Brand guidelines, version 1, November 2026

mindcore.

From first idea to production.

MindCore Studios

hello@mindcorestudios.com

mindcorestudios.com

Contents.

How MindCore looks, moves and sounds, on the site, in documents and on social. If a case isn't covered here, choose the plainer option.

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A build studio that takes software all the way.

MindCore Studios designs, builds and runs software: SaaS and AI SaaS, AI workflows and agents, websites and booking systems, industry CRMs and portals, mobile apps and cloud. We also take AI-built prototypes to production.

What we say

From first idea to production. Every page, deck and post comes back to that promise: we finish things, and they keep working.

Who it's for

Owners and operators who need a system for their industry, and founders with a product idea or a half-built AI prototype. Mostly in the United States, Canada, Australia and Europe.

Proof we lead with

200+ projects delivered, 25+ people, 5+ regions served, 50+ happy clients. Real clients by name, real screens, real testimonials. Never invented numbers.

200+
Projects delivered

25+
People

5+
Regions served

50+
Happy clients

One wordmark, one full stop.

The logo is type: mindcore, set in Unbounded Bold, ending in the orange full stop. The full stop is the core, and it means done. There is no other symbol.

mindcore.

mindcore.

App icon and favicon: m. on an ink tile

Clear space

Keep clear space equal to the height of the "m" on every side. Nothing enters that box.



Minimum size

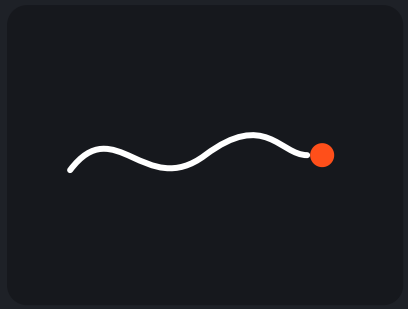
Wordmark at least 96 px wide on screen and 22 mm in print. Below that, use the m. icon (down to 16 px).

Colour

White on dark, ink on light. The full stop is always Stop Orange. Never recolour the letters or the full stop.

What not to do.

The wordmark only works if it is always the same. These are the mistakes we see most.



✕ Never join the line and the dot in a still image. The line only exists as motion.



✕ Don't recolour the letters or swap the full stop colour.



✕ Don't stretch, slant, outline or add effects.



✕ Don't retype the logo in another font or in title case.

- ✓ Use the supplied files: SVG for screens and print, PNG where SVG isn't accepted.
- ✓ On photos, place the wordmark on a calm, dark area, or use the ink tile icon.

- ✕ Don't put the wordmark on orange, or on a busy part of an image.
- ✕ Don't add a tagline, badge or shape to the lockup.

Dark first, one hot colour.

The site and social live on ink. Documents and print use the light set. Stop Orange is rare on purpose: the full stop, the main button and small moments of emphasis.

Ink
#16181D · background

Raised
#1E2127 · panels and cards

Stop Orange
#FF4F1A · full stop, buttons

White
#FFFFFF · text on dark

Muted
#A9AEB8 · secondary on dark

Line
#33373F · borders on dark

Fog
#EFEFEB · documents and print

Soft ink
#3F434B · secondary on light



Text on orange: black, always.

Measured against WCAG 2.2 (4.5:1 for normal text, 3:1 for large text).

Pairing	Example	Contrast	Use
Ink on Stop Orange	Book a call	5.40:1	Buttons, labels, any size
White on Stop Orange	Book a call	3.29:1	Don't. Fails for normal text
Stop Orange on Ink	See the work	5.40:1	Links and highlights on dark, any size
Stop Orange on White	Heading.	3.29:1	Only the full stop and headings 24 px or larger
Muted on Ink	Secondary	7.98:1	Secondary text on dark

Two families, nothing else.

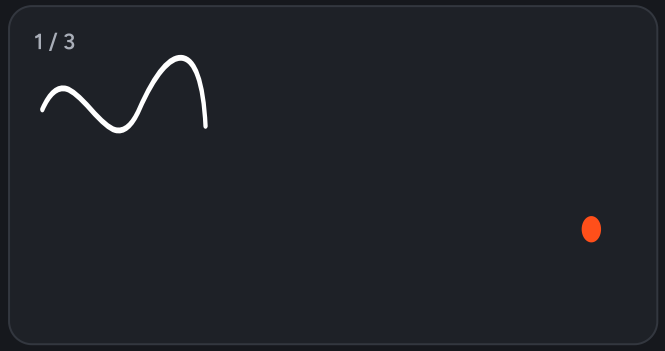
Unbounded for the logo and headlines: wide, round, confident. Figtree for everything else: calm and readable. Headlines are sentence case and end in the orange full stop. No all-caps labels.

