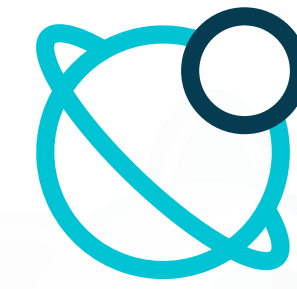**Mull.** Brand Redesign for a Mobile Browser

Mull
Browser

What is Mull?

Mull is a privacy oriented **browser for Android** based on Firefox. It is tweaked to protect user data beyond what the original Firefox browser does, achieving some of the best privacy benchmarks of any Android browser.

Current Brand

Description

Mull's current brand is quite barebones and garish. It consists of an icon of a badger's head in magenta over a blue-green background. The colors clash with each other.

Feel

While depicting a friendly animal, the brand doesn't drive that point home, the color palette is too striking and confusing, even disturbing. A redesign is needed.

Banner

App Icon

Mull

A privacy hardened browser

Why not a Badger?

Using a badger for a brand while in the privacy software sphere is tricky. There is already a popular browser extension, "Privacy Badger", created by the Electronic Frontier Foundation, one of the biggest organizations for digital rights. Its brand is a depiction of the head of that animal, in more realistic colors.

Mull is a project that is not related to that organization, and is a lesser name in the space. It makes sense to pursue a different branding.
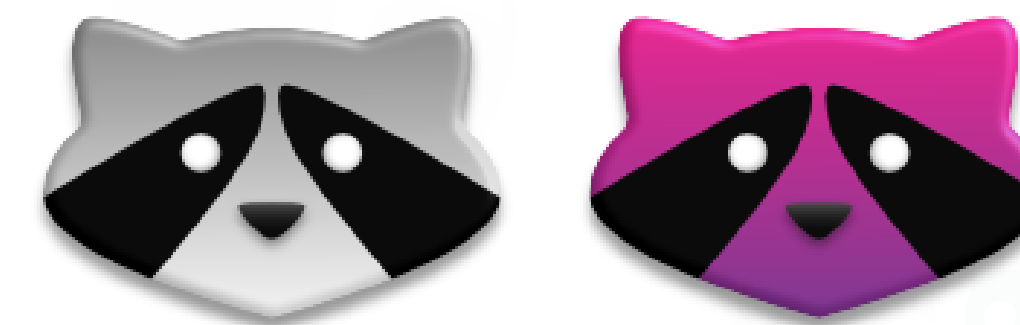
Privacy Badger

The Raccoon

Various redesign proposals from the open source community depict a racoon as the new mascot for the app.

Similar to the badger, it is a medium size mammal with greyish fur, and has a friendly and innoffensive appearance, while being an astute hunter.

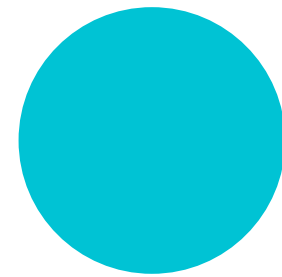This is the starting point for the new brand.

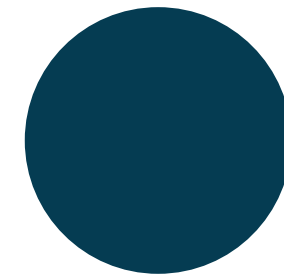Proposal by Github user Turbolqk . Based on the Firefox logo.

Proposal by Gitlab user StigtriX
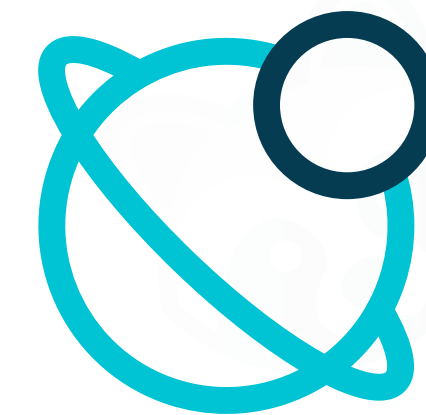
Color Palette and Theme

#00c3d4

#053c52

Starting from the original blue-green, going into brighter and bluer tones, we get an exciting accent color, that, paired with a darker shade, combines in a gradient that evokes the night sky and space. Quite fitting for a technical marvel like Mull, that explores the web safely like a rocket ship.

Typography

Ubuntu Regular
Ubuntu Bold

Ubuntu is a humanist style font that looks both modern and friendly. It captures the spirit of the new brand, and it is also an open font, completely free to use, developed in service to the Free Software community.

Brand Proposal

Full Logo

Mull

A privacy hardened browser

Mull
Browser

Current

Proposal

JJJ

Icon options

jaim3.com

App Icon

Current

Proposal

The chosen design is neutral. It's an stylized version of a raccoon's head, simplified into a clean icon that is both friendly and elegant. The color palette consists of one tone that is also used with 25% opacity for the fur's detail. It can then be represented in any color.

Mascot variations

Friendly

Excited

Relaxed

Alert

Suspicious

Angry

In love

Asleep

Wink

Incognito

Apathetic

Furious

jaim3.com

"To Infinity and Beyond!"