

Brand Guidelines



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Q: Who are these guidelines for?

A: Everyone at Mendix and our partners

These foundations are meant to help everyone at Mendix create and identify what is considered “on-brand.” While this document will be useful for all, it is especially geared with detail that will help practitioners of design create materials that fit with the Mendix Brand.

It’s important to note that the Product Design team also has its own principles, color, typography style guidelines which it is employing for the product UI.

Where logical, product and marketing creative will intersect to ensure overall brand coherence.

Q: Can I share these guidelines?

A: Yes!

While employees of Mendix will find these guidelines most useful, our growing ecosystem of Partners could use these guidelines to further understand Mendix’s brand vision and our core beliefs.

This document will continue to evolve just as the brand does. If you think something is missing or have any questions please reach to us via our Confluence Space.



Mendix Brand Strategy

Vision

Mission

Value Proposition

Attributes

Personality



**A world where ideas
become outcomes.** mx

THE ULTIMATE DREAM AND DRIVING FORCE BEHIND MENDIX.

Mission

**Our mission is to mobilize
organizations to make
better software, faster.**^{mx}

WHY MENDIX EXISTS AND WHAT WE AIM TO ACHIEVE.

**Mendix is the platform
for building digital solutions
that **make an impact.****^{mx}

WHAT MENDIX OFFERS AND THE CHANGE IT ENABLES.

Values

Purposeful

We are intentional with where we spend our time, efforts, and resources ensuring accountability and reliability.

Innovative

We are curious and outcome driven, always looking for a way to turn ideas into reality with our people and our products.

Human-centric

We are focused on creating relationships founded on emotional intelligence, respect, and inclusivity and having fun doing it.

Attributes

 **Established**

Solid foundations for soaring heights.

 **Rapid**

Move fast. Pivot faster.

 **State-of-the-Art**

Staying ahead is the new staying current.

 **Secure**

Safety always, in all ways.

 **Collaborative**

Nothing great is made alone.

Personality

The Mendix Tone of Voice (TOV) is a part of our Brand identity. It helps define how we present our company and our message to the world.

Establishing a Mendix TOV will create a recognizable cadence to copy across the organization.

This framework will establish consistency around how we talk about what we do, who we are, and what we believe.

What you say is as important as how you say it.

Great writing happens when a good story is well told. You can describe the process of tying your shoes with the most eloquent language imaginable and it will still be just an explanation of how to keep your shoes from falling off your feet. If you tell an amazing story of triumph over tragedy or good conquering evil with joyless, dull language—the narrative will fall flat, it won't be fun to read, and your audience won't much care if your protagonist lives or bites it.

The point of the written word—whether those words take the form of a novel or a banner ad—is to engage the reader. To spark their curiosity and get them to ask, “What happens next?”

In the B2B space, content serves a second purpose—to educate. That is, B2B content should inform the reader of a new trend, provide them with a fresh perspective on a complex problem, help them understand a product's return on investment, or teach them how to build an app.

It all begins with an idea. Maybe you want to launch a business. Maybe you want to turn a hobby into something more. Or maybe you have a creative project to share with the world. Whatever it is, the way you tell your story online can make all the difference.

CORE TENETS

Conversational

Your audience, regardless of persona, title, or lead designation, is an actual person. They have a cranky Aunt Bernice, or a precocious puppy, or an adorable toddler – maybe all three.

They love Punk Rock, or fancy cookies, or competitive juggling. The point is – you are a human, communicating to other humans. Don't forget that.

Write in an approachable, natural tone. Don't pepper your copy with buzzwords and empty platitudes. Be direct. Be genuine. If cranky Aunt Bernice would be confused by what you're saying – say it differently.

Bold

Talk about our product, low code, and our place in the evolving technology landscape with the bold authority our collective knowledge and experience warrants.

Compelling

Create interesting content. Engage our audience with relevant subject matter.

Illuminating

Inform, educate, and enlighten. Provide unique insight and perspective.

Reliable

Tell the truth.

Succinct

Get to the point. People are busy.

Mendix Logo Guidelines

Logo elements

Logo usage



The Logo

Keyboards. Windows. Elements. Applications. Even floppy disks. Squares. A simple shape, a building block in which the combination of each creates incredible things. This is the ethos of the Mendix logo. A simple, rounded square with our “MX” in the bottom left corner acknowledges that we are a part of this composition but rarely at the center. The focus is space is still to be filled by our customers, leaving room for their business changing, life enhancing ideas to become reality.



Logo Elements

WHAT'S INSIDE

Types of logos

Logo colors

Dos and don'ts

CONTACT



design

The letters 'mx' in a bold, lowercase, blue sans-serif font, positioned inside a large blue rounded square frame.

Types of logos

PRIMARY LOGO IN MIDNIGHT



WORDMARK IN MIDNIGHT

mendix

SOLO FRAME IN MIDNIGHT



PRIMARY LOGO IN WHITE



PRIMARY LOGO IN MENDIX BLUE



WORDMARK IN MENDIX BLUE

mendix

SOLO FRAME IN MENDIX BLUE



WORDMARK IN MIDNIGHT

mendix

This primary logo for Mendix, displayed in Midnight. For special brand moments, the logo may appear in Mendix Blue, but only on white/light-neutral backgrounds.

The wordmark can stand alone as long as the primary logo is somewhere else within the asset. We use this treatment in the website navigation where space is limited.

The Solo Frame with MX is used for special moments and within the product. At smaller scales the MX is adjusted to take up the center width of the frame.

SOLO FRAME IN WHITE



[Download Primary Logo Package](#)

[Wordmark in Midnight](#)

[Solo Frame in Midnight](#)

The logo can also be displayed in white when placed on dark backgrounds. Two common colors for this are Midnight and Mendix Blue.

Siemens Tagline

Occasionally we need to demonstrate our strong connection with Siemens. In these instances we add "A Siemens Business" as a tagline to the logo and optically adjust the placement of the "MX" and wordmark to accommodate.

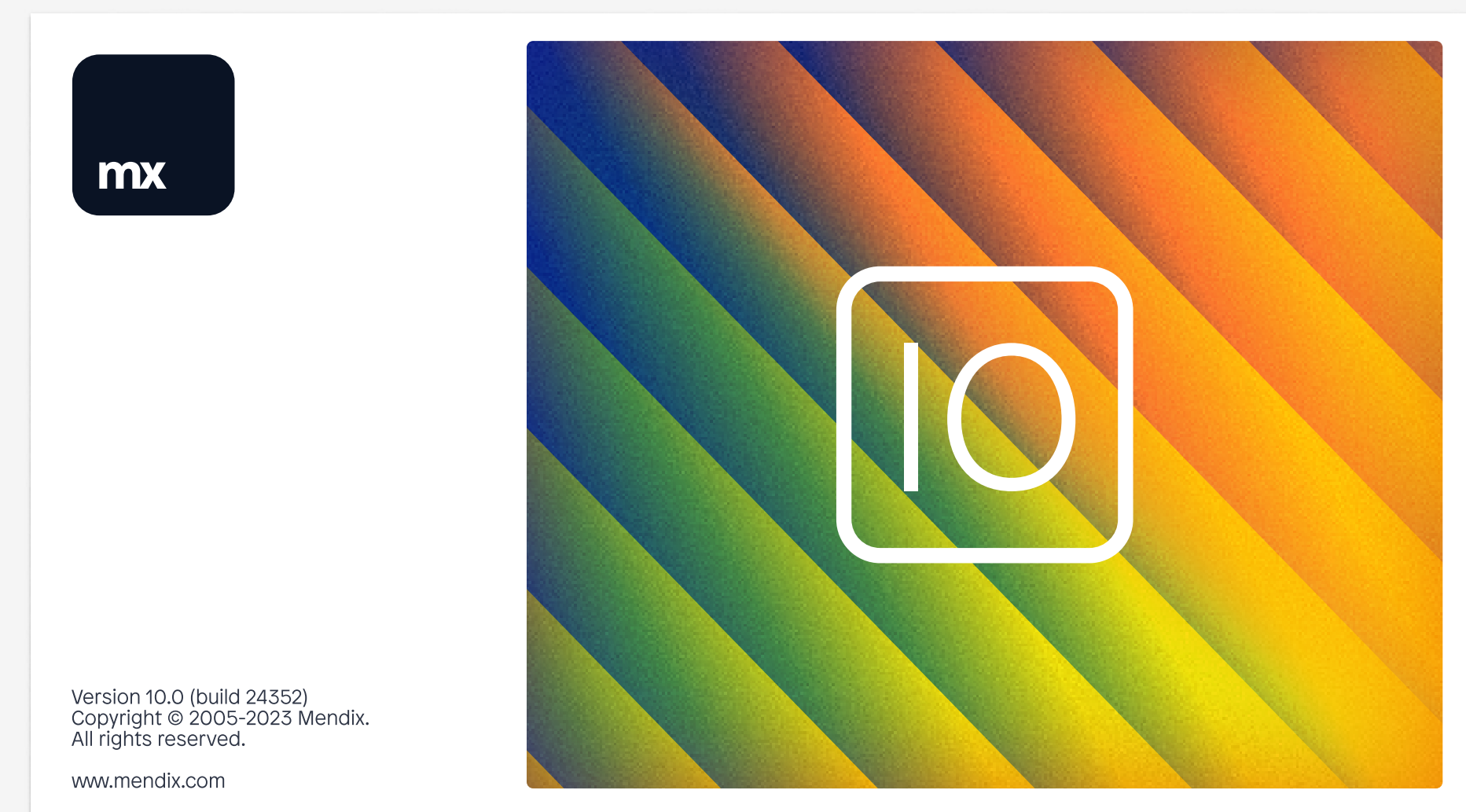
 [Siemens tagline logo](#)



Filled MX Frame

For brand campaigns and other core brand moments, we employ the Frame as a graphic device to tell a story, clarify a point, or bring emphasis to a design. In these instances the logo may be modified to use a filled solid Frame with the MX subtracted or displayed in appropriate contrasting color (depending on the design of the piece).

Our preferred method is to only use the Wordmark in this instance but there may be exceptional cases where it's necessary. We also employ a filled "MX" Frame for product applications. In this use case, the user is inside the product, virtually having entered Frame or our domain



