

**MINDERA**

Brandbook

# Mindera Brand Book.

Version 1.0 — MAY 22

The latest news, updates, and changes to the Mindera Brand Book

Version 1.0: The Brand Book v. 1.0 was published.

# Hey there! 🙌

## Welcome to our Brand Book.

Mindera was born to be in people's hearts. Like everything dear to us, Mindera needs to be taken care of.

This book was created to help everyone look after our brand consistency across all platforms, and throughout all locations.

Think of it as a recipe for baking a mouth-watering cake, one everyone learns how to make and has a delicious taste.

Recipes can be played with and not every cake will look exactly the same because we're all creative people. We also know there are some ingredients that don't usually go together — you wouldn't replace chocolate for onions in a cake, would you?

Well, sometimes trying new things leads to the best lessons... and mistakes — we're humans, after all.

Just let's agree that we can be creative as long as we preserve Mindera's identity 🍷👩🏻 .

Things change pretty fast around here. If you have doubts or suggestions on how to make this recipe tastier then please talk to us: [communication@mindera.com](mailto:communication@mindera.com).

Mindera shines through in every single line of code, word, and pixel we put on paper and on-screen. It's how we show who we are and how we do things.

If something is confusing or sounds like bull... we may lose the hard-earned trust and connections we build with people. That's why we communicate with everyone like we're talking with each other internally. Wearing our hearts on our sleeves, saying what we mean, and keeping everything real.

**Playful**  
**and curious.**

**Simple and real.**



We are humans, we talk like humans. There's no robot speak, no buzzwords, and no hot air in here. And if it ever sounds like you're speaking to a bot then take cover — it means the machines are on the rise 🤖!

Mindera is all about care and love. And love is pure. Mindera is real, fun, and connects people. This is who we are and how we want to be perceived.

**We all make  
the rules.** 🖍️

Mindera should feel like a group of friends. Everything we do is the result of ideas generated by different people. So, how we communicate should reflect that. Mindera is not a one-person show — where's the fun in that?

Think of Mindera's brand as like owning Garfield, the famous cartoon cat created by Jim Davis.

Garfield has his own personality. His fur can be dyed with different colours but his personality will be the same. We could recognise Garfield with any shade of fur, as long as he was eating his delicious lasagna or using one of his catchphrases — such as, "**I hate Mondays!**"

We want Mindera to have the same level of recognition.

So people will know it's us when our logo is visible and when it's nowhere to be seen. Our words, our attitude, and our personality will create real connections between Mindera and everyone who comes into contact with our brand.

This is about being consistent across the globe.

We can have Garfield dancing Samba in Brazil or Hora in Romania, singing Fado in Portugal, playing soccer in the UK or American football in the US, or going to the Light Festival in India. But it will always be Garfield, who loves lasagne and hates Mondays.

**Please treat Mindera's  
brand with the same  
love and respect you'd  
give Garfield 🐱.**



# **Navigating this book.** 🚢

In this book, you can discover:

## **Our Personality →**

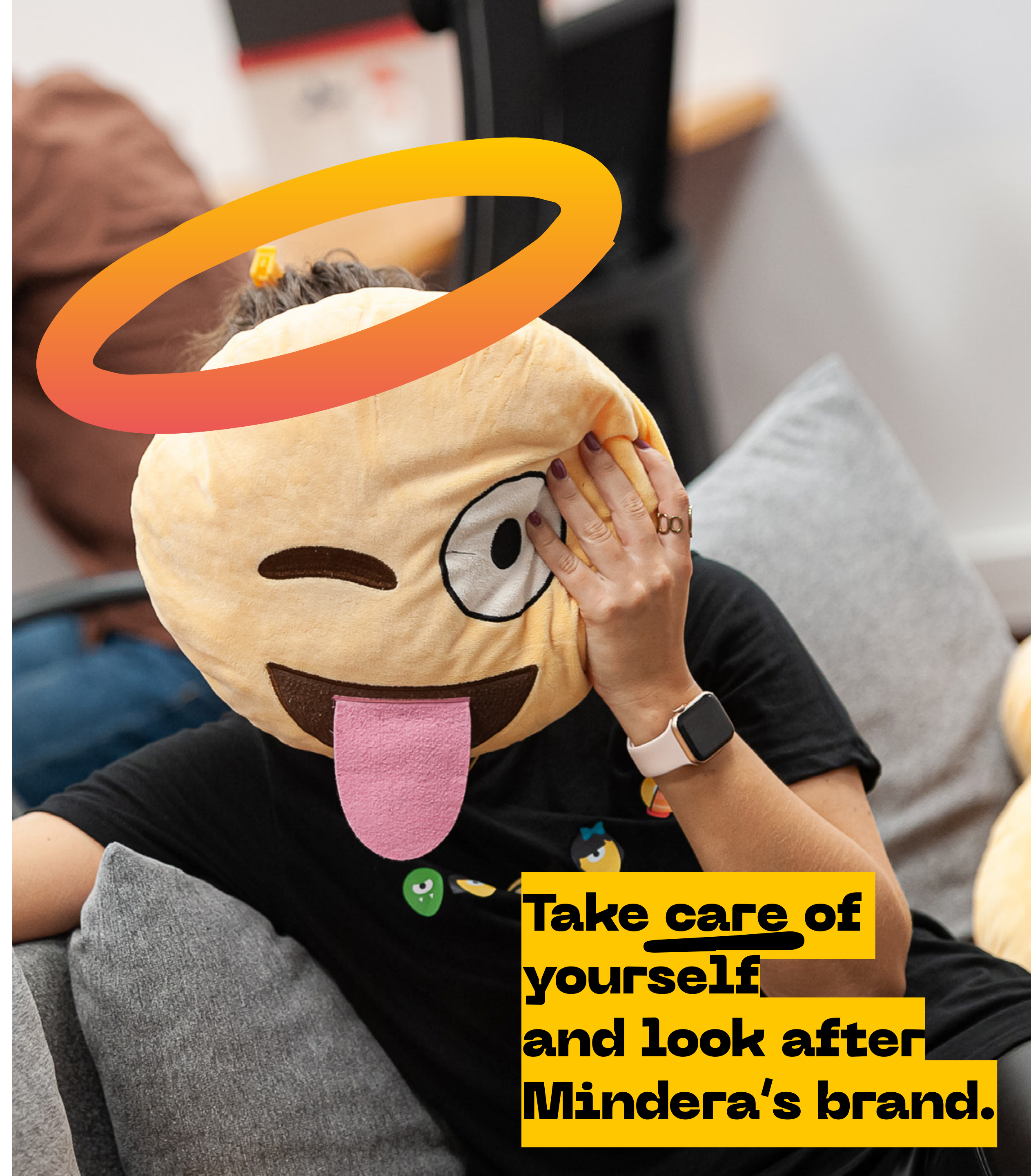
We'll say it again (and not for the last time): we are humans. Amazing creatures with their own behaviours, thoughts, and feelings. This is what makes us unique — who we are (our history, purpose, and principles), and what we do (our ways of working, the products, and services we deliver).

