



MOUSEFLOW BRAND USE GUIDELINES

ABOUT MOUSEFLOW

Mouseflow is an analytics tool that tracks website visitor behavior and generates recordings, heatmaps, funnels, and form reports. This allows you to analyze conversion behavior, debug problems, and target your marketing efforts in an easy-to-use platform.

Our company was founded in 2009 in Copenhagen, Denmark and quickly rose to become a powerful player in analytics with offices in Denmark, Germany, and the United States.

Today, Mouseflow tracks over 75,000 websites including Microsoft, Philips, Samsung, Sears, Pepsi, AT&T, Virgin Mobile, and more.

To learn more, visit <https://mouseflow.com>, call +1 (855) 668-7335, or email hi@mouseflow.com

mouseflow

TOUR DEMO PRICING BLOG CONTACT LOG IN SIGN UP NOW

Stop guessing why visitors leave your site.

Mouseflow lets you see visitors' behavior and fix pain points with recordings, heatmaps, funnels, and form analytics.

Join 3,360+ Customers

Simple to use. Installs in seconds.

SIGN UP NOW

Watch the Video (1:06)

OVERVIEW

The purpose of this document is to communicate the requirements and restrictions that must be maintained when you are using our brand materials. In this document, "Mouseflow" is a reference to both Mouseflow ApS and Mouseflow, Inc. Our brand materials include our logo, icon, company name, screenshots, our likeness, images, text, website interface and coding style.

We invite you to use the Mouseflow logo and brand materials. However, there are some requirements that must be followed. Except as specified herein, all instances incorporating the Mouseflow logo and brand materials must be submitted for approval prior to use. Any other use is strictly prohibited.



OVERVIEW CONTINUED

You may use our brand materials without a license under the following limited circumstances:

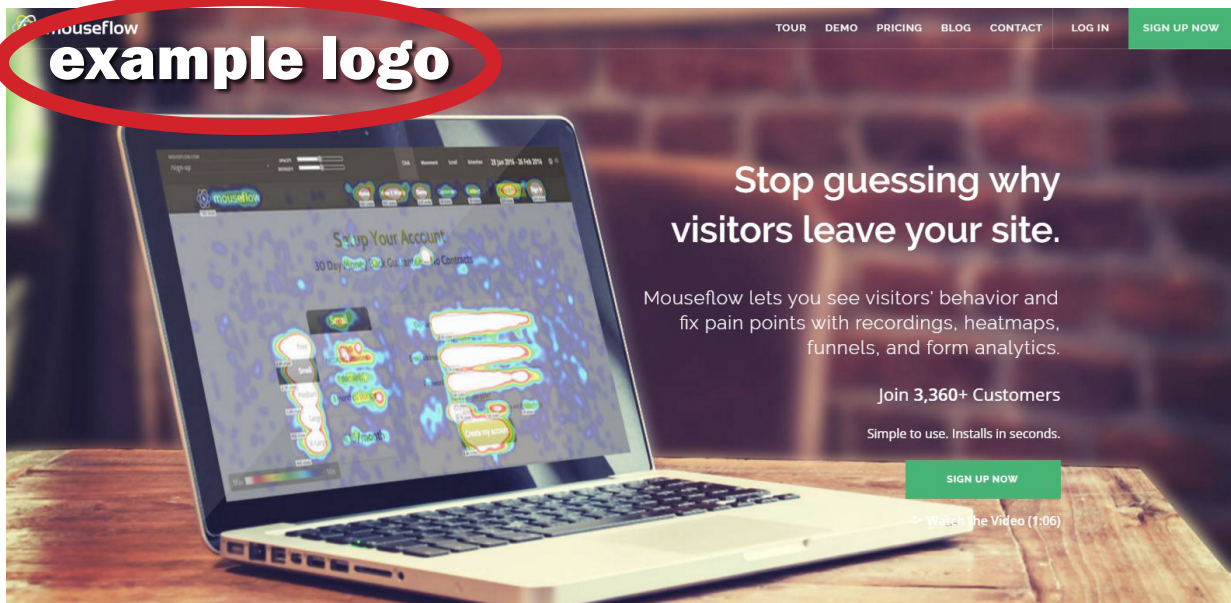
- > Your relationship with Mouseflow must be clearly stated and communicated in the same viewable area where our brand materials are used.
- > When referencing Mouseflow in an effort to advertise, market or educate the public as an authorized affiliate, customer, or partner, our branding materials may be used in accordance to represent that relationship.
- > When promoting the Mouseflow brand, software or product in an effort to educate the public, affiliates or partners on public media, such as blogs, websites, or social media.
- > It is prohibited to use our branding materials on products, product packaging or other business services for which a formal license is required.

