

# Style and branding guide

## Our brand

Our vision: **To secure the world's connected devices.**

Our goal is to provide safety, security, control and peace of mind while reducing risk, fear and pain for our users. Our brand identity should reflect our vision and our goal.

Some keywords that should inform our brand identity: *Calm, Control, Clarity, Trust, Simplicity, Consistency, Reliability.*

We strive for a clean, modern brand identity that customers recognize as relevant to their needs today and in the future.

## Typography

For headers, we use Etelka Medium in the following sizes:

Heading 1 - 36px

Heading 2 - 30px

Heading 3 - 24px

Heading 4 - 18px

Heading 5 - 14px

For body text, we use FF Meta Serif.

For large bodies of text, such as blog posts, we use FF Meta Serif Light for greater readability.

Emphasis is in **FF Meta Serif Extra Bold** or *italicized*.

Links [look like this]() on light backgrounds, and [like this](#) when hovered.

On darker backgrounds, text looks like this.

Buttons use the Etelka Medium font and have the following styles:



Only the first word of the button label should be capitalized.

Block quotes should look like this.

Sections of code are rendered inline like so `<code></code>` to stand out from normal text content.

```
// Code block
Blocks of code
will be displayed
like this
```

## Logo usage

### Correct use

We use the Mender logo either as a symbol or with the Mender name. The font used in the logo is Prototype and is always uppercase.

The logo can be in our brand colors, in white, or in black. If on a dark background, use a variation that uses white text.

#### Symbol only



#### Full logo



The Mender name should be aligned to the right and with the correct spacing - the width of one letter between symbol and text. The logo must also have adequate spacing between it and any other elements.



The symbol can also be used as a tiled background or as a large overlay on images.

### Incorrect use

- The Mender name must not be placed anywhere other than to the right.
- The text must not be too large or small in comparison to the symbol.
- The logo must not use any other color combinations.

## Colors

Our logo includes three colors - these are the base of our brand color scheme.

#### Primary colors (and tints)



## Writing, language & tone

### Text conventions

Consistency is necessary for us to convey trust and reliability to current and potential users alike. These conventions should be followed on everything we produce - whether it's on our website or on printed business cards.

- Text should be left aligned, not justified.
- Periods should come at the end of sentences only in body text, *not* in headings.
- eg, ie, etc don't need periods.
- Use a single space only after periods, *not* double space.
- Numbers 1-9 should be written as words (eg two, three, four).
- Numbers >=10 to be written as numbers.
- Use a comma to separate large numbers for readability (eg 10,000).
- Don't mix number formats in same sentence (do this: "...while 3 of our customers have over 20,000 devices...").
- Capitalize the first word of headings only.
- "Mender" should always have capital "M".
- The following capitalization is correct and should be used: "Industrial Internet of Things", "Internet of Things", "IIoT" and "IoT".

### Tone

Our tone of voice should be aligned with our visual brand identity, and help us to be seen as knowledgeable, trusted and reliable.

- Say everything as simply as possible: be clear and concise.
- Use a matter of fact tone of voice. We have the knowledge, we're not bragging or using a sales pitch, just giving the facts.
- Avoid overly technical language where possible - we want to tell a story that as many people as possible can understand.
  - We will of course have to cover technical topics - but very low level explanation and technical language is best left for documentation only.
- Avoid exclamation marks, and any inappropriate tone. We are serious, calm and knowledgeable. *Not* jokey or light-hearted, *not* alarmist or fear-mongering.
- Be human. We are real people actively helping other people to solve their problem. We should avoid corporate and passive language.

## Graphics

- Graphics should not clash with our brand color scheme.
- Graphics should be clean, simple and uncluttered in order to communicate ideas as clearly as possible.
  - 2D preferred to 3D, try to avoid skeuomorphic and instead favor clean & flat design.
  - Leave enough white space between images and text.
- Photography
  - Aim for authenticity and reality - avoid 'clipped' stock photography of people. Try to use images of real devices at work in the field.
  - For added consistency, there is the option to use a color overlay on images using our brand colors.
  - The white logo symbol can also be overlaid on images at 10% opacity to add branding.

### Examples

