



 **ChattyMatty® : Brand Identity System**

**SHAKE**



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## Brand Identity : **Graphic Standards**

**Logos are important assets to our brand.**

Our logo variations consist of two elements:

- Icon = “**Matty**”
- Logo = Icon + “**ChattyMatty**” type

Throughout this section, references will be made to specific logos described on the following **Icon** and **Logo** pages. Please review these pages whenever you are unsure of which identity mark to use.

## Colours

Different combinations of colours can dramatically change the tone and recognition of the brand. To help achieve consistent look and feel, it is important that the colour palette is applied consistency. The **Print Palette** includes one Pantone along with Black and breakdowns for various applications using these colours. The official **App Palette** uses iOS colour guidelines for Light and Dark device modes.

### Print Palette

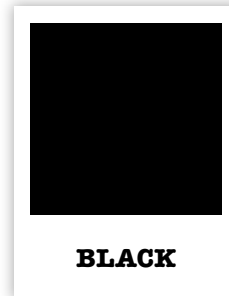


**PANTONE 7441 C**

CMYK (4c) = **45 / 73 / 0 / 0**

RGB = **175 / 82 / 222**

HEX (web safe) = **AF52DE**



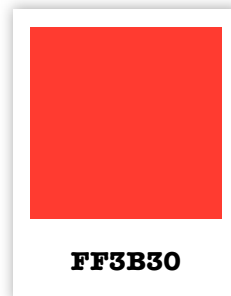
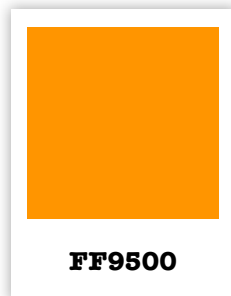
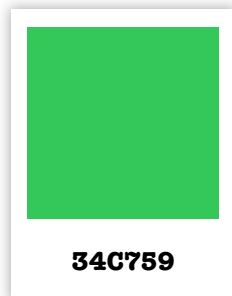
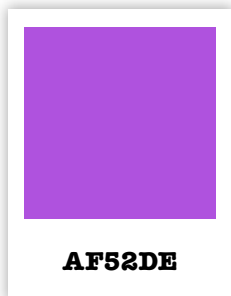
**BLACK**

CMYK (4c) = **0 / 0 / 0 / 100**

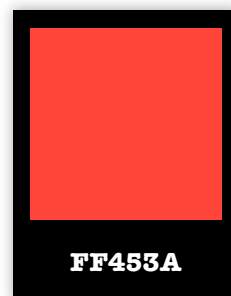
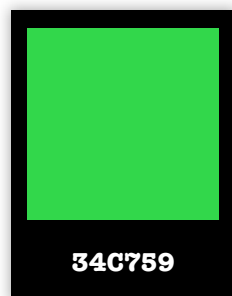
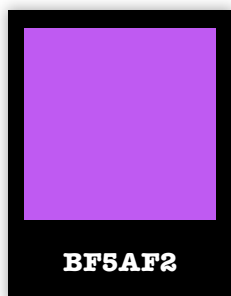
RGB = **0 / 0 / 0**

HEX (web safe) = **000000**

### App Palette (Light mode)



### App Palette (Dark mode)



## Icons

This is the official Icon for the **ChattyMatty**® brand. Use it anywhere to promote the **ChattyMatty** app.

While variations on this Icon exist for specific in-app usage ( see "Animations" on page 14 )—for those ‘expressions’ of **Matty** to be used in marketing campaigns further exploration is required.

### “Matty” Icon (on approved backgrounds)



FILE ( Icon-ChattyMatty-4c.pdf )



FILE ( Icon-ChattyMatty-RGB.pdf )



FILE ( Icon-ChattyMatty-1024x1024.png )

The inspiration and transformation from old-school telephone to Matty the helpful Panda.



From Ringing Phone



to Matty the Panda

The Matty Evolution

## Logos: 2-colour

### “ChattyMatty” Logo on White (horizontal)



FILE ( Logo-Horz-Purple--ChattyMatty-RGB.pdf )

### “ChattyMatty” Logo on Purple (horizontal)



FILE ( Logo-Horz-White--ChattyMatty-RGB.pdf )

### “ChattyMatty” Logo on White (stacked)



FILE ( Logo-Stacked-Purple--ChattyMatty-RGB.pdf )

### “ChattyMatty” Logo on Purple (stacked)



FILE ( Logo-Stacked-White--ChattyMatty-RGB.pdf )

## Logos: 1-colour

### 1-colour Logo (horizontal)



FILE ( Logo-Horz-BlackOnly--ChattyMatty-4c.pdf )

Only used when it's required to print in solid black-only or embroidery (remove Reg. symbol for small applications).