## **Our Look →**

Aesthetics are important. We like to look good, even when wearing comfy pyjamas. In this section you'll find our graphic charter, to help you understand how to use our logo, colours, typography, design structure, illustrations, and other visuals.

## **Our Voice →**

We want to be like that person who is dear to you and you recognise just by hearing their voice. That's why we're consistent with our tone of voice, pixel-oriented images, presentations, articles, and offline and digital media.



**Take care of  
yourself  
and look after  
Mindera's brand.**



**MINDERA**

**Technology is funny.**

We are funnier.

Navigate this book 🚢

# Our Personality 🤗

Who we are

Our story

Our principles

Our purpose



## Who we are

**We craft software with people we love.**

We're Mindera, a software engineering company that loves people. At Mindera, we discuss ideas, take risks, and solve problems together. Even if that means drawing our workings on the walls. Nay, **ESPECIALLY** if that means drawing on the wall.

The people who work at Mindera are our Minders. The clients Mindera works for are our partners. Every relationship we build is a wonderful chance to take a beautiful journey with people we care about. It's heartfelt, challenging, and rewarding.





# Our story

## Where everything started

Our story begins in March 2014, with Paul Evans. He was wearing a pair of Paul Smith socks when he realised it was the right time for him to move on from his job.

Paul has never been someone who can simply switch off and now his head was brimming with thoughts. He was 46. He and his wife, Hetal Kurji-Evans, had just bought a new house for their two young children, Rani and Max. It was a really important time.

Paul sat in the shed of his new home's garden. He thought to himself: "what do I do next?" He realised he had two options: he could take another corporate job or start a new company.

One day, surrounded by laughs and a table full of pizza, the conversation between Paul and his four friends — Bruno Lopes, Guilherme Almeida, José Fonseca, and Sofia Reis — turned to the future and how they could all build something amazing together.

Their goal was simple: to work together in a happy place, one not driven by cash but by getting things done right every day.

The seeds were sown for Mindera. But the friends needed clients for the dream to become a reality.

A little while later, Paul was waiting for a flight at an airport. An old friend passed him on the way to the loo. Paul asked: "will you be my first client?"

Then, the beautiful sound of two words: "of course."

With that, we had our first client.

The founders were based in Portugal and the UK, so it was natural for Mindera's first offices to be in those countries.

The US business came online in 2015, followed by the UK in 2016, India in 2017, Romania in 2021, and Brazil in 2022.

Dreams aren't meant to stop. They're meant to be bigger, to catch all the things that make you smile and inspire you to turn them into a reality.

Part of our dreams has been creating an environment where the team is more important than the individual. To build a place where decisions are made by those impacted most and people have the autonomy to try out new things. A place where the lessons learnt from failures are seen as part of our growth and success.

And what about those Paul Smith socks? Paul never wore them again. He left it to the past and let his dreams guide him into a happier future where, with socks or barefoot, our DNA will always remain the same. We'll be a team of people who care about each other and enjoy working together.



