

# Design Guidelines

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*The brandbook for* **3blindmiceusa**

**3blindmiceusa**

6150 Lusk Blvd B103, San Diego,

CA 92121

(858) 943-4540



**3 BLIND MICE**  
WINDOW COVERINGS

# The logo and usage

The **3blindmiceusa** logo combines three elements: the **3blindmiceusa** logotype, the tagline and the icon as a graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the **3blindmiceusa** logo elements, are predetermined and should not be altered.

*Used consistently, they will reinforce public awareness of the company.*

## *The general logo*



The corporate logo is presented through the use of colors, shapes and typography. The colors are a gold yellow and a dark blue combined with a powerful green.

### DARK VERSION



A variant of use when the background is light colored.

### LIGHT VERSION



A variant of use when the background is dark colored.



*100% black*



*50% black*



*100% white*

# Black, white and grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

The logotype and the symbol must be clearly distinguishable from the background color.

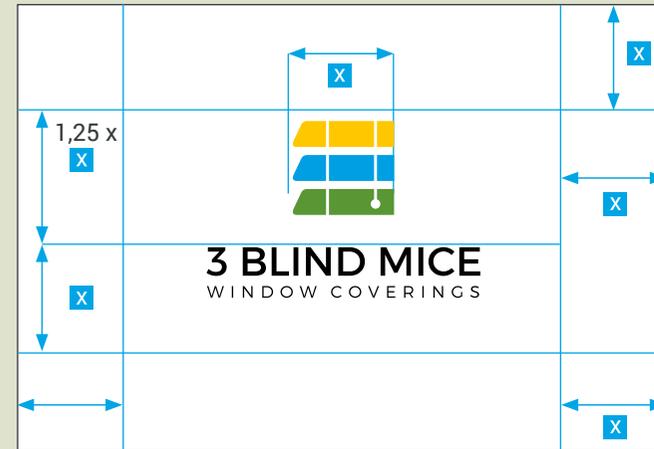
*You must honor the **3blindmiceusa** Logo palette when possible, using black or white if necessary.*

# Logo construction + clearspace

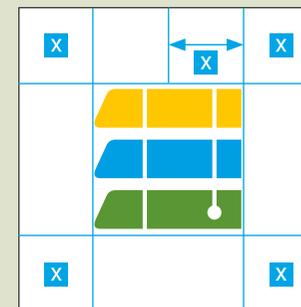
The **3blindmiceusa** logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It never should be less than that. The logo must always fit into the clear space area and can not be intervened by other graphical elements which could hinder legibility of the brand.

*Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.*

## FULL LOGO AND LOGO ICON



Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility.



If you use the logo icon as a single object, it also needs clearspace all around.

## MINIMUM LOGO SIZES

There are no predetermined sizes for the **3blindmiceusa** logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 34 mm width, for the symbol it is 10 mm width.

### THE LOGO



34 mm

### SYMBOL



10 mm

### ICON



16 px

For digital uses the minimum size for the standard logo is 120 px. This is the smallest size apart from when using an ICO. The size for the ICOs is 16 px.

## LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway!

<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>DON'T rotate the logo</p>	<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>DON'T add a drop shadow</p>	<p>WINDOW COVERINGS <b>3 BLIND MICE</b></p> <p>DON'T rearrange elements</p>	<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>DON'T stretch the logo</p>
<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>Don't use different colors</p>	<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>DON'T outline the logo</p>	<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>DON'T add gradients</p>	<p><b>3 BLIND MICE</b> WINDOW COVERINGS</p> <p>DON'T use it over an image</p>

# Primary font Montserrat

## DESIGNER: JULIETA ULANOVSKY

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. Montserrat is a sans-serif font. It goes well with Open Sans, Source Sans Pro, Lora, Roboto, Georgia, Esteban, PT Serif, Roboto Slab, Gill Sans and Tinos. If you're thinking about using Montserrat then try 30px for headers. Give 12px a shot for content.