Display · Unbounded 800 84 px / 1.0 / −0.04em	From first idea to production.
Section · Unbounded 700 40 px / 1.08 / −0.03em	How we take it to production.
Card · Unbounded 700 20 px / 1.2	Prototype to production
Body · Figtree 400 18 px / 1.6	We review the code, fix authentication, permissions and data rules, add the tests that matter, and deploy to a cloud account you own.
Small · Figtree 500 14 px / 1.5	Field and trade services, Manufacturing

Office documents (Word, Outlook) can't load web fonts: use Arial, and let the logo and colour carry the brand.

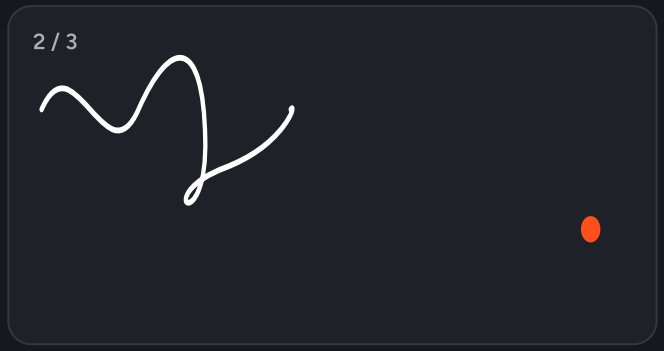
Always alive, never in the way.

Motion is part of the brand. The site feels alive the moment it opens: one signature line, quiet ambient movement and a response to every touch. All of it stops for people who ask for less motion, and the footer's Pause motion freezes it.



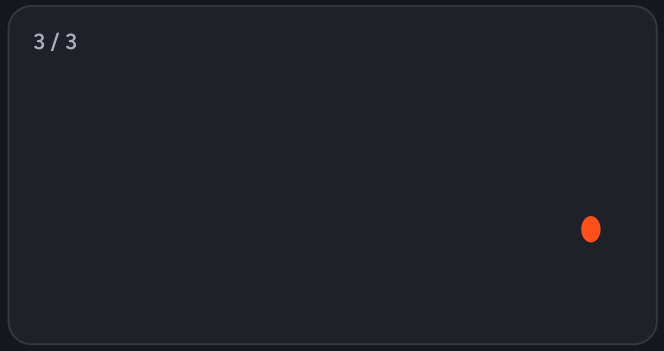
1 · It draws in

A scribble starts top left, like a thought.



2 · It straightens

The line finds its direction and heads for the full stop.



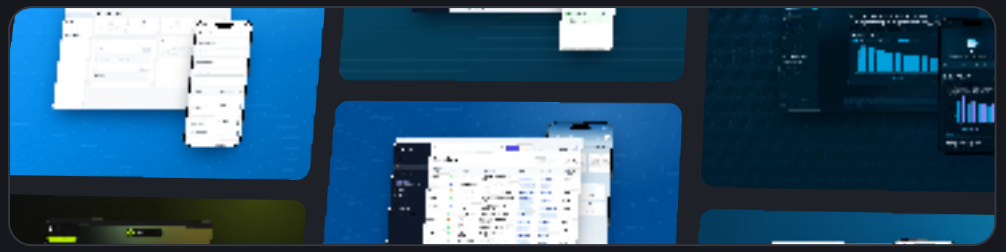
3 · Only the stop stays

It lands behind the stop and erases. At rest, the full stop is all that's left.

The signature line

An ink line (white on dark) draws in, straightens and lands behind a headline's full stop, then erases and loops. It lives in the hero, one per page. In print, in stills and with reduced motion, the line isn't shown at all: only the full stop.

Ambient, response, timing.



Product wall: real product screens drift in tilted columns, in opposite directions, and lean with the cursor.

Logo marquee: client logos as light marks scroll continuously and pause on hover.

