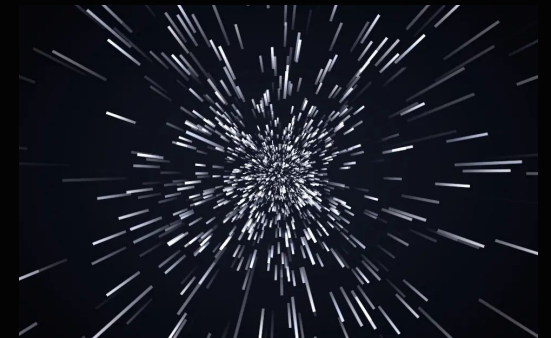
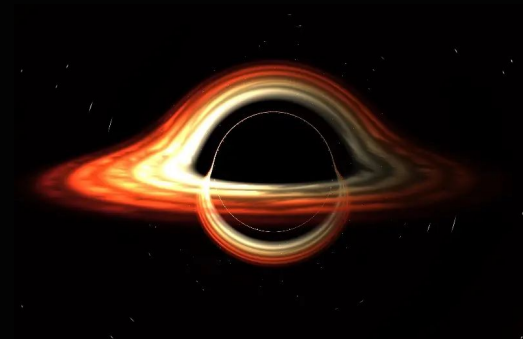
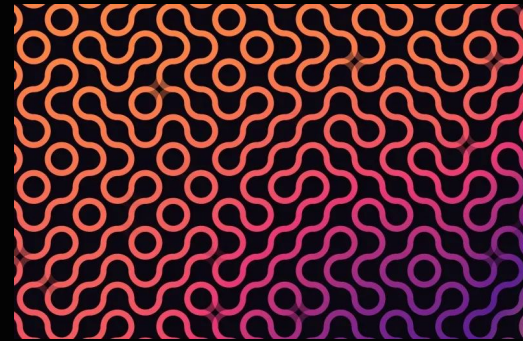


SCRNSVRS

Brand Bible

Bring your idle screen to life.

Logo, colour, typography, imagery and voice – everything you need to show SCRNSVRS the way it is meant to look.



ABOUT SCRNSVRS

One art collection, performed live on your Mac

SCRNSVRS is a Mac app with 1000+ screensavers and live wallpapers. One art collection. Every piece written in code and performed live on your Mac – from timekeepers and retro classics to generative abstracts and music visualisers.

Our mission: bring your idle screen to life – turn the moments your Mac rests into living art.

1000+

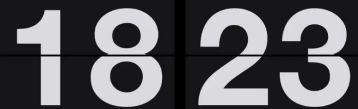
screensavers and live
wallpapers

125

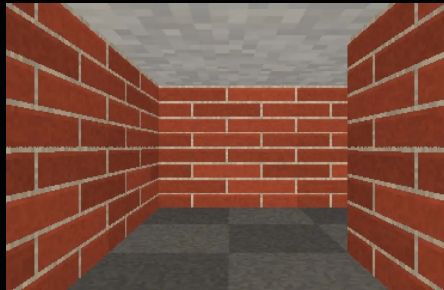
screensavers Free Forever

Mac

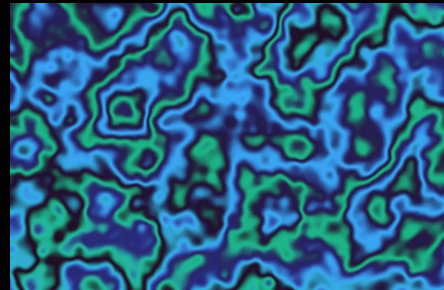
on the Mac App Store



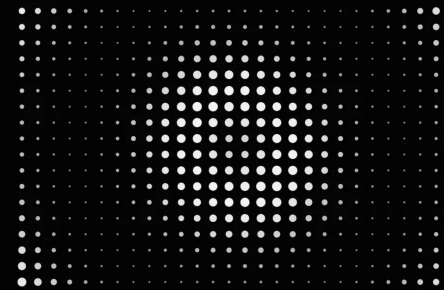
Timekeepers



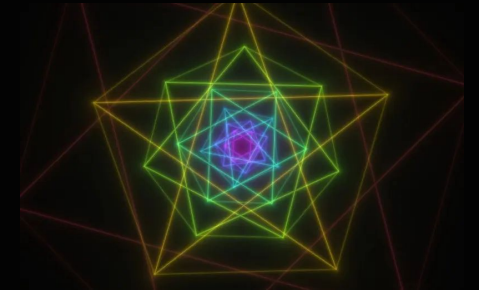
Retro classics



Generative abstracts



Dots & optics



Space

Calm, curious, crafted – like a good idle screen

Calm

We sound like a pause, not a pitch. Short sentences, room to breathe, no shouting.