*This font should be used in all **3BLINDMICEUSA** communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.*

# Montserrat

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REGULAR

LIGHT

EXTRA LIGHT

MEDIUM

BOLD

BLACK

Specimens

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"§\$%&/()=?;,:- \_

# Roboto

---

REGULAR

LIGHT

*ITALIC*

**BOLD**

***BOLD ITALIC***

**BLACK**

Specimens

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?;,:- \_

# Secondary font Roboto

**DESIGNER: CHRISTIAN ROBERTSON**

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

*This serif font is available in 10 weights. We use 3 of them. The regular, italic and bold versions.*

# Typography and hierachy

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

*Here are some of the most common techniques for the designs.*

Main title: Montserrat 60 pt bold

# Title header

Heading 1: Montserrat 48 pt regular

## Headline one

Heading 2: Montserrat Medium 30 pt

## Headline two

Heading 3: Roboto 24 pt italic

## *Headline three*

Heading 4: Roboto 14 pt regular

## HEADLINE FOUR

## Character & paragraph styles

<p><b>BASIC TEXT BOLD UPPERCASE</b></p> <p><b>ONSEQUIAE RATAM NOS MOLOREPUDAM ULPA IUR MA VOLORATIS ESSIMODIA SI CONECER ROREPELICIA ILLUPTIOSAM ANDIGNIANT POS MINIMETUR, QUODICA TESEQUATUR, ACCUM RENDAM. EHENITEM SIMOLOR.,</b></p>	<p><i>Basic text italic</i></p> <p><i>Ciis eumendi gnimos aut labores sequis sunt quam fuga. Nequos eum facea vollar ius, odis ad moloreh endest, sum il exerio. Ique alit que dolupta musantis re que dero et abore. Hitis ipictias et, sum, ut aut Soluptas expernatet eos sa ilicae nonem acil.</i></p>	<p>Basic text regular gray</p> <p>Antem autem que perum as et la verum dolum doles deliaep tatibus voluptatia volecat emporen daernam, vernatur? Quia dolorate nonsernat. Obis sam quos est eaterioris magnis aperestem illuptur magnihicias ullorit rehenia consequo doluptatae.</p>
<p>Basic text white center</p> <p>Accum niti blamus. Iberro con rem etum accum reperferatem esseque nonsenist ulpa ea doluptati ariae acid quas de omnihilia dero voluptasped quis cullabo. Ro eatibuscia doluptatae pratecto vitam ulpa doloriorunt eius audit evelecae.</p>	<p>List with bullets</p> <ul style="list-style-type: none"> <li>• <i>Ciis eumendi gnimos aut labores etiam tu est</i></li> <li>• <i>Sequis sunt quam fuga.</i></li> <li>• <i>equos eum facea vollar ius, odis ad moloreh endest, sum il exerio.</i></li> <li>• <i>Incidus, ipsam as eicillatur, volescit, aut expliquae es coria cusam earunt voluptis qui utateturi</i></li> </ul>	<p>List with numbers</p> <ol style="list-style-type: none"> <li>1. Denducil liquis re, quis eum sequi odiam recum,</li> <li>2. Im res con reicti dolut pliqui blabores samus essum ut omnimolut quam, que pos as maio.</li> <li>3. Me pero doluptat et pa si utatur re, to quisci ullaborro blaut quiaturi officit ianima consequos el eius vent,</li> <li>4. In explibus, te eosapit earchil imostrum expliquunt.</li> </ol>

# The logo color palette

## USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in **3blindmiceusa** communications. Lighter tints of these colors are also allowed., but the Logotype + background may only be used with a 100% tint.

The primary colors include a yellow gold, a deep blue and a dark green, that embodies the creativity and dynamic of the company. The additional color is a dark gray to underline the seriousness of your business.

*A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.*

<p>PRIMARY COLOR TANGERINE YELLOW - GOLD (choice for icon)</p>	100%	<p><b>COLOR CODES</b> CMKY 0 / 23 / 100 / 0 RGB 254 / 199 / 0 HEX #fccb00</p>
	80%	
	60%	
	40%	
	20%	
<p>PRIMARY COLOR BLUE (choice for icon)</p>	100%	<p><b>COLOR CODES</b> CMKY 100 / 0 / 0 / 0 RGB 0 / 161 / 233 HEX #00a1e9</p>
	80%	
	60%	
	40%	
	20%	
<p>PRIMARY COLOR GREEN (font color)</p>	100%	<p><b>COLOR CODES</b> CMKY 71 / 21 / 100 / 0 RGB 81 / 153 / 54 HEX #519936</p>
	80%	
	60%	
	40%	
	20%	