# Our purpose

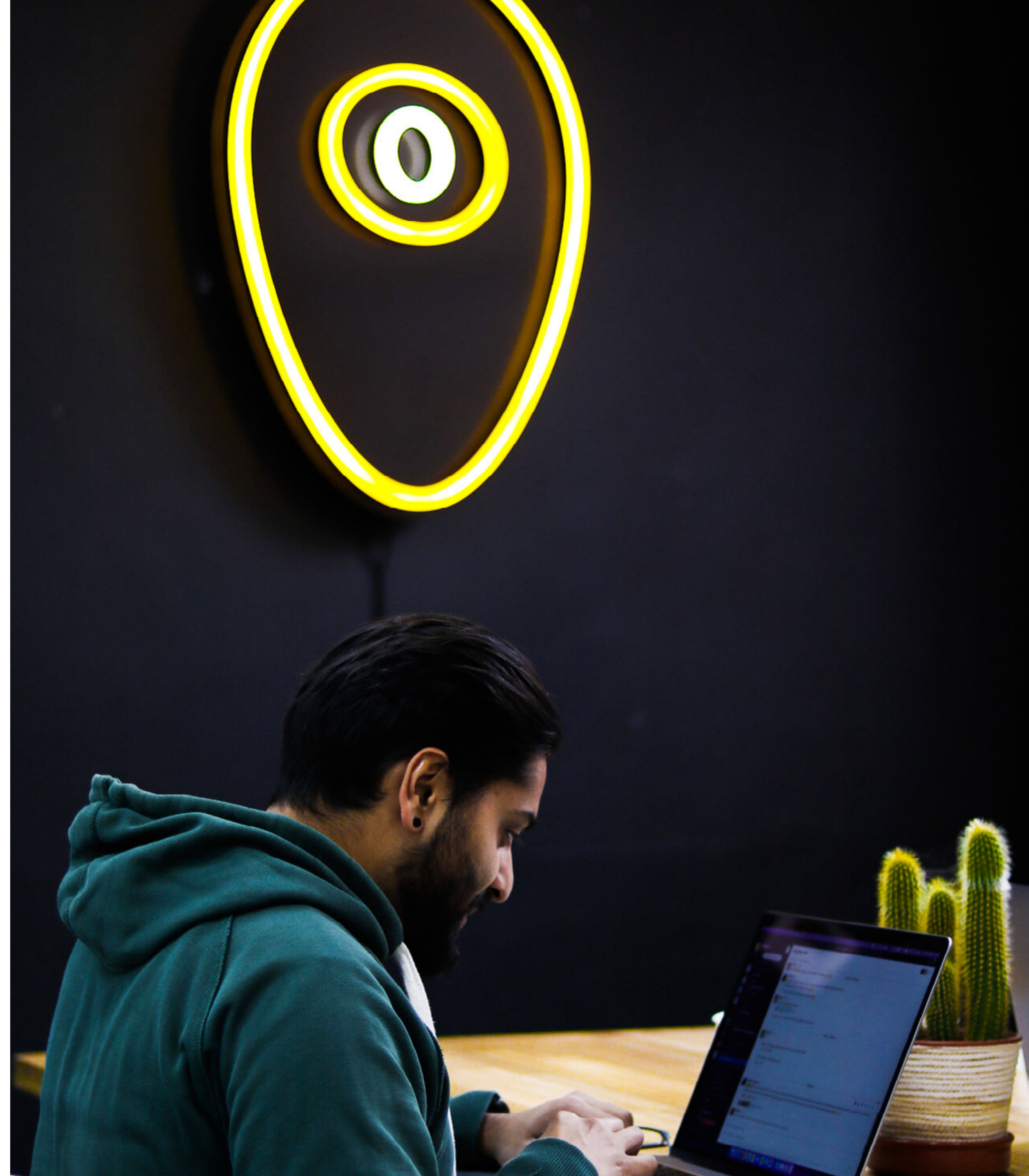
## Why we're here

Why is anyone here? It's a big question, one that billions of minds throughout history haven't been able to answer — maybe no one ever will! Without trying to solve the meaning of life, what we can say is we're here to build emotional relationships with everyone we work with.

We're also here because we love getting stuck into big, juicy challenges. It gives us a sense of wonder when we're presented with a problem. Because the world is full of possibilities and exploring them is truly exciting. That's one of the reasons why we like to say Mindera is an ongoing experiment, where change and learning from our mistakes are part of the journey.

Each one of our projects is owned by the whole team. Collaboration is key and every team member shares their opinion. This leads to interesting ideas and means the value of what we create keeps on increasing with everyone's input.

We're doers — we'd rather show than tell. We always deliver on the commitments we make and put our hearts into everything we do.





# Our principles

## What we stand for

Take a moment to think about this: what does a person, a community, an organisation stand for? They all stand for the values they hold dear.

At Mindera, we believe our values are the sum of everyone's values. To guide us through everything we do, we have our core principles: care, autonomy, collaboration, and agility. People are at the heart of each of these principles:





Care

We care about each other and our work.







# Autonomy

We trust people to make things happen.



# Collaboration

We work together as a team.





A photograph of a bicycle parked on a balcony. The balcony has a glass railing and a wooden floor. The scene is bathed in a warm, golden-yellow light, likely from the sun. The bicycle is the central focus, with its front wheel and handlebars clearly visible. The background shows a blurred view of a city or town through the glass railing.

**Agility**

We change and deliver great work.