Frame Outline

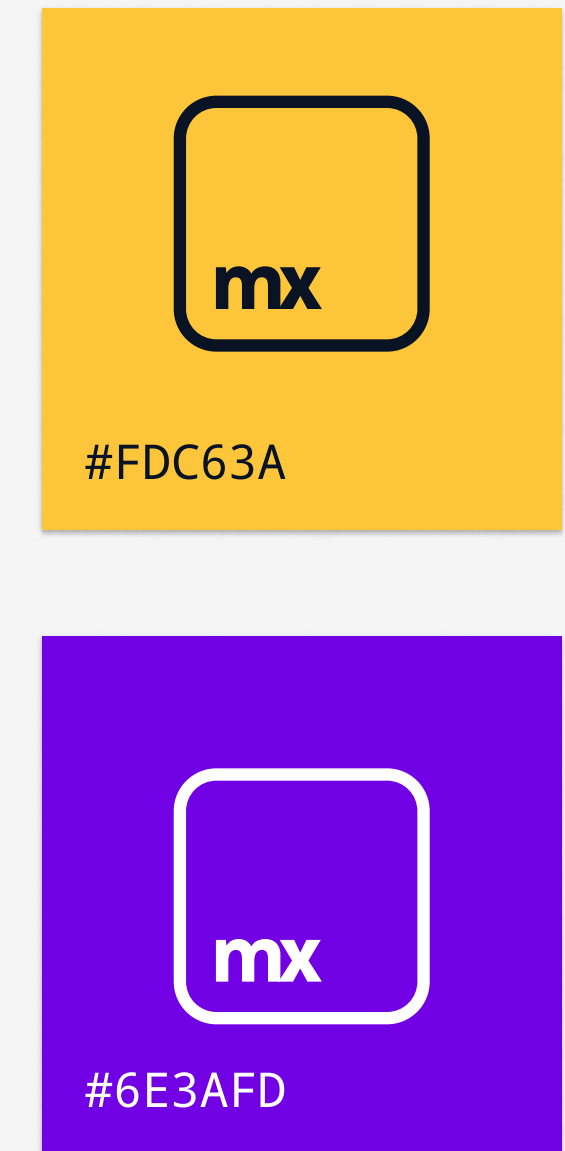
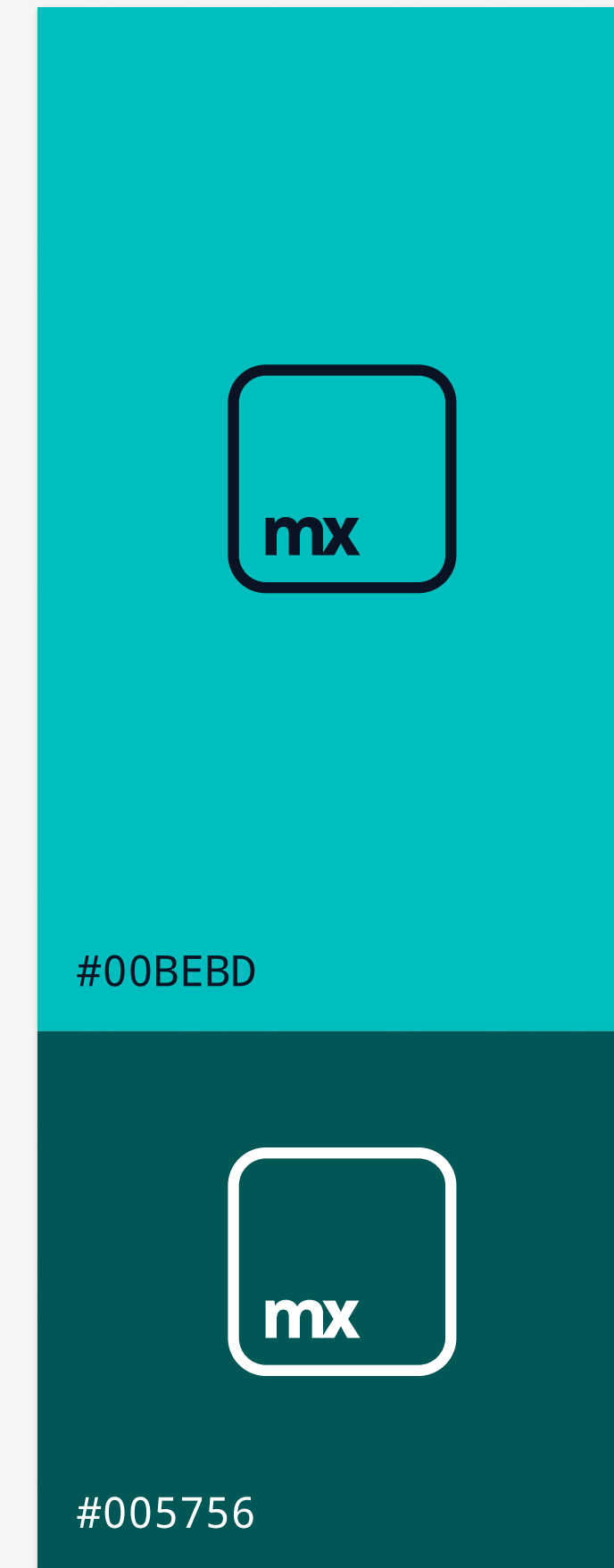
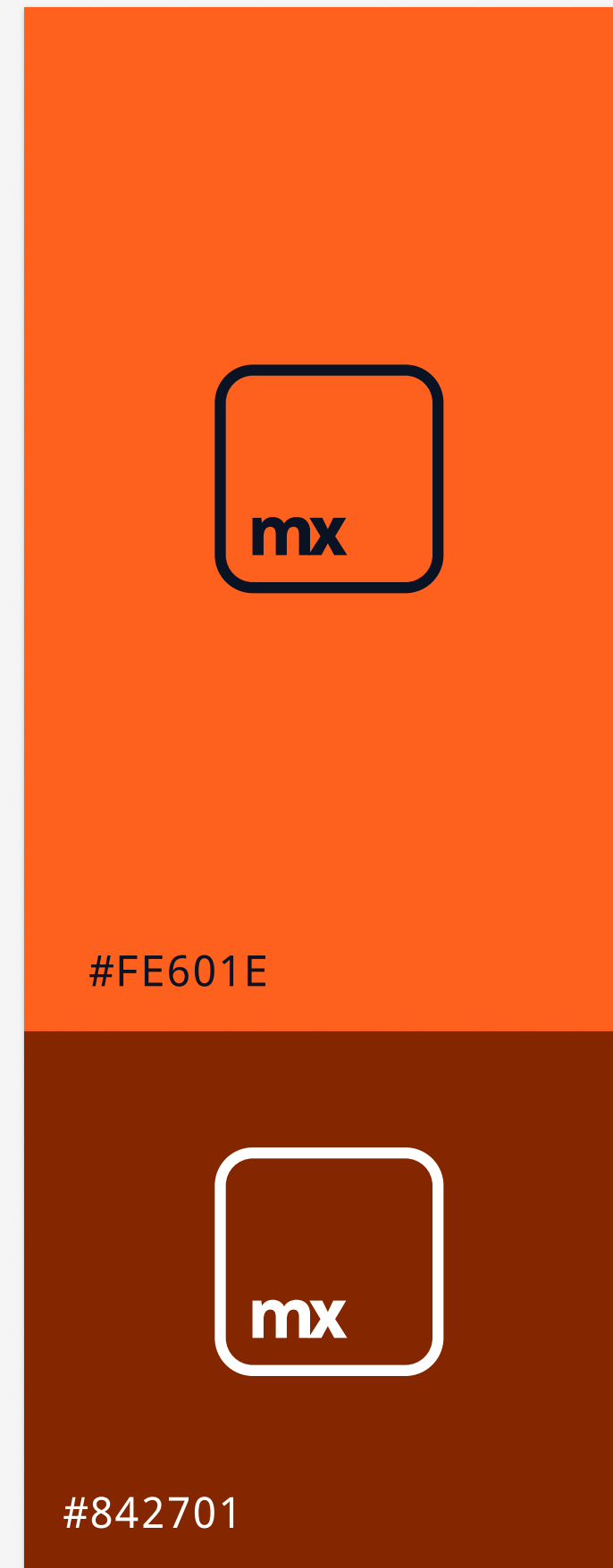
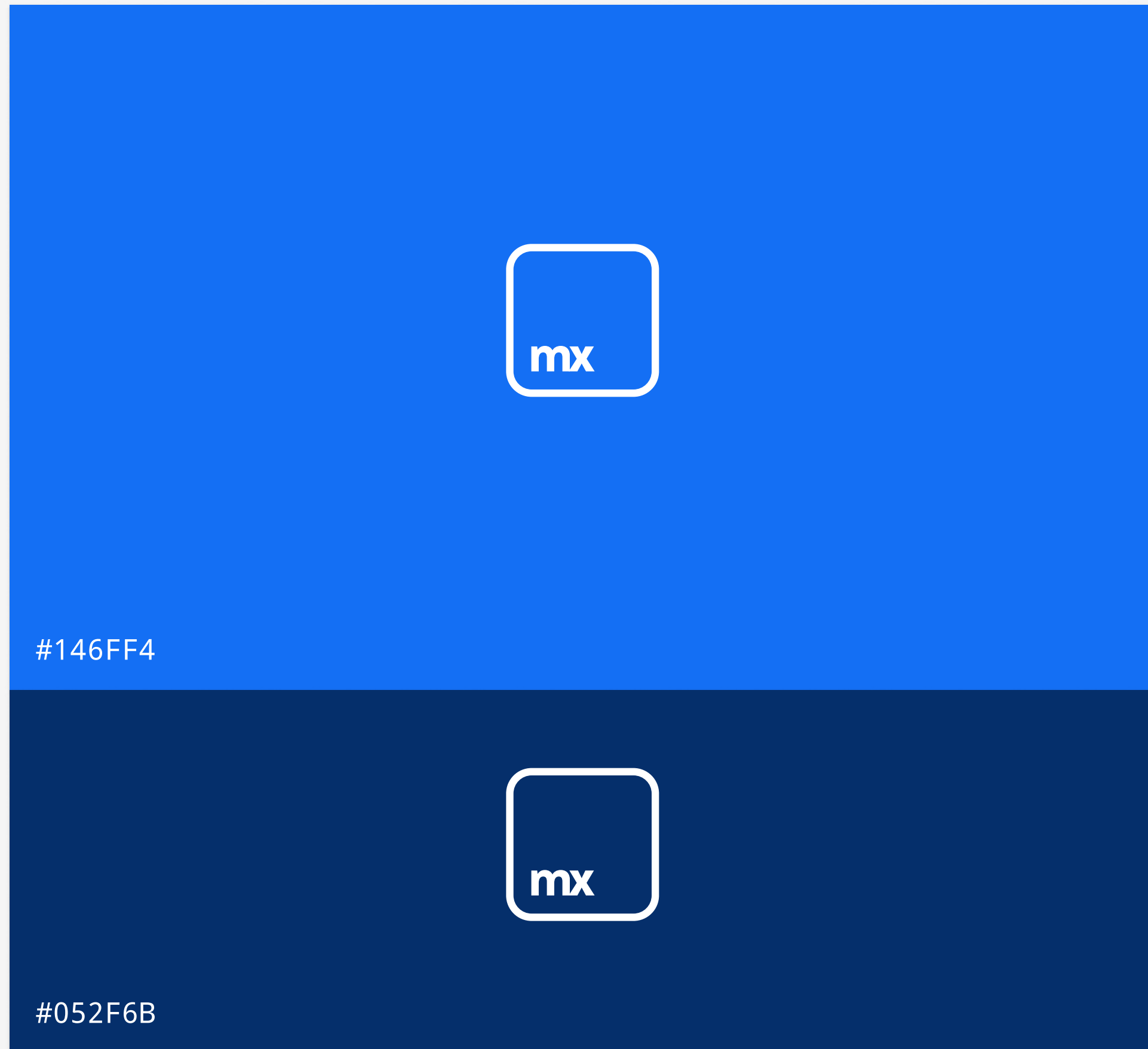
Occasionally, we will adjust the frame color of the logo to punctuate the color use of artwork in a design. This can be extremely effective when drawing a connection to visual metaphors. It's important that it be done intentionally and only when it enhances the meaning or impact of a design.



Logo Colors

High contrast is essential for legibility and accessibility. Please only use the white logo against very dark background colors.

WCAG 2.1 level AA requires a contrast ratio of at least 4.5:1 for normal text (14px) and 3:1 for large text (above 18px). See contrast ratios below.



Don't do this



✘ Don't place the frame after the wordmark



✘ Don't put the wordmark in a different font.



✘ Don't add a gradient fill



✘ Don't add a drop shadow



✘ Don't use an outdated logo



✘ Don't replace approved taglines



✘ Don't display the "MX" and "Mendix" in different colors



✘ Don't add a stroke outline

Logo Usage

WHAT'S INSIDE

Logo over images

Placement

Sizing

Grids

Video

Co-branding



mx

Logo over images

Our logo is placed on almost every piece of collateral that we create. In most cases we try to create designs that separate the logo from being displayed on top of a main image or illustration.

At times the logo will need to be placed over imagery, in this case be sure that the logo is placed on the least noisy part of the image, preferably in one of the corners.

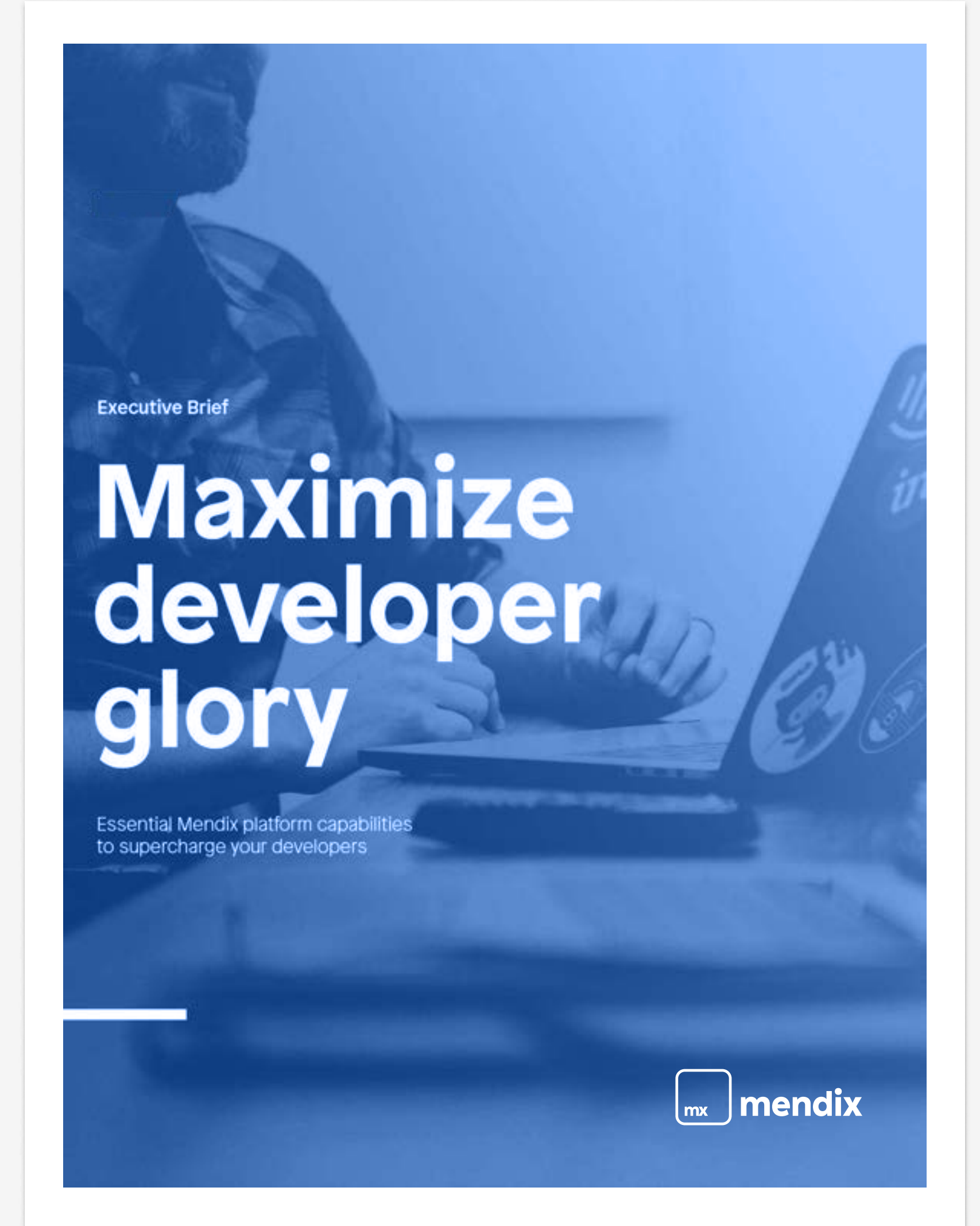
Alternatively, we will use a brand color to wash the image out and create a background that does not contrast harshly with the logo or content placed over it.



✔ Give logo enough space to breath and be legible



✘ Don't place logo over a busy image

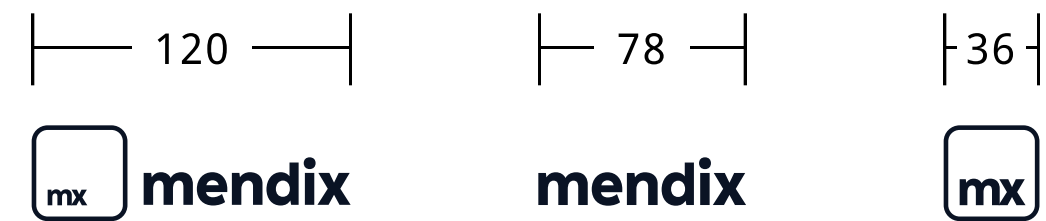


Sizing

As a general rule, the logo is usually sized at 20% of the canvas width 600px and above. If you're canvas is below 600px, use a minimum width of 120px to display the logo at.

For canvases below 300px, consider using just the MX Frame or the wordmark alone.

MINIMUM SIZING (IN PIXELS)



✓ Uses the minimum width



✗ The logo is way too small

This add is designed and displayed at 300px by 250px for a LinkedIn In-mail campaign. Instead of displaying the logo at 60px (20% * 300px) we use the minimum width size of 120px.



✓ Logo is displayed at 20% of the 600px canvas width



Co-branding

Co-branding shows a partnership between Mendix and another company and represents an exchange of credibility between brands. We use co-branded logos where both brands have ownership, like a collaborative white paper or presentation related to our partnership.

Before you use a co-branded logo, it is your responsibility to obtain and understand the right permissions from Mendix and the partner or customer. Carefully follow the standards for using a partner's logo just as you would for Mendix's.

The partner's brand standards are usually available upon request.



- ✔ Separate the two logos with a line 50% the stroke of the Frame with “X” width between.
By default the two logos should have the same height, but you may need adjust this optically for visual balance



- ✔ You can abbreviate a co-brand if the Mendix logo is located in full nearby, for instance, on our website.

External Sub-branding

When we are speaking with our engaged audiences belonging to specific Mendix communities it can be extremely helpful to abbreviate Mendix and introduce slight branding around the program.