## SECONDARY COLOR RED

100%

80%

60%

40%

20%

### COLOR CODES

CMKY 28 / 100 / 72 / 33

RGB 140 / 0 / 39

HEX #8c0027

## SECONDARY COLOR WHITE

(choice for backgrounds)

100%

80%

60%

40%

20%

### COLOR CODES

CMKY 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #ffffff

## SECONDARY COLOR COOL GRAY

100%

80%

60%

40%

20%

### COLOR CODES

CMKY 14 / 9 / 8 / 70

RGB 98 / 99 / 100

HEX #626364

# Secondary color palette

The secondary color palette includes specifications for Pantone colors on coated stock (C) and HKS on natural paper (N). When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich the **3blindmiceusa** visual identity as a whole. Lighter tints of these colors are also allowed.

*These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the red color sparingly.*

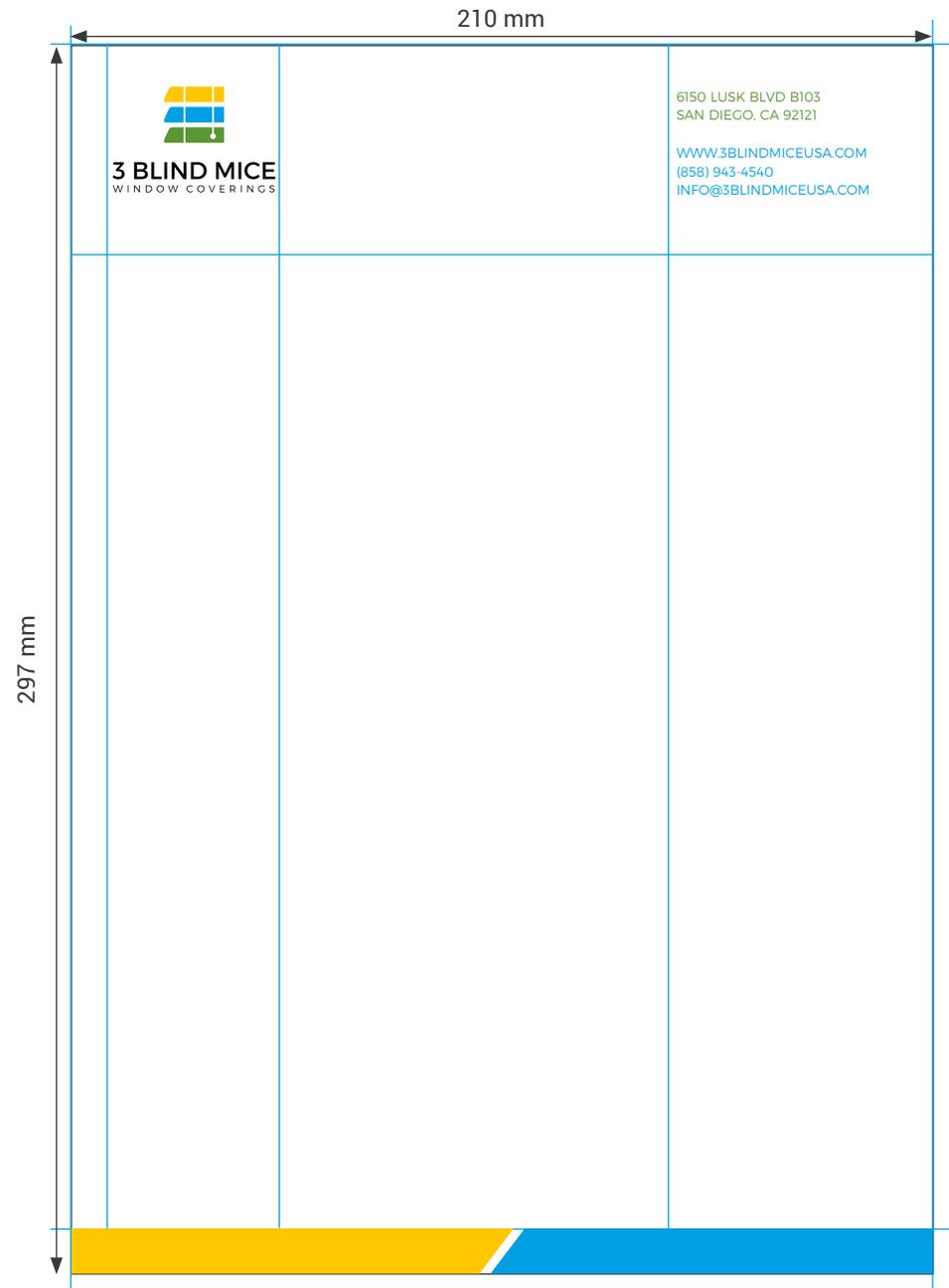
# The letterhead

Our stationery is one of the most widespread forms of contact for business and corporate communications.

