

BRAND GUIDELINES

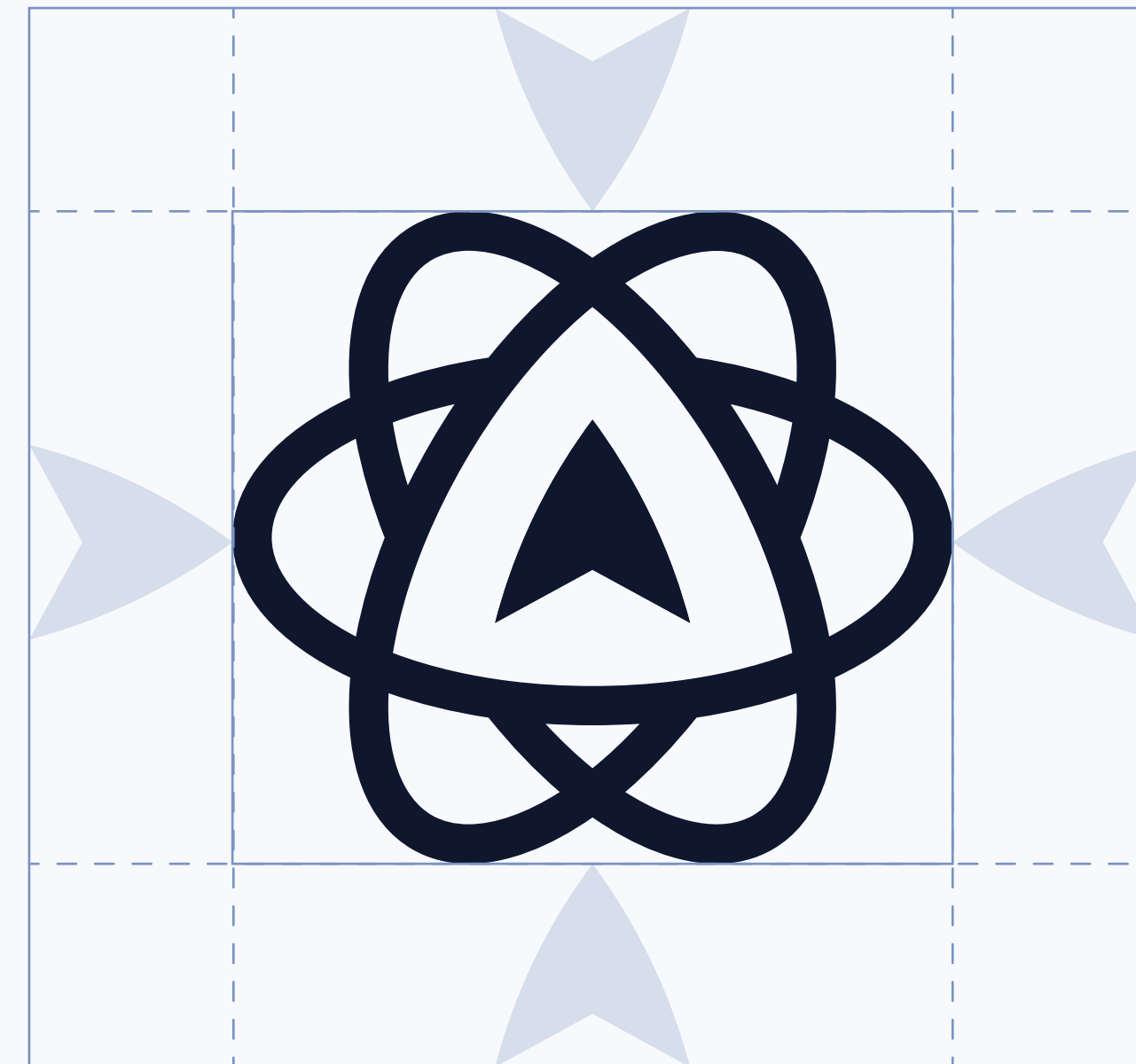
Logo



LOGO GUIDELINES

Logo mark & spacing

The logo mark is a slightly adjusted version of our original logo. The spacing around the logo mark when used alone should minimum have whitespace around it corresponding to the height of the cursor.