Curious

We love art, code, nostalgia and play – and we explain them simply, with a wink.

Crafted

Every piece is written in code and performed live. We let the work speak first.

Words we use

- + living, live, performed
- + written in code
- + art collection
- + idle screen
- + screensavers & live wallpapers
- + Free Forever

Words we avoid

- “screen savers” (two words)
- themes, skins, packs
- hype: ultimate, revolutionary
- video loops (it runs live)
- jargon and spec talk
- exclamation marks!!!

THE NAME

SCRNSVRS

Always in capitals, one word, no vowels. Never Scrnsvrs, ScrnSvrs or SCRNSVRS.

01

Logo

Wordmark plus bracket mark – the first choice wherever there is room.



LOGO

Anatomy of the logo

The full logo pairs the SCRNSVRS wordmark with the bracket mark. They always appear together in this fixed lock-up.



Wordmark

The name, set as custom letterforms. Always use the artwork – never retype it.

Bracket mark

Four corner brackets – an idle screen, framed. Lime in the colour logo.

Stroke (x)

The bracket's stroke width is our unit: clear space is 2x.



LOGO VARIANTS

Three colourways, one rule: contrast

Use the white or colour logo on dark backgrounds, the black logo on light ones.



SCRNSVRS

Colour

First choice on ink and dark imagery. Lime mark, white wordmark.



SCRNSVRS

White

Dark backgrounds where colour would clash – busy art, video, merch.



SCRNSVRS

Black

Light backgrounds, paper and print on white.

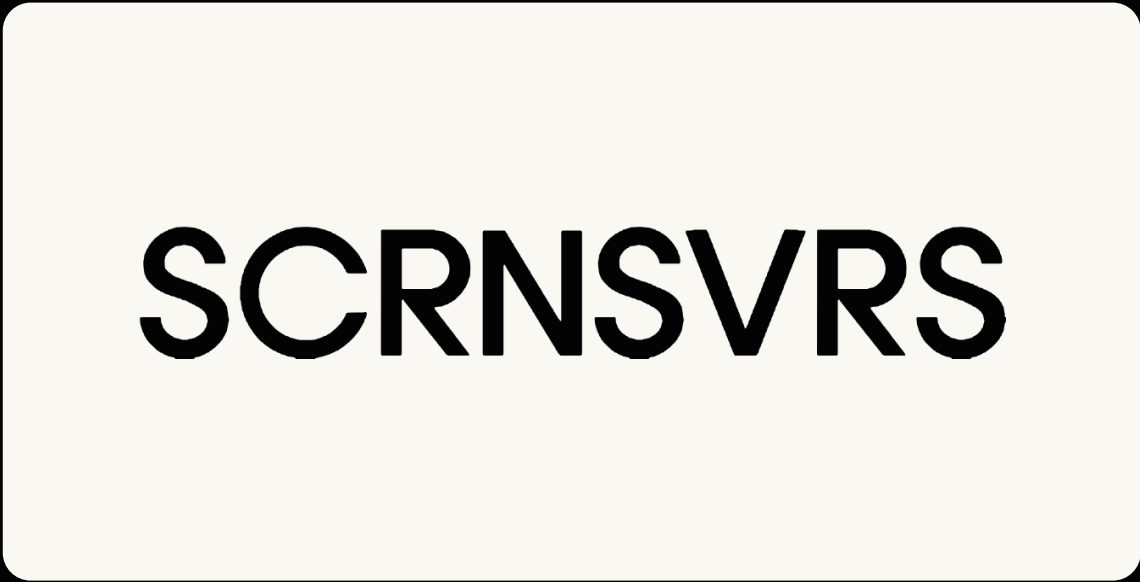
WORDMARK

The name on its own

For tight horizontal spaces, or when the mark already appears nearby. Available in white and black.

