Brand Book made by Pomelli



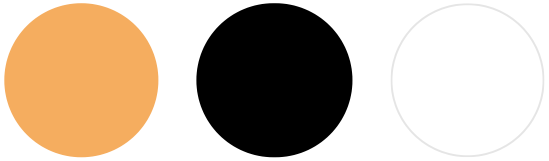
KEYMOU

BRAND BOOK

01 Brand Overview

KEYMOU is an online publication and resource hub dedicated to keyboards, mice, and computer peripherals. It provides in-depth product reviews, tailored buying guides, DIY customization tips, and ergonomic advice to help gamers, professionals, and tech enthusiasts select the best gear for their setups.

"Finger Smashing Love!"



02. Brand Logo



Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

30 px on each side

Minimum Size



Below this size, clarity is lost.
Always honor the minimum.

0.83 inch / 80 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

SECONDARY TYPEFACE

Play

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Tangerine Orange

Hex #F5AD5F
RGB 245, 173, 95
CMYK 0%, 29%, 61%, 4%
HSL 31, 88%, 67%

Jet Black

Hex #000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%
HSL 0, 0%, 0%

Pure White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%

05. Imagery







VALUES

"Honesty, Transparency, Accuracy, Independence"

AESTHETIC

Neo-Brutalist Collage

Translucent Tactility

Enthusiast Deskscape

Workbench Precision

Modular Geometry

TONE OF VOICE

Informative

Objective

Helpful

Trustworthy

Enthusiastic