Clean and simple, we designed our stationery to align with our visual system. The letterhead features the logo in the top left corner with the business contact information on the opposite site.

*Dimensions:*  
DIN A4  
(297 x 210 mm)

*Paper:*  
100 g/m<sup>2</sup> offset white



## BUSINESS CARDS

The business card will be used for all official contact and communication of our company. These are the approved layouts.

*Dimension:*

85 mm x 55 mm

*Print:*

350 g/m<sup>2</sup> glossy white paper



## ENVELOPES

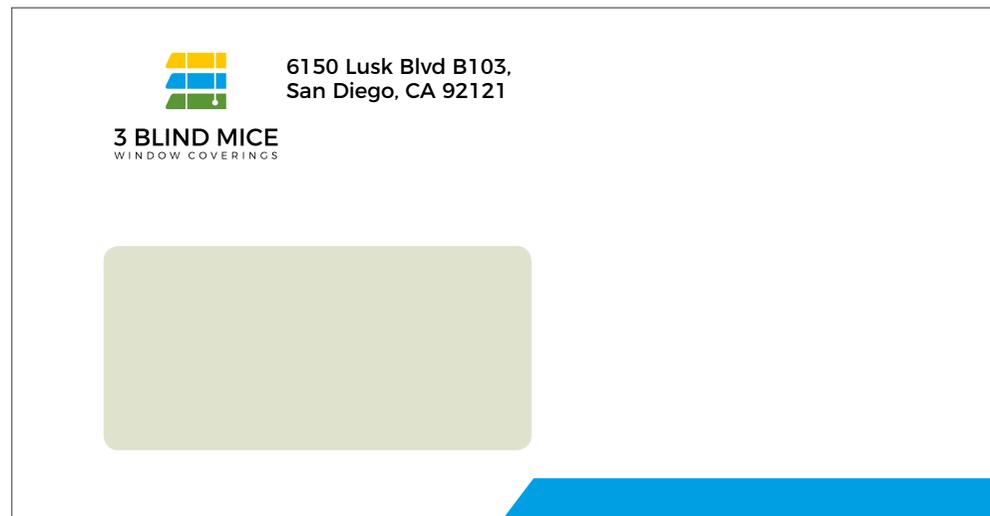
The envelope will be used for all official contact and communication of our company. These are the approved layouts.

*Dimension:*

Din lang with address window

*Print:*

80g/m<sup>2</sup> offset white paper with window, self-adhesive



**NOTICE:**

The backside of all envelopes will be plain. Other formats are allowed.