These are generally used with audiences who are already familiar with Mendix and with whom we hope to build community and create dialogue.

 **academy**

 **academy**

 **community**

 **community**

 **university**

 **university**

 **experience**

 **experience**

Industry Sub-branding

When possible we prefer to use our standard logo paired with messaging that resonates with an industry.

However, there may be times when a tagline that endorses Mendix's activities in an industry can add clout and trust. In these special circumstances, a "for Industry" tagline may be appended to the logo.

NOTE:

This is a special use case and when used, it should not be paired with another version of the logo that also uses a tagline (i.e. another industry or "A Siemens Business").



Partner Endorsements

The Partner Emblem is employed by brands who have a special relationship with Mendix and its technologies. We have 5 Partnerships reflected in the badges on this page:

1. General
2. Certified Support
3. ISV
4. App Factory
5. Academy

For general partners we have 4 levels:

1. Authorized
2. Silver
3. Gold
4. Platinum

There are three treatments that can be employed by a partner: Color, Black, and White, depending on the environment which it is being placed.

PARTNER TYPES



PARTNER LEVELS



COLOR VARIATIONS



Mendix Color Guidelines

Primary colors

Secondary colors

Color balance



Primary colors

Mendix Blue

PURPOSEFUL & SECURE

Blue has been a part of our brand palette since Mendix was founded in 2006. Mendix Blue is the primary spot color that we use for the most important CTAs and important brand moments.

Mendix Dark Blue pairs well with Mendix Blue and can be used in place of Midnight when you want a more dramatic tone but not quite as dark as Midnight. **Mendix Light Blue** is perfect for the instances when a blue is needed but our primary Mendix Blue is too rich or dark.

Midnight

ESTABLISHED

Midnight is our primary dark color. In many ways we use it in place of black. You can think of it as the darkest neutral that works with and extends the use of Mendix Blue. Midnight is also the main color that is paired with the secondary palette. **Twilight** is a slightly lighter shade of Midnight and is useful when subtle contrast is needed against Midnight or when Midnight is simply too dark. **Daylight** is primarily used as a background color.

White

CLARITY

White is often an unspoken, but equally important color. White adds clarity and should be used in whatever you create. It's used for text on Midnight and large fills and backgrounds.

RESOURCES

[Color Palette](#)

MENDIX BLUE

HEX: #146FF4
CMYK: 92,23,0,0
RGB: 20,111,244
PMS: 2194 C

MENDIX DARK BLUE

#052F6B

MENDIX LIGHT BLUE

#A7C9FB

MIDNIGHT

HEX: #0A1324
CMYK: 100,63,16,78
RGB: 10,19,36
PMS: 2965 C

NIGHT

#1F2633

TWILIGHT

#1F2633

MOONLIGHT

#E2E2E2

DAYLIGHT

#F3F3F3

WHITE

#FFFFFF

Secondary Colors

Our secondary palette is inspired by three of our Brand values and use these words as the foundation of a color palette that is bold and energetic.

IGNITE ORANGE

RAPID

Orange represents the rapid, frenetic nature at which business and technology change. Mendix is a key component in conquering such change.

ENERGIZE GREEN

STATE-OF-THE-ART

Green represents powering on and getting going. Being on the cutting edge encourages growth both in the mind and wallet.

NURTURE AQUA

COLLABORATIVE

Somewhere between blue and green, this aqua inspired color represents that ebb-and-flow dynamic that is present in the best collaborations.

Most closely related to Siemens brand colors, Nurture can be used as a leading color when you want to show a stronger tie to our parent company.



It's important to note that the Product Design team has its own color style guidelines which it employs for the product UI.

IGNITE

HEX: #FE601E
CMYK: 0,73,87,0
RGB: 254,96,30
PMS: 172 C

DARK IGNITE

#842701

ENERGIZE

HEX: #C6D92F
CMYK: 25,0,98,0
RGB: 198,217,47
PMS: 381 C

DARK ENERGIZE

#565F11

NURTURE

HEX: #00BEBD
CMYK: 76,0,38,0
RGB: 0,190,189
PMS: 3262 C

DARK NURTURE

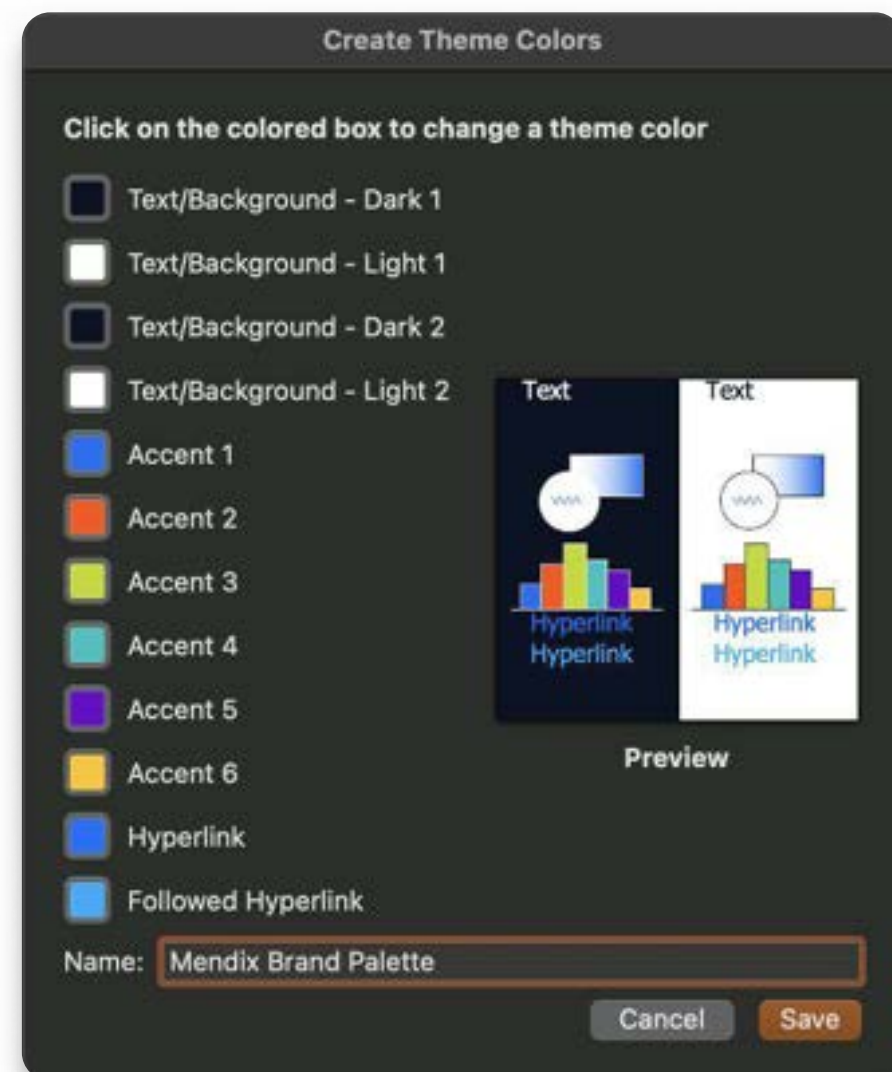
#005756

Extended Colors

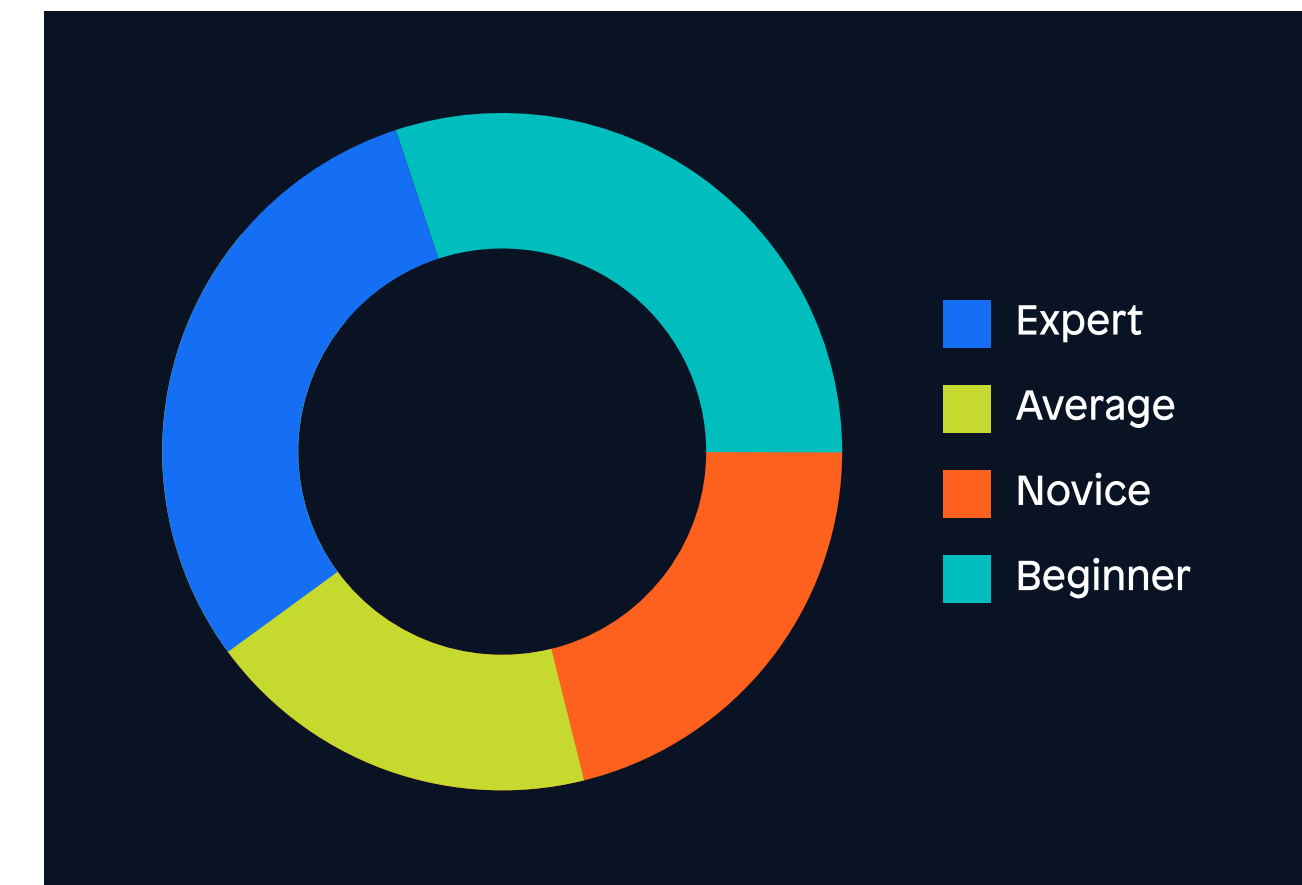
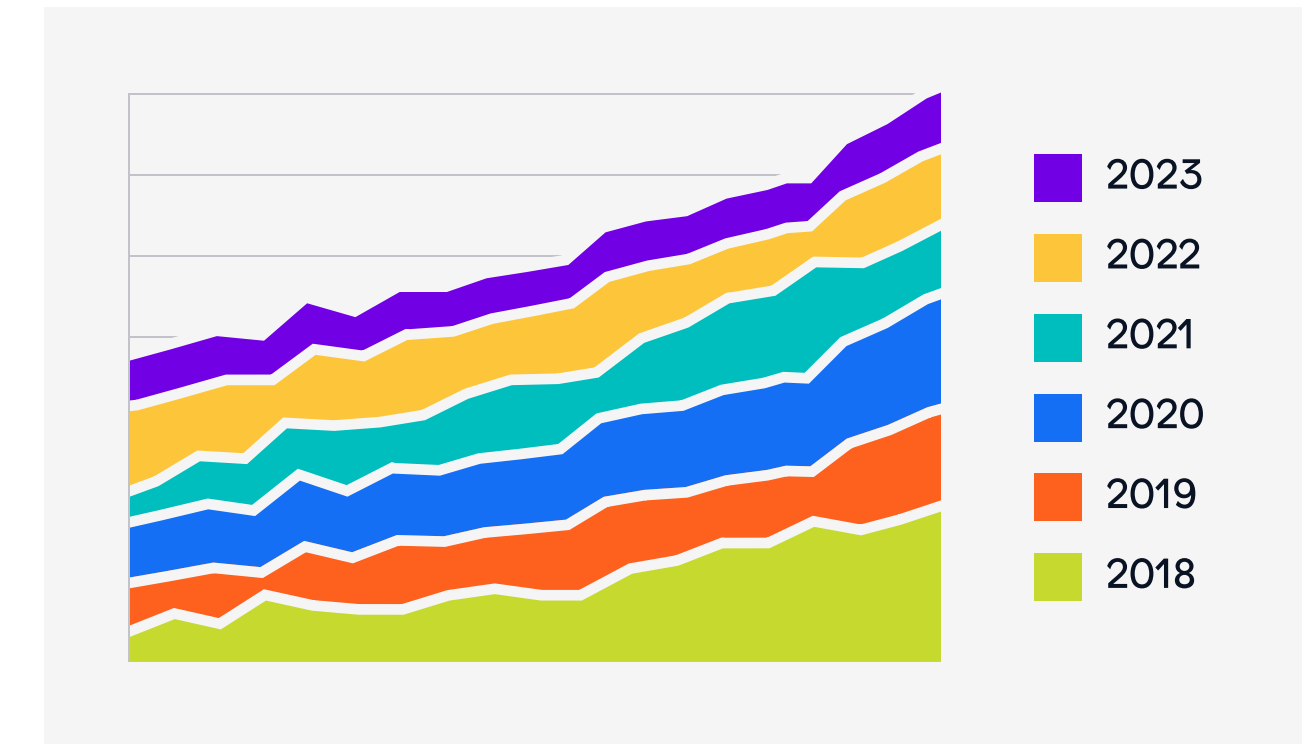
Our extended palette is used sparingly and only in the smallest of instances. This array of colors also comes in handy in charts and graphs. Just make sure that your use of color is adding meaning and not just decoration.



In **PowerPoint** you will see our Primary, Secondary, and Extended Colors listed as accents. This is especially helpful with information graphics where color can help differentiate meaning.



EXAMPLES



! Be aware that color blind individuals may struggle to differentiate one color from another. Symbols and patterns can be more accessible in many situations.

Color Balance

60-30-10

For most compositions we follow the 60-30-10 guidance when it comes to color usage.

The idea is simple. When you choose a new color palette, 60% of the palette is dedicated to the dominant color — usually, we call it neutral.

Secondary, or complementary colors, make up 30% of the palette, and a third accent color is used for the remaining 10% of the design.

In general, our secondary palette is employed in the 10% proportion and should be paired with other neutrals like Midnight, White, Daylight and occasionally Mendix Blue.