Navigate this book 🚤

# Our Look 🪞

The logo

Colours

Typography

Doodles

Illustrations

[Download asset pack.](#)



## The logo

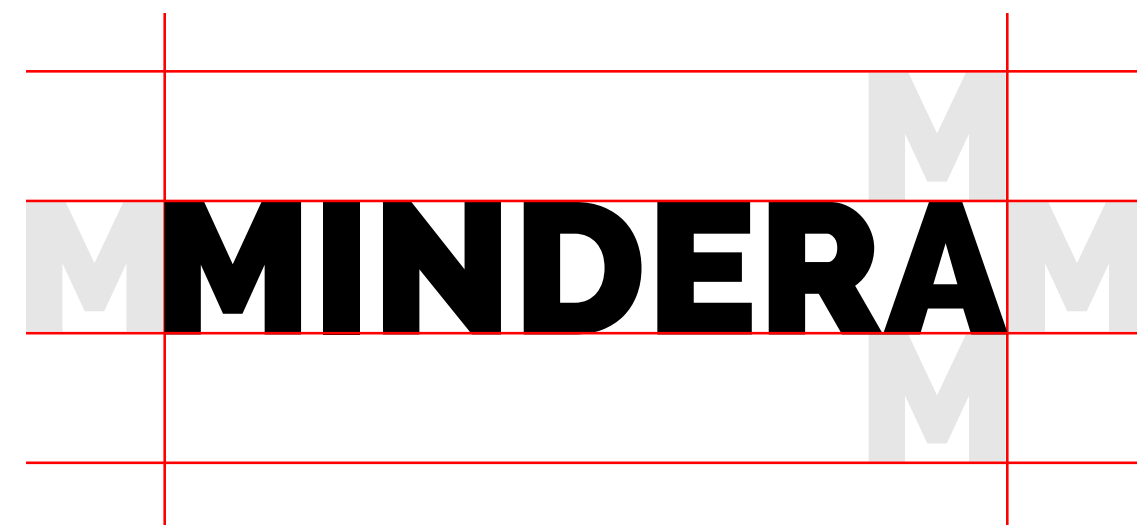
We want our logo to look its best — it should be like the outfit we wear to make ourselves stand out from the crowd and let our personalities shine bright. Following some requirements helps everyone to keep its integrity. Please stick to the guidelines we provide and if you have doubts about how to use our logo email us at [communication@mindera.com](mailto:communication@mindera.com).

### Primary

The primary logotype font is Raleway Black. This is the main logo we use. It's suitable for all mediums, platforms, and assets. Please, respect the space around the logotype.

Please maintain monochromatic versions of the logo and alignment.

*Construction proportions*



**MINDERA**

**MINDERA**

**MINDERA**

**MINDERA**

**MINDERA**

**MINDERA**

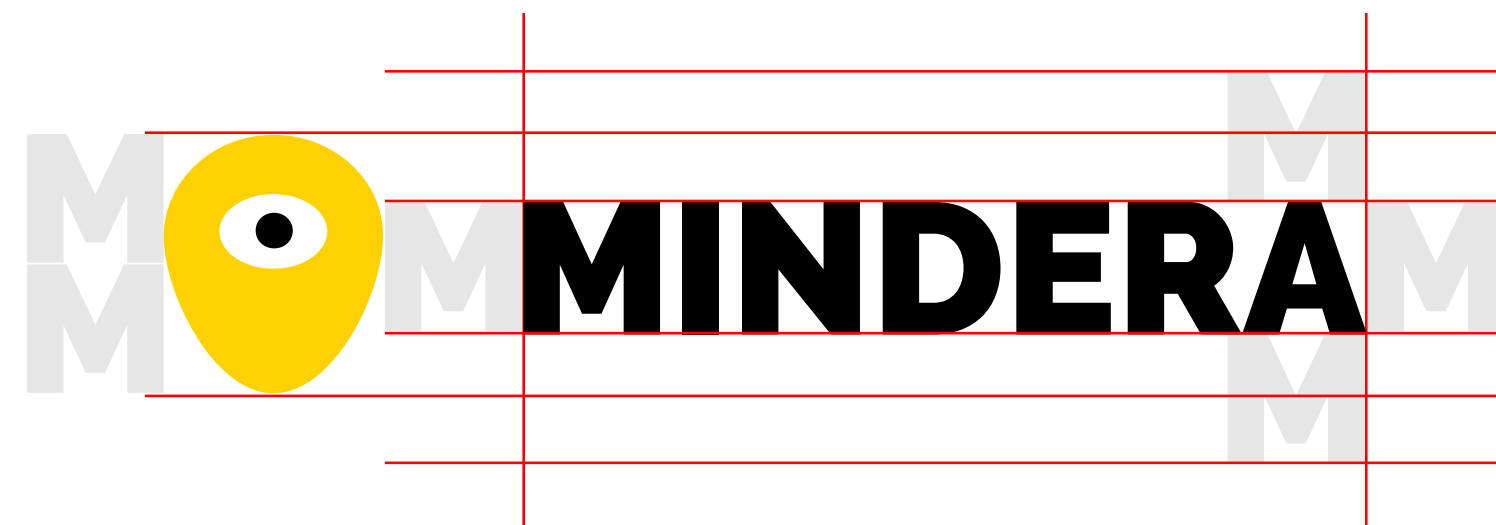
**MINDERA**

# The logo

## Secondary

Our little Minder is part of our heritage, so we have a secondary version of the logotype with this logomark. It is to be used for certain materials.

*Construction proportions*





# The logo

Some examples that are not cool. 🙅

We are humans, we make mistakes.  
But please, let's do our best to make sure these mistakes don't happen.

**MINDERA**

No horizontal skewing

**MINDERA**

No changing brand colors

**MINDERA**

No gradients

**MINDERA**

No vertical skewing

**MINDERA**

No strokes

**MINDERA**

Do not scale without direct proportions

**MINDERA**

No rotating

**MINDERA**

No boxing with label

**MINDERA**

No font changes

# The logo

## Logo application on coloured backgrounds

Maintain the principle of chromatic integrity with the maximum possible contrast between logotype and backgrounds.