# Web grid systems

## USE ON DIFFERENT DEVICES.

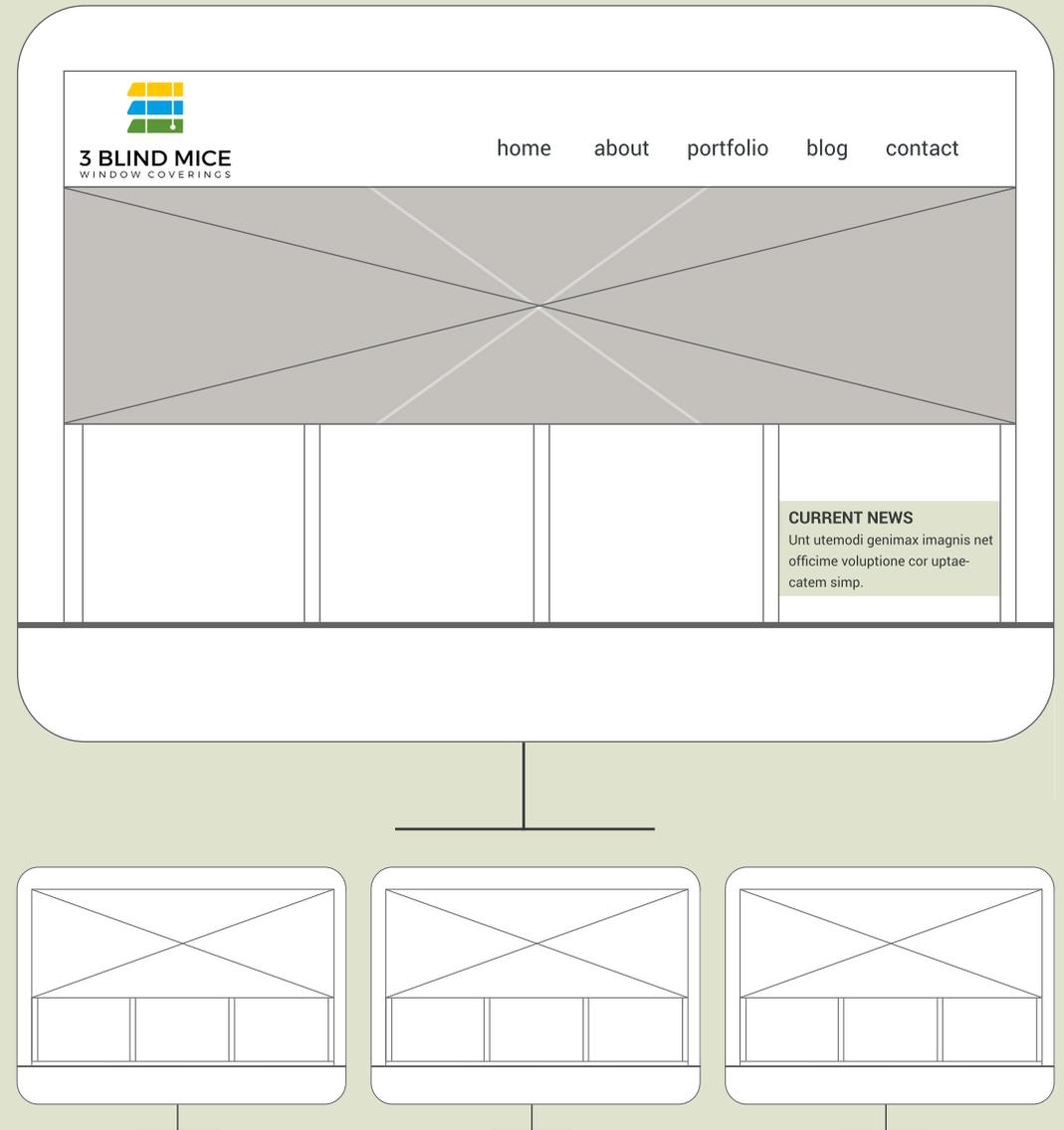
Grid systems are used for creating page layouts through a series of rows and columns that house your content. Here are some examples.

The Bootstrap 3 grid system has four tiers of classes: xs (phones), sm (tablets), md (desktops), and lg (larger desktops).

*Please follow the rules, to have a consistant visual appearance.*

## GRID SYSTEM WEB LAYOUT

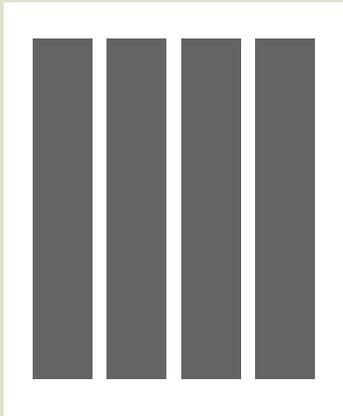
The layout is based on a 12 columns bootstrap grid system.



