Mind**Manager**®

Style Guide 2018

The MindManager Story

Individuals and businesses have **an information problem**:

- It fuels success, but it's **overwhelming** to process and manage

MindManager **solves** the information problem:

- MindManager helps individuals, teams and businesses to do the **right** work, **faster** and **better**...

- By **simplifying** the way people **capture**, **organize** and **share information**...

- With **software** that turns **scattered** ideas and **unstructured** data into **dynamic visual** mind maps, diagrams, flowcharts, timelines, and more...

- **Integrating** data from across apps, files, platforms and people into **a single view**...

- To enable a more **streamlined**, **seamless** work experience

The MindManager Voice

👍 On Brand

- Knowledgeable
- Conversational
- Trustworthy
- Respectful
- Enthusiastic
- Helpful
- Consistent across all products
- Mindful of a global audience and how words, phrases & messages will translate

⊗ Off Brand

- Cocky
- Overly casual (e.g., "Hi" = yes; "Hey" = no)
- From a specific time, place or philosophical/political point of view
    > Avoid topical references
    > Avoid regional/national references
    > Avoid political/religious references
- Silly or irreverent
    > Avoid jokes
    > Avoid slang

The MindManager Personality & Pillars

Personality

MindManager is open, friendly and approachably authoritative—a trusted advisor with a deep knowledge of and passion for our products, who is dedicated to helping users maximize their features and benefits, so they can, in turn, improve their work and lives.

MindManager is a professional—not stuffy or overly-formal, but mindful and respectful of the business settings in which our customers engage with our product.

MindManager is business casual.

Brand Pillars

Visual
MindManager brings clarity and structure to disparate, unstructured ideas and information, by getting it in front of your eyes in a clean, dynamic digital format.

Intuitive
MindManager helps your output keep pace with your thoughts by working the same way your brain does—fast, responsively, non-linearly.

Integrative
MindManager integrates all the relevant elements of a project, plan or concept into a single, structured dashboard and presents them as a clear, cohesive whole.

Enterprise-Oriented
MindManager gives teams a one-stop solution that supports collaboration, encourages alignment, minimizes miscommunication, and facilitates faster work, fewer errors and better outcomes.

The MindManager Wordmark
Non-version specific

Blue wordmark is the default when used on a white background

MindManger Blue is the default background color when using the white wordmark

Black wordmark is acceptable when used on a light background that clashes with the default blue

Black background is acceptable for web banners, sales collateral headers, etc. as an alternative to blue.

The MindManager Wordmark Usage

MindManager®

Preferred Full Color

MindManager®

Alternate White on Blue

MindManager®

Whitespace Around Logo - **lowercase 'a'**

Mind**Manager**®
0.5"

Mind**Manager**®
36px

Minimum size: 0.5" or 36px wide

The MindManager Colour Palette

MindManager Blue

RGB: 59/81/163

HEX: 3B51A3

CMYK: 88/78/0/0

MindManager Blue Tonal Values

RGB: 57/145/207

HEX: 3991CF

CMYK: 73/32/0/0

RGB: 99/177/224

HEX: 63B1E0

CMYK: 57/16/1/0

Neutral Color Palette

Whether creating hierarchy in typography or just adding subtle tones in the design.

RGB: 186/186/186

HEX: BABABA

CMYK: 27/22/22/0

RGB: 147/147/147

HEX: 939393

CMYK: 45/37/37/2

RGB: 83/83/91

HEX: 53535B

CMYK: 67/60/49/29

RGB: 53/53/53

HEX: 353535

CMYK: 69/63/62/57

Complementary Color Palette

When complementary colors are needed for emphasis in copy or graphic elements. Choices will depend on supporting visuals.