Maintain the brand colour guide. Preserving the logotype visibility is vital.



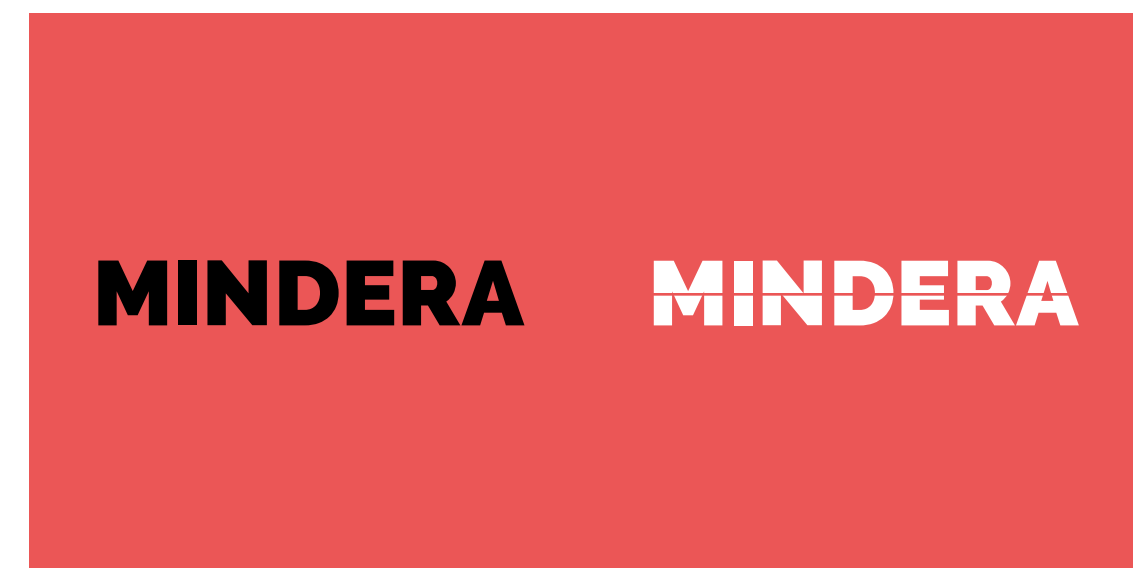
C: 13.42 : 1    AAA    |    C: 1.56 : 1    Fail



C: 2.8 : 1    Fail    |    C: 7.49 : 1    AAA



C: 7.85 : 1    AAA    |    C: 2.67 : 1    Fail



C: 3.5 : 1    AAA    |    C: 3.5 : 1    Fail



# Colour

Yellow stands for joy, energy, and happiness. It's our warm and sunny colour that screams "Mindera" everywhere.

Accessibility is something that's very important to us. We have defined a palette with light and dark variations of each standard colour, so we can ensure the right contrast with different backgrounds.

Feel free to use the suggested gradients in linear or radial but (as always) use them with care.

## Primary Colours

<b>Mindera Yellow</b> Light #FFE999	<b>Digi Purple</b> Light #BA99FF	<b>Forest Green</b> Light #84FABD	<b>Red!not Pink</b> Light #F7BBBB
<b>Mindera Yellow</b> Standard #FFC700	<b>Digi Purple</b> Standard #5200FF	<b>Forest Green</b> Standard #08B65C	<b>Red!not Pink</b> Standard #EB5656
<b>Mindera Yellow</b> Dark #665000	<b>Digi Purple</b> Dark #210066	<b>Forest Green</b> Dark #034925	<b>Red!not Pink</b> Dark #730E0E

## Neutral Colours

<b>Blaaack</b> #000000	<b>Whiiiite</b> #FFFFFF	<b>Energy Blue</b> Light #A2DFFF	<b>Gaming Orange</b> Light #FFBFA7
	<b>Aqua Blue</b> #F0FBFF	<b>Energy Blue</b> Standard #17B0FF	<b>Gaming Orange</b> Standard #FF5E23
	<b>Grey</b> #4C4849	<b>Energy Blue</b> Dark #00496F	<b>Gaming Orange</b> Dark #741F00

## Vertical Colours

## Gradients

<b>Digi Purple ST</b> Blaaaack	<b>Digi Purple ST</b> Mindera Yellow ST	<b>Digi Purple ST</b> Red!not Pink ST	<b>Digi Purple ST</b> Forest Green ST
	<b>Gaming Orange ST</b> Mindera Yellow ST	<b>Forest Green ST</b> Mindera Yellow ST	<b>Red!not Pink ST</b> Forest Green ST

## Typography

All of our communication is built around the use of two main font types: PP Neue Machina and Archivo. Please be aware that we only use PP Neue Machina for titles and big headlines. Archivo is used for standard size text. Refer to the grouping section to learn more about how to use the two fonts.

**PP Neue  
Machina**

+

**Archivo**



## Typography

### PP Neue Machina

PP Neue Machina has different weights.

Neue Machina is a powerful and meticulously crafted typeface. It boasts monospace/geometric type features, along with deep ink traps in its heavier weights.

It's inspired by the aesthetics of robotics and machines, making it a font suited for brands that care about the future of technology.

It was designed to be versatile — to blend in your designs in its lighter weights or to give them a lot of personality in its heavier ones.