### 1-colour Logo (stacked)



FILE ( Logo-Stacked-BlackOnly--ChattyMatty-4c.pdf )

## Logos: Protective Space & Minimum Size

### Protective Space

Protective space guidelines are defined for every logo to ensure the logos always have sufficient space around them, while providing maximum impact.

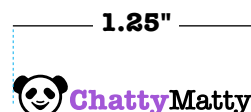
Minimum protective space is equal to the width of the letter "h", as shown. Negative space margins have been balanced all-around the logos.

The protective space has been applied to the artboards in the Adobe Illustrator files, based on correct usage of negative space. As such, never alter the artboard. Always include the "Trim" space when placing or exporting the logo.



### Minimum Sizes

Stay above the minimum sizes shown here in inches, to maintain readability.



## Logos: never do these things!

Maintain the visual aesthetics of our **ChattyMatty** logos.

### SCALING / STRETCHING



Never stretch or condense a logo.

### TYPEFACE



Never use a different typeface for a logo.

### OVER POSITIONING



Never position a logo over busy backgrounds.

### COLOURS



Never use off-brand colours with a logo.

### DROP SHADOWS



Never apply a drop shadow to a logo.

### LAYOUT



Never rearrange the position of the elements.



Typography is a strong extension of the **ChattyMatty**<sup>®</sup> brand personality and plays a major role in creating a consistent look for the App, as well as across all communication and promotional materials.

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### **Primary Font: American Typewriter**

**American Typewriter** is the stylistic serif font that is used as the base of the **ChattyMatty**<sup>®</sup> Logotype. And because this App is all about voice conversations, American Typewriter was chosen to convey getting back to old-school communication.

- American Typewriter Regular is the font used standard communications.
- **American Typewriter Semibold** is the font to use to highlight a phrase within a sentence in standard communications.
- Use **American Typewriter Bold** for headlines (Titles, H1). It is especially useful in hard-sell applications such as Posters, Banners and Social Media.

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### **Secondary Font: Helvetica Neau**

Helvetica Neau is a clear and legible sans serif typeface that is used within the app for all input fields.

- Use Helvetica Neau 55 Roman when demonstrating text input within user guides.
- Use Helvetica Neau 55 Roman for footnotes and legal text in all documentation.
- Use **Helvetica Neau 55 Bold** for strong text in all documentation.



# SHAKE



**Mascot : ChattyMatty the Helpful Panda**





## About Matty

**Matty** is the key icon, inspiration and mascot for our **ChattyMatty** brand.

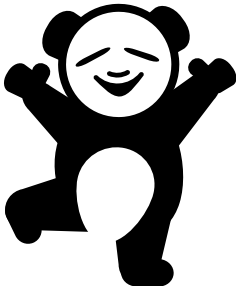
Matty is a unisex character that appeals to all. Matty is always portrayed as a friendly panda.

Matty is capable of expressing many emotions. So anywhere Matty can express these emotions in a helpful manner, illustrations and animations can be created for this purpose.

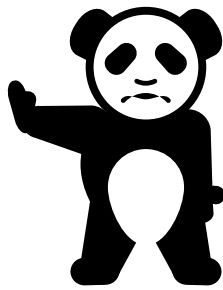
When used as a supporting animation, Matty can help demonstrate app functionality through various gestures and props. However, unlike the avatars in the ChattyMatty app, Matty only wears fur. Matty never dresses up in human clothing.

## Illustrations

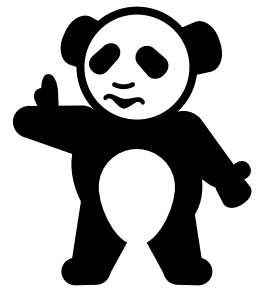
These illustrations of Matty are available for print usage, where only static images can be used.



