

workingmouse 

Style Guide 2018



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Introduction

This guide demonstrates several of the core features in the WorkingMouse brand. It is intended to provide an overview of our brand vision and application. It's not an exhaustive catalogue of every single scenario we could think of, but a living document that will be expanded, edited and refined as time goes on and our brand naturally develops.

WorkingMouse abides by four central values which were very useful in finding a visual identity for the company. The values are:

Fun but not unprofessional
Scientific but not heartless
Urgency but not rushed
Independent but not a lone wolf

WorkingMouse's identity also concerns a character called 'Adventure Mouse', or 'Astro Mouse', who helps personalise the software journey of our clients. We wanted our brand to feature this character. Additionally, our most recent company survey indicated a variety of word associations our team made towards WorkingMouse. After much iteration, we've settled on a brand which reflects those associations as well.

Youthful
Energetic
Supportive
Busy
Growing
Friendly
Smart



Background

Our WorkingMouse logo was created using a modified version of Gotham Rounded Book. This type was modified to increase the rounded appearance and to eliminate serifs. The goal was to create a wordmark which would sit well beside illustrations, as well as suggest an air of approachability and modernity.

Not only were serifs eliminated, but the lowercase m was then duplicated and turned upside-down to form the 'w' or workingmouse. These two letters, side-by-side, were then by iteration transformed into the logomark. Although this logomark does not explicitly illustrate a mouse, it calls to mind characteristics of our brand character, Adventure Mouse (covered under the 'Illustration' chapter).

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Logo



Primary

Our primary logo, used for horizontal layouts, web and digital products and in general documentation.



Primary - Alternate

An alternate form of our primary logo with imagemark on the left. This variant can be used when aesthetics of alignment would prohibit the use of the primary version.



Primary - Midnight Colour

This version of our primary logo is monotone and uses our Midnight color (addressed in the 'Colour' chapter). This logo is used when single-colour is needed but we are not restricted to only black or white.



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Primary -Black

Used when we are restricted to greyscale/black or white and the logo is sitting atop a light background.

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Primary -White word mark

Used when our logo appears on dark backgrounds and there would be no visual impediment to having the imagemark in its standard primary yellow.

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Primary -White

Used when our logo appears on dark backgrounds and there are visual impediments to having the imagemark in its standard primary yellow. This is the preferred variant when the logo is sitting on top of photography or is used as an overlay.





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Imagemark top variant

This is a variant of our logo in which the imagemark is placed above the wordmark. This variant is recommended for use in more confined or square-shaped spaces.



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Icon Variant

This is a variant of the logo above in which the imagemark sits within a yellow circle. This variant is acceptable but not preferred. The imagemark used in this logo can also be used in isolation. As with all of these logos, variants of the above exist in different colours.





Usage

The logo should be given ample space to breathe on a page, regardless of layout dimensions. As a general rule of thumb, one half-circle (see image above) can be used as the amount of margin the logo should receive at a minimum. Where possible, the use of whitespace is strongly encouraged.

Please do not:

Alter the colors of the logo or change our brand palette.



Squash, stretch or scale disproportionately the logo.



Display the logo without the imagemark.



Colour Palette



Primary Brand/WorkingMouse yellow

R=255 G=203 B=10
#FFCBOA



Secondary Colour/Midnight

R=39 G=48 B=69
#273045



Highlight blue (use with care)

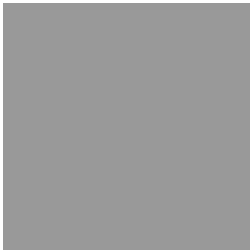
R=39 G=48 B=69
#273045





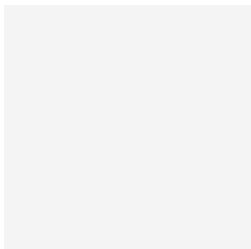
Charcoal

RGB 128
#333333



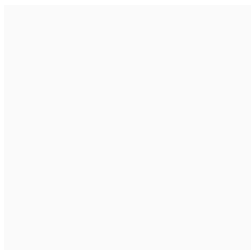
Grey

RGB 153
#999999



Light Grey

R=39 G=48
B=69
#273045



Near White

RGB 250
#F4F4F4



Typography

Headers

For headlines, title pages and other large display purposes we use the typeface 'Poppins'. This is a rounded sans-serif font that has similarity with the logo iconmark. It conveys a sense of play and comfort. Poppins is used with its strongest weights preferentially. No thinner weight than Medium is to be used.