**"There is a house  
in New Orleans,  
they call the  
rising sun."**

**"There is a house in New Orleans, they call the rising sun."**

**"There is a house in New Orleans, they call the rising sun."**

"There is a house in New Orleans, they call the rising sun."

"There is a house in New Orleans, they call the rising sun."

"There is a house in New Orleans, they call the rising sun."

"There is a house in New Orleans, they call the rising sun."

# Typography

## Archivo

Archivo has variable weights.

Archivo is a grotesque (in the architectural sense, not like a hideous monster from a zombie film) sans-serif typeface family originally designed for highlights and headlines. This family is reminiscent of late-nineteenth-century American typefaces. The technical and aesthetic characteristics of the font are crafted for high-performance typography. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages.

Archivo was upgraded to a variable font in 2021. The weight and width axes allow a wide variety of styles, from thin to black and from extra-condensed to expanded.

**“There is a house in  
New Orleans, they  
call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**

**“There is a house in New Orleans, they call *the rising sun*.”**



# Typography

## Headings

Our heading system is focused on readability. This is mainly used on our website and you can use it as a system in new landing pages you create. However, please be aware that if you are making any materials then you need to adapt your ratios.

## Groupings

Groupings are when you use more than one heading. Each heading is at a different proportion, so please use groupings wisely.

PP Neue is for bigger text sizes. Be aware of grouping at a large scale.

Hello, world!  
We're Mindera 

*Example of and H1 +H4*

Hello, world!

We're Mindera

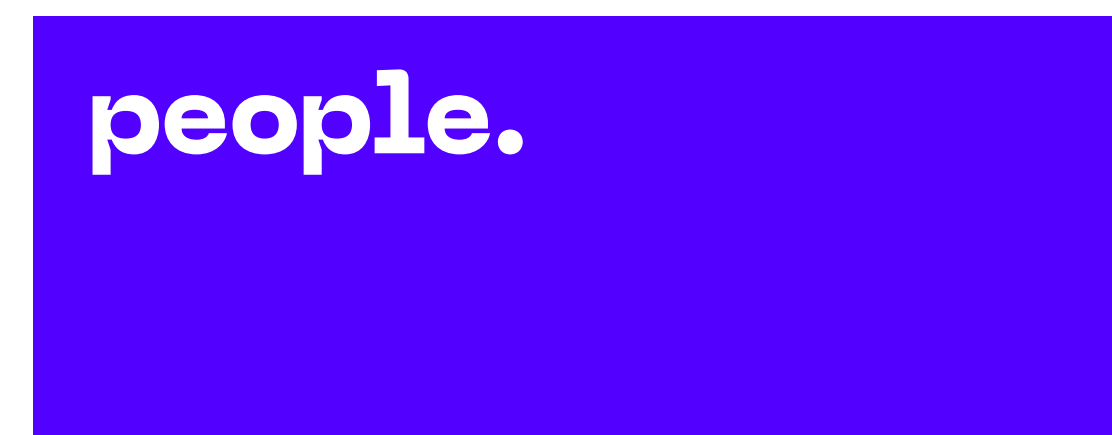
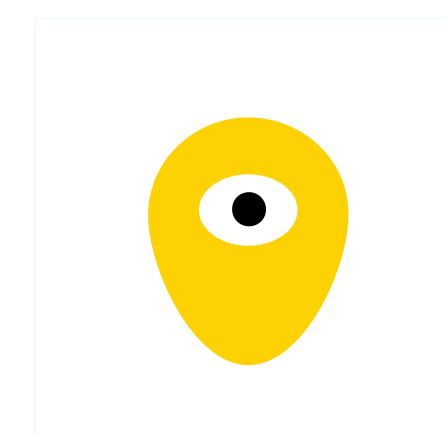
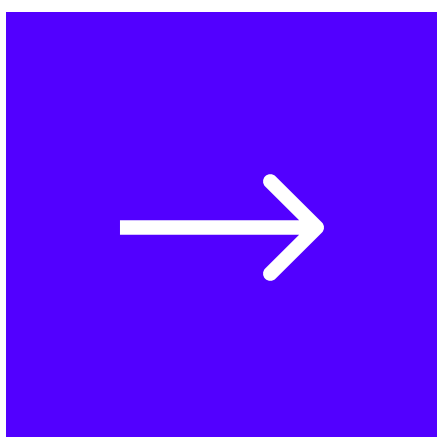
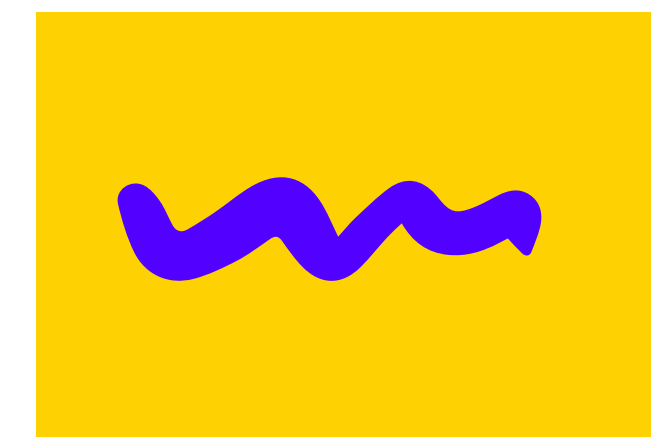
*Example of and H2 +H4*

# Doodles

Doodles express our human approach to everything we do. Handwritten, free, and dynamic. That's who we are. We use them as icons or just small illustrations to add some motion to our designs. The doodles work as our signature.