RGB: 247/83/26

HEX: F7531A

CMYK: 0/82/100/0

RGB: 250/175/35

HEX: FAAF23

CMYK: 1/35/97/0

RGB: 18/179/47

HEX: 12B32F

CMYK: 79/0/100/0

RGB: 92/55/108

HEX: 5C376C

CMYK: 73/90/29/15

MindManager Photography Style

Default / MindManager Enterprise
Teams working together in a more traditional corporate setting

MM Blue Overlay

RGB: 59/81/163
HEX: 3B51A3
CMYK: 88/78/0/0

MindManager for Windows
Teams working together in a more traditional corporate setting (above)
Individuals working alone in a home office or corporate office

MM Blue Overlay

RGB: 59/81/163
HEX: 3B51A3
CMYK: 88/78/0/0

Other Imagery Guidelines

• Display product UI within image when possible (contact PMM for product images)

• Aim for diversity in lifestyle imagery (gender, race, age, ability etc.)

• Themes/ideas/metaphors for non-lifestyle imagery (not exhaustive):
  • Journey
  • Vision
  • Direction
  • Organization
  • Collaboration
  • Expanded thinking
  • Connections between different elements
  • Clarity/clear thinking
  • Simplicity out of chaos

MindManager for Mac
Teams working together in a casual/contemporary work setting
Individuals working alone in a home/casual workspace

MM Orange Overlay

RGB: 247/83/26
HEX: F7531A
CMYK: 0/82/100/0

MindManager Photography Style Con't

About Brand Photography

Group collaboration should support diversity and not appear staged or posed (i.e.: people smiling at the camera). It depicts real-world views of teamwork and brainstorming as groups, or individuals in the process of thinking and/or communicating with peers either online or offline.

Beyond showing people in contemporary environments collaborating, additional imagery considerations can be conceptual, as long as it supports one of the key brand attributes or characteristics, when required. (Speed, ease of use, sharing, connecting, efficiency etc.)

Make it Corel Branded

Visually altering the stock imagery to make it unique is strongly recommended.

Use simple techniques such as overlays, double exposures, unique crops, and colour washes to achieve a distinct Corel-branded look.

Adjustments to opacity and merge mode can be done at designer's descretion, dependent on base image tonal values.

Enterprise and Windows branded images should include MM Blue overlays where applicable.

Mac branded efforts should use MM Orange overlays where applicable.

Download the MindManager image files here

MindManager Iconography

Icon style and usage

When appearing enclosed in a circle, icons should be white only. They can appear on any of the MindManager brand colours.

When appearing on their own, icons may be any of the MindManager brand colours.

MindManager Typography

Segoe UI

Segoe UI is an approachable, open, and friendly typeface, and as a result has better readability than Tahoma, Microsoft Sans Serif, and Arial. It has the characteristics of a humanist sans serif: the varying widths of its capitals (narrow E and S, for instance, compared with Helvetica, where the widths are more alike, fairly wide); the stress and letterforms of its lowercase; and its true italic (rather than an "oblique" or slanted roman, like many industrial-looking sans serifs). The typeface is meant to give the same visual effect on screen and in print.

NB – Avoid 'ALL CAPS' and 'Initial Caps' unless specifically indicated in draft text.

Example Layout

Headline style one. Is typeset like this.
A sub headline would appear here, under the main one.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet nisi eu turpis fringilla lacinia. In et nisi faucibus, fermentum lectus sit amet, volutpat risus. Donec tincidunt eu lacus sed consectetur. Mauris viverra nulla a sapien efficitur, ac posuere nisl tincidunt.

Mauris nulla diam, volutpat in consequat mattis, viverra ac est. Donec eget ipsum ante. Fusce tristique eros vitae nisl accumsan, non condimentum sem maximus. In hac habitasse platea dictumst. Morbi feugiat, est non facilisis eleifend, nisi mi vestibulum purus, vel consectetur ligula risus a sapien.

Fusce ullamcorper, eros et ultrices feugiat, felis lectus imperdiet nisl, sit amet tempor leo augue et arcu. Phasellus iaculis felis nec posuere tempor.

Consectetur Adipiscing Elit
In hac habitasse platea dictumst. Morbi feugiat, est non facilisis eleifend, nisi mi vestibulum purus, vel consectetur ligula risus a sapien [facilisis](#).

Segoe UI

Light
Light Italic
SemiLight •
SemiLight Italic
Regular •
Italic
SemiBold •
SemiBold Italic
Bold
Bold Italic
Black
Black Italic

Preferred Combinations