If using the extended palette, it should only be paired with neutrals like Midnight, White and Daylight. In general, multiple extended and secondary colors should not be combined except for things like charts or other information graphs where an array of color could help distinguish or add meaning.

60

MIDNIGHT

30

MENDIX BLUE

10

WHITE

IGNITE

ENERGIZE

NURTURE

Mendix Typography Guidelines

Overview

Type elements

Type usage



Type Overview

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 [Download Font Package](#)

HOW TO INSTALL FONTS

 [Windows](#)

 [Mac](#)

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Primary Typeface

Patron

The Patron typeface is a collection of highly functional weights that share a clean, modern look without being too sterile or lifeless. It is assertive without being loud, and human without being too informal.

This typeface allows Mendix a wide range of typographical flexibility. The typeface was created by Timo Gaessner in 2014 via Milleu Grotesque, a digital type foundry based in Portugal with roots in Germany and beyond.

Patron Black should be used for headlines and major statements. Patron Light is used for subheads that support headlines and body copy.

Aa

Patron Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@ \$%^&*()<>?/**

Aa

Patron Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@ \$%^&*()<>?/**

Aa

Patron Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@ \$%^&*()<>?/

Patron Black
Patron Bold
Patron Medium
Patron Regular
Patron Light
Patron Thin

Accent Fonts

We have tied each of our accent typefaces to a specific brand attribute that it reinforces. These fonts are rarely used in combination with one another but are typically paired with some style of Patron.

BEBAS NEUE

This typeface is bold but condensed and allows a lot of information to be packed into a tight space. Think of this type as our loud hello when you first meet us. In most cases, it is a substitute for headlines that might normally be set in Patron Black.

Pair with: Patron Light

NOTO MONO

This monospace font is our go-to code display face for blogs, but is also used as the kicker text with headlines to punctuate important information. Being a monospace typeface it also evokes a tech-y coder vibe which can be useful especially with a technical audience.

Pair with: Patron Black, Bold

PALMER LAKE

This slanted, hand-written style font is a nod to our human-centric value and evokes ideas of note taking and collaboration. It's all caps structure gives it a demeanor of seriousness without being too decorative.

Pair with: Patron Black, Bold

BEBAS NEUE
INNOVATION

NOTO MONO
PURPOSEFUL

PALMER LAKE
HUMAN-CENTRIC

Localization

Patron does not have support for every language. We employ Noto Sans in these instances as it is a Google Font and universally available.

Patron

ENGLISH

**Accelerate enterprise
app development**

FRENCH

**Accélérer le développement
d'applications d'entreprise**

GERMAN

**Beschleunigen Sie die
Entwicklung von
Unternehmensanwendungen**

Noto Sans

CHINESE

加速企业应用开发

JAPANESE

**エンタープライズ アプリの開発
を加速**

KOREAN

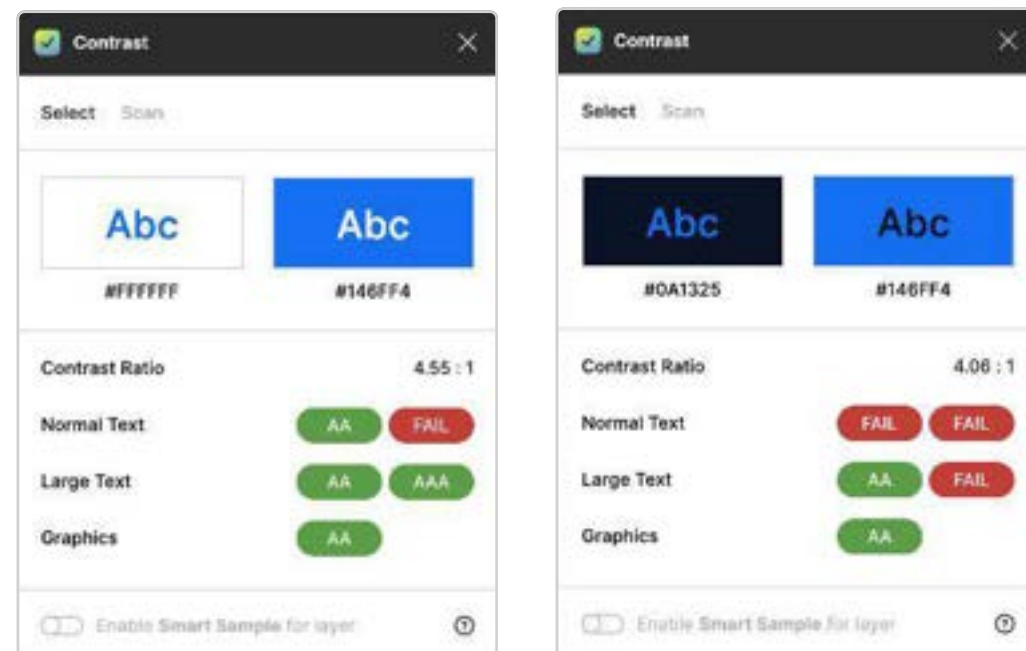
엔터프라이즈 앱 개발 가속화

Color Accessibility

Our recommended background colors are optimized for accessibility and legibility. Type should generally be executed in Midnight on light backgrounds and in white on dark backgrounds.

WCAG 2.1 level AA requires a contrast ratio of at least 4.5:1 for normal text (14 px) and 3:1 for large text (above 18 px).

In the examples, we have noted which color type is acceptable to use on each color from the palette.



Quickly check your color combinations with the Contrast plugin from the Figma Community.

[Run the Contrast plugin](#)

MENDIX BLUE
#146FF4

Large Text
Large Text

Normal text
#052F6B

Large Text

Normal text

IGNITE
#FE601E

Large Text
Large Text

Normal text
#842701

Large Text

Normal text

ENERGIZE
#C6D92F

Large Text

Normal text
#565F11

Large Text

Normal text

FLOW
#00BEBD

Large Text

Normal text
#005756

Large Text

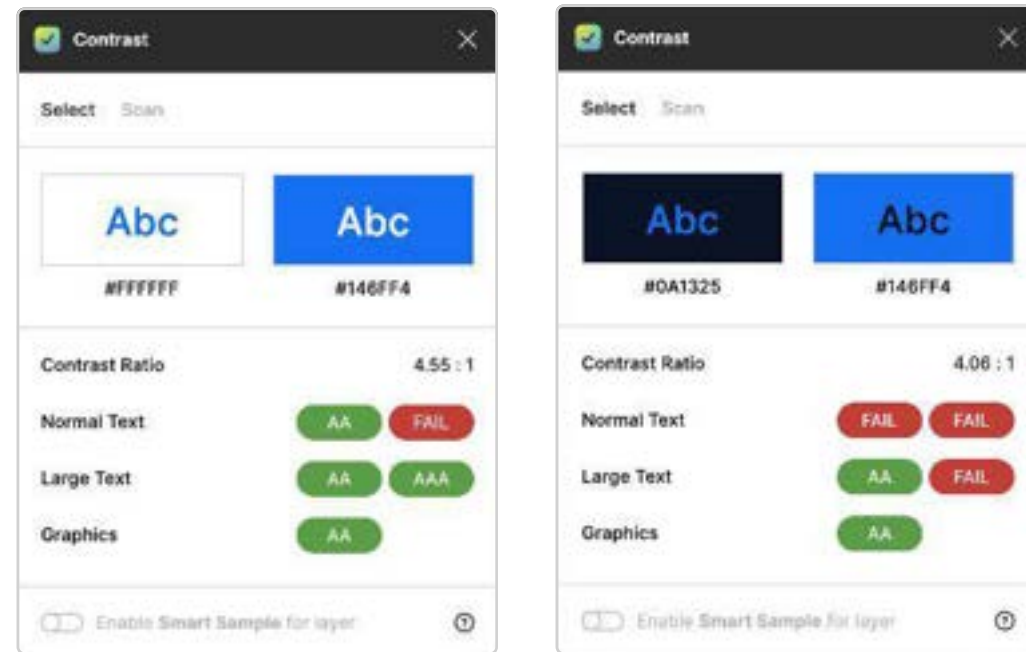
Normal text

Color Accessibility

Our recommended background colors are optimized for accessibility and legibility. Type should generally be executed in Midnight on light backgrounds and in white on dark backgrounds.

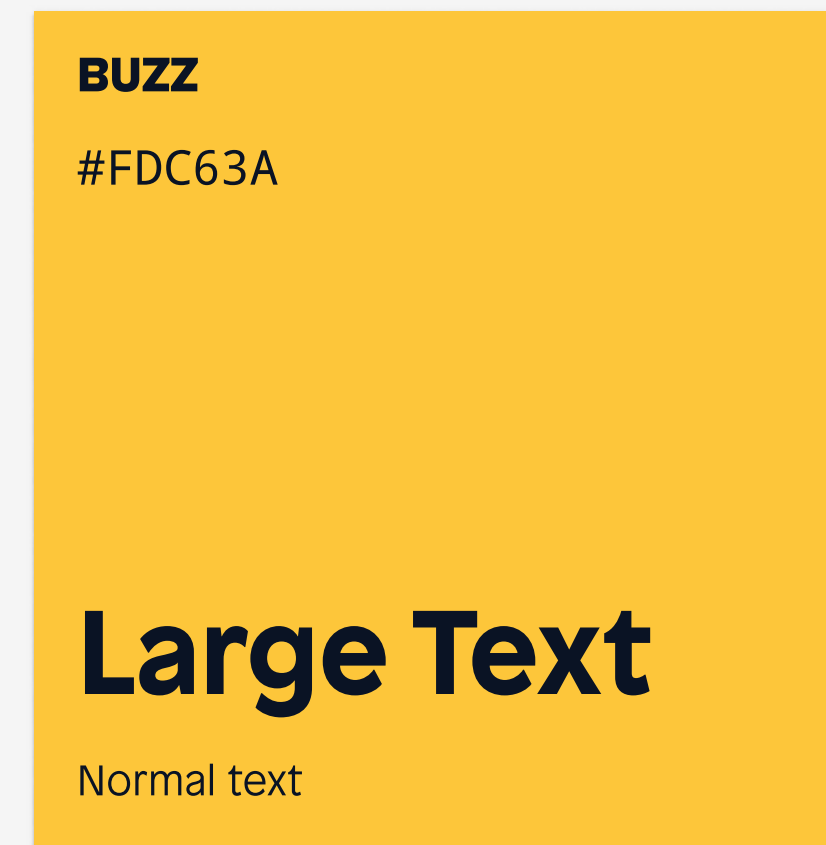
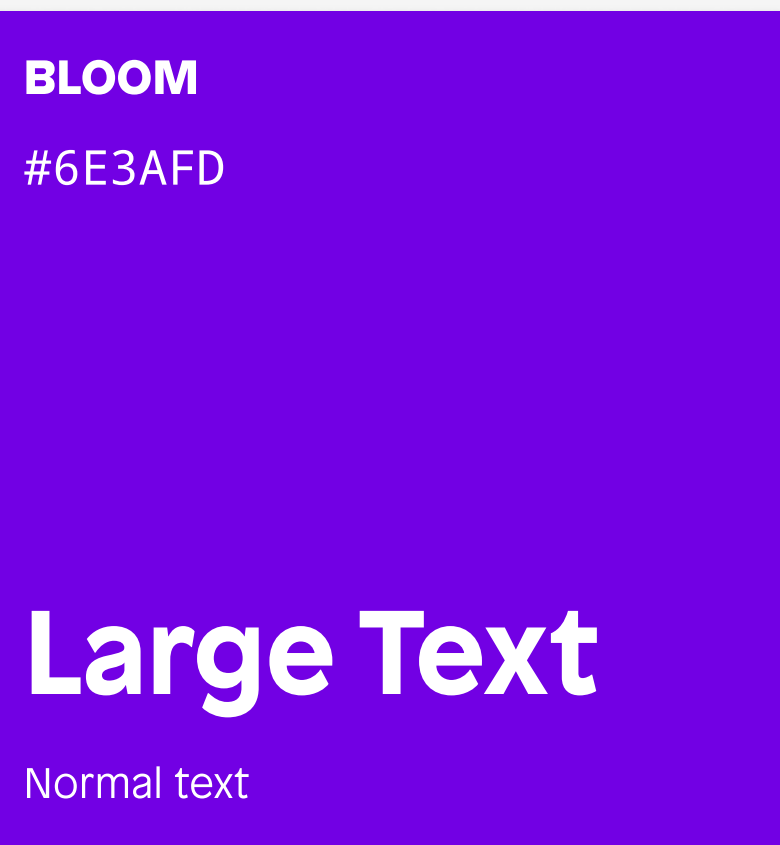
WCAG 2.1 level AA requires a contrast ratio of at least 4.5:1 for normal text (14 px) and 3:1 for large text (above 18 px).

In the examples, we have noted which color type is acceptable to use on each color from the palette.



Quickly check your color combinations with the Contrast plugin from the Figma Community.

 [Run the Contrast plugin](#)



Mendix Graphic Elements

The Frame

Icons

Illustration

Product Visuals

Photography



The Frame

WHAT'S INSIDE

The concept

Use cases

Dos and don't's



The concept

The Frame is the essence of our new brand platform and serves as the primary visual device used to articulate most valuable context for a given view.

The potential articulations of the frame are as endless as the solutions of which Mendix is capable, but there is one constant: it is the window through which we see what is possible, and the doorway through which we pass in order to achieve it.