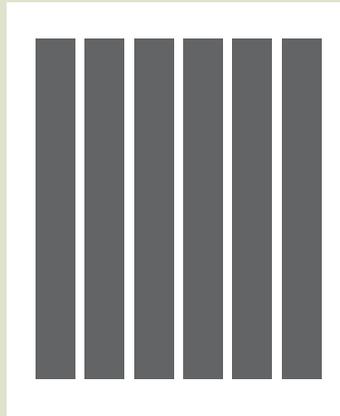
## WIRE FRAMES

General information of the content and layout of each page.

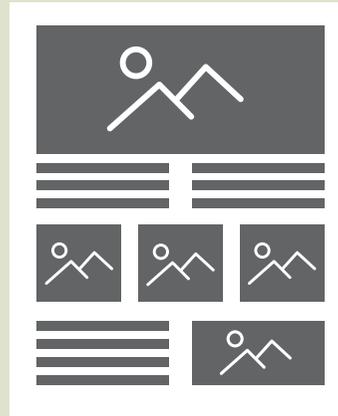
4 column grid



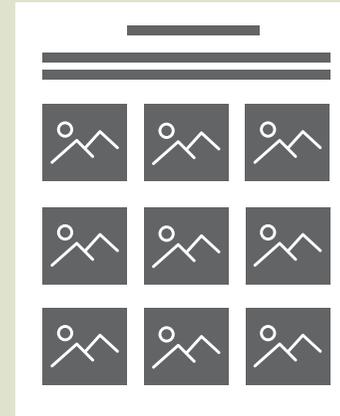
6 column grid



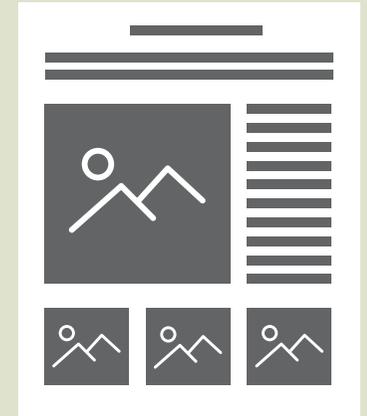
Custom layout



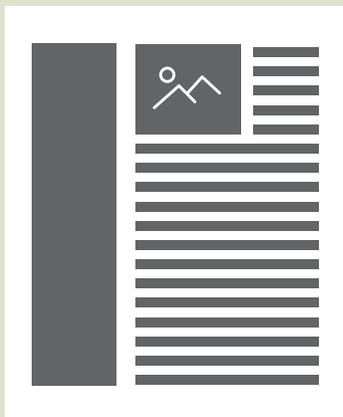
Portfolio page



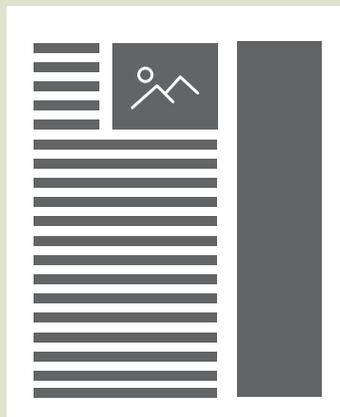
Product page



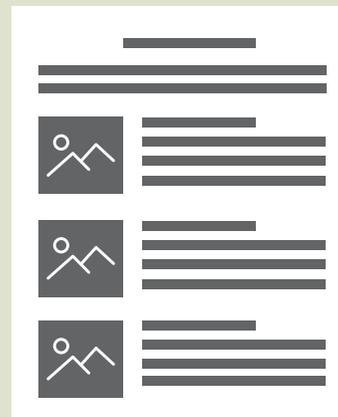
Article right