FILE ( [Matty-About.pdf](#) )



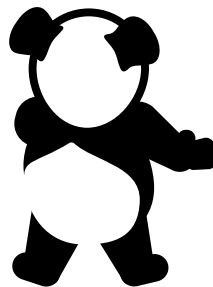
FILE ( [Matty-Blocking.pdf](#) )



FILE ( [Matty-Blocking.pdf:2](#) )



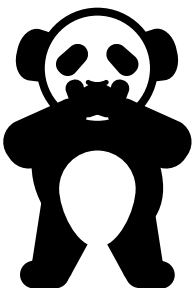
FILE ( [Matty-Feedback.pdf](#) )



FILE ( [Matty-Password.pdf](#) )



FILE ( [Matty-Privacy.pdf](#) )



FILE ( [Matty-Safety.pdf](#) )



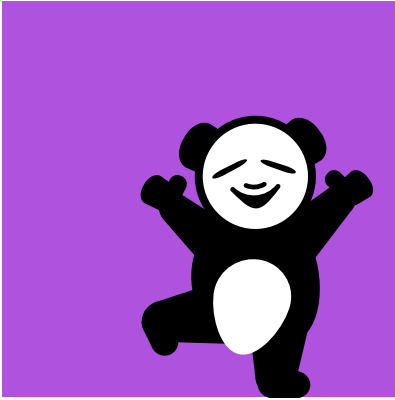
FILE ( [Matty-ShakingPhone.pdf](#) )



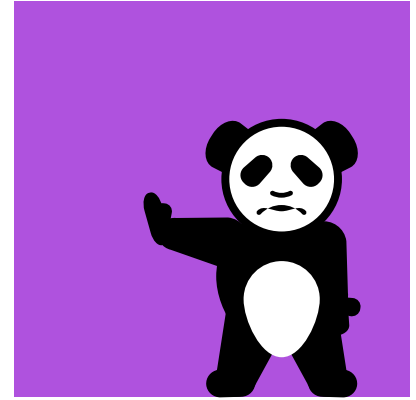
FILE ( [Matty-Waving.pdf](#) )

## Animations

Click an animation below to play it. These animations are available a Lottie JSON files for website and application usage. Animated GIFs are available for digital marketing.



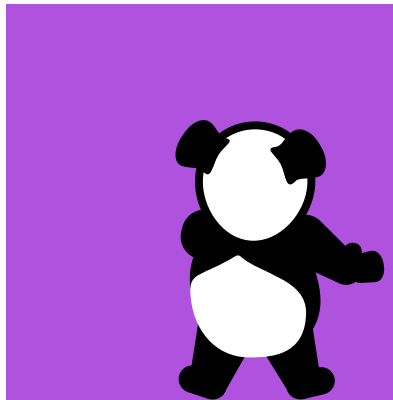
FILE (Matty-About.mov)



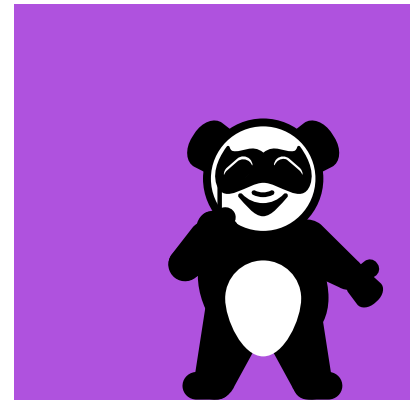
FILE (Matty-Blocking.mov)



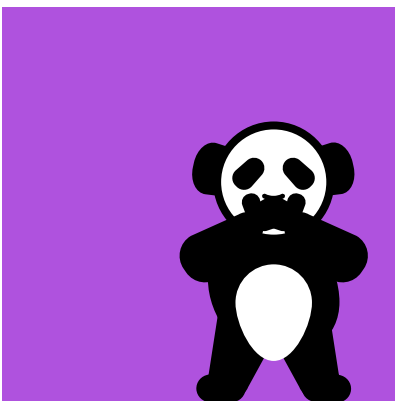
FILE (Matty-Feedback.mov)



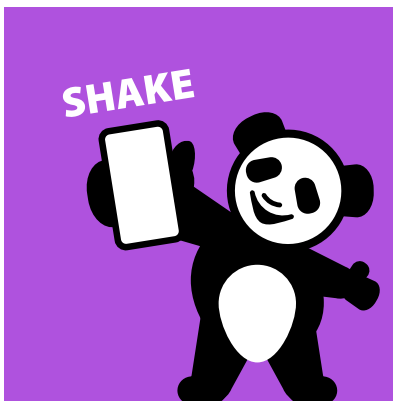
FILE (Matty-Password.mov)



