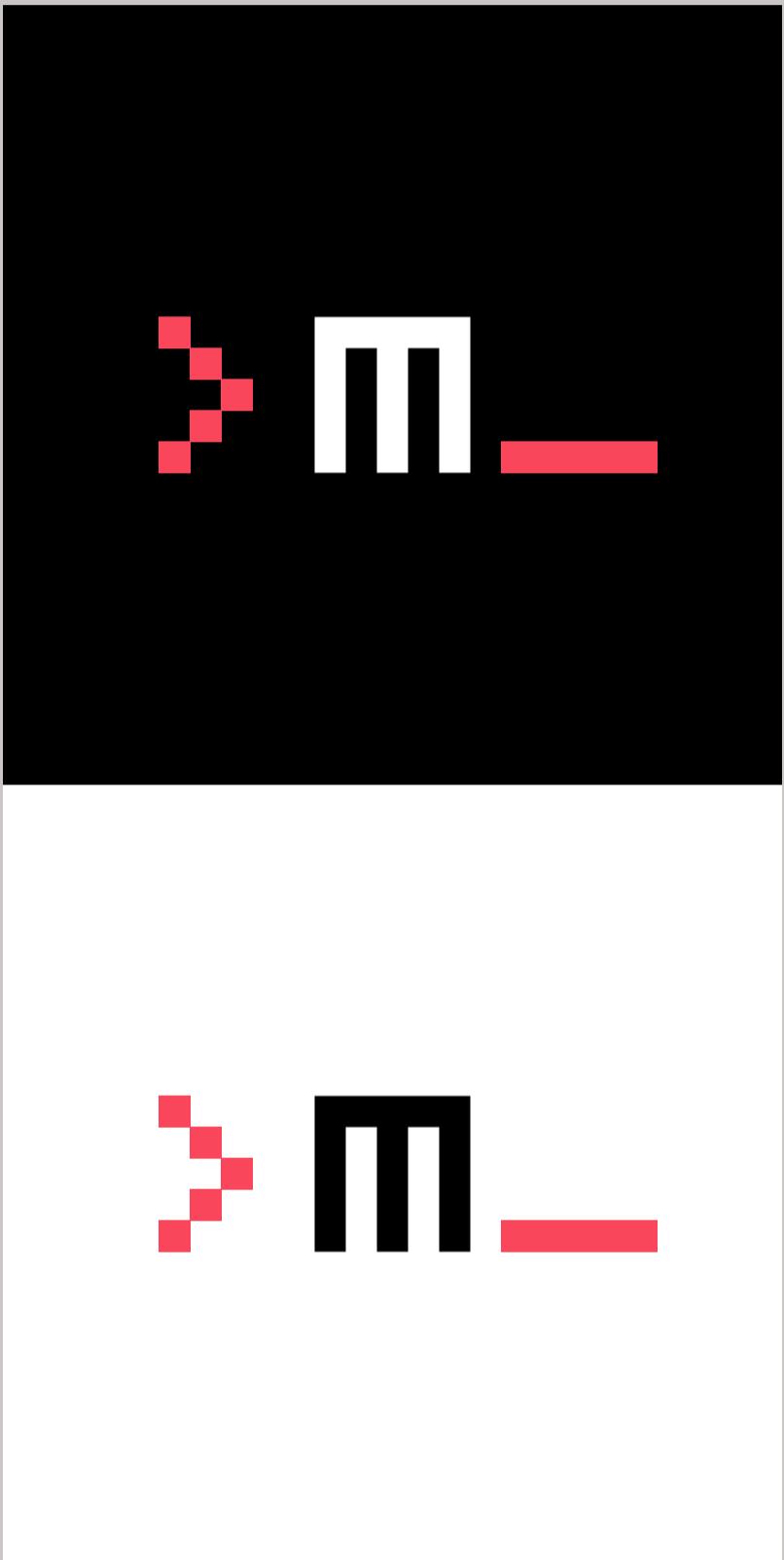
We use only logomark with an enough padding to have a clear look.



# Social Media - Short

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Alternatively you may use short logo.

