

Brand manual



Values

Our values are what we stand for – they make up our moral compass. Mousetrapper is a close-knit and innovative company committed to improving people’s ergonomics and wellbeing. We are secure in our knowledge and desire to use it for making everyday life simpler and less painful for as many people as possible.

Wellbeing

We have a genuine commitment to people’s health and are driven to develop products which help people feel better. Our focus does not lie in technical specifications but rather in creating ergonomic products that have a concrete positive influence on the users’ wellbeing.

Innovation

We were an early player in this industry and have been involved from the outset. As pioneers, we have extensive expertise and experience – we know what we are talking about. Our history is a key element in our DNA. We are innovators and developers motivated by finding new solutions based on the needs of users.

Knowledge

Our work and products are firmly tethered to our knowledge acquired through experience and studies. We build credibility using insights garnered from real life, statistics, tests and evaluations. This knowledge underpins our product development as well as our communications.

Close-knit

We are a close-knit company – we know each other and have full control over the entire development chain: from conception and design to production and quality control. This is something we should be proud of and make clear in our communications concerning the organisation.

Sustainability

We work actively to achieve a sustainable production chain. Our suppliers are selected with care – we want to use small suppliers within our local area in order to exercise control over sustainability performance and minimise environmental impact. Our products are made to last and can be repaired should the need arise. Our commitment to sustainability is an integral part of our business and should be reflected in our communications.

Tonality

Tonality is the linguistic component of our brand – how we speak and write about ourselves in various channels and contexts. It is important to maintain consistency in our communication regardless of where it is conducted, even if the situation, aim and recipient may demand a degree of adaptation and variation.

Language usage

We want to use inclusive and open language. Therefore, we avoid using bureaucratic, complicated words that few people understand. We explain advanced concepts, such as RSI (Repetitive Strain Injury), to make our communications comprehensible for as many as possible. In contexts in which we solely communicate with professionals working in wellness/ergonomics, language may be moulded to suit a more professional audience rather than laymen. In other cases, we speak directly to the user, and we do not make the language more complicated than necessary.

We use active verb forms: “Mousetrapper Prime is an ergonomic alternative to a conventional computer mouse, which helps you improve your ergonomics.” If necessary, “can” is added, for example, “Mousetrapper can help you avoid strain injuries”, in order to avoid promising a guaranteed effect.

Attitude

We want to have an instructive and friendly attitude. We are generous with advice and refer to those insights we have gained through studies and dialogue with users.

In communications, we focus on the positive aspects our products offer, for example: “Many people experience pain when working for long periods in front of a computer. Below are five simple tips to improve your ergonomics!” We want to be perceived as competent, friendly and committed; we want to provide motivation and inspiration.

Logotype

There are several variants of our logotype. First and foremost, we use our logotype with the caption "The Wellness Mouse" when we just talk about our mices. When we talk about all our products, or a specific accessory, we use the caption "Wellness Ergonomics". However, where the caption feels superfluous, the logotype is used without it. There are negative versions of all logotype variants.



Symbol

Our "M" may be used as a graphic symbol. It can be scaled from small to large and can be cut to create a stylish graphic element in a bleed format.



Typeface

In our material, we chiefly try to use our primary typeface: Hind. When this is not available the secondary typeface Arial may be used, which is available for Microsoft Office, for example.

PRIMARY TYPEFACE

Hind Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Hind Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Hind Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Hind Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Hind Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

SECONDARY TYPEFACE – FOR POWERPOINT ETC.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Color palette

Our color palette consists of four colors: grey, red, beige and blue. All of them can be used as a background, divider, textboxes etc. They can also be used with opacities when needed. When something needs to be highlighted, like "News", "Try for free", it can be used in the shape shown below.

CMYK: 59 47 42 0
 RGB: 126 129 137
 HEX: #7f8189

CMYK: 0 82 61 0
 RGB: 233 75 80
 HEX: #e94b50

CMYK: 18 25 30 0
 RGB: 216 194 178
 HEX: #d8c2b2

CMYK: 77 54 10 0
 RGB: 75 111 170
 HEX: #4b6fa9

NEWS!

TRY FOR FREE

Material – How it can look

Here are some examples of how different kind of material can look. Full page adverts in magazines, flyers, social media etc.

Mousertrapper

Made in Sweden.

DESIGN SOM FÖRENKLAR VARDAGEN.
 Mousertrapper är designad, utvecklad och tillverkad i Sverige, och vi är stolta att ha total kontroll över hela processen.
 Design är något av det viktigaste vi har. Attraktiv design får oss att vilja använda en produkt, medan funktionell design gör det användarvänligt. Mousertrapper fölvs av kontinuerligt på båda dessa aspekterna.
 Vi strävar alltid efter att göra våra produkter så utseendemässigt tillfredsställande som möjligt utan att kompromissa funktionalitet. Det är med funktionell design som vi erbjuder den bästa hjälpen till våra kunder.

MOUSERTRAPPER ALPHA

MOUSERTRAPPER.COM

För alla utan höj- och sänkbart matbord.

SITT-STÅ. STÅ-SITT. MÅ BRA MED STANDFRIEND.
 Att jobba hemifrån kan vara en utmaning i sig. Att dessutom jobba ergonomiskt kan vara ännu svårare – men inte med en Standfriend! Standfriend är ett flexibelt ståbord som är perfekt om du vill ha möjligheten att variera mellan att stå och sitta.
 Vi står alla bättre av en varierad arbetsposition. Standfriend är en smidig lösning för att enkelt variera din position på hemmakontoret. Oavsett om det är i köket, gästrummet eller kontoret.
 Standfriend är också enkel att förvara då den ihopfällbara plattan konstruktionsen inte tar mycket plats. Häng den på väggen eller stuvna undan den när du inte behöver den.

Mousertrapper

Vältä hiirikäden muodostumista ja niskahartiaseudun turhia kiputiloja!

Mousertrapper Niskäpöytä ehkäisee hiirikäden sormityöstä ja muista väkivoimista aiheutuista vaurioista ja kivusta. Niskäpöytä on ergonomisesti suunniteltu ja se auttaa vähentämään niskäpöytien aiheuttamia kiputiloja ja vaurioita. Niskäpöytä on ergonomisesti suunniteltu ja se auttaa vähentämään niskäpöytien aiheuttamia kiputiloja ja vaurioita.

MOUSERTRAPPER

Har du känt av padelarmbåge?

Då kan vi hjälpa dig med ett skonsammare arbete vid datorn.

Vad har en centrerad mus med padel att göra?
 När du arbetar vid datorn med en traditionell mus uppstår belastning i arm, skuldra och nacke. Detta leder ofta till besvär som musarm, vilket är likt padelarmbåge. Arbetar du istället med en Mousertrapper jobbar du centrerat med en bra ergonomisk arbetsställning där armarna är nära kroppen och händerna nära tangentbordet. Detta ger mindre belastning och hjälper även till att förebygga musarm samt lindra existerande belastningsskador. Text att bli av med din padelarmbåge snabbare!

TESTA GRATIS!

Oavsett om du lider av padelarmbåge eller bara vill jobba mer ergonomiskt kan du prova en Mousertrapper gratis i 14 dagar. Pröva med oss så hjälper vi dig direkt eller skanna QR-koden och tryck i formbrevet.

MOUSERTRAPPER.COM

Your best support!

Mousertrapper

Product images

We have both clipped images of all our products and images in working environment.



Mood/complementary images

Here are examples of complementary images that can be used both by themselves and together with product images. They can also be used as backgrounds.