Poppins Black

Bold

Semi-Bold

Medium

Libre Franklin

Libre Franklin is a sans-serif typeface that is used in body copy for WorkingMouse. It has a clean aesthetic and balanced letters which provide good contrast to the headers and display elements. Libre Franklin is used in Regular and Semibold widths. If a bold is desired, use Poppins script.

Libre Franklin

Semi-Bold



Web/alternate body

In emails, web-based materials and other digital copy the font Open Sans is an acceptable alternative to Libre Franklin. Open Sans is a Google font which bears many similarities to other 'default' web fonts like Arial or Helvetica.

Differences between Open Sans and Libre Franklin include Open Sans' thinner regular weight, more regular line weight and tapering serifs on the letters 'p' and 'n'. These differences are so slight that the general public are highly unlikely to spot them.

Open Sans

Semi-bold



Illustrations

Hand-drawn illustrations are used alongside photos and text within the WorkingMouse brand. It's important to note that even the icons in WorkingMouse are hand-drawn.

The style of these hand-drawn illustrations is loose but considered, never messy. Below is an example of a messy colouring job versus one that has been brushed in with a bit more care. Illustrations are to be inked, scanned and converted to clean line-art or vector. At that point pale yellow is brushed over. There are two layers of color - the base layer and the shadow layer, no more than that. Colour is restricted to midnight blue for the line-art and our primary yellow for the shadows (this colour will be at 30 - 50% opacity depending on the artist's preferences).

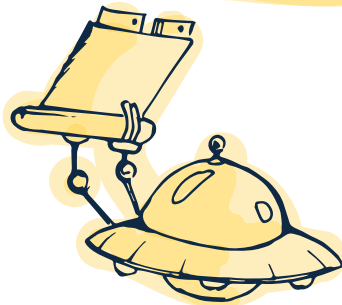
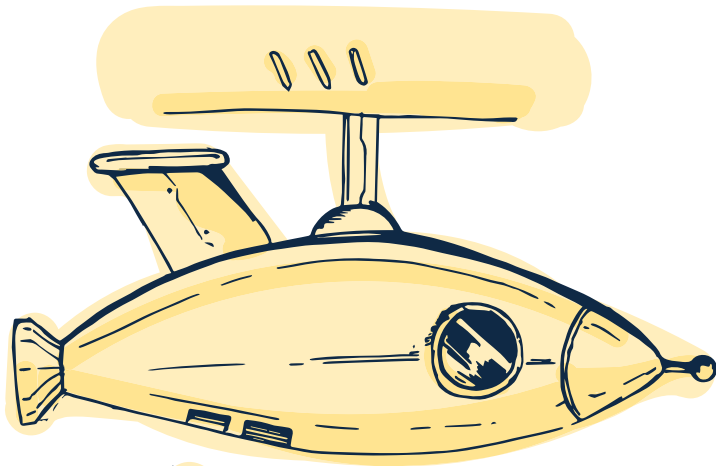
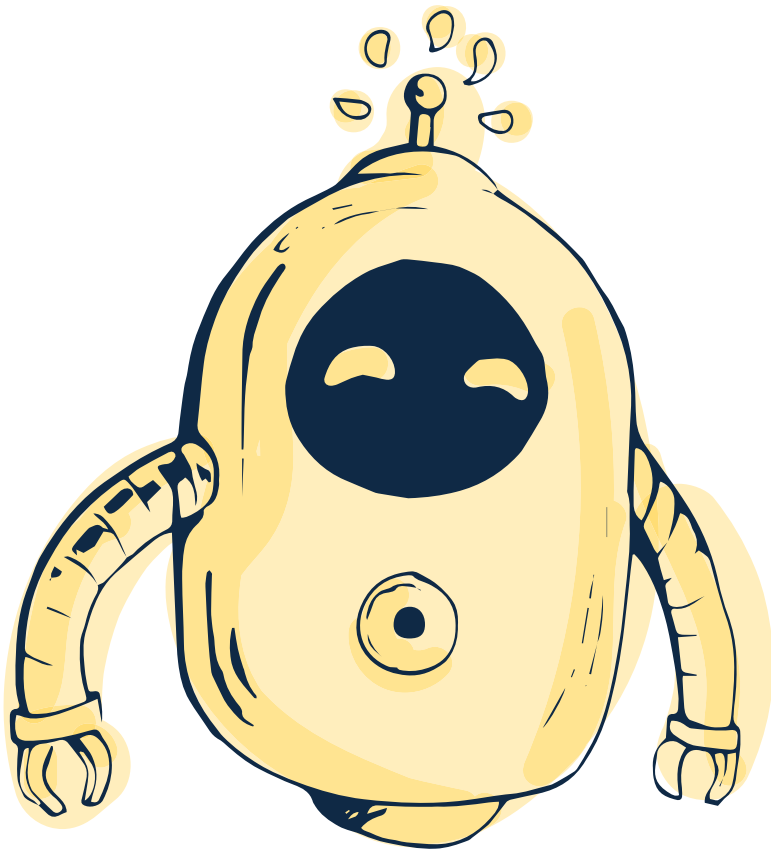


