

Power Your Efficiency On The Go

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typecase

Brand Manual

Power Your Efficiency On The Go

Typecase is committed to providing efficient and high-quality mobile lifestyle solutions for professionals pursuing enhanced mobile performance, enabling users to eliminate the communication gap between people and their work, people and the environment, and people and their devices in mobile scenarios.



Development History



2017
Launched on Amazon

Expanded into B2C business
Annual sales surpassed 30 million

2018
Ranked on the BSR (Best Sellers Rank) list

Founded the TYPECASE brand, and with innovative design and superior quality became a top seller in the keyboard case category on Amazon US

2019
Received acclaim from authoritative organizations

Recognized by U.S. Times magazine as a "famous brand in the keyboard and mouse industry" and listed on "Sina News' Most Valuable New Brands"

2021
Constructed a new R&D system

Established a user-centric new R&D system to drive synchronous development across multiple categories, focusing on mobile lifestyles, continuously expanding product categories, and achieving a diversified category portfolio

2023
Multi-market, multi-channel operation

Implemented a global multi-market and multi-channel operational layout, deeply expanding into emerging markets such as India, while launching on new e-commerce channels like Walmart, TikTok Shop, and independent websites

2024
Inaugural Year of the Global Strategy

Launched the inaugural year of a globalization strategy, systematically advancing brand building to create a globally recognized professional mobile office brand, with a cumulative user base exceeding 10 million

2025
Strategic Expansion into Europe

Successfully entered leading major retailers in Europe including Media Expert, Allegro, X-Kom, Komputronik, as well as Apple Premium Partners iSpot, Cortland and iDream, marking a significant milestone in our global brand expansion.



typecase | Mobile Life Solutions

Brand Proposition

We are not merely providing products; we are creating a brand new mobile lifestyle. We make learning freer, creativity smoother, and work more efficient, so that each day is more enjoyable, better, and more at ease.

Brand Positioning

Committed to providing mobile lifestyle solutions to users, eliminating the communication gap between people and their work, people and the environment, and people and their devices in mobile scenarios.

Brand Slogan

Power Your Efficiency On The Go

Core Target Audience

Learning and education group, art creation group, and business office group pursuing mobile efficiency

Functional Benefits

Provides a usage experience in mobile scenarios comparable to professional-grade equipment.

Emotional Benefits

A sense of freedom, breaking free from spatial limitations, achieving a perfect work-life balance.

Learning and Education Series 1

Make the acquisition, creation, and dissemination of knowledge freer and more efficient

Art Creation Series 2

Helps creative professionals break spatial constraints, enabling them to maintain a professional level of creativity in any scenario.

Mobile Business Office Series 3

Simplifies the professional-grade office experience and integrates it into portable devices.

Typecase is dedicated to providing professional-grade mobile solutions for every user who values efficiency and quality.

From classrooms to meeting rooms, from cafés to campsites, from studios to travel routes—we remain focused on addressing the core demands of mobile scenarios.

01

Student Group Pursuing Mobile Efficiency

Learning and education:

studying in libraries | online courses
class note-taking | group discussions
essay writing | remote teaching
lab documentation

02

Art creation Group

Creative work:

sketching | concept design
collaborative design | client presentations
on-site inspiration
multimedia production

03

Business Office Group

Mobile business work:

long-distance business travel
(airplanes, trains, etc.)
casual workspaces
(cafés / camping / travel)
business meetings | home office

Core Brand Users

Student Group Pursuing Mobile Efficiency

By deeply understanding the diverse needs of modern educational contexts, from offline classrooms to online courses, from libraries to laboratories.

Each product serves as a booster for productivity, enabling the acquisition, creation, and dissemination of knowledge to be freer and more efficient.

Creating portable, professional-grade academic spaces for the new generation of learners and educators.



Core Brand Users

Art Creation Group

For creative professionals striving for artistic excellence, we offer boundary-free, professional-grade creative environments. By deeply understanding the creative workflow, we perfectly integrate professional performance with portability, allowing every creator to enjoy a studio-level creative experience anywhere.