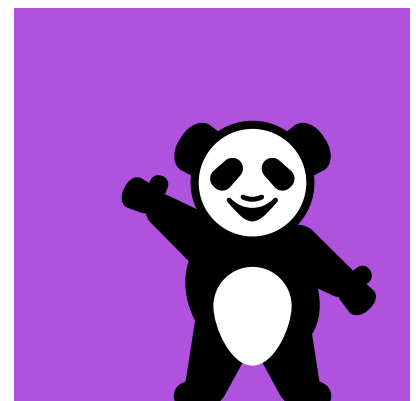
FILE (Matty-Privacy.mov)



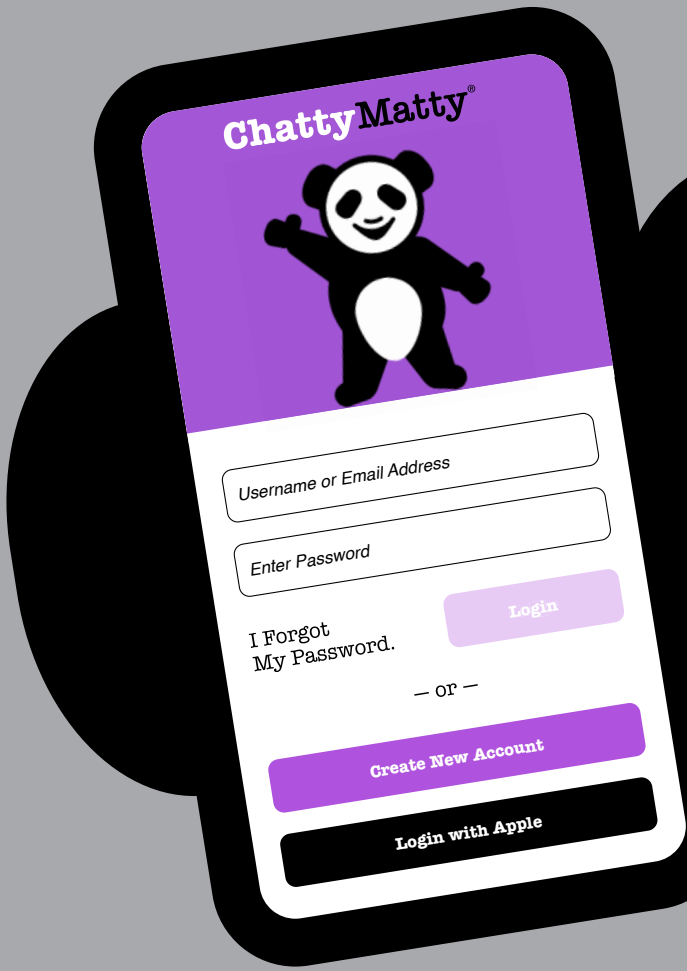
FILE (Matty-Safety.mov)



FILE (Matty-ShakingPhone.mov)



FILE (Matty-Waving.mov)



**App : UI Design**

## App Logos

Apps require various size logos depending on the platform—iOS, Android, and Web. This is a collection of Icons for usage with ChattyMatty (phase 1).

### Specific Icon files for app icon usage



FILE (Icon-ChattyMatty-1024x1024.png)



FILE (Icon-ChattyMatty-256x256.png)



FILE (Icon-ChattyMatty-16x16.ico)  
*Magnified Example Show.*

#### Icons-ChattyMatty (ICO files)

Icon-ChattyMatty-256x256.ico  
Icon-ChattyMatty-48x48.ico  
Icon-ChattyMatty-32x32.ico  
Icon-ChattyMatty-16x16.ico

#### (PNG files)

Icon-ChattyMatty-1024x1024.png  
Icon-ChattyMatty-256x256.png  
Icon-ChattyMatty-180x180.png  
Icon-ChattyMatty-32x32.png  
Icon-ChattyMatty-16x16.png

### Specific Logo files for in-app usage

These files are only for use within the application. The Dark variation requires a purple outline. This is not intended for print usage.