You can create new sets of them (if you do then please send your suggestion(s) to [communication@mindera.com](mailto:communication@mindera.com)) or use some of the libraries presented on this page.

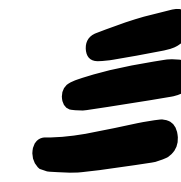
When creating new artworks with our set, think about how to maintain coherence. You can play but the doodles are not the centrepiece of any new design, they exist to highlight the message or serve as accents. So, you may not be able to become the new Keith Haring but you can explore your creative side.



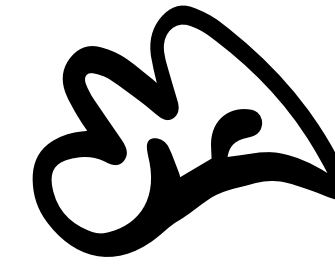


# Doodles

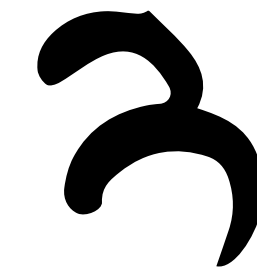
Location doodles



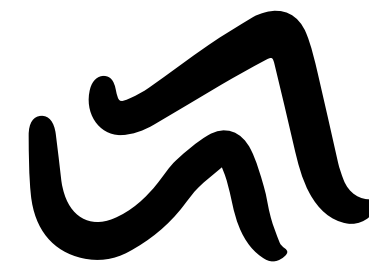
Portugal



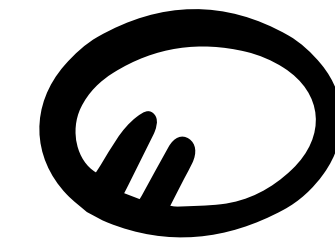
India



Romania



United  
States of  
America



United  
Kingdom

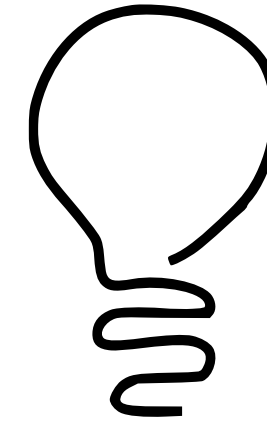


Brazil

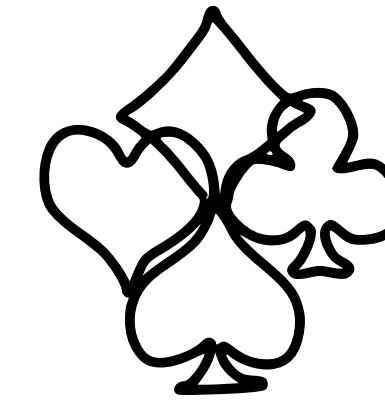
# Illustrations

Our illustrations are used to explain an idea without using text. People should understand what we're trying to say just from the image.

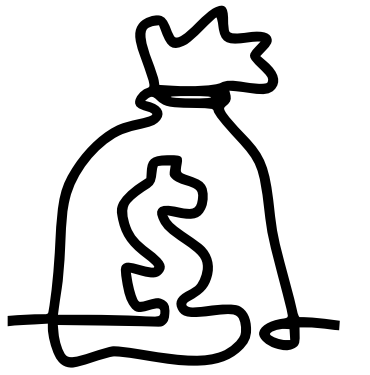
Illustrations are doodles composed in a way that convey some meaning, explain a certain context only with the help of a continuous line drawing. These single and unbroken lines are not perfect. They're dynamic and handwritten. They tell the stories in our own human way.



**MINDERA** | ENERGY



**MINDERA** | GAMING



**MINDERA** | FINANCE



**MINDERA** | RETAIL AND DISTRIBUTION



**MINDERA** | TRAVEL AND TRANSPORTATION



Navigate this book 🚢

# Our Voice 🎤

Tone of voice

Tone

Writing guidelines

Images and videos

We all have stories to tell and ways of telling them. At Mindera, our stories are told by many people but with one single voice: ours. We use this voice consistently across all platforms and via all mediums.

## **Tone of voice**

If you have met a Minder, you know it. We know our stuff. Buzzwords apart, we're passionate techies who are always looking for new ways of learning and improving. Heck, we're the sorta people who will pull apart a computer just to see how to put it back together. We know how to get things done. And if we don't know the best way of doing something then we'll figure it out.

Technology can be a never-ending supply of new acronyms and complicated elements. That's why at Mindera we don't speak like robots. We talk and write in the exact same way we speak to each other — as humans.



# Voice

**Our voice reflects our personality.**

**It's what we say.**

The most important thing is: we are friendly humans, speaking to humans. This means our language is warm and it's easy to understand.

**Avoid business-speak. Forget formal words. Explain acronyms. Be simple:**

# Direct

**but not rude.**

\* We're friendly and warm.

# Expert

**but not boring.**

\* We make technical stuff as clear as we can.

# Genuine

**never artificial.**

\* We speak from the heart.

# Helpful, human, and inclusive

**always.**

\* We focus on what matters to people.