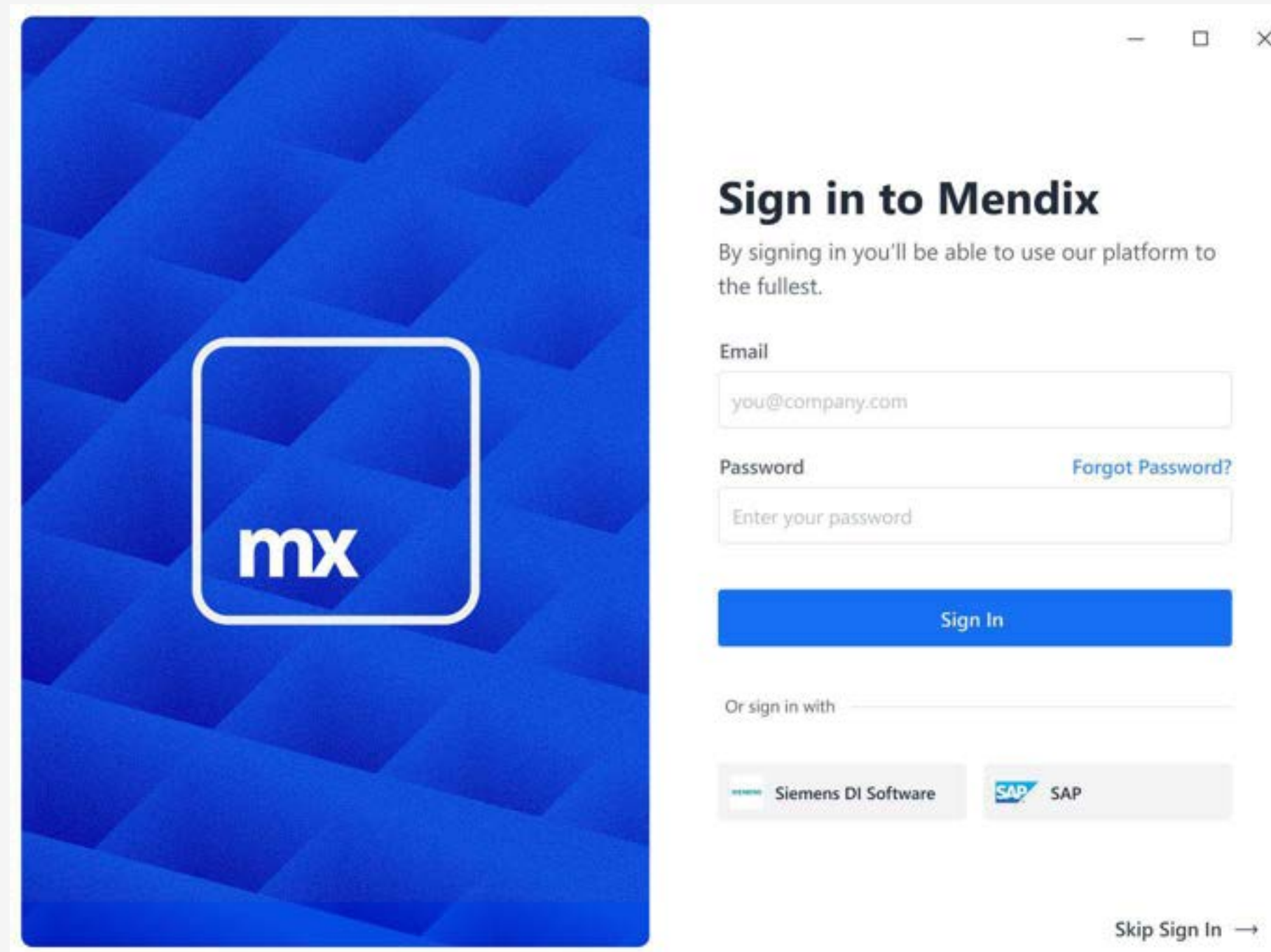
Outline vs. Fill

Entry Point

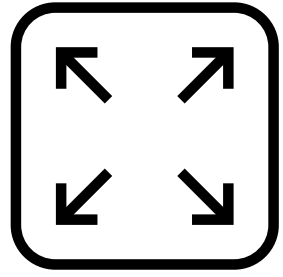
The frame, when outlined, is akin to an open window. It is an entry point into something better, something faster, and something overflowing with possibilities.

Destination

The frame, when filled, is where the rubber meets the road. Present within the product itself, the filled frame appears when you're ready to hit the ground running.

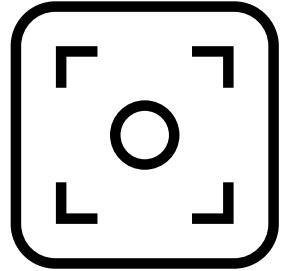


Focus and Zoom



Observe the problem in high-fidelity at any altitude.

Mendix allows users to view their challenges, no matter the scale, at eye-level and at 30,000 feet simultaneously.



View with clarity by eliminating noise.

Mendix brings focus to otherwise cluttered and dense problems.



Endless Articulation

Illustration

The frame is a living design device, and the ways in which it is used continues to grow and expand.

Animation

Adding motion to the equation only broadens the number of ways in which it can be applied.



Icons

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 [Download Icons](#)

 [Access in Figma](#)

CONTACT

 [central-design-systems-team](#)



Overview

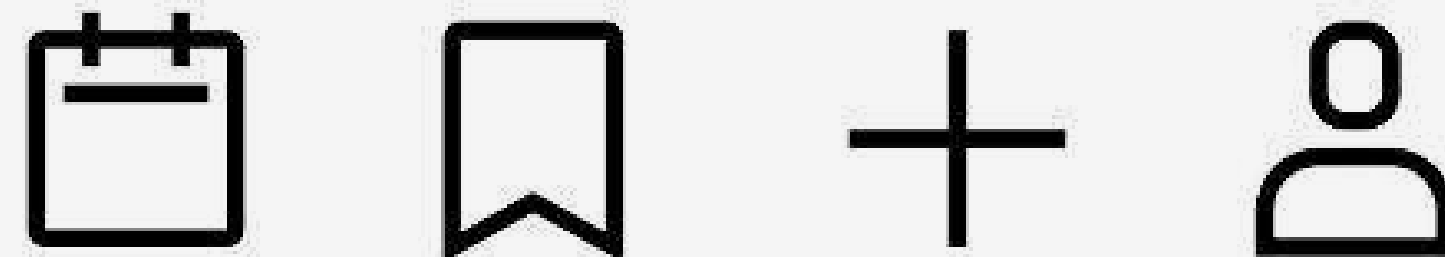
Mendix icons are used across different brand touch points - from marketing and advertising, to environmental and product.

They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.

You can read more about the concept and creation process of our custom icon set on the Central Design Team's Confluence page.



-line



-filled



RESOURCES

[Creation Process](#)

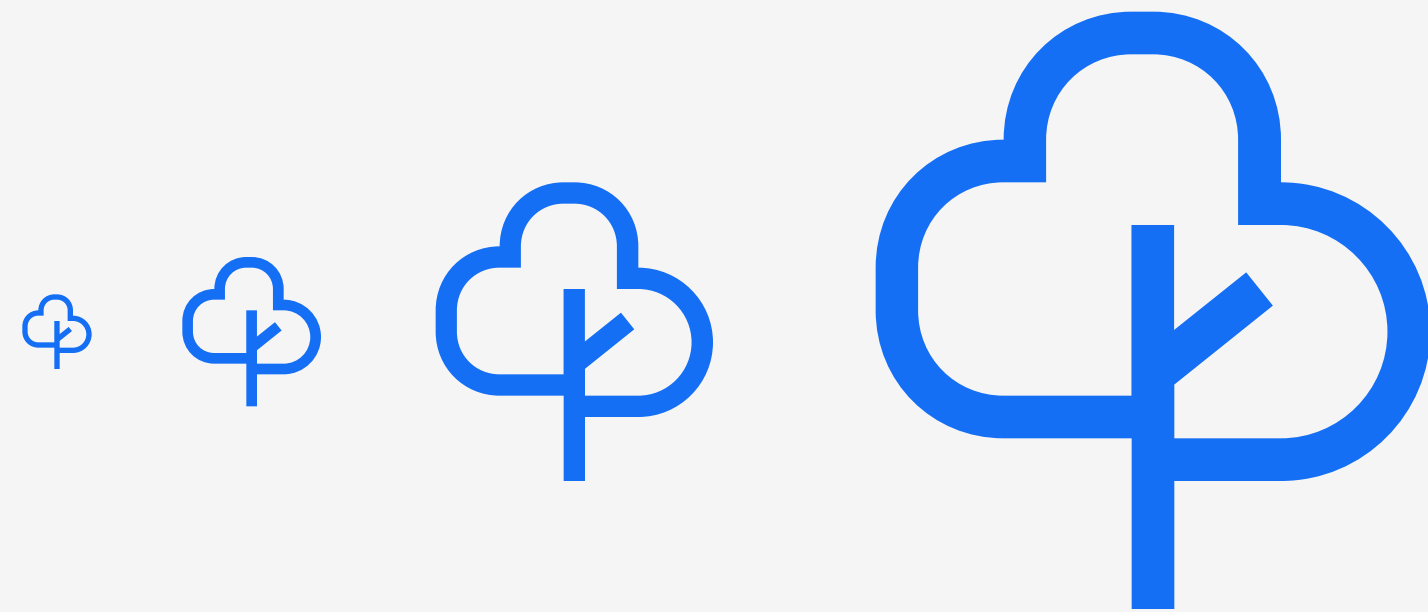
Sizing and color

Icons are best used to represent a small piece of text at a conceptual level. They can bring clarity and help organize information and provide visual interest. Be careful to not use too many, as this can often create more confusion, instead of less.

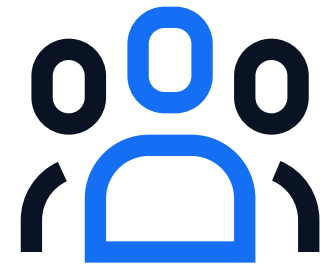
Follow the same color-use guidelines for accessibility as typography. In general, stick with Midnight, Mendix Blue, and White to display icons. If using the secondary palette, do so sparingly and in alignment with accessibility standards.

Generally, the smallest we will display an icon is 32px and the largest is 256px.

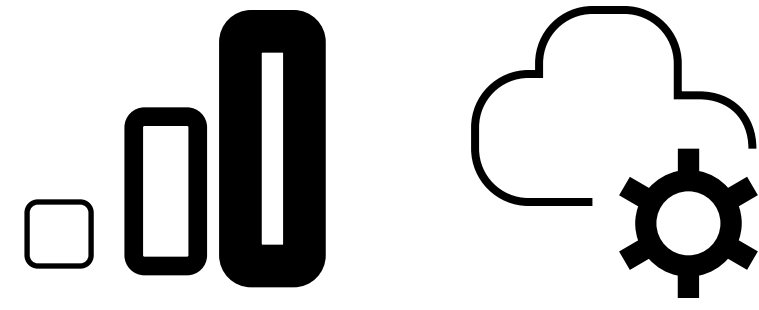
| 32 | | 64 | | 128 | | 256 |



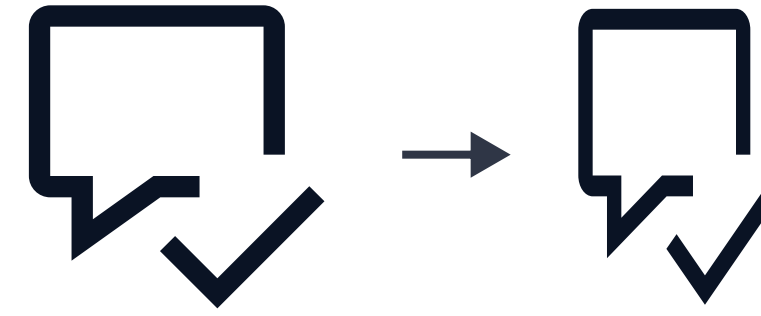
Dos and don'ts



❌ Don't use the icon in multiple colors



❌ Don't edit the stroke width



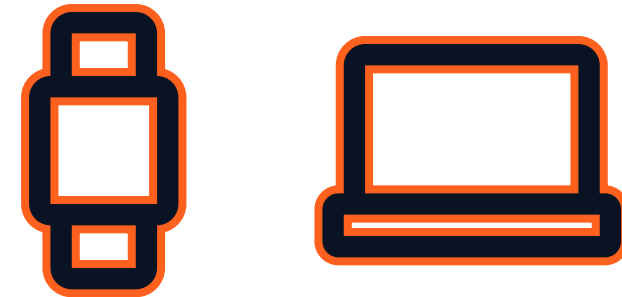
❌ Don't distort the icon



❌ Don't use icons you find on the internet



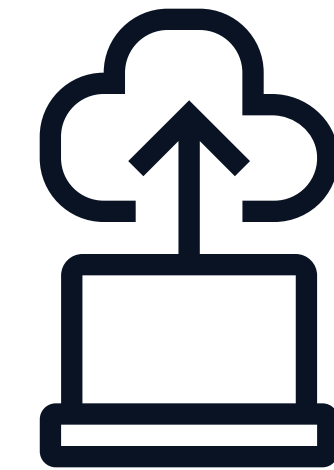
❌ Don't used filled and line icons together



❌ Don't add a stroke to the icons



❌ Don't use different sizes side-by-side



❌ Don't combine icons into illustrations

Requests

Do you have an icon request or want to submit feedback or input?

If you'd like to request a new icon for the Mendix Icon Set, adjust an existing one, add a contribution or share your feedback or input, you can file a request through our [Icon Request Process](#). Please file an icon request using our template, then reach out to us via Slack [central-design-systems-team](#) and we will get in touch through Slack or schedule a call with you if we need further information.

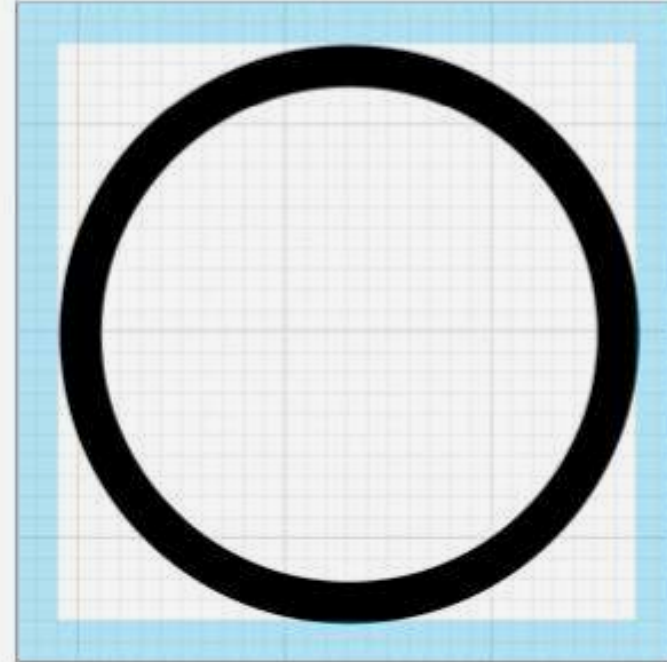
RESOURCES

[Icon Request Process](#)

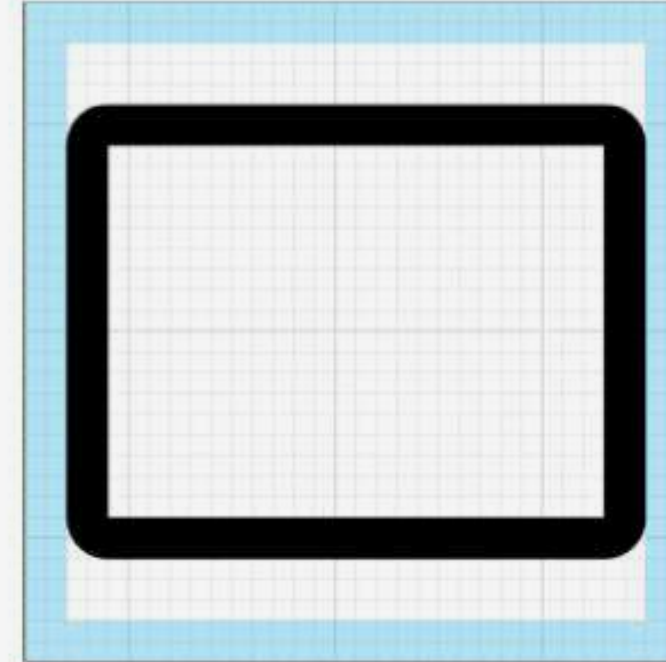
CONTACT

 [central-design-systems-team](#)