The examples previous should highlight perfectly the differences between 'messy' and the 'loose' style we are trying to achieve. Although illustrations created for WorkingMouse are intended to be simple and expressive, able to be completed in minutes, that does not mean that they should be rushed.

Looking at the illustrations above, it's easy to imagine the colourist rushing to finish the illustration, leaving unsightly and distracting white areas. The other obvious mistake is that they attempted to apply the base coat using a thin brush, which in turn forces them to make many strokes across the canvas to cover it. No wonder they got bored and rushed it! For your base coat, always use a thick brush. Use smaller width brushes for shadows.

1. Pencil and ink your sketch.
2. Scan in your drawing.
3. Vectorise in Illustrator OR turn into clean line-art with Photoshop.
4. Apply 50% base coat in primary yellow with a large brush.
5. Now adjust the size of the brush, make it smaller and apply a few shadows.
6. Export your new illustration as a PNG, PDF or other format of your choice.





Photography

We create an authentic experience for people engaging with our brand by displaying photos of our team at work. Most of our photography is not posed and instead depicts our valued crew hard at work, enjoying company events, upskilling or talking with clients.

Our photos should be like windows which can be looked through to see real events taking place. Stock photos and video can also be used, however, they are not preferred. When in lieu of imagery, consider using one of the illustrations from our catalogue instead or creating your own. Illustrations can also be combined with photos for interesting effects.





Company Terminology

When refering to WorkingMouse in body copy, please capitalise both words and do not create a wordspace between 'Working' and 'Mouse'. When refering to WorkingMouse technology, please use the terms 'bots write code' and not 'code generation' or 'generated code'.



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Application



01. Priorities and blockers

How many blockers blocked the progress and how many blockers are blockers?

1 _____

2 _____

3 _____

4 _____

5 _____

02. Constraints

What is going to be a change of the environment you are working in?

Budget \$ _____

Timeline _____

Authority _____

03. Assumptions

What is a problem you will be expected to solve in this project? How do you think it will be solved?

1 _____

2 _____

3 _____

4 _____

5 _____

Let's lay it all out then!



04. Technology

What is the technology you are using? What is the technology you are using?

05. Users and platforms

What is the user group you are targeting? What is the user group you are targeting?

Users _____

Platforms _____

06. Expectations

What are your expectations? What are your expectations?





workingmouse.com.au

office 1/55 Railway Terrace, Milton QLD 4064

P +61 7 3371 2003

E info@workingmouse.com.au



Email: info@workingmouse.com.au

Call: 07 3371 2003

Find: level 2/C1, 55 Railway Terrace, Milton
QLD 4064

workingmouse.com.au