SHARING SCREENSHOTS

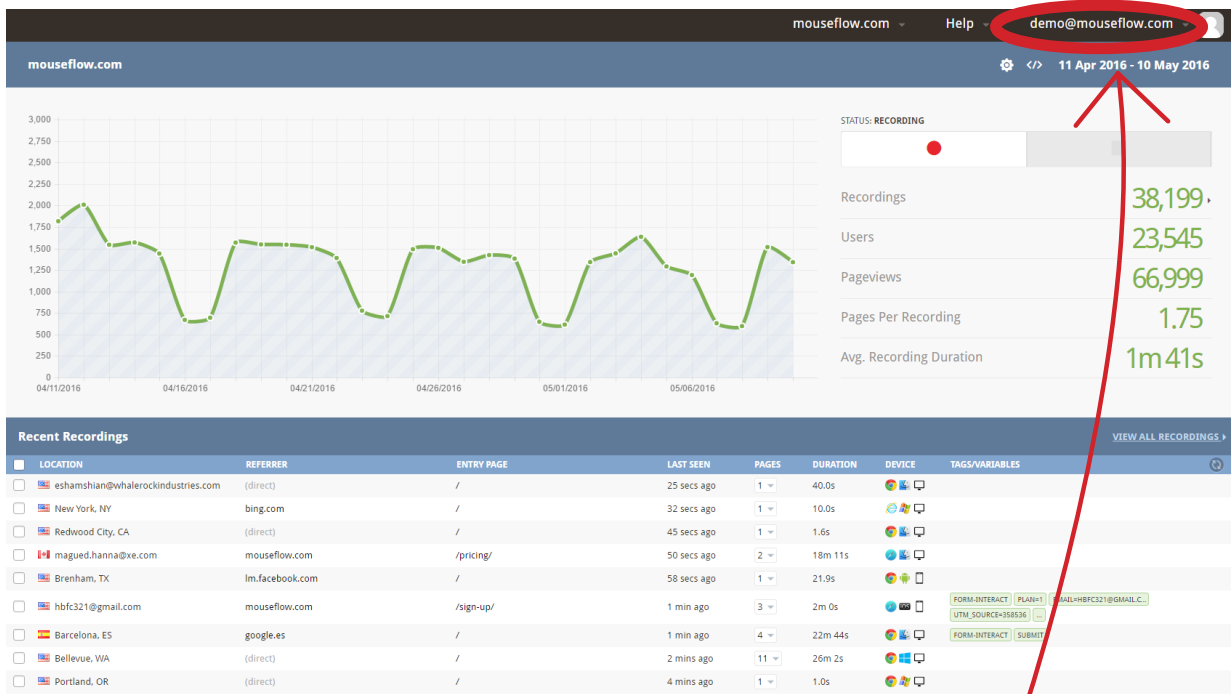
A screenshot of our dashboard, website or helpdesk is permitted to be shared publicly, privately or internally. The following conditions and restrictions apply in all cases:

- > You do not need permission to share unaltered screenshots from mouseflow.com or mouseflow.zendesk.com. If it is on our website, it is available for public use.
- > We insist that you do not manipulate, add to or subtract from any screenshot. You must show our brand materials in their original state, without alteration.
- > When sharing screenshots of your dashboard, do not include personal information, such as your email address, website or any other data that should be kept reasonably private.
- > Do not share screenshots in a way that would affiliate or represent a connection between Mouseflow and another company, product, advertisement, software or individual, unless such a prior relationship exists.
- > Do not share screenshots of pages or sections where images or content is cut off or cropped in an unprofessional manner.
- > You must add proper spacing around our brand materials, as specified herein.