Always ask yourself if it sounds like the kind of thing you'd actually say:

**No, what are you saying?**

- Leverage
- Action item
- Assisting users
- Ensure
- Advise
- Resolve
- I made a decision
- We cooperate
- It's behaving in unintended ways

**Yes, you got my attention.**

- Use
- To do
- Helping people
- Make sure
- Suggest
- Fix
- We decide
- We work together
- It's a bug feature

# Tone

Our tone is the way we speak. It's how we say things.

Even though we can adapt our speech to the context and audience, we have one single tone of voice that represents all of us.

## Casual

\* We like to keep things easy-going, so we talk to people as we'd speak to our friends. That's why we use expressions and everyday language that everyone understands.

## Assertive

\* Straightforward. When we are talking about our work, projects, and areas of expertise, we like to show confidence and knowledge. Because, when it comes to technology, we are experts and we know how to use the right expressions and words.

## Confident

\* We are confident but we are never arrogant. We use our expertise to help solve challenges, not to talk down to people. We take risks, we fail, and we learn from our mistakes. That's how we evolve and provide great solutions.

## Cooperative

\* This is where we dial up the workplace tone. As a team, we use the pronoun "we". It evokes collaboration and positivity, besides sharing the feeling that we are all working towards a shared goal.

## Reassuring

\* We like to boost everyone's confidence and relieve their concerns. This is the "we've got your back" tone, where we help people understand the challenges and give them the context they need to make decisions.

## Optimistic/Encouraging

\* We always take a look at the bright side of things. We don't play blame games, we take ownership as a team. Failure is a great opportunity to learn. This uplifting language gives people aspiration and encourages them to take action.

# Writing guidelines

## Write in the active voice.

Passive:

“This feature will be added in the next release.”

Active:

**“We’ll add this feature in the next release.”**

## Use exclamations only when needed.

**“Team! We are delayed!  
Free beer if we meet the deadline!”**

*(We deliver on our commitments,  
but have free beer in the office in any case 😊)*

## Use more verbs and fewer nouns.

When talking, it’s natural to use more verbs than nouns. Even though nouns seem fancier, we write like we speak. Also, verbs are all about getting things done. So do we!

**“We provide support to our partners.” vs.**

**“We support our partners.”**

Use "we", "our", and "us" when you write on behalf of Mindera.  
We are a team.

**“I would like to know if you have any news.” vs.**

**“We would like to know if you have any news.”**



# Writing guidelines

Use emojis to support the tone of your message.

“People, we can do it 🤝. Stand up at 14h00?”

Avoid walls of text.  
If needed, use text breaks

We've added an \* to show where text breaks could be used in the copy below:

“Yes, it's true. The movie is more than about bullies and victims. It's about life lessons. \*It not only teaches you how to defend yourself but also how you have to make choices to grow up. \*Sometimes making choices is hard. \*Sometimes you need to dedicate time to learning how to make the correct choice when the time is right.

Now, see how it looks with the text breaks:

“Yes, it's true. The movie is more than about bullies and victims. It's about life lessons.

“It not only teaches you how to defend yourself but also how you have to make choices to grow up.

“Sometimes making choices is hard. Sometimes you need to dedicate time to learning how to make the correct choice when the time is right.”

# Writing guidelines

Invite people to take an action instead of command.

“Hey! Next time it would be great if you could hit the milestone on time.” vs.

**“Hey! I just looked at the last milestone. How can we improve delivery?”**

Take ownership. We always take responsibility for our actions.

“Sorry, I didn’t understand the challenge. I learned the lesson.” vs.

**“I’ve seen where I can improve and created a plan to put this into action.”**

Use names whenever possible. It feels more personal.

**“James, I checked your last message. Can we meet tomorrow?”**

Try to check how your copy looks on the mobile screen.

This is too tiny for mobile.

# Writing guidelines

Turn negative language into a positive.

“Don’t make stupid choices.” vs.

**“Make smart choices. I can help you.”**

Show your copy to other Minders before you click send.

Their feedback can give you a different perspective.

**Always KISS**

**your copy**

**keep it simple...**

**silly.**



# Writing guidelines

## Writing about people

Instead of “guys” or “women” when referring to people overall, use “people”, “folks”, “friends”, “teammates”, “everyone”.

Keep things gender-neutral. Use “they”, “them”, and “their”, instead of “she”/“he”, “her”/“him”, “hers”/“his”.

“She is a nice girl” is not great feedback. Boys and girls are used to describe children. “Nice” is a soft adjective and sounds quite condescending. Try something like:

**"Jane is a developer with great potential. She's at the start of her career and full of curiosity."**

Refer to a disability only when it's relevant to the story. Note that there is no universal agreement on the use of terms — not even close — so be cautious and sensitive.

## Don't forget the emojis

When writing to an external audience, always use an emoji with the default skin tone. It's yellow — it couldn't be better! 🙄





# Images and videos

## Images and videos representing collaboration

At Mindera, we believe collaboration is key to achieving our best results and we want to represent this in our images and videos. Do your best to select images and videos that feature multiple Minders who are working or having a good time. Try to represent our daily life at Mindera.





# Images and videos

## Portraits representing a human approach

Use portraits and always think about representing all of Mindera's world. We are diverse and inclusive. Do not always select the same type of human to represent some specific concept — think about the world.

Portraits allow you to represent emotions in a closer way. When using faces, think about the connection you want to make. Focus on what the eyes tell you.





**Taking risks.**

**Transforming inspiration  
into reality.**

**Leading the way.**

**See you soon 🥳.**

**MINDERA**