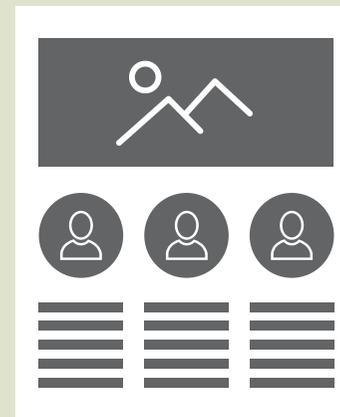
Article left



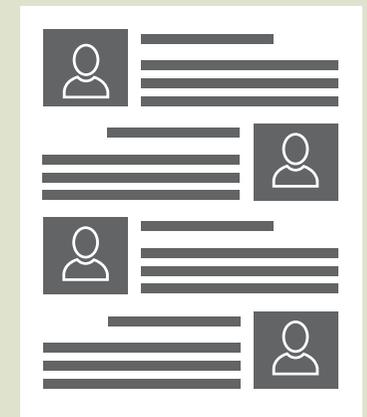
Blog



Landing page



Team members



# Mobile devices

## USE ON MOBILE PHONE.

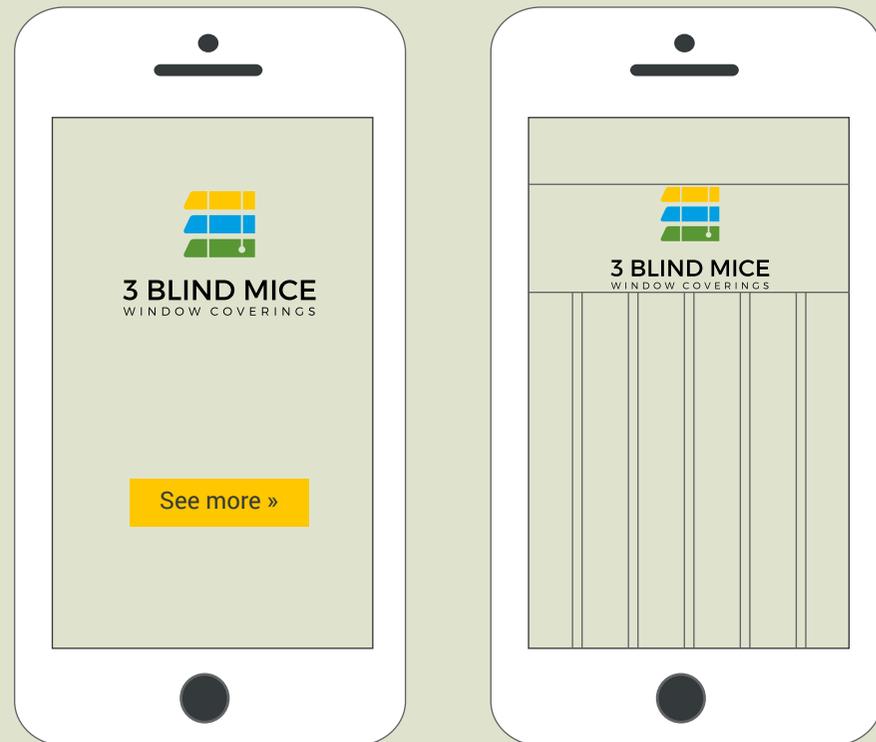
Grid systems are used for creating page layouts through a series of rows and columns that house your content. Here are some examples.

The Bootstrap 3 grid system has four tiers of classes: xs (phones), sm (tablets), md (desktops), and lg (larger desktops).