LOGO GUIDELINES

Horizontal logo

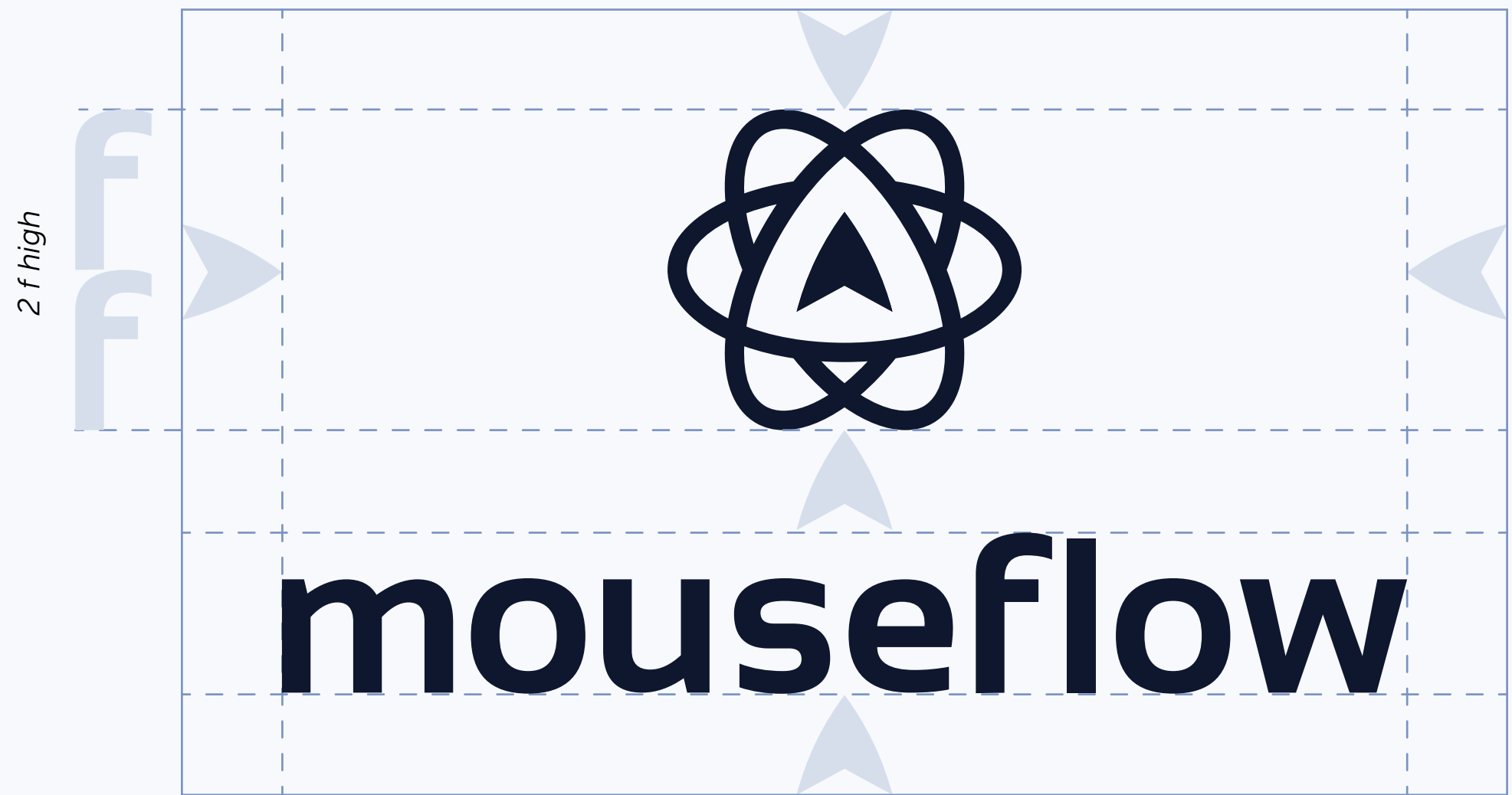
In most contexts, logo mark and type will appear together. Minimum whitespace around the logo should, as for the logo mark, correspond to the cursor within the mark. This will also make up the space between mark and type.



LOGO GUIDELINES

Vertical logo

The logo can also be used in a vertical combination, placing logo mark above logo type. The same size ratio and whitespace rules apply as for the horizontal logo; the mark being two f high with spacing around the logo being the height of the cursor.



LOGO GUIDELINES

Neutral colors

Both the logo mark and type can be used in and on different colors. The neutral colours of our color palette are used as the standard way to show our logo.

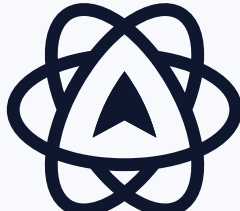
#f7f9fc

#0F172F

 mouseflow

#f7f9fc

#0F172F

 mouseflow

LOGO GUIDELINES

A touch of color

When the logo is used in a simple layout with room for it to take up more visual attention, our Business Blue can be used to highlight the cursor in the logo mark and/or 'flow' in the logo type.



Pay attention to the fact that the blue changes nuance depending on background colour to accommodate accessibility guidelines.