From inspiration capture to final presentation, from individual work to team collaboration, we help creators overcome spatial limitations and maintain professional standards across all scenarios.



Core Brand Users

Business Office Group

In the evolving business era, the office is no longer confined to a fixed location. From airport lounges to bullet train cabins, from temporary café workstations to shared meeting spaces, each product is an extension of productivity.

We simplify the professional office experience and integrate it into your everyday portable devices. Say goodbye to bulky laptops—maintain professionalism in lightweight form, and boost work efficiency on the go.

This is not just mobile office gear—it's a declaration of efficiency for modern business elites. Whether navigating city streets or traveling across regions, professionalism remains uncompromised. Let work flow freely, and let productivity be everywhere.





Flexbook Touch



Studio



Folio Duo



Edge+



Flexbook



Cover



Edge



Edge Pro

Products Full Family



Flexbook Touch

360° rotatable and 7-in-1 design



Best-seller

- ▶ Patented 360° hinge
- ▶ 7-in-1 Design
- ▶ 11-Color RGB backlight
- ▶ A Full Row of iPadOS shortcut keys
- ▶ Precision Multi-Touch Trackpad
- ▶ Built-in Pencil Holder
- ▶ Full Protection



Flexbook

360° rotatable and 7-in-1 design



Best-seller

- ▶ Patented 360° hinge
- ▶ 7-in-1 Design
- ▶ 11-Color RGB backlight
- ▶ A Full Row of iPadOS shortcut keys
- ▶ Built-in Pencil Holder
- ▶ Full Protection



Edge

Ultraslim Floating Keyboard

Best-seller

- ▶ Floating cantilever design
- ▶ Magnetically Attached
- ▶ A Full Row of iPadOS shortcut keys
- ▶ 11-Color RGB Backlight
- ▶ Laptop-Like Typing
- ▶ Click-Anywhere Trackpad
- ▶ Built-in Pencil Holder



Edge+

All-New

- ▶ Detachable Ultra-Slim Case
- ▶ Versatile Viewing Options
- ▶ Floating cantilever design
- ▶ Magnetically Attached
- ▶ A Full Row of iPadOS shortcut keys
- ▶ 11-Color RGB Backlight
- ▶ Click-Anywhere Trackpad
- ▶ Built-in Pencil Holder



Edge Pro

All-New

- ▶ Per-Key RGB Lighting
- ▶ Ultra-Slim CNC Aluminum Palm Rest
- ▶ Dual-Axis Floating cantilever design
- ▶ Click-Anywhere Glass Trackpad
- ▶ Full Row of iPadOS Shortcut keys
- ▶ Hall Sensor Auto Wake/Sleep
- ▶ Powerful Magnets



Studio

Multi-angle iPad Keyboard for Type, View, Sketch and Read

All-New

- ▶ 4 Versatile modes
- ▶ 11-Color RGB backlight
- ▶ Magnetically Attached
- ▶ A Full Row of iPadOS shortcut keys
- ▶ Laptop-Like Typing
- ▶ Click-Anywhere Trackpad
- ▶ Built-in Pencil Holder



Cover

Type cover with multi-touch & palm rejection trackpad and 11-color backlight

- ▶ Magnetically Attached
- ▶ 11-Color RGB Backlight
- ▶ Multi-Angle Support
- ▶ Built-in Pencil Holder



FolioDuo

Detachable Backlit Keyboard with TouchPad

- ▶ Magnetic Detachable keyboard
- ▶ Magnetically Attached
- ▶ Adjustment Kickstand
- ▶ 11-Color RGB Backlight
- ▶ A Full Row of iPadOS shortcut keys
- ▶ Laptop-Like Typing
- ▶ Precision Multi-Touch Trackpad





Folio

Keyboard case for iPad,
iPad Air & iPad Pro

- ▶ Magnetic Detachable keyboard
- ▶ Multi-Angle Support
- ▶ 7-Color RGB backlight
- ▶ Functional shortcut keys
- ▶ Built-in Pencil Holder
- ▶ Full Protection

Multiple products have ranked top on Amazon category list, leading the keyboard case brand segment

Keyboard case
Market share in the keyboard
case category



Variety of brand
model styles



Coverage of iPad
sizes



Consecutive years Amazon
keyboard case category BSR
(Best Sellers Rank)



Diversity in product
color variants



Brand VI

Brand logo

The logo is the core element of the visual identity system, serving as both the symbol and foundation of the brand image. It embodies the brand's unique philosophy and values.