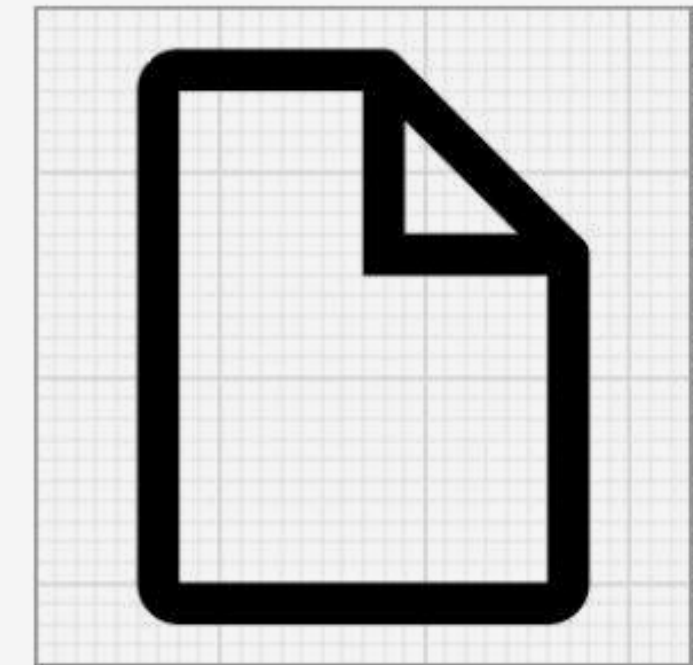
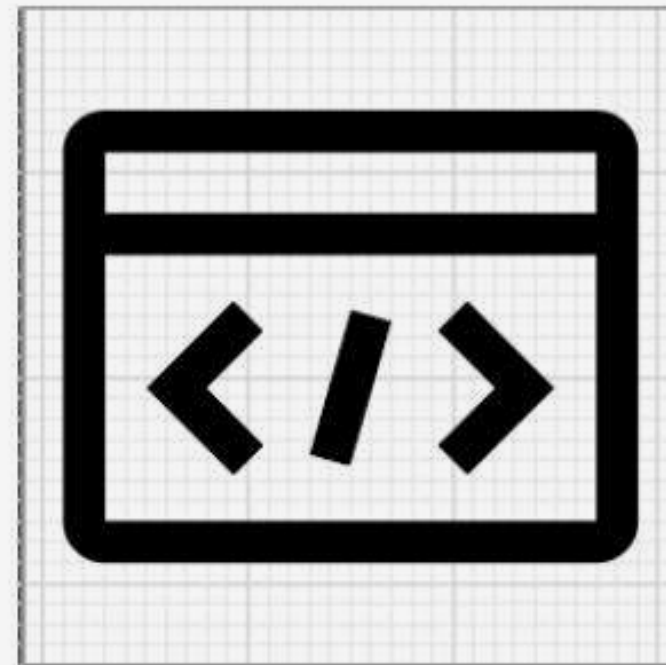
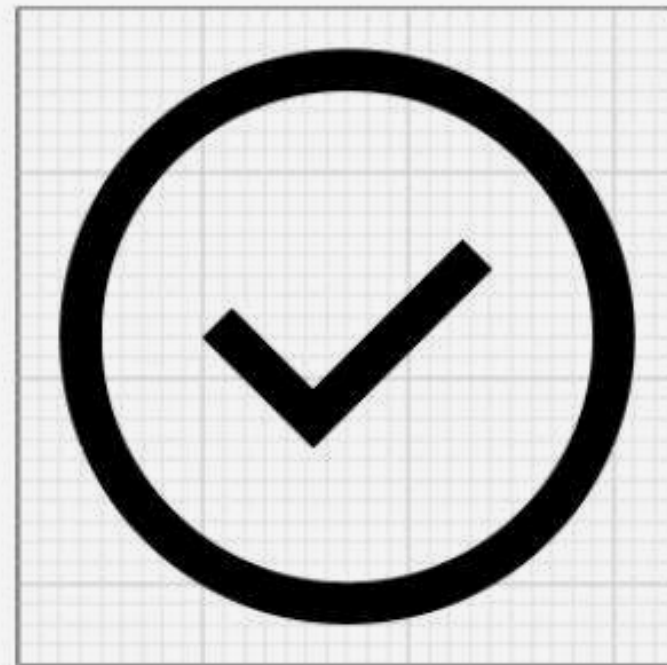
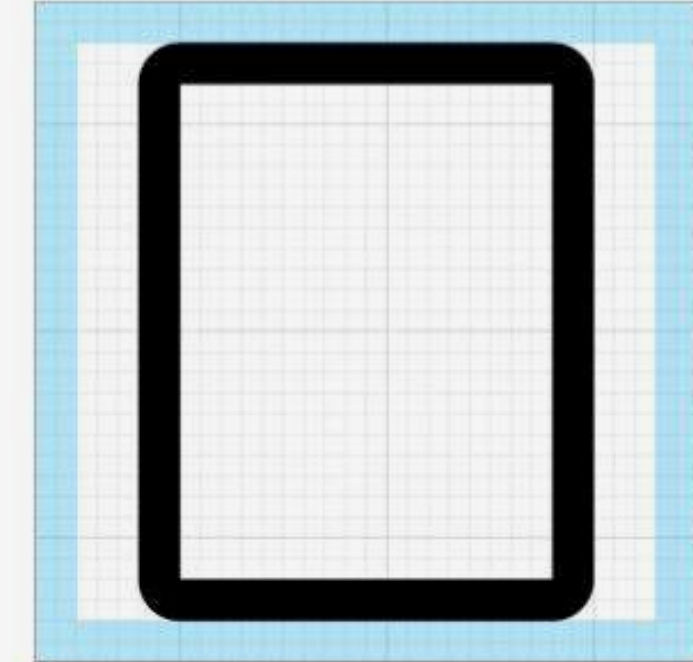
∅ 26px



26 × 20px



20 × 26px



Illustration

WHAT'S INSIDE

Expression scale

Types of illustration

Textures

Dos and dont's



Expression scale

At the functional end of our illustration spectrum are the most basic shapes and depictions of literal imagery. This might show a mobile phone or simple microflow. Functional illustrations would be suited better for targeting executives and business professionals as it is more formal and technical.

On the expressive end you might mix in photographic elements and background textures. These illustrations have more going on and are often more figurative in nature. Expressive illustrations are a great pick for a more casual audience like developers, as well as use in social posts.

Functional ← → Expressive

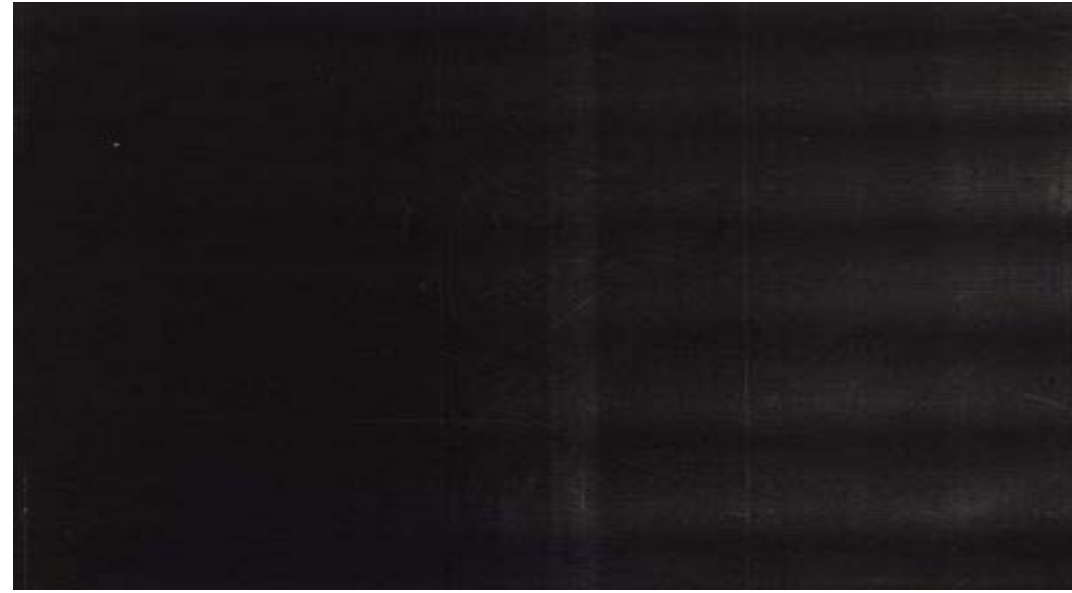


Textures

Textures can be a great way to add depth and variation to an otherwise static image, particularly when large fields of color are present. The important thing to remember is that they generally be used sparingly as an embellishment, rather than as the focal point of an image.

These are just a few examples of textures that provide consistently good results, but go out and experiment! Playing with different combinations of textures and blending modes can yield interesting new results.