#f7f9fc

#0F172F

#3285f5



#f7f9fc

#0F172F

#0b65e3



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#3285f5

#f7f9fc

#0F172F

#0b65e3

LOGO GUIDELINES

Playful colors

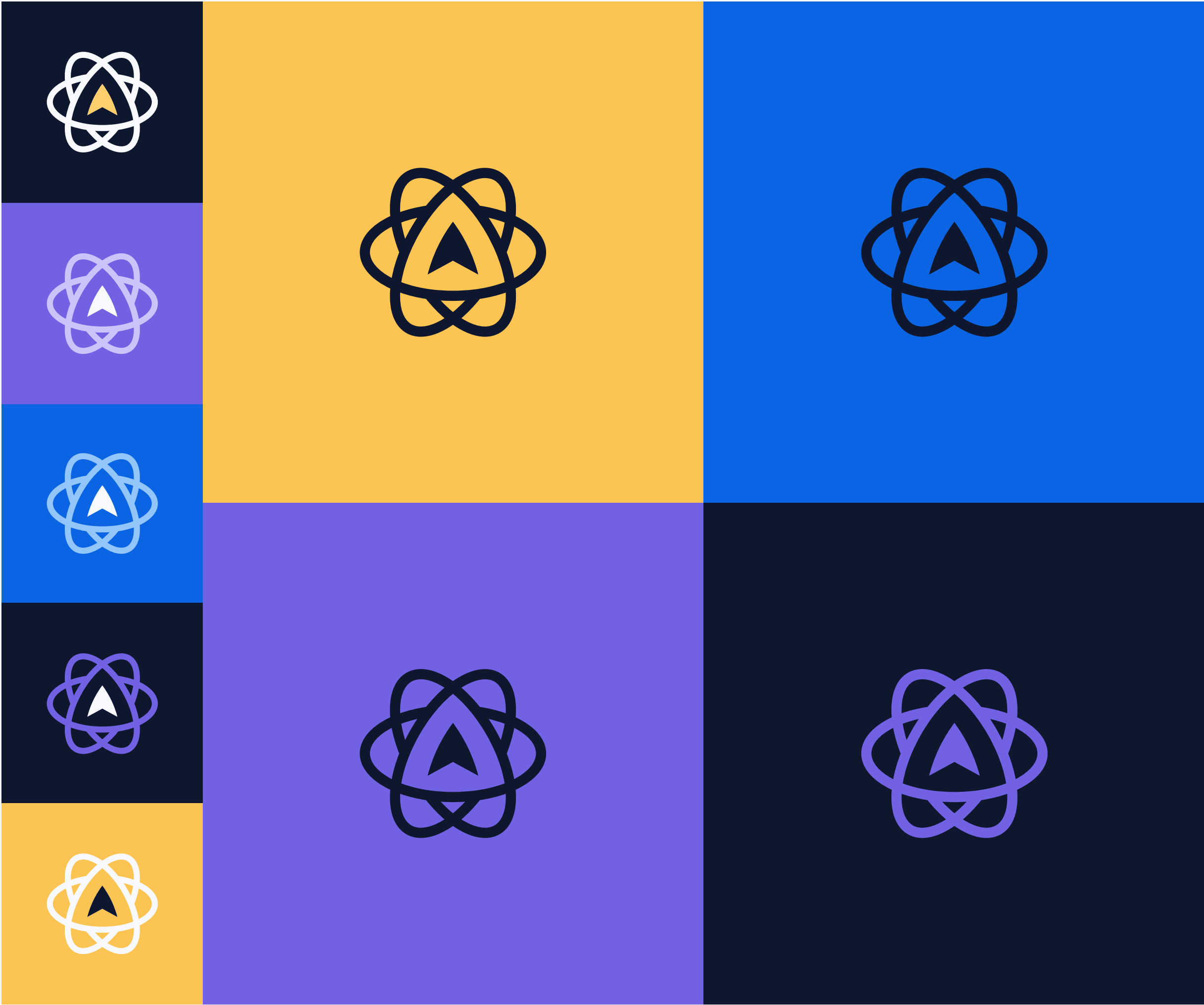
When the logo is used with the purpose of specifically standing out from other content or in a more youthful and playful context, more colours can be used.

 These should be used with caution, making sure that the brand is still recognizable and relatable.

- #f7f9fc

#0F172F
- #0b65e3

#7162e3
- #fcc453



LOGO GUIDELINES

Partical patterns

To integrate the logo and identity in a subtle yet recognizable way, we can dissect the logo and use the individual particals seperately and repeated in patterns.

 Use in a minimalistic fashion - we do not want it to confuse or draw attention from the message we are communicating.