The word 'SCRNSVRS' is displayed in a bold, white, sans-serif font, centered within a dark gray rounded rectangle. The letters are closely spaced and have a clean, modern appearance.

White – on ink and dark surfaces

The word 'SCRNSVRS' is displayed in a bold, black, sans-serif font, centered within a light gray rounded rectangle. The letters are closely spaced and have a clean, modern appearance.

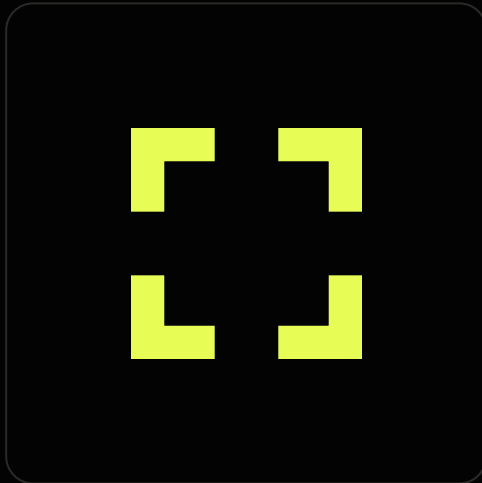
Black – on paper and light surfaces

Good for: navigation bars, credits, end cards, footers. Not for: avatars or square spaces – use the mark.

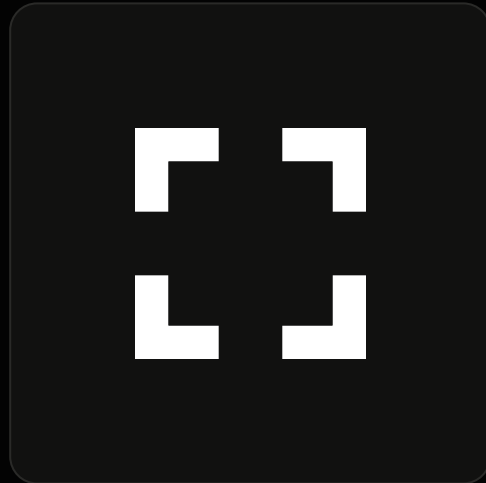


The bracket mark – an idle screen, framed

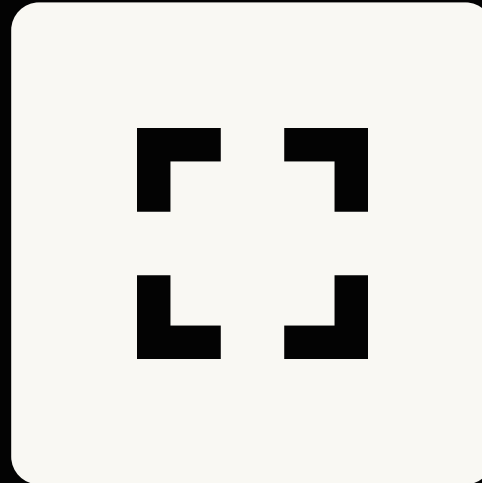
For avatars, stickers and small spaces. The app icon is the lime mark on ink, as it appears in the Dock and on the Mac App Store.



Lime



White



Black

Lime on dark is the default. Use white on dark imagery and black on light backgrounds.



App icon

Lime mark on ink. Use it as-is when you show the app itself – never redraw or re-tint it.

CLEAR SPACE & MINIMUM SIZES

Give the logo room to breathe

Keep clear space around the logo of at least 2x the bracket mark's stroke (x). Nothing – text, edges, imagery – enters this zone.



x = stroke width of the bracket mark (about 1/7 of the logo's height)

Recommended minimum sizes

Asset	Screen (width)	Print (width)
Full logo	120 px	30 mm
Wordmark	100 px	25 mm
Mark	24 px	6 mm
App icon	32 px	8 mm

Below these sizes, switch to the mark alone. Use SVG wherever you can.

LOGO MISUSE

Please don't...

And don't suggest SCRNSVRS sponsors or endorses you without asking us first.



Stretch or squash it



Rotate or tilt it



Recolour it



Add shadows, glows or effects



Use the black logo on dark



Place it on busy art without a calm area

02

Colour

Ink and lime carry the brand; lavender, coral and paper are accents.