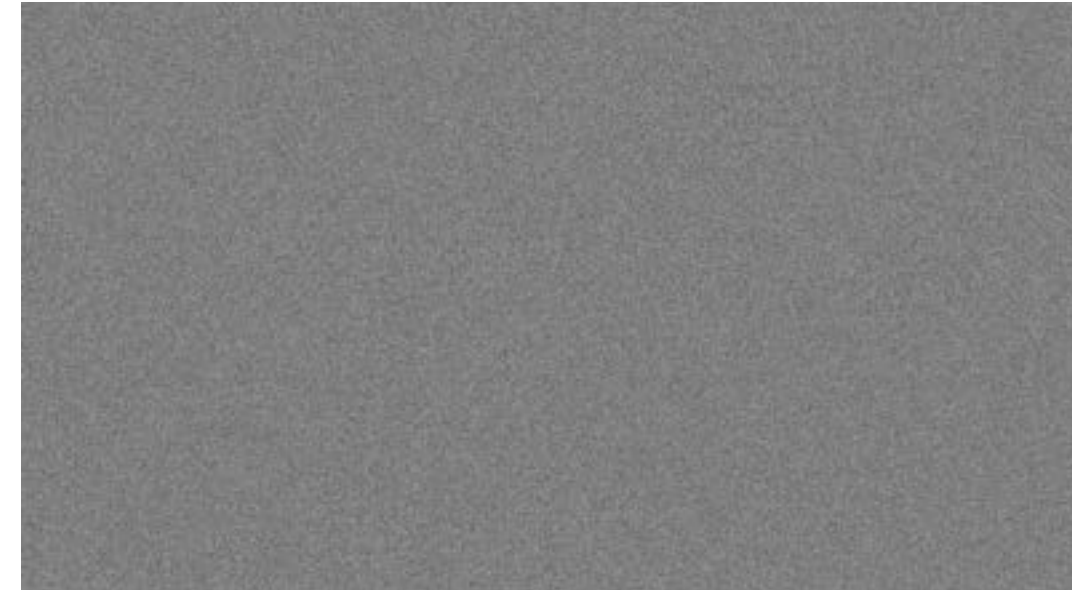
Photocopy



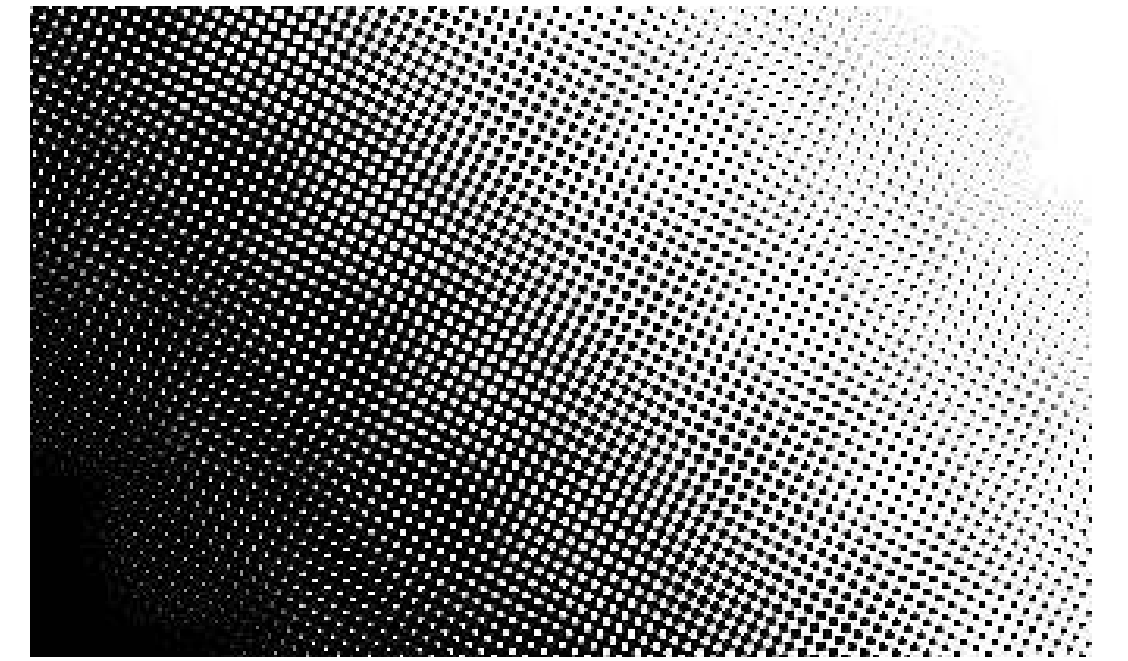
Paper



Film Grain



Halftone



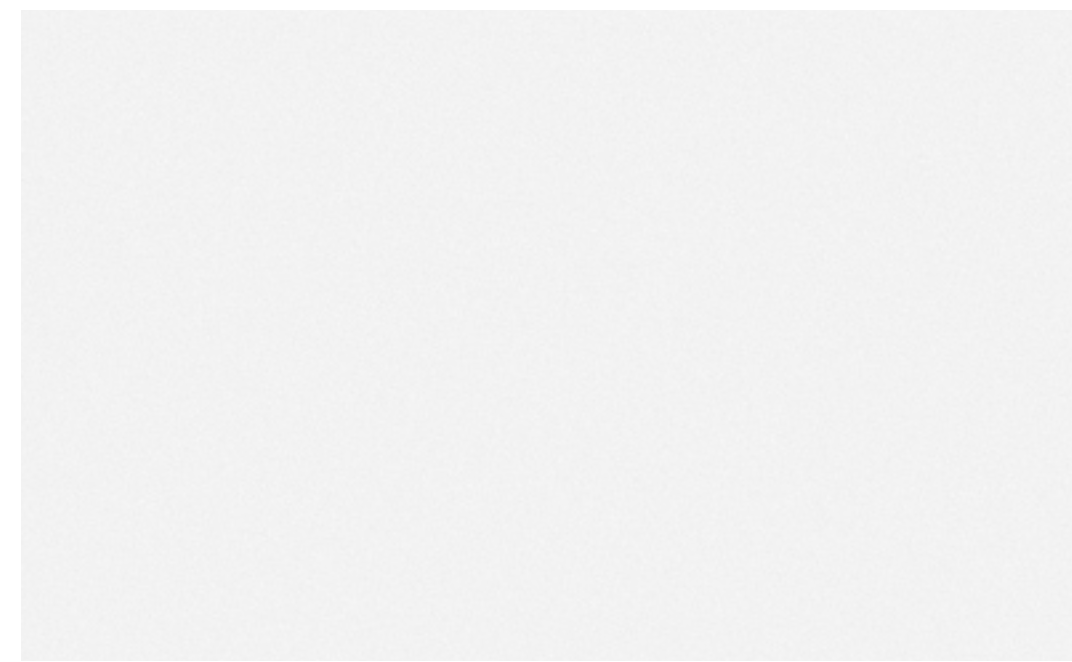
Speckles



Letter press



Noise



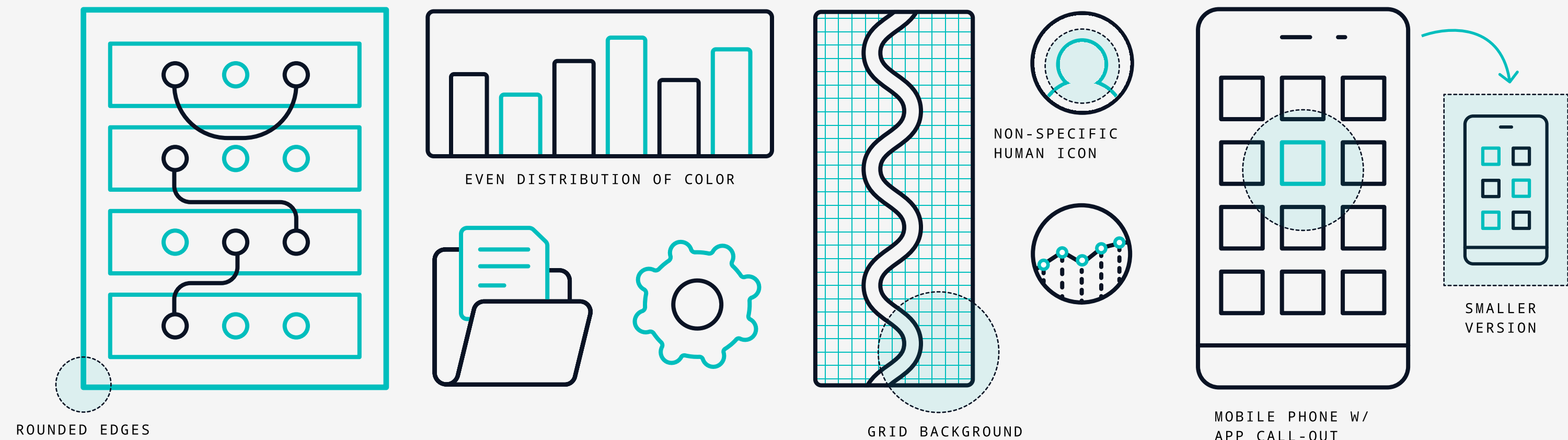
Code



Breakdown

Main Mendix illustration style is made up of line work incorporating elevated icons. These elements are meshed together, interacting with each other / connecting and are often overlapping. Parameters listed below:

- 4px stroke, centered (3-5px accepted based on illustration density and size) with rounded corners + end caps and no fill.
- Use of dashed lines used occasionally to break up the space and add intrigue.
- Typically 1-2 colors w/ white and midnight as copy and background colors. Color is distributed evenly throughout the illustration.
- Avoid human imagery (faces) hands are fine but nothing specific to one type of person



Product Visuals

WHAT'S INSIDE

Screenshots

Frames

Abstraction

Applications

Dos and dont's



High Fidelity

Screenshots of product or exact vector replica. Functionalities are displayed with zero loss.

This level of fidelity is used when the details matter, and we need to go beyond the mere suggestion of a functionality.

SIZING AND ASPECT RATIO

Be mindful of size and aspect ratio when taking screenshots of the product. If you have the product window maximized in your large wide-screen monitor, this is going to produce a less-than-optimal screenshot. When in doubt, use your laptop screen's aspect ratio.

STACKING

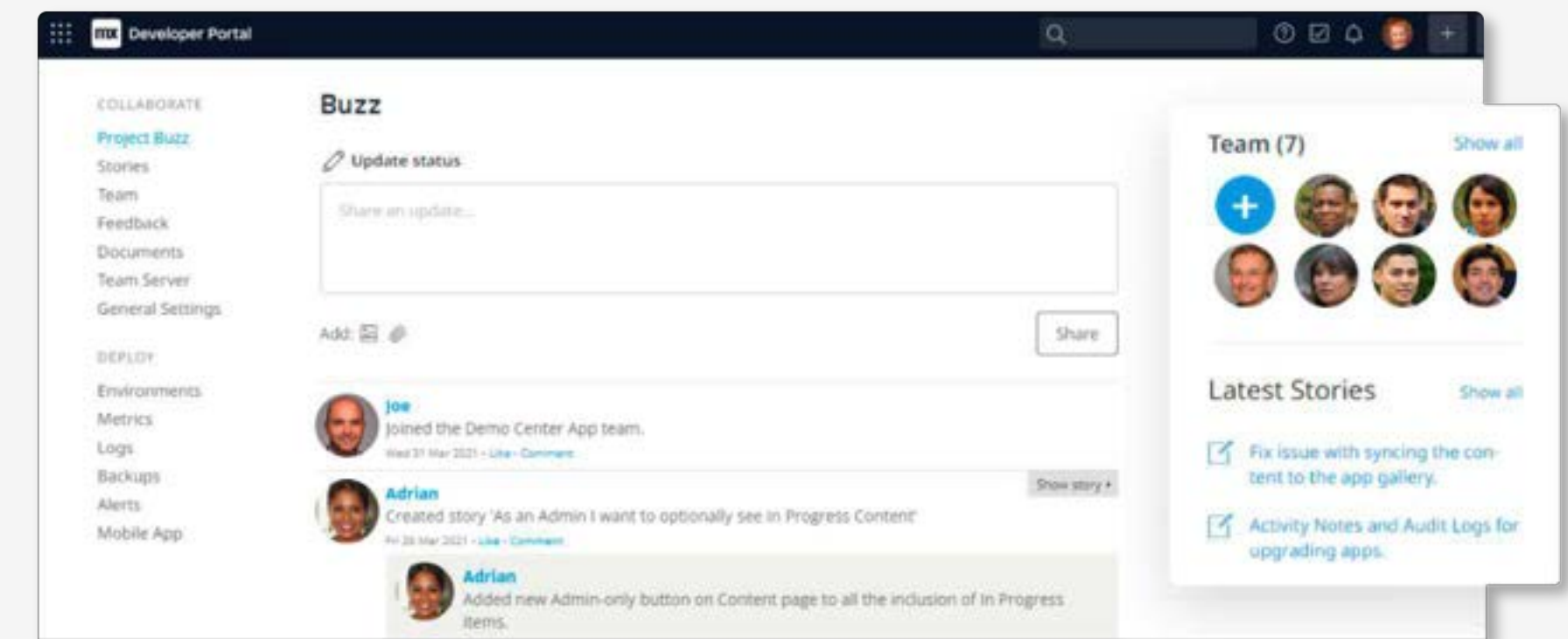
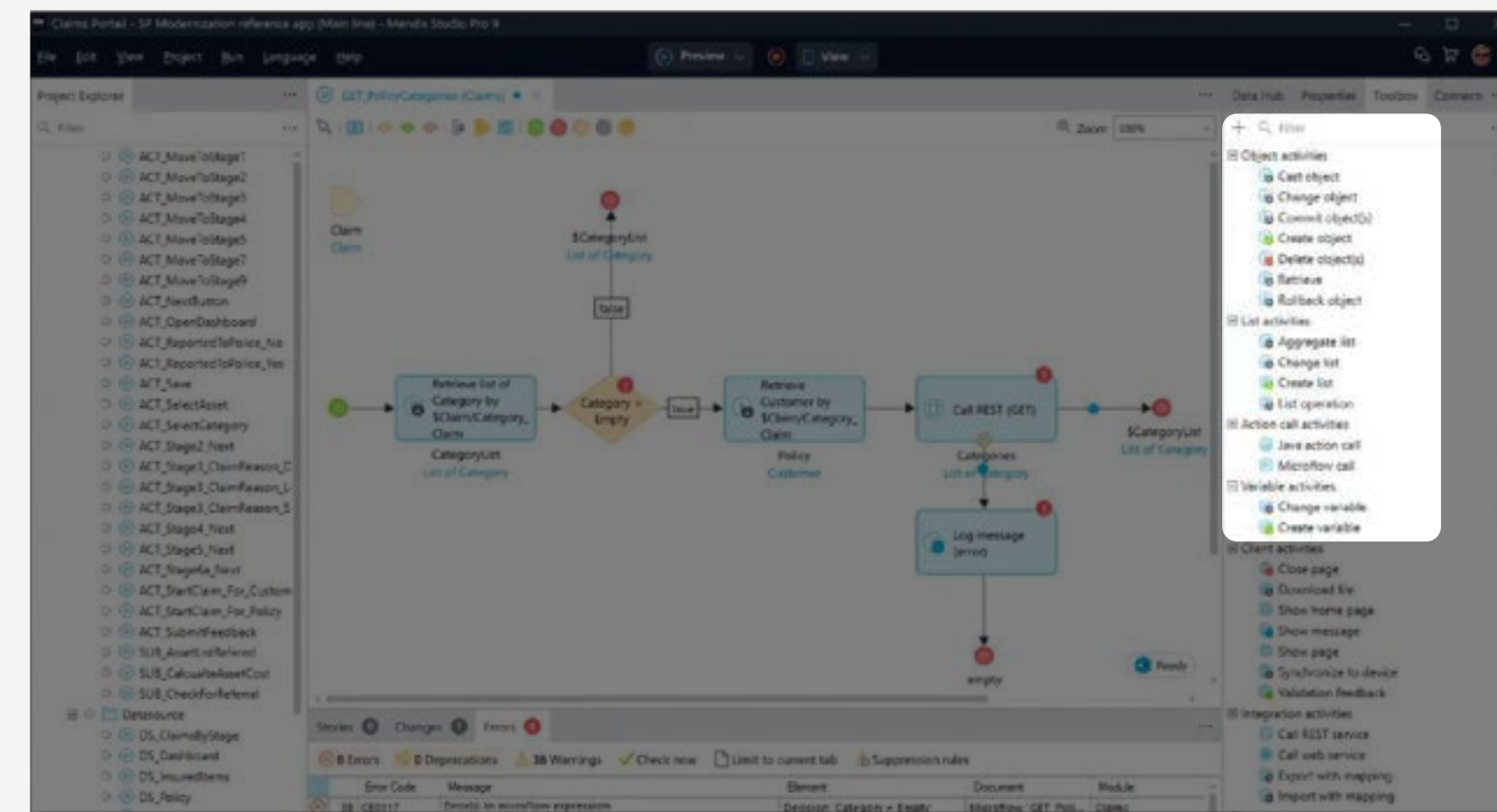
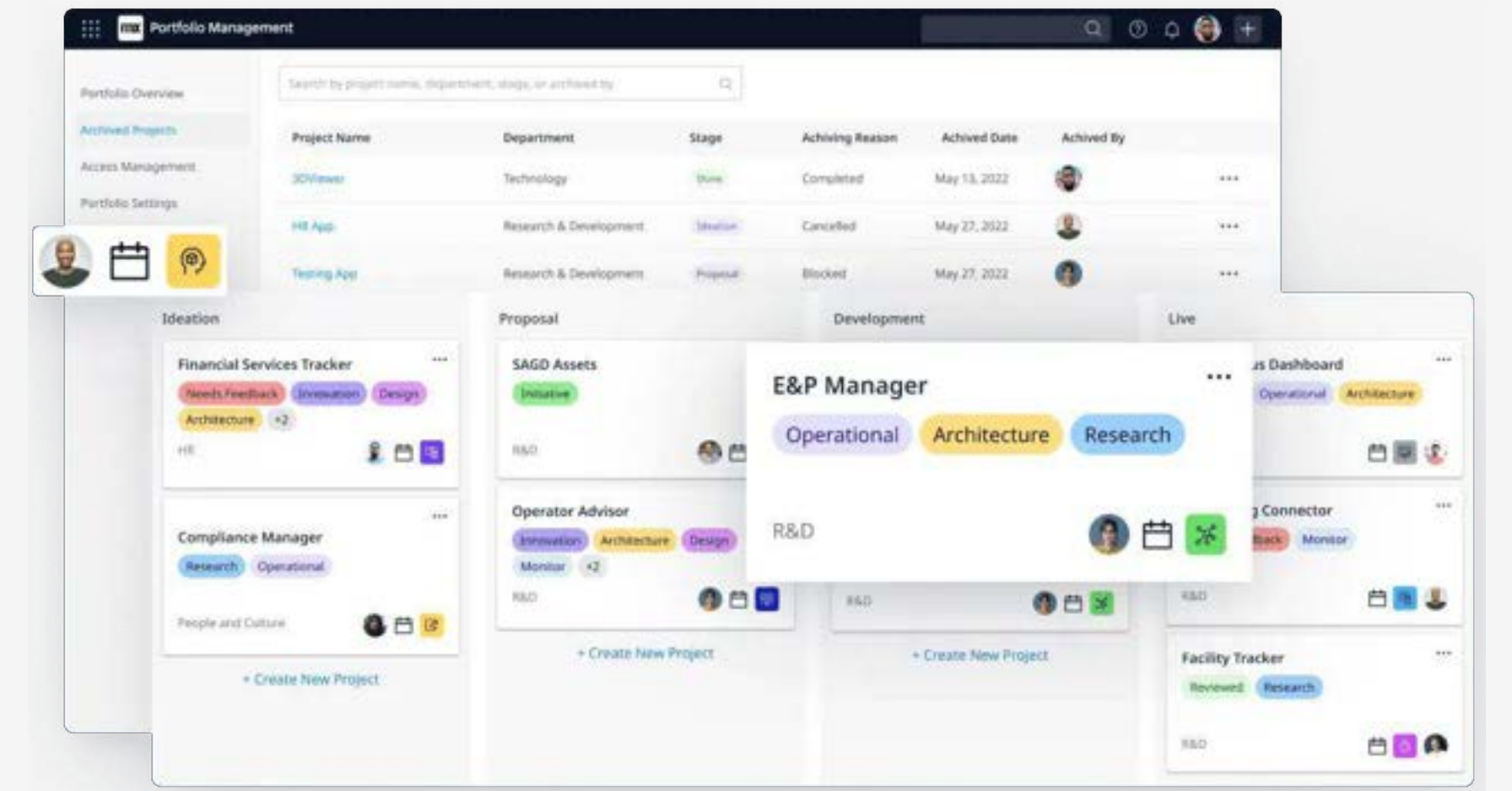
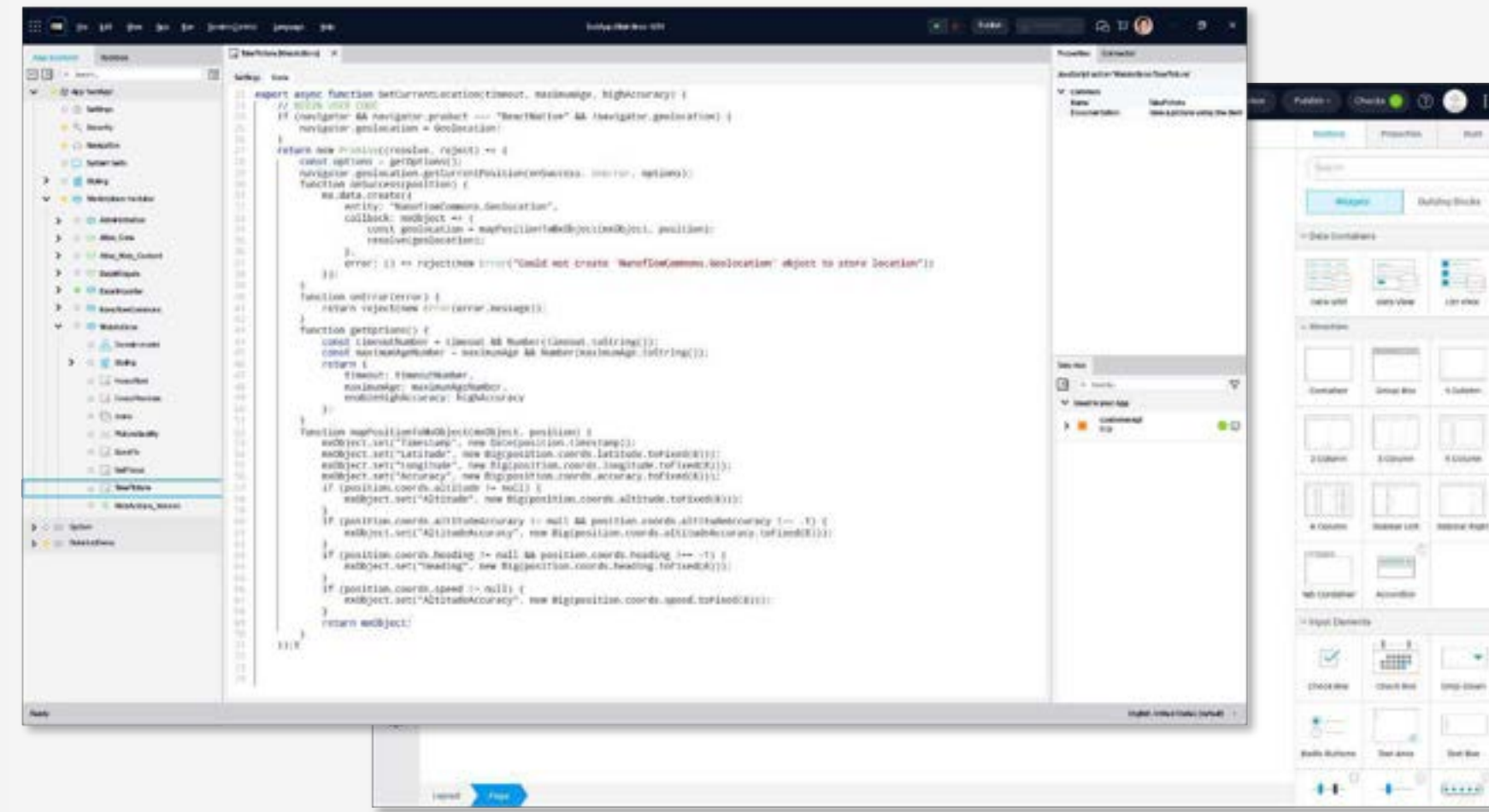
Avoid stacking screenshots unnecessarily. If there is a reason to have one screen on top of another (like to show steps in a process, or volume, etc.) then feel free. Stacking without purpose just creates clutter. Drop shadows will be helpful here to keep two screens from bleeding into each other.