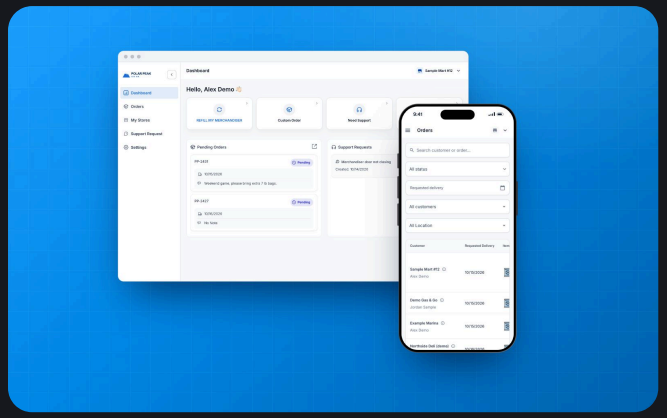
Motion	Duration	Easing	Rule
Signature line	5 s pass, 1.6 s rest, loops	cubic-bezier(.55, 0, .25, 1)	Hero only. One per page
Product wall drift	60 s per pass	linear	Follows the cursor by up to 24 px
Logo marquee	40 s per pass	linear	Pauses on hover
Reveals	600 ms, 70 ms stagger	brand ease	Rise 16 px and fade, once
Hover	200–300 ms	brand ease	Lift 6 px, scale 4%, never shift layout
Count-up	1.4 s	ease-out	Once, when in view

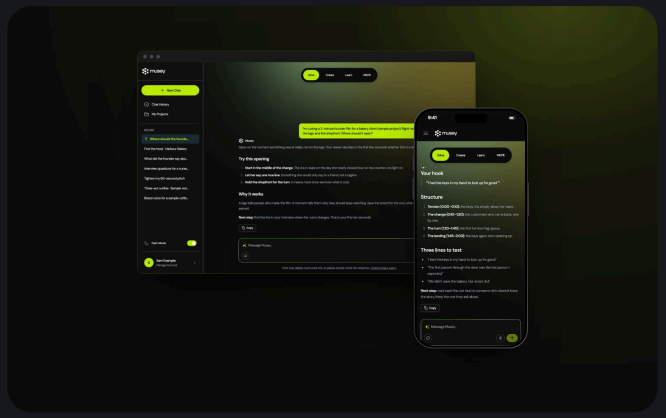
- ✓ Respect reduced motion and Pause motion: everything shows its final state.
- ✓ Animate only transform, opacity and SVG stroke.

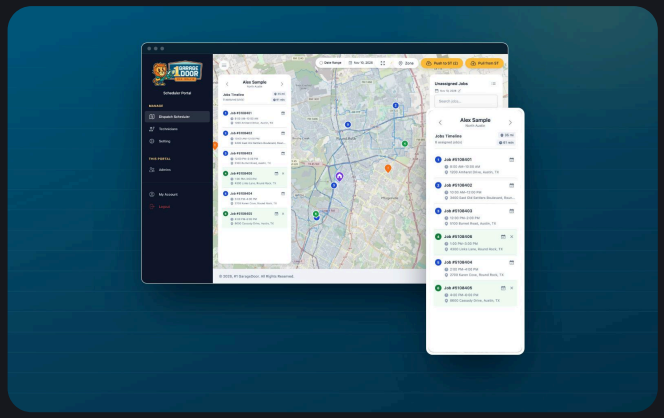
- ✕ No scroll-jacking, no smooth-scroll libraries, nothing that flashes.
- ✕ No motion that hides content until it finishes, and no fake live data.

Show the work, not stock.

Our imagery is our clients' real products. Every case study leads with a designed cover: the product's hero screen on the client's own brand colour. People appear as themselves.







Format

1600 × 1000 (16:10), sRGB, JPEG quality 80 or WebP, 250 KB or less.

Composition

The hero screen on the client's own colour, with depth: a second screen, phone or print piece behind it.

Safe area

Subject inside x 300–1300, y 0–900. Cards crop from the top; edges and bottom 100 px are background.

✓ Real screens, real client logos (light marks on dark), real faces, sample data captioned as fictitious.

✕ No stock photos, AI-generated people, glowing brains, or MindCore logo and text on a cover.

Plain, specific, confident.

Say what we build and what happens next. Short sentences, active verbs, sentence case. Numbers only when they're real.

- "Every open ServiceTitan job and every technician's zone, on one map."
- "We review the code, fix permissions and data rules, and deploy to your own cloud account."
- "Book a 30-minute call." "Send your brief."

- ✕ "AI-powered, cutting-edge, seamless solutions that unlock your potential."
- ✕ "Leverage our world-class team to revolutionise your workflow."
- ✕ "Learn more." "Submit." "Click here."

Headlines

One idea, ending in the orange full stop. "Almost isn't shipped."