PRIMARY COLOURS

Ink and lime carry the brand

Ink

Backgrounds – the canvas for every piece

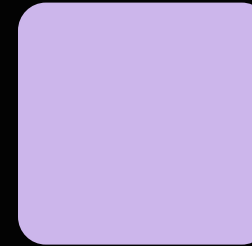
#030303
RGB 3, 3, 3

Lime

The mark, calls to action, highlights

#E8FC56
RGB 232, 252, 86

Accents



Lavender

#CCB6EB RGB 204, 182, 235
Soft highlights, hover states



Coral

#F16058 RGB 241, 96, 88
Warm accents, sparingly

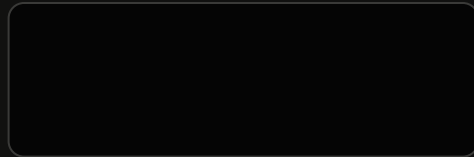


Paper

#F9F8F3 RGB 249, 248, 243
Light backgrounds, print

The neutrals behind the interface

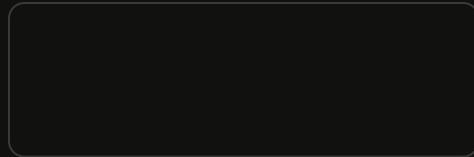
Taken from the scrnsvrs.com stylesheet. Use them for surfaces, text and lines – never as brand colours on their own.



Night

#050505 RGB 5, 5, 5

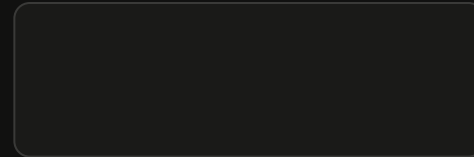
Page background



Surface

#111110 RGB 17, 17, 16

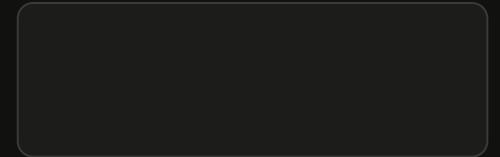
Cards, panels



Surface raised

#1A1A18 RGB 26, 26, 24

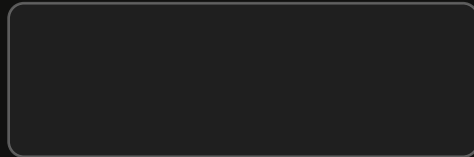
Raised elements, inputs



Surface sand

#1C1C1A RGB 28, 28, 26

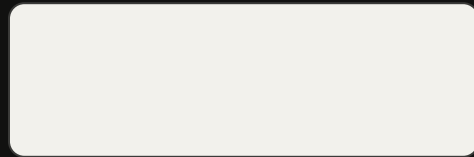
Alternate sections



Hairline

#FFFFFF at 12% opacity

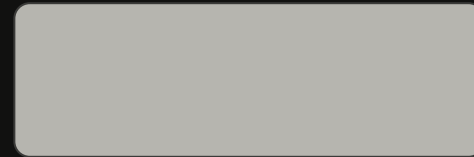
Borders, dividers



Text primary

#F2F1EC RGB 242, 241, 236

Headlines, key text



Text secondary

#B6B5AF RGB 182, 181, 175

Body copy



Text muted

#8E8D88 RGB 142, 141, 136

Captions, meta

COLOUR COMBINATIONS

Pairs that pass – and pairs that don't

WCAG 2 contrast ratios. Aim for 4.5:1 or more for text; 3:1 is the floor for large headlines and icons.

Aa AAA
18.2:1

Lime on Ink

Aa AAA
19.4:1

Paper on Ink

Aa AAA
18.2:1

Ink on Lime

Aa AAA
11.3:1

Lavender on Ink

Aa AA
6.4:1

Coral on Ink

Aa AA
6.4:1

Ink on Coral

Aa AAA
9.9:1

Secondary text on Night

Aa AA
5.7:1

Muted text on Surface

Avoid

Aa 1.1:1

Lime on Paper

Aa 1.1:1

White on Lime

Aa 2.8:1

Coral on Lime

03

Type, imagery & UI

Poppins and Inter, living art, and calm dark surfaces with lime calls to action.



TYPOGRAPHY

Poppins for headlines, Inter for text

Both are free on Google Fonts.

Aa

Poppins

Headlines, buttons, big numbers.
Bold and regular weights.

Bring your idle screen to
life.