IMPROPER SCREENSHOT USE



DO NOT: Add to, manipulate or modify the screenshot.



DO NOT: Include personal information in the screenshot.

IMPROPER SCREENSHOT USE



Mouseflow Help & Support

What are you looking for?



Meet Mouseflow

Our Features
General Questions
Incoming Features



Get Started

Installation & Setup
Mouseflow 101 - Screencasts
Payment & Billing



Using Mouseflow

Recordings & Playback
Heatmaps
Guides: Using Mouseflow



Advanced Use

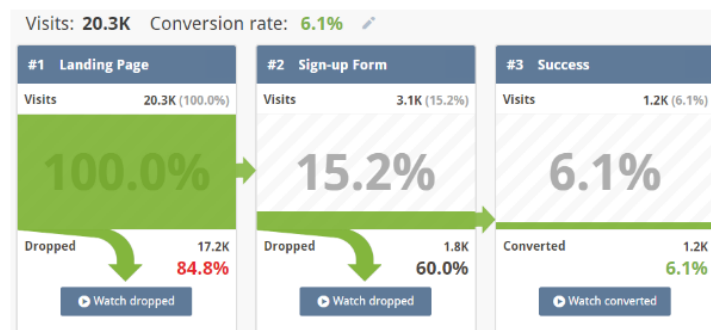
Advanced Use
Integrations
Suggest New Features

DO NOT: Cut off, crop or alter text or images in the screenshot.

EXAMPLE LOGO Funnel Analytics

Analyzing the funnel

When you've created a funnel, you have easy access to a number of statistics and analytical data for the entire funnel and for each step in it:



DO NOT: Represent a connection between Mouseflow and another company in the screenshot.

USING OUR LOGO

Please use the color positive logo on light or white backgrounds and the color-reverse logo on dark-colored backgrounds and dark areas within photographs.

There is no registered trademark symbol (®) represented with the logo.

The logo must always be presented in exact proportional size without stretching, condensing or manipulation to proportion in any way.

The icon may be separated from the logo and used according to the restrictions herein.



color positive logo



color-reverse logo

LOGO POSITIONING AND DISPLAY

Our logo must be presented proportionately, with proper spacing, and follow the alignment and padding requirements below:

- > Our logo must be presented in a crisp and clear aesthetic manner at all times. If resizing is necessary, you must resize the image proportionately. A pixalated or blurry representation of our logo is not acceptable.
- > Our logo must be presented in a manner that is consistent to the background, color and padding requirements stated herein.
- > Our logo must be presented in a size that is legible to the human eye (at least 70px tall) and must be unobstructed by any other elements. Our logo must be presented independently with the padding requirements provided in this document.
- > Our logo must be presented independently according to the alignment and padding requirements illustrated below.
- > When positioning our logo, follow the guidelines illustrated below:



There is one exact unit (1x) of space between the right edge of the icon and the left edge of the typography. The padding on the outer left and right sides of the logo must measure to equal one exact unit (1x) of space. The padding above and below the typography must measure to equal two exact units (2x) of space.

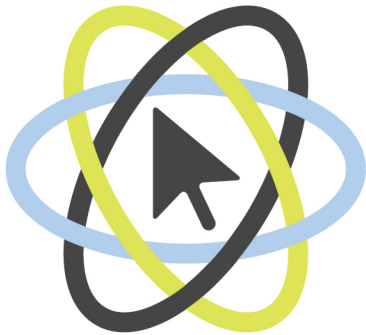
USING OUR ICON INDEPENDENTLY

Please use the color positive logo on light or white backgrounds and the color-reverse logo on dark-colored backgrounds and dark areas within photographs.