Calls to action

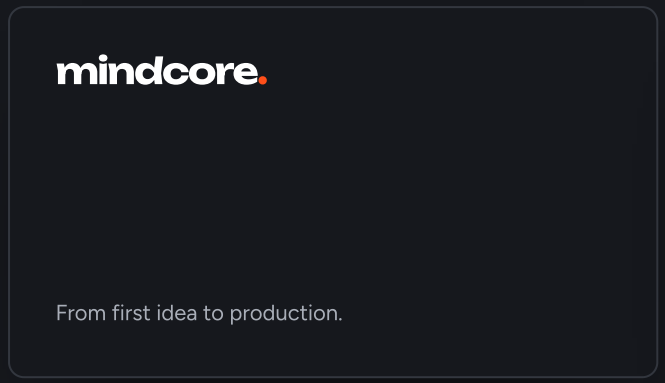
Say exactly what happens: Book a call, Send your brief, See how Dispatchboard works.

Proof

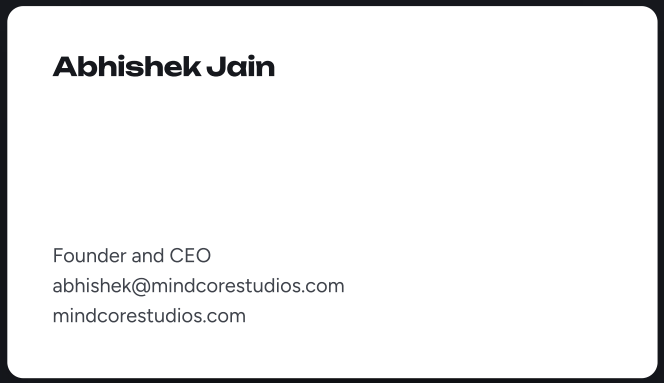
Name the client and the result, with its source and date. Client-reported results say so.

On everything we make.

The same rules on every surface. Ready-made files for each are in the brand kit.



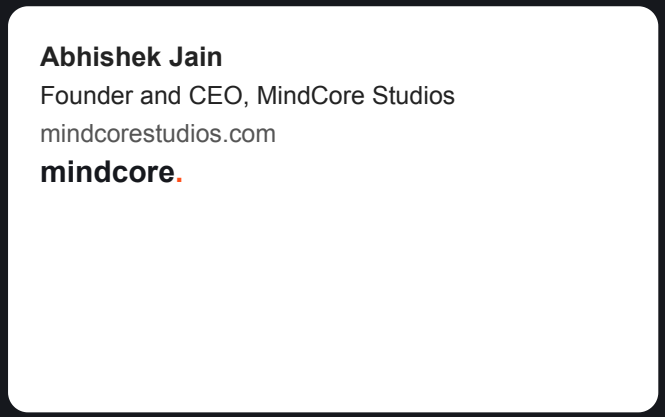
Business card, front



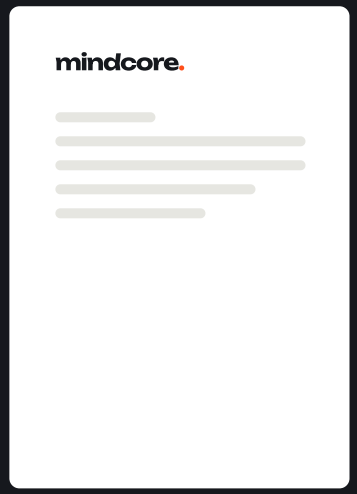
Business card, back



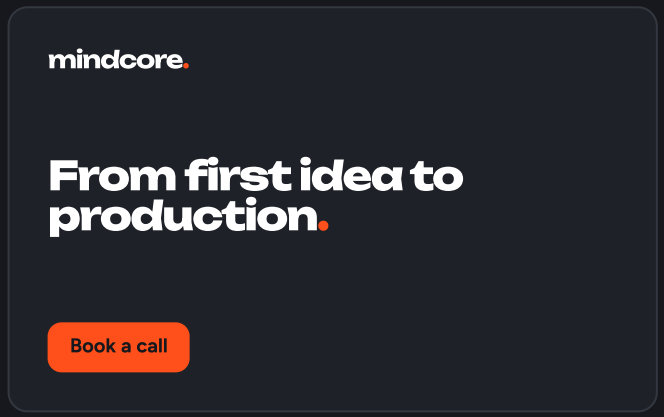
Social post



Email signature (Arial for Outlook)



Letterhead and proposal (light set)



Website hero

mindcore.

Questions about the brand: hello@mindcorestudios.com

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