FILE (Logo-Top-Light.svg)



FILE (Logo-Top-Dark.svg)

#### Available SVG files:

Logo-LoginPage.svg  
Logo-Top-Dark.svg  
Logo-Top-Light.svg



ChattyMatty®

FILE (Logo-LoginPage.svg)



# App Buttons

## Matty-stylized Interaction Buttons

Playing and Stopping Messages and Greetings



1 2 3

ChitChats – Reviewing, Recording, Listening, and Sending Messages



4 5 6 7 8 9

Phone Calls



10 11 12 13

Device Audio Controls



14 15 16 17

Blocking/Flagging Users



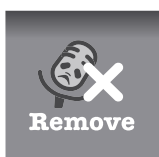
18 19

### Buttons-Round--ChattyMatty (SVG files)

Button-Light-Answer.svg	11
Button-Light-Block.svg	18
Button-Light-Call.svg	10
Button-Light-Cancel.svg	6
Button-Light-ChitChat.svg	4
Button-Light-Decline.svg	12
Button-Light-End.svg	13
Button-Light-Flag.svg	19
Button-Light-Greeting.svg	2
Button-Light-Listen.svg	8
Button-Light-Message.svg	5
Button-Light-Mute-Off.svg	14
Button-Light-Mute-On.svg	15
Button-Light-PlayNew.svg	1
Button-Light-Record.svg	7
Button-Light-Send.svg	9
Button-Light-Speaker-Off.svg	16
Button-Light-Speaker-On.svg	17
Button-Light-Stop.svg	3

## Row Buttons

Remove



Flag



Flagged



### Buttons-Slide--ChattyMatty (SVG files)

Slide-Button-Flag-Light.svg
Slide-Button-Flagged-Light.svg
Slide-Button-Remove-Light.svg

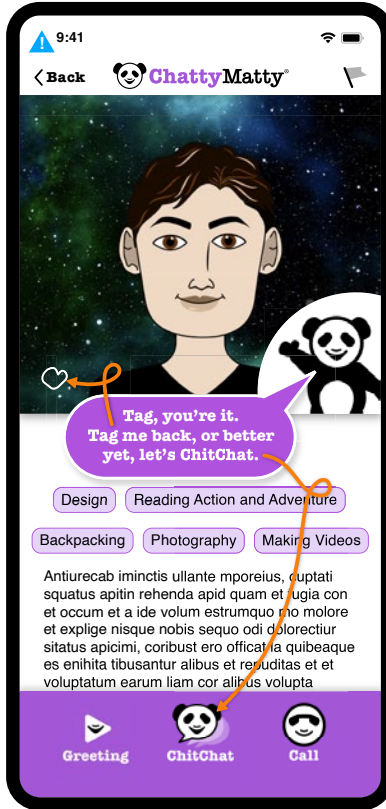
# Overlay Design

This is the design style to use for helpful overlays with Matty animations.

## Specific SVG files in-app instructions



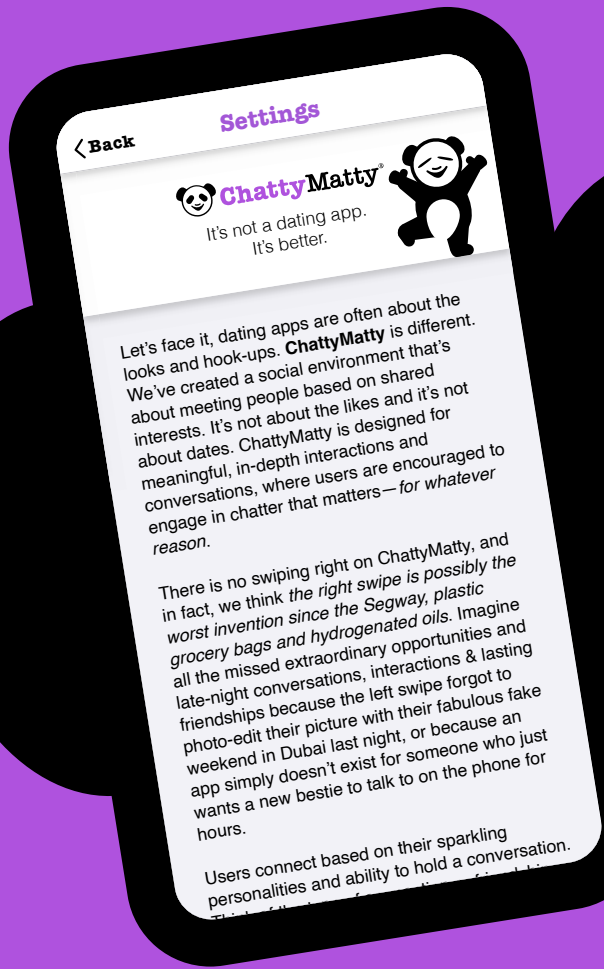
FILE ( **Matty-over-Profile-Card.svg** )