Aa

Inter

Body copy, captions, UI labels.
Regular and bold.

Living screensavers,
written in code.

Display

Poppins Bold · 56

Idle, alive.

Headline

Poppins Bold · 36

One art collection

Subhead

Poppins Regular · 22

Written in code, performed live

Body

Inter Regular · 16

Every piece runs live on your Mac.

Caption

Inter Bold · 12, caps

FREE FOREVER

Sizes in px for web; samples shown scaled.

Show the art, full-bleed and alive

01 Let the piece fill the frame

Crop screenshots edge to edge. No device frames needed for close-ups.

02 Show the range

Mix timekeepers, retro classics, generative abstracts and visualisers.

03 Keep it real

Use genuine captures of the app – no mock-ups or filters on the art.

04 Dark around it

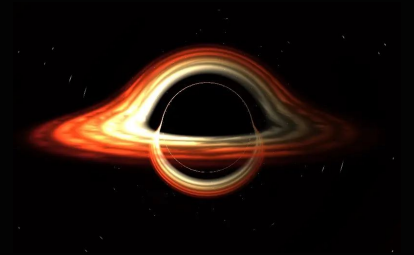
Present art on ink so colour glows, with lime as the one accent.



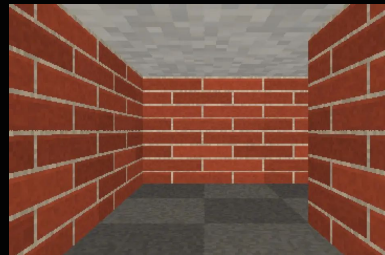
Flip Clock



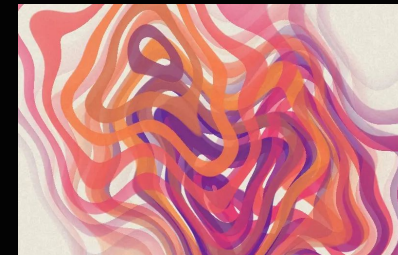
Bauhaus



Black Hole



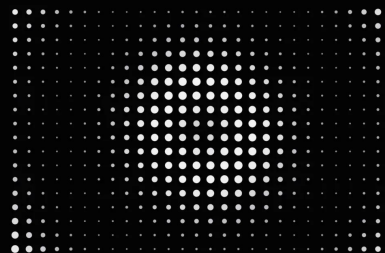
3D Maze



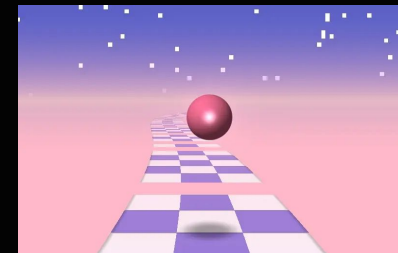
Marbling



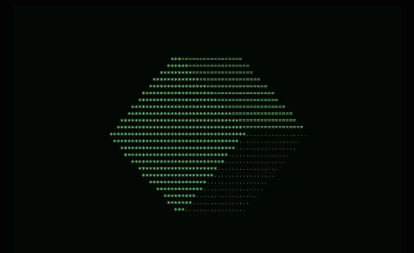
Star Gates



Dot Wave

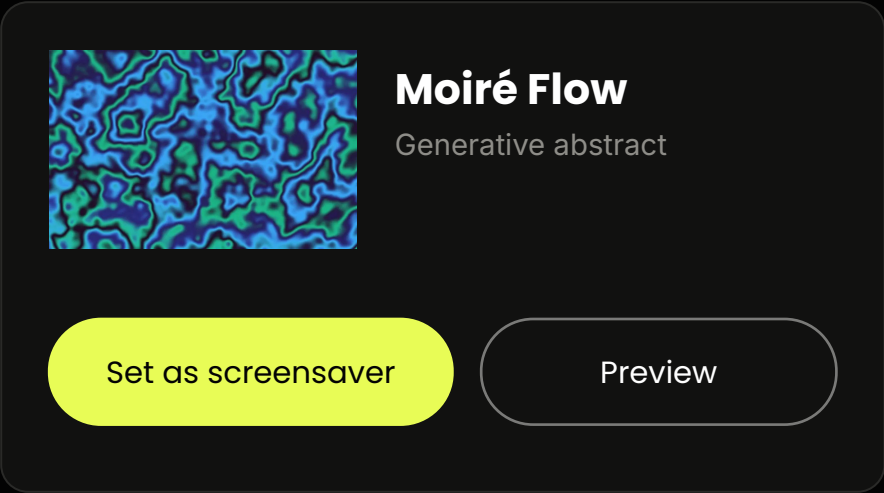


Sky Road



ASCII Cube

Rounded cards, dark surfaces, lime CTAs

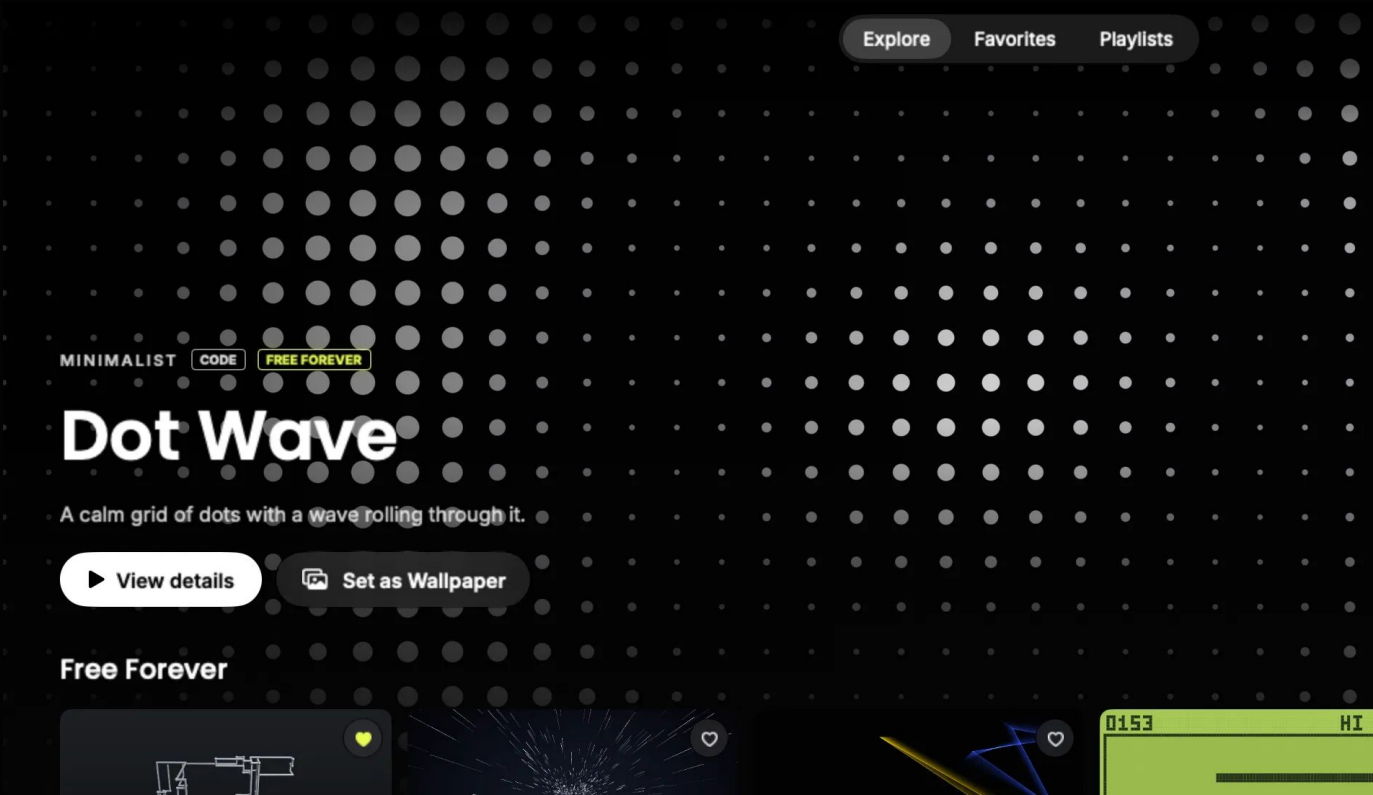


Corners 20 px cards · 12 px small elements

Buttons Pill-shaped; lime fill for the main action, outline for the rest

Surfaces Night and Surface tones, hairline borders at 12% white

Depth Soft, low shadows – never glossy



The SCRNSVRS app – Explore

Boilerplate & key facts

SHORT

SCRNSVRS is a Mac app with 1000+ screensavers and live wallpapers – one art collection, every piece written in code and performed live on your Mac.

