



BRAND GUIDELINES • V1.0 • 2026

Enterprise discipline.
AI-Native execution.

How we look, sound, and show up.

MINDCRACKER INC. • SERVING AMERICAN ENTERPRISES SINCE 2003

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A The wordmark

Our logo pairs orange “mind” with blue “cracker,” divided by the cracked-mind motif — a mind, cracked open. It is the single most important expression of the brand. Use the master artwork; never recreate it.

The master artwork of the logo features the word "mindcracker" in a lowercase, sans-serif font. "mind" is colored orange and "cracker" is colored blue. A horizontal line is positioned above the text, with a small orange crack-like shape in the center where the line is broken.

✓ CLEAR SPACE — KEEP ≥ ⅓ LOGO HEIGHT CLEAR



KNOCKOUT — SINGLE COLOR ON BUSY/DARK

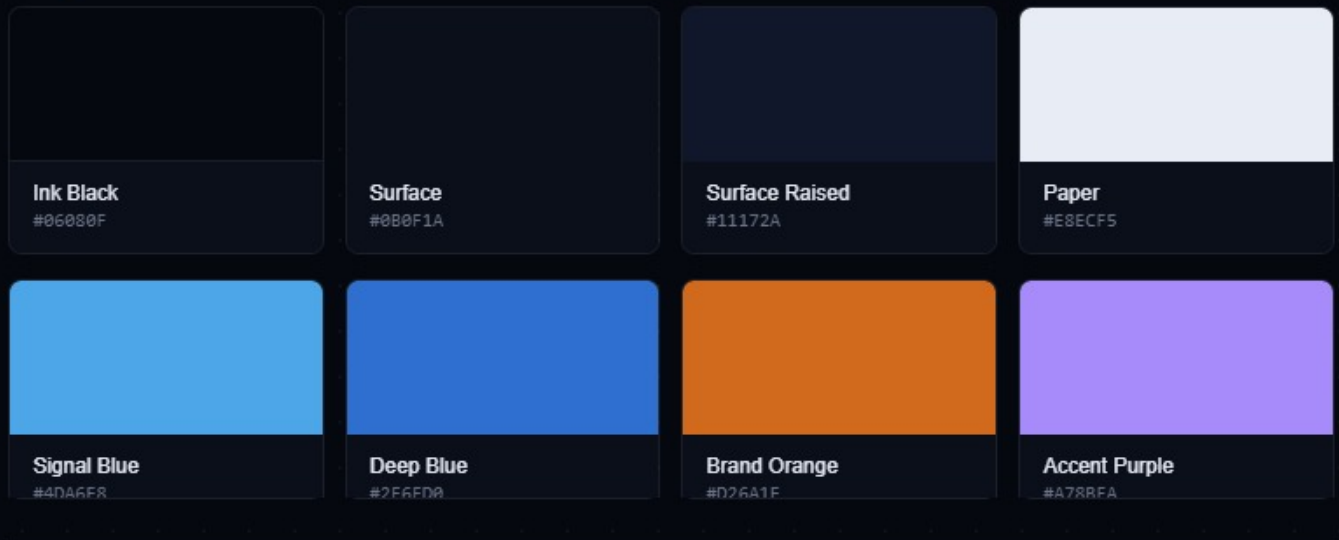
The logo is shown in a white, single-color knockout style against a dark blue background. The text "mindcracker" is centered, and the cracked-mind motif is also rendered in white.

Don't recolor, stretch, rotate, add effects, or place the logo on low-contrast backgrounds. **Do** give it room to breathe and keep it horizontal.

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B Palette

A deep, near-black canvas gives the brand its calm, technical confidence. **Signal Blue** carries emphasis and interactivity. **Brand Orange** is reserved — primary actions and key accents only. Purple is a rare editorial accent.



Rough balance: ~80% dark surfaces, ~15% ink/paper text, ~5% blue + orange accent. Orange should never dominate a layout.

c Type system

Three typefaces, each with a clear job. Restraint keeps the system sharp.

INTER TIGHT — Display & body • 300/400/500/600

We put AI into production.

JETBRAINS MONO — Labels, numbers & data • 400/500/600

01 — ENTERPRISE AI • 242M+

NEWSREADER — Editorial content • Italic 300/400

Enterprise discipline.

Headlines: Inter Tight, light weight, tight tracking. Labels and metrics: JetBrains Mono, uppercase, wide tracking. Use Newsreader italic sparingly — pull quotes and signatures only.

D How we sound

Direct, expert, and grounded. We are the firm that ships — so we write like operators, not marketers. Confidence without hype. Specifics over adjectives.

We do

- Lead with the outcome, not the technology
- Use concrete numbers and plain words
- Make one sharp claim, then back it
- Respect the reader's intelligence

We don't

- Lean on buzzwords ("leverage," "synergy," "unlock")
- Overpromise or hype the frontier
- Use em dashes as a verbal tic
- Stack contrarian put-downs

"Software is only real when it ships and survives contact with the business."



QUESTIONS ABOUT THE BRAND?

Let's talk.

For brand approvals, co-marketing, or the source files,
reach the team at hello@mindcracker.com.

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