*Please follow the rules, to have a consistant visual appearance.*

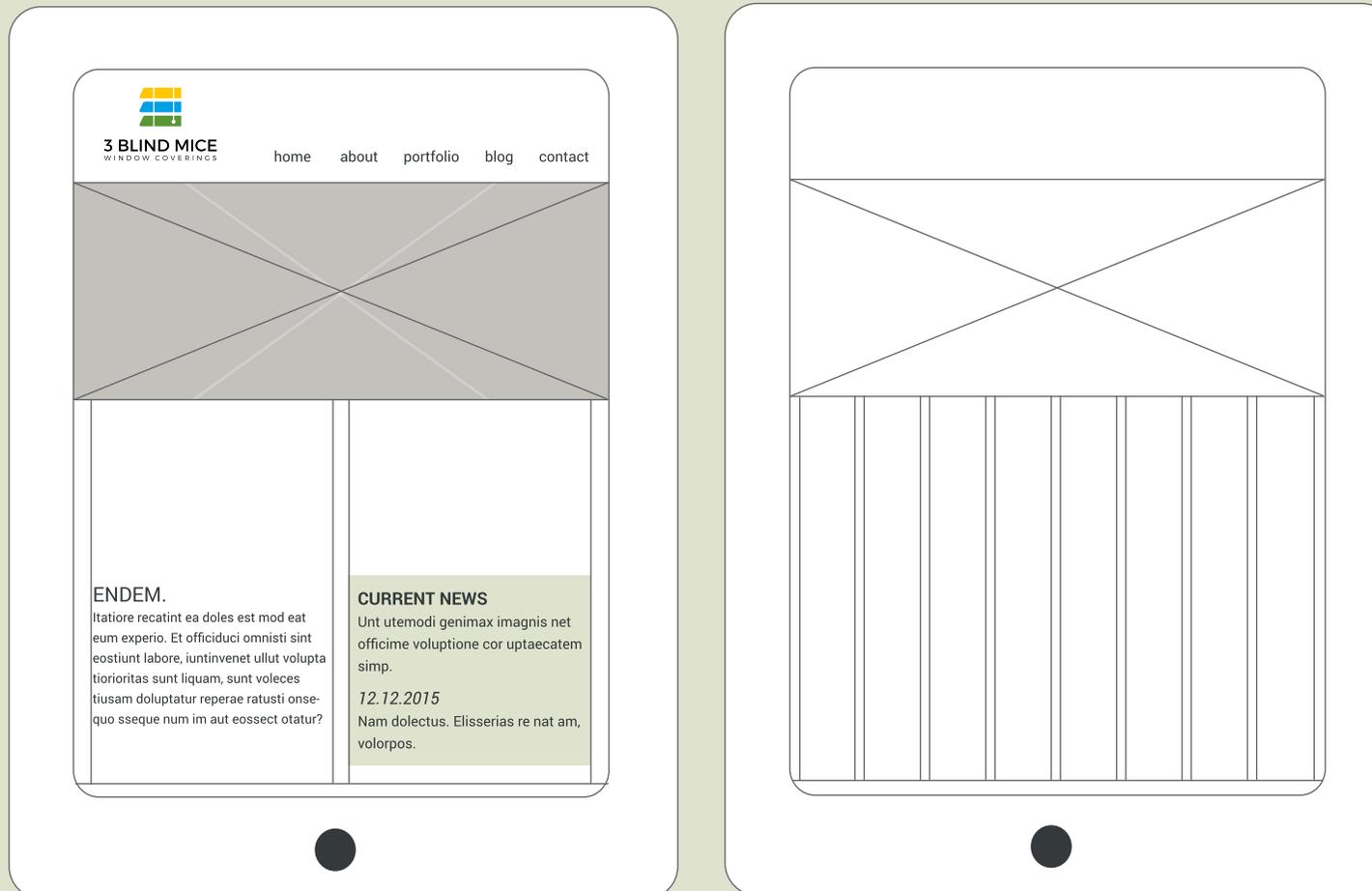
## LOGO PLACEMENT

To place the **3blindmiceusa** logo please use the approved grid system. It is based on a 6 column grid. Other ways are not allowed.



## TABLET VERTICAL GRID

The layout is based on a 8 columns bootstrap grid system. Please use the approved layout



### FONTS

The fonts Playfair Display and Roboto can also be used on the web. Playfair is always used for the big headlines, Roboto for the basic text and smaller headlines.

### COLOR

The basic color for the websites is always white. Use light beige to highlight some articles. The green colors are only used for headlines, underlines or icons.

### NAVIGATION

The navigation is always on the top right. Use lowercase letters for it.

# Office supplies

When used on t-shirts, mugs etc. any of the approved logos can be used. The symbol may also be used separately from the lettering.

For the background use always white, spring green, forest and anthrazit. Other colors are not allowed.



T-Shirt design on white, spring green, forest and anthrazit. The logo size is 300 mm x 280 mm. Please use the shown logo colors.



These are only some examples of possible supplies.

## OTHER SUPPLIES

For other office supplies use always the same color, no matter what printable object you use.

Possible are:

*Mugs or coffee to go cups*

*Basecaps*

*Tote or paper bags*

*Pencil or ball pen*

*USB Sticks*

*Mobile phone cover*

*etc.*