As the starting point of the Typecase visual system, the logo must be applied in strict accordance with design guidelines to ensure brand consistency and recognizability.

Whether in static or dynamic contexts, the accurate use of the logo is crucial to effectively promoting and conveying the brand image.



Dominant color

Standard colors are a vital element representing the brand's spirit and culture. They create a strong visual impression and play a key role in brand recognition through color-based visual communication.

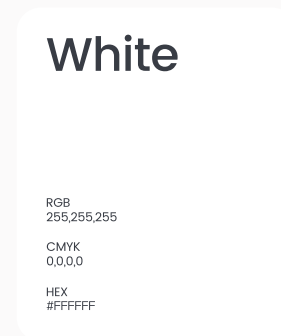
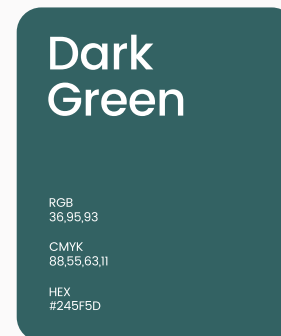
Printing

For print applications, spot colors are recommended to achieve the most vivid and accurate color representation of the logo.

If spot color printing is not feasible, CMYK (four-color) printing may be used. Be aware that factors such as embossing, paper selection, screen ruling, and varnishing can all affect color accuracy.

Note

The same color may appear differently under various lighting conditions and on different materials. Therefore, the color samples provided in this manual should be used as the standard reference. View them under sufficient natural daylight indoors on a clear day. Brand colors are standardized and must not be altered.



Global Presence

100+

Global patents

10+

Countries and regions

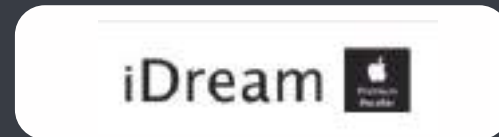
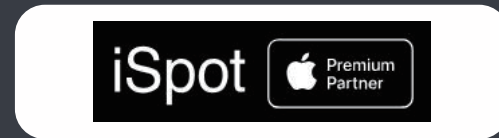
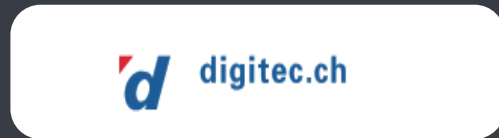
10 million

