Mattermost

Brand Guidelines

Updated August 9, 2022

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Brand Positioning

Mattermost uses a [brand archetyping framework](#). This archetype, in conjunction with our 3 key visual themes, act as a North Star for all brand identity decisions.

Brand Archetype

The Citizen

Key Driver

To connect with others.

Beliefs

Everyone matters and should be included.

Strengths

• Selfless
• Empathetic
• Authentic
• Sincere

Fears & Weaknesses

• To be left out
• To be perceived as superficial
• To lose a unique sense of identity
• To be perceived as boring

Key Visual Themes

Open	Open source, accessible, and visibile.
Flexible	Adaptive, customizable, and ownable.
Trusted	Honest, authentic, friendly, and secure.

Logo

The Mattermost logomark is called "the instrument." It represents four tools that organizations need to achieve their highest priorities:

• A compass for direction

• A clock to set pace

• A meter to measure output

• A dial representing inputs — the contribution of everyone on the team

Logo

Variations

The Mattermost logo must not be altered in any way. It's available in 2 formats: horizontal or vertical. Horizontal is prefered. It's also available in 3 colorways: black, denim, or white. The colorway should be chosen to correspond with the background (black or denim on lighter backgrounds, white on dark backgrounds).

Logo files in EPS and PNG file formats are available for download here.

Logo

Clear Space

The Mattermost logo must have adequate clear space around it at all times. The clear space should be at least as large as the x-height.
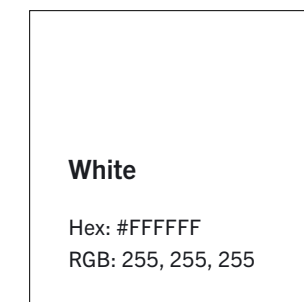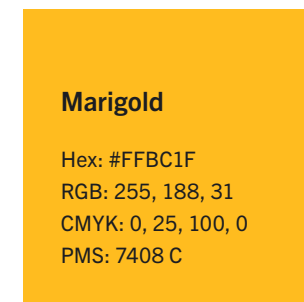
Core Colors

Mattermost's core palette contains Denim, Marigold, White, and Black. The swatches on the right represent the desired proportional use of color within any layout.

Use only black or white text on core colors as outlined on the right: as these combinations are specifically approved for accessibility.

Primary

Denim

Hex: #1E325C
RGB: 30, 50, 92
CMYK: 100, 87, 30, 18
PMS: 281 C

Secondary

Marigold

Hex: #FFBC1F
RGB: 255, 188, 31
CMYK: 0, 25, 100, 0
PMS: 7408 C

White

Hex: #FFFFFF
RGB: 255, 255, 255

Black

Hex: #1B1D22
RGB: 27, 29, 34
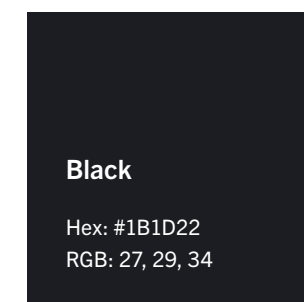
Supporting Colors

The Mattermost supporting colors should be used sparingly. Do not use them in any way that might overpower the core palette.

Use only black or white text on core colors as outlined on the right: as these combinations are specifically approved for accessibility.

Cyan

Hex: #32A4EC
RGB: 50, 164, 236
CMYK: 100, 0, 0, 0

Blue

Hex: #1C58D9
RGB: 28, 88, 217
CMYK: 100, 60, 0, 0

Purple

Hex: #6167BD
RGB: 97, 103, 189
CMYK: 0, 70, 60, 0

Green

Hex: #339970
RGB: 51, 153, 112
CMYK: 80, 0, 70, 0

Orange

Hex: #E07315
RGB: 224, 115, 21
CMYK: 0, 60, 100, 0

Red

Hex: #C43133
RGB: 196, 49, 51
CMYK: 0, 100, 85, 0

Brown

Hex: #5b3515
RGB: 91, 53, 21
CMYK: 35, 70, 100, 35

Typography

Trade Gothic

The Mattermost primary typeface is Trade Gothic Next. This sans-serif typeface is available via Adobe Typekit here. Trade Gothic was originally designed in 1948 by Jackson Burke and later refined for digital use. It's got an irregular quality that adds character and feels bold and condensed.

Trade Gothic should be used to typset most copy: utilizing the heavy weight for headlines and the regular weight for body copy.

*Non-designers may use Roboto & Roboto Condensed as a substitute in Google Slides.*

Trade Gothic Next LT Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ( ) & ? ! . , : ; ' / ~

Trade Gothic Next LT Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ( ) & ? ! . , : ; ' / ~

Typography

Fira Mono

The Mattermost secondary typeface is Fira Mono. This monspaced typeface is available via Adobe Typekit here. Fira is a humanist typeface originally designed by Mozilla during the development of Firefox OS. Fira Mono is a nod to Mattermost's developer audience and evokes the familiar environment of code terminals.

Fira Mono is an accent typeface. It should be used sparingly to add visual interest in eyebrow copy, buttons, and other places with very short character counts. It should also be used to typset all blocks of code.

Non-designers may use Courier as a substitute in Google Slides.

Fira Mono Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ( ) & ? ! . , : ; ' / ~

Fira Mono Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ( ) & ? ! . , : ; ' / ~**

Buttons

Buttons are typeset using Fira Mono Bold. They are pill shaped (fully rounded corners) and come in either fills or strokes in 4 colorways: Marigold, LIght Denim, White, or Denim.