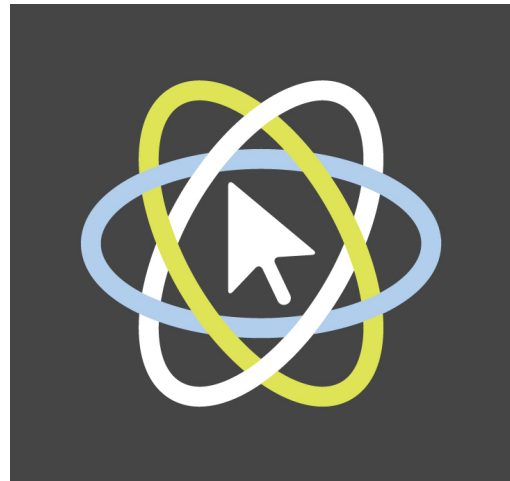
The icon may not be presented on patterned backgrounds.

There is no registered trademark symbol (®) represented with the icon.

The icon shall always be presented in exact proportional size, without stretching, condensing or manipulation to proportion in any way.



color positive icon

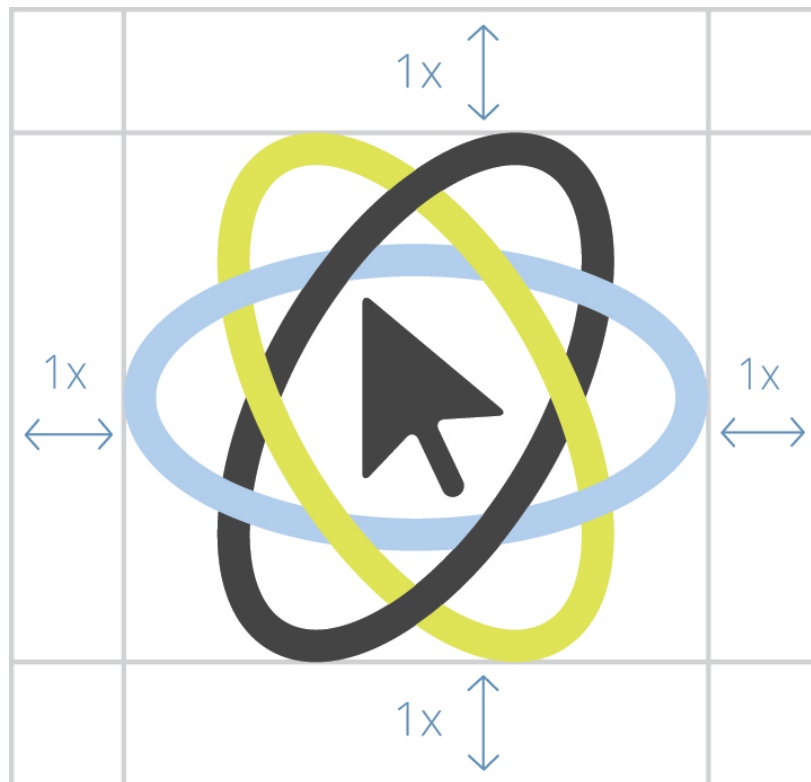


color-reverse icon

POSITIONING OUR ICON

Our icon must be presented proportionately, used with proper spacing, and follow the alignment and padding requirements below:

- > Our icon must be presented in the same manner that follows our logo use requirements stated herein.
- > Our icon must be presented in a size that is legible to the human eye (at least 70px by 70px) and must be unobstructed by any other elements.
- > When positioning our icon, follow the guidelines illustrated below:



The padding must adhere to the requirements stated in the logo positioning and display guidelines stated herein. The minimum acceptable amount of padding required when displaying our icon is 20% of the icon's total represented size.

IMPROPER LOGO USE

DO NOT: Add effects or modify colors in the logo.



DO NOT: Place the logo on multi-color or patterned backgrounds.



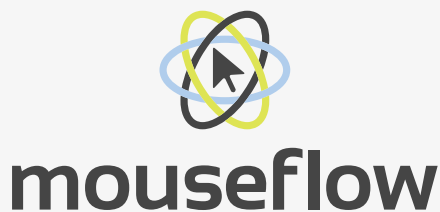
DO NOT: Add to or modify, or create logo "lock ups" by adding text near logo.