Cumulative global users

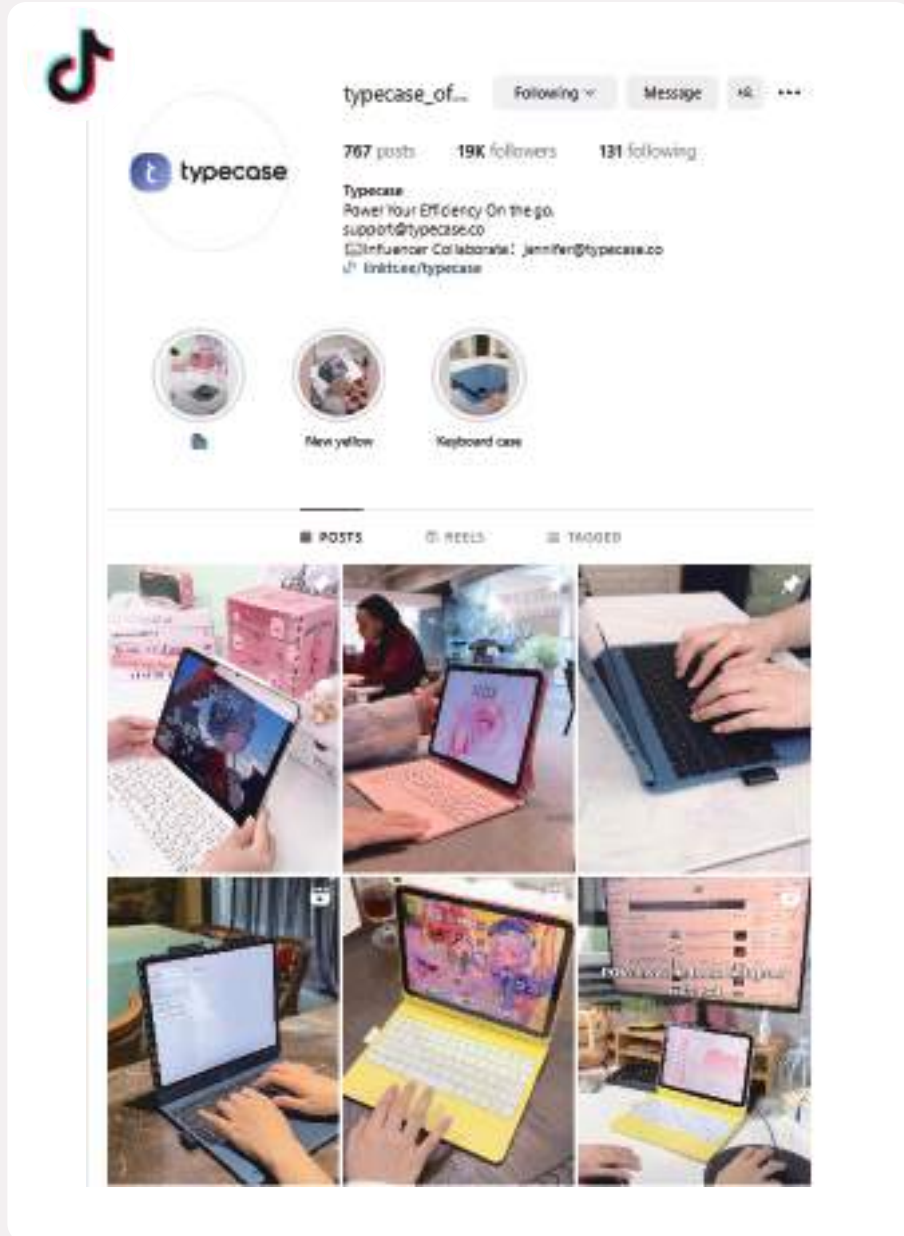
By establishing diversified channels such as Amazon, Walmart, TikTok, and independent websites, Typecase has a presence in more than ten countries and regions across North America, Europe, etc., holds over 100 global patents, serves a total of over 10 million users, and is dedicated to providing high-quality mobile lifestyle solutions to consumers worldwide.