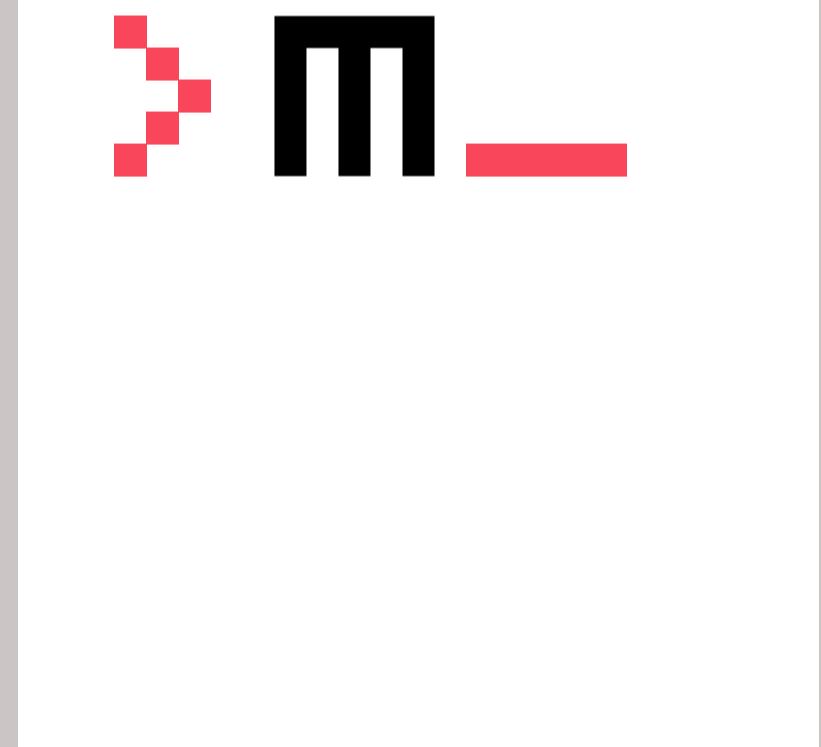
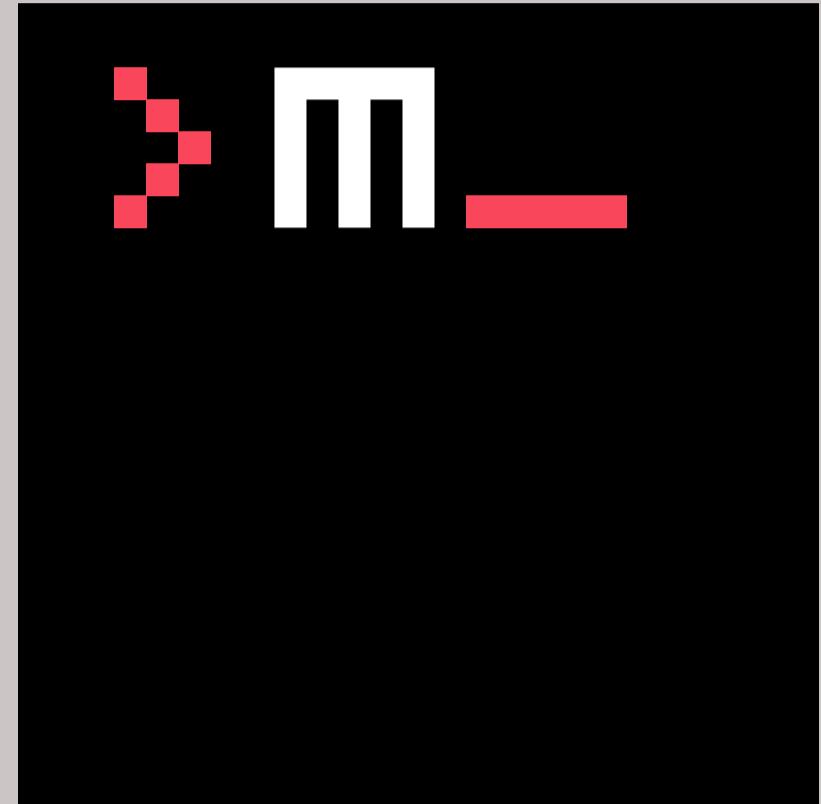


# Social Media - Terminal

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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

# 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

# Clearspace

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



>MOUSELESS\_-

# 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.

Garuda

**Header 1**

**Header 2**

**Header 3**

**Header 4**

Open Sans

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789