EXAMPLE ( **Matty-Overlay-Fix.mp4** )

### Overlays--ChattyMatty (SVG files)

Matty-over-Profile-Card.svg  
Instruction-Arrows.ai



**Writing : Brand Tone of Voice**

## Tone of Voice

To understand the tone of voice to use you need to first consider the audience. The **ChattyMatty** App focuses on an older, more blue-collar crowd. The intent to is to get older, lonely people to have a way to be able to connect with others. It's not a dating app. It's to create an ability to chat with others.

---

### Write about Features

Here are some features to keep-in-mind:

- ChattyMatty is about Safe Connections
  - ChattyMatty is Confidential and Secure.
  - We don't share user info—that's a user decision and is shared only if they share it in conversation.
  - Write about Connections and Friendship. Never about dating.
  - Write to people who prefer if they just talk vs. actually meeting in person.
  - Connect with others based on shared interests.
- 

### Talk to our Audience

Here is some information about the target audience:

- Write to engage an older target audience, 35-65 years old.
- Cashiers at the grocery store/server at Swiss Chalet/Walmart cashier are good examples.
- Average people, blue collar.
- Prefer if they just talk vs. actually meeting in person.

## Examples of Written Content

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### Model: User's First Greeting

Headline: **Record Your First Greeting**

Getting chatty with others requires an introduction! Record a greeting to let others know a bit about you or what you'd like to chat with others about. Maybe you want to share recipes or golf tips, or perhaps you're just looking for someone who's a great listener, or maybe that great listener is you! Take 30 seconds or a minute and chat away to create your own personal greeting that others can listen to.

---

### Page: My Story

Headline: **It's your time to get Chatty.**

Remember when you recorded your ChattyMatty greeting to introduce others to yourself? As in who you are? Think of this section as a written story about a deeper dive into why you're here. The more you share about what it is you'd like to get chatty about, the more you're likely to get out of your time on ChattyMatty. If you're here to find others who share an industry passion, maybe you want to highlight places you've worked or what you enjoy most about your particular job or career. Or perhaps you have some witty one-liners that you'd like to share to be able to connect with others from a sheer comedic and enjoyment perspective.

What's your ChattyMatty story?

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### Page: About ChattyMatty®

Headline: **ChattyMatty®** is not a dating app. It's better.

Let's face it, dating apps are often about the looks and hook-ups. **ChattyMatty** is different. We've created a social environment that's about meeting people based on shared interests. It's not about the likes and it's not about dates. ChattyMatty is designed for meaningful, in-depth interactions and conversations, where users are encouraged to engage in chatter that matters – for whatever reason.

There is no swiping right on ChattyMatty, and in fact, we think the right swipe is possibly the worst invention since the Segway, plastic grocery bags and hydrogenated oils. Imagine all the missed extraordinary opportunities and late-night conversations, interactions & lasting friendships because the left swipe forgot to photo-edit their picture with their fabulous fake weekend in Dubai last night, or because an app simply doesn't exist for someone who just wants a new bestie to talk to on the phone for hours.

Users connect based on their sparkling personalities and ability to hold a conversation. Think of the type of connection or friendship that can create. ChattyMatty is a **safe environment** where the exchange of inappropriate pics is not a thing. Read that again. Rare you say? We think so.

ChattyMatty users can ask another Matty for help perfecting an apple pie recipe, or just hang out and get chatty with someone who also enjoys golf, for example. The point is, if you're looking for a hook-up, keep on swiping. On the other hand, if you've been lonely these past couple of years and are looking to reconnect and re-socialize in a way that's a little less intimidating than stepping out the front door, you're in the right place.