Now Available Across Major Retailers



Social Media Matrix



typecase_of_... Following Message

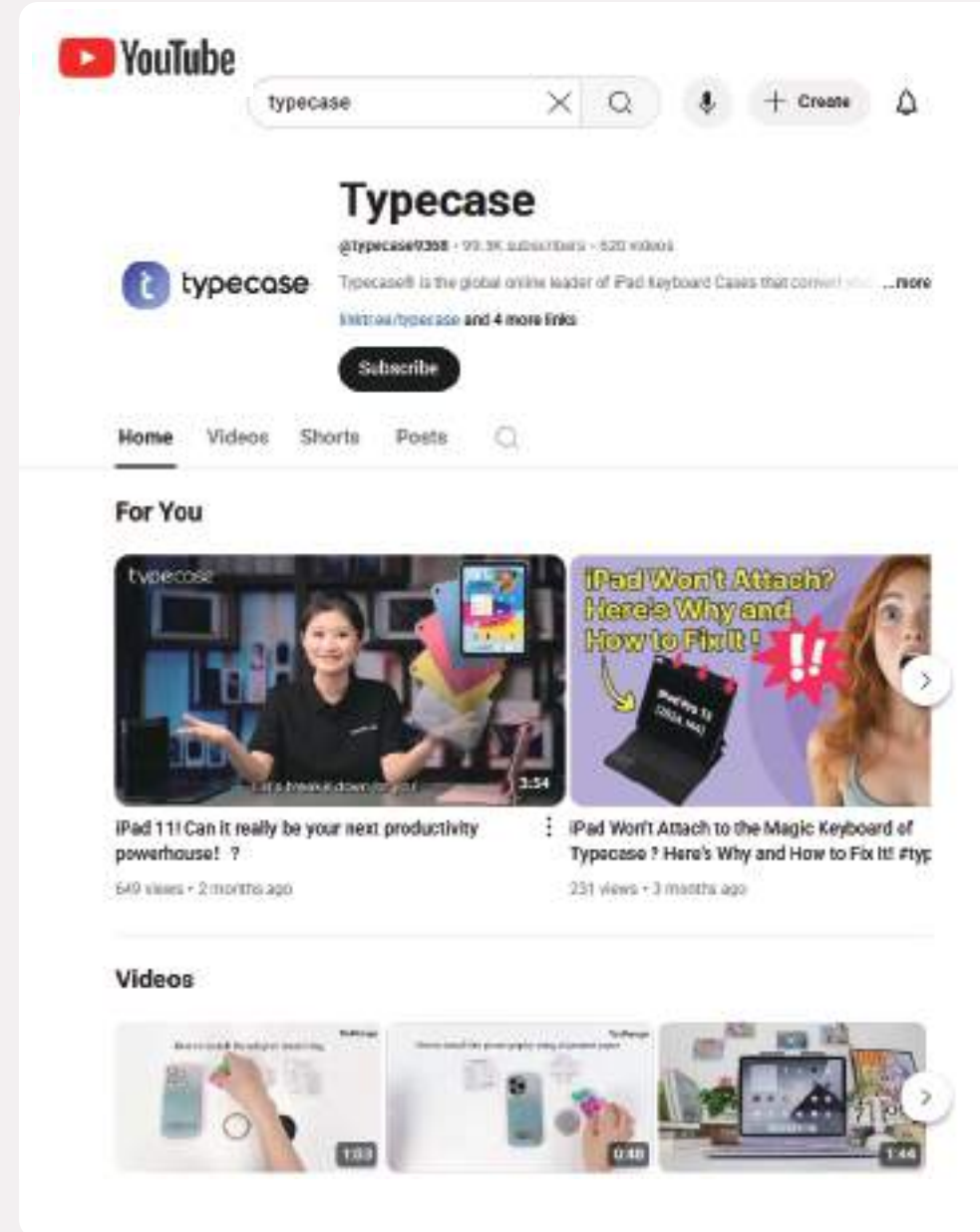
767 posts 19K followers 131 following

typecase
Power Your Efficiency On the go.
support@typecase.co
Influencer Collaborate! jennifer@typecase.co
linktr.ee/typecase

New yellow Keyboard case

POSTS REELS TAGGED

Grid of 6 images showing various iPad keyboard cases in use, including a pink one and a yellow one.



YouTube typecase

Typecase

@typecase9388 · 99.3K subscribers · 520 videos

Typecase® is the global online leader of iPad keyboard Cases that convert your... more
linktr.ee/typecase and 4 more links