LONG

SCRNSVRS brings your idle screen to life. The Mac app gathers 1000+ screensavers and live wallpapers into one art collection – from timekeepers and retro classics to generative abstracts and music visualisers. Every piece is written in code and performed live on your Mac, and 125 of them are Free Forever. SCRNSVRS is available on the Mac App Store. Learn more at scrnsvrs.com.

Key facts

Name	SCRNSVRS (always capitals)
What	Screensavers & live wallpapers for Mac
Library	1000+ pieces, 125 Free Forever
Where	Mac App Store
App Store subtitle	Live screensavers & wallpapers
Taglines	Bring your idle screen to life. / Living screensavers, written in code.
Web	scrnsvrs.com
Press	hello@scrnsvrs.com

Everything lives on the media kit page

scrnsvrs.com/media-kit – free to use when you talk about SCRNSVRS.



Media kit ZIP

All logos, wordmarks, marks and the app icon in one download – SVG plus PNG.



DESIGN.md

Our design tokens in plain text – colours, type and shapes – for designers, developers and AI tools.



Palette files

The brand colours, ready to drop into your design tools.

```
/* SCRNSVRS tokens */  
--ink:          #030303;  
--lime:         #E8FC56;  
--lavender:     #CCB6EB;  
--coral:        #F16058;  
--paper:        #F9F8F3;  
--surface:      #111110;  
--text-muted:   #8E8D88;  
--font-head:    'Poppins';  
--font-body:    'Inter';  
--radius:       20px;
```

CONTACT

Say hello

Need screenshots, a quote or something not in this kit? Write to us.

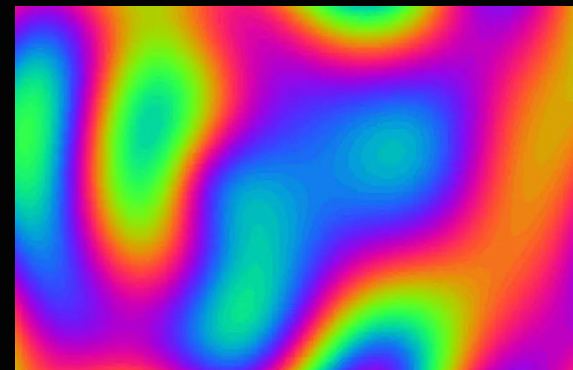
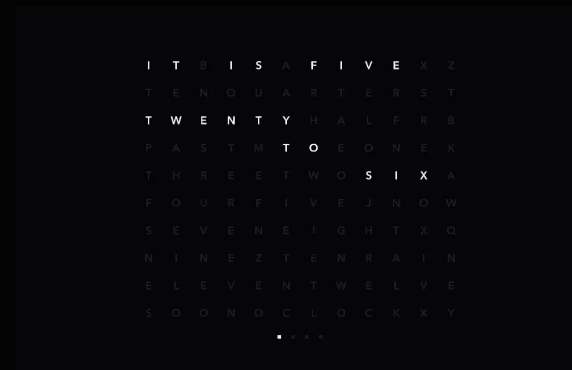
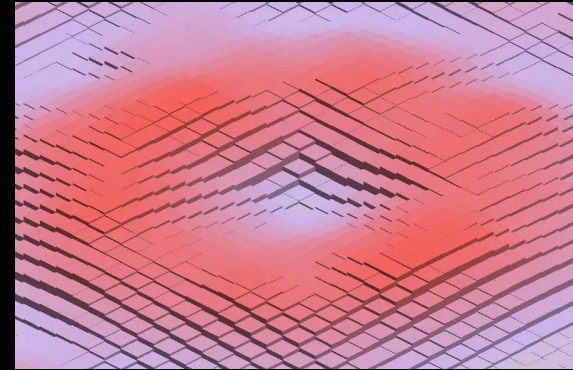
hello@scrnsvrs.com

Creator Program

Making videos, posts or articles about Mac setups and desktop art? Join the SCRNSVRS Creator Program at scrnsvrs.com/creator.

SCRNSVRS

scrnsvrs.com



Living screensavers, written in code.