DO NOT: Use our logo in your signature or recreate/simulate our logo.



DO NOT: Reassemble the logo or obstruct the logo with other elements.



OUR COLOR PALETTE

Our color palette consists of four colors: Mouseflow Lime, Mouseflow Aqua, Mouseflow Charcoal and Mouseflow White. These colors must be used correctly and prominently in order to represent our brand accurately. The colors are illustrated below:



Mouseflow Lime
HEX: #DEE454
CMYK: 16, 0, 81, 0
RGB: 222, 228, 84



Mouseflow Aqua
HEX: #B1CDEC
CMYK: 28, 11, 0, 0
RGB: 177, 205, 236



Mouseflow Charcoal
HEX: #454545
CMYK: 67, 60, 58, 43
RGB: 69, 69, 69



Mouseflow White
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

ACCENT COLORS

Use our accent colors to add complimentary aesthetics to publications. They are to be used sparingly with regard to modern design standards. The colors are illustrated below:



Mouseflow Green
HEX: #47B475
CMYK: 71, 3, 73, 0
RGB: 71, 180, 117



Mouseflow Blue
HEX: #546F8F
CMYK: 73, 53, 28, 5
RGB: 85, 111, 143

MOUSEFLOW TYPE COLOR

You may use a grayscale font within a written communication to represent or reference Mouseflow. The color must be dark enough to be legible by the human eye (darker than the "Lightest Gray" below) and may be as dark as registration black as illustrated below:



Mouseflow Type
HEX: #1D1D1D
CMYK: 72, 66, 65, 76
RGB: 29, 29, 29



Lightest Gray
HEX: #A7A9AB
CMYK: 0, 0, 0, 40
RGB: 167, 169, 172



Registration Black
HEX: #000000
CMYK: 100, 100, 100, 100
RGB: 0, 0, 0

TYPE AND SPELLING ETIQUETTE

If you want to reference or include Mouseflow in a publication, the following requirements must be upheld:

- > When Mouseflow is written, it is spelled with the first letter capitalized (“M”). No other letters shall be capitalized, no spaces shall be included, and no other symbols or additional punctuation is permitted.
- > Fonts used to represent Mouseflow are simple, modern and clean. Fonts are not limited to those included in our branding package, but our preferred fonts include Raleway and Open Sans.
- > No decorative fonts may be used to reference Mouseflow.
- > Every letter within our company name must be presented in the same font and type style. You may not underline, bold or italicize only a portion of our company name.
- > Mouseflow text links may be underlined or hyper-linked to the appropriate destination.

GUIDELINES AND CONSIDERATIONS

Our logo shall not be displayed as the primary element on any non-Mouseflow materials, products, websites, programs or promotions.

Our brand materials shall not be manipulated, emulated, imitated or reconstructed in any manner for any reason at any time.

Our brand materials, such as our logo, icon, screenshots or name may not be used to falsely represent Mouseflow, its employees, affiliates or subsidiaries.

It is strictly prohibited to use our logo, icon, screenshots, name or branding elements to slander or disparage Mouseflow, its products, services, employees, affiliates or subsidiaries.

Mouseflow's brand materials are not permitted to be used to represent any other company, product, service, or other communication or publication.

It is strictly prohibited to simulate any Mouseflow brand materials or assets for any purpose at any time. Mouseflow reserves the right to protect its intellectual property and may alter this policy or restrict the use of its assets at any time without notice.

We strictly prohibit the use of our brand materials to promote pornography, prejudice, gambling, or any harmful or illegal activity.

ADDITIONAL REQUIREMENTS

Mouseflow reserves the right in its sole discretion to limit, restrict, modify or terminate permission to any third party to display our brand material. Mouseflow will exercise these rights and retains the sole rights to all of our brand materials.

Based on Mouseflow's judgment, we may request the immediate deletion or modification of the use any brand material for any reason at any time. Mouseflow reserves the right to object to unfair use, display or representation of our company name, assets or branding elements or other violations of applicable law.