Subscribe

Home Videos Shorts Posts

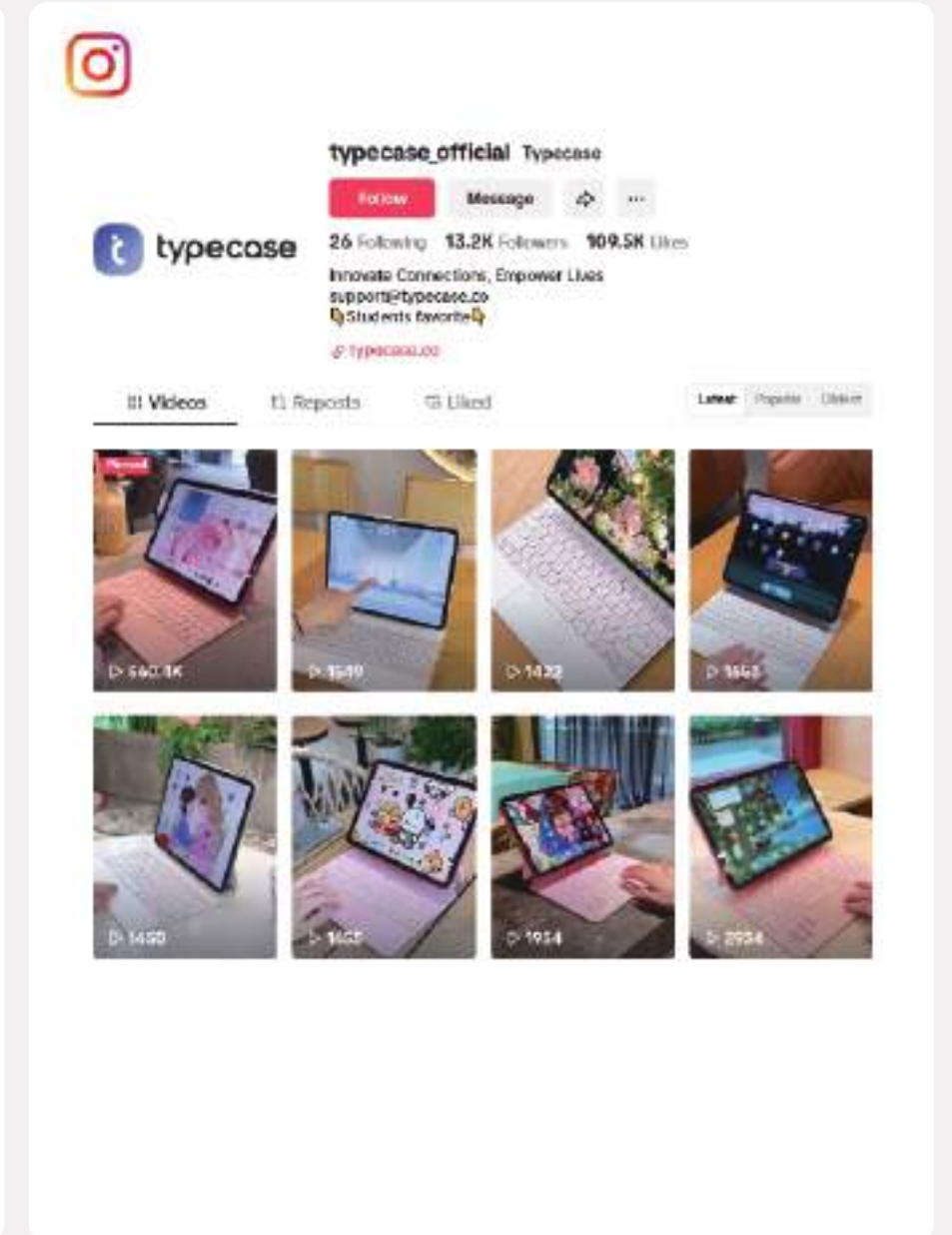
For You

typecase iPad 11! Can it really be your next productivity powerhouse! ?
649 views · 2 months ago

typecase iPad Won't Attach to the Magic Keyboard of Typecase ? Here's Why and How to Fix It! #t...
231 views · 3 months ago

Videos

Grid of 3 video thumbnails showing product demonstrations and troubleshooting tips.