DIMMING

To call attention to a specific area in a product screen, dimming its surroundings with a simple overlay is an easy way to retain context but single out what is important.

MAGNIFYING

Another simple and effective way to call attention to a specific piece of UI is to enlarge it and add a subtle drop shadow. It remains realistic in nature, but is clearly emphasized.

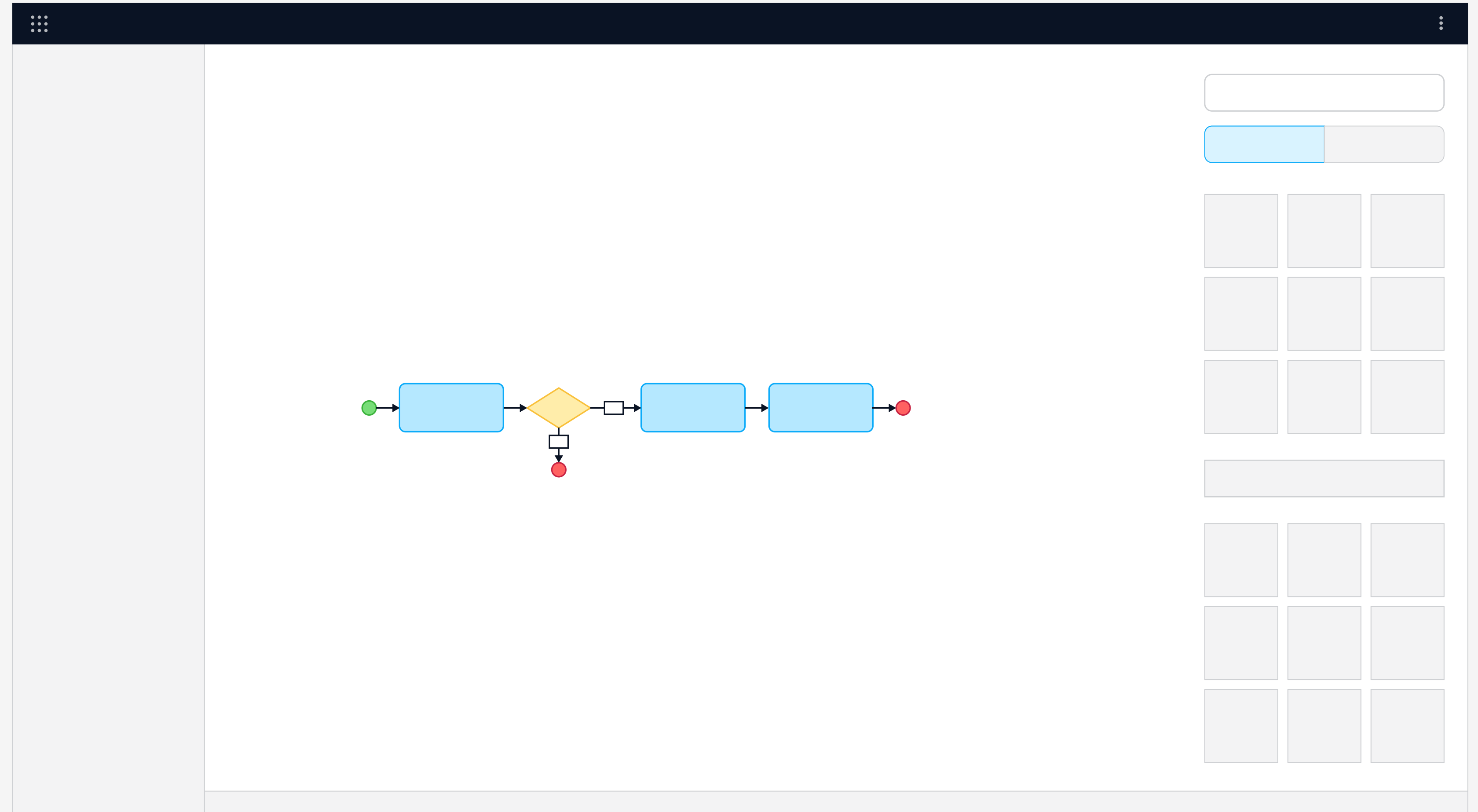


Abstract

Vector illustration of product with trivial detail removed. Enables uncluttered telling of visual narrative.

Removing the minutiae allows for succinct storytelling, and eliminates distraction. The viewer needn't read every letter to understand a broader story or functionality being shown.

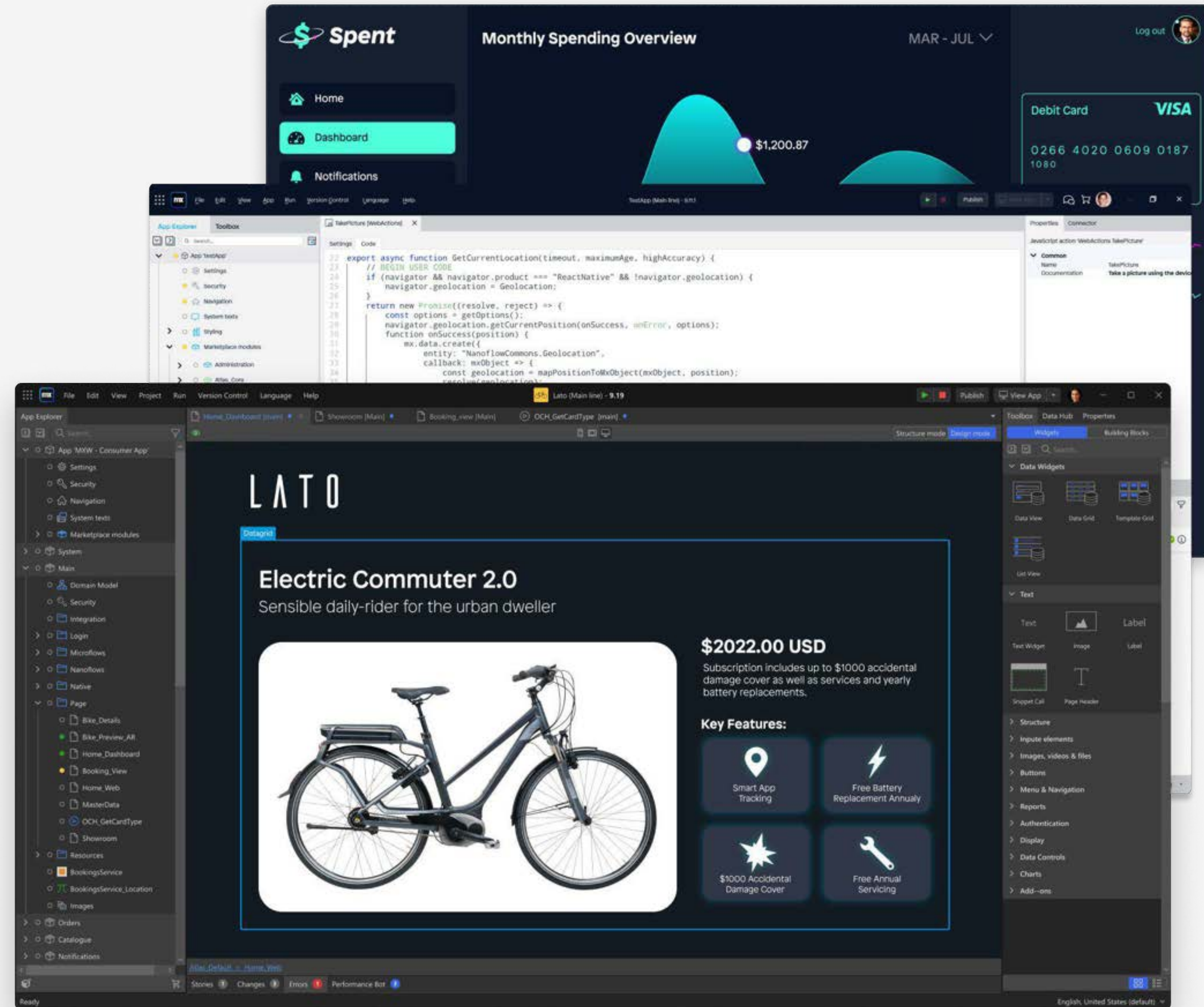
Some detail can be added, but only where completely necessary (and only as much as is absolutely needed).



End-user Apps

Let's face it, not every app looks appealing (especially enterprise apps), but just because something is a dumpy utility doesn't mean it needs to **look like a dumpy utility**.

Crafting sleek examples of end-user applications is an opportunity to exceed the viewer's expectations of what is possible with the Mendix platform. A little razzle-dazzle can go a long way.



Photography

WHAT'S INSIDE

When to use

How to choose photos

Libraries and resources



When to use

Our main use of photography is to support customer stories and connect with industry specific audiences. Photography offers a window into the lives of Mendix users and end-users, showing solutions, teamwork and industries. Imagery should reflect a bright and optimistic future of technology and include a diverse range of personas and customers.

This content is broken down to 3 key focus areas:

Experience focus

This imagery focuses on outcomes related to vision or new experiences created from technology.

Process focus

This imagery focuses on digital transformation practices and app development processes.

Industry focus

This imagery focuses on highlighted Mendix product visuals.



How to choose photos

Images should be sharp and in focus (wide depth of field). Some exceptions can be made as long as the subject of the image is in focus and unobscured by darkness.

Mood and Color

- Images should be clear, bright, authentic, dynamic, thought-provoking
- Colors should be vibrant, but balanced and consistent, not unrealistically saturated

People

- Show people in action: engaging with the product, collaborating with others, or actively engaged in their work
- Images should include be inclusive of a wide range of people

Places and Technologies

- Avoid using images with overtly dated technologies
- When being industry/use case specific, ensure that the place and tech used are in line with expectations
 - i.e., A delivery driver is probably not using a laptop as their primary device
- Workplace settings should feel modern, layered, and lively