Instagram typecase_official Typecase

Follow Message

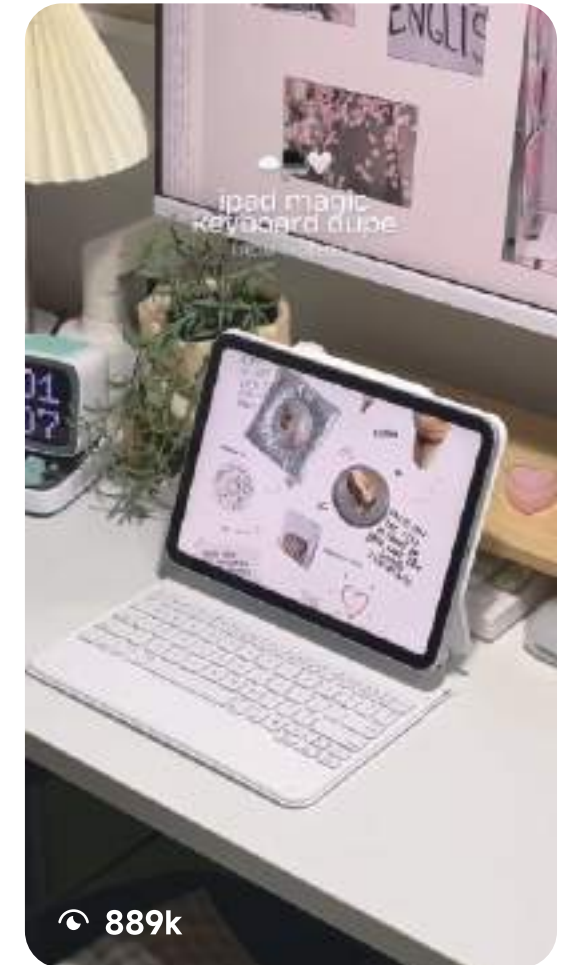
typecase 26 Following 13.2K Followers 109.5K Likes

Innovate Connections, Empower Lives
support@typecase.co
Students favorite
typecase.co

Grid of 8 images showing various iPad keyboard cases in use, including a pink one and a yellow one.

Brand Exposure

Typecase products have received over 20 million exposures on Instagram and are deeply loved by younger consumer groups.



TikTok Cases

Typecase has collaborated deeply with TikTok influencers, with multiple viral videos exceeding one million views.



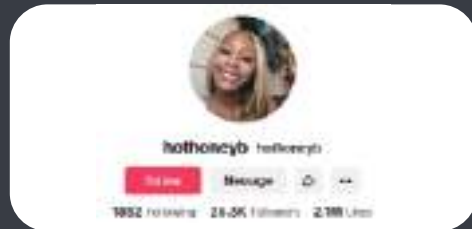
@soulrichpromo 3.3m



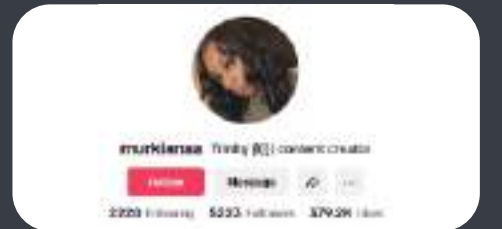
@karrikayy 1.1m



@ilovebigpink 1.9m



@hothoneyb 842k



@murkianaa 511k

Type Smarter. Impact Lighter

Endorsed by
international authoritative
certifications

Millions invested in
eco-friendly R&D

Full-chain quality
control system

International quality
certifications ensure a worry-free,
safe choice:

Our products strictly follow global authoritative certification standards such as EU CE and US FCC, passing multiple international safety tests (including RoHS environmental certification). Each product undergoes rigorous quality control, allowing you to enjoy a safe and reliable high-quality experience anywhere in the world.

Green commitment to
building a better future with you:

We continuously dedicate ourselves to R&D of eco-friendly technology products, and the innovative energy-saving technologies we employ have obtained international climate certifications. From raw material selection to production processes, we fully implement green concepts—reducing the Earth's burden and adding color to life.

**CLIMATE
PLEDGE
FRIENDLY**



Brand Strategic Outlook 2025–2035

Product Innovation

Focus on upgrading core products and creating differentiated technology products, continuously launching innovative designs to meet professional user needs.

Channel Expansion

e-commerce presence, optimize multi-platform operations, enhance localized experiences, and build an efficient sales network.

Brand Globalization

Strengthen the brand's professional image, drive cross-market collaboration, and enhance influence through localized content and cooperation with global partners.

Sustainable Development

Implement environmental commitments, advance green packaging and low-carbon production, and work together with users to build a sustainable future.

User Ecology

Create interactive communities, encourage co-creation with users, build a long-term value system, and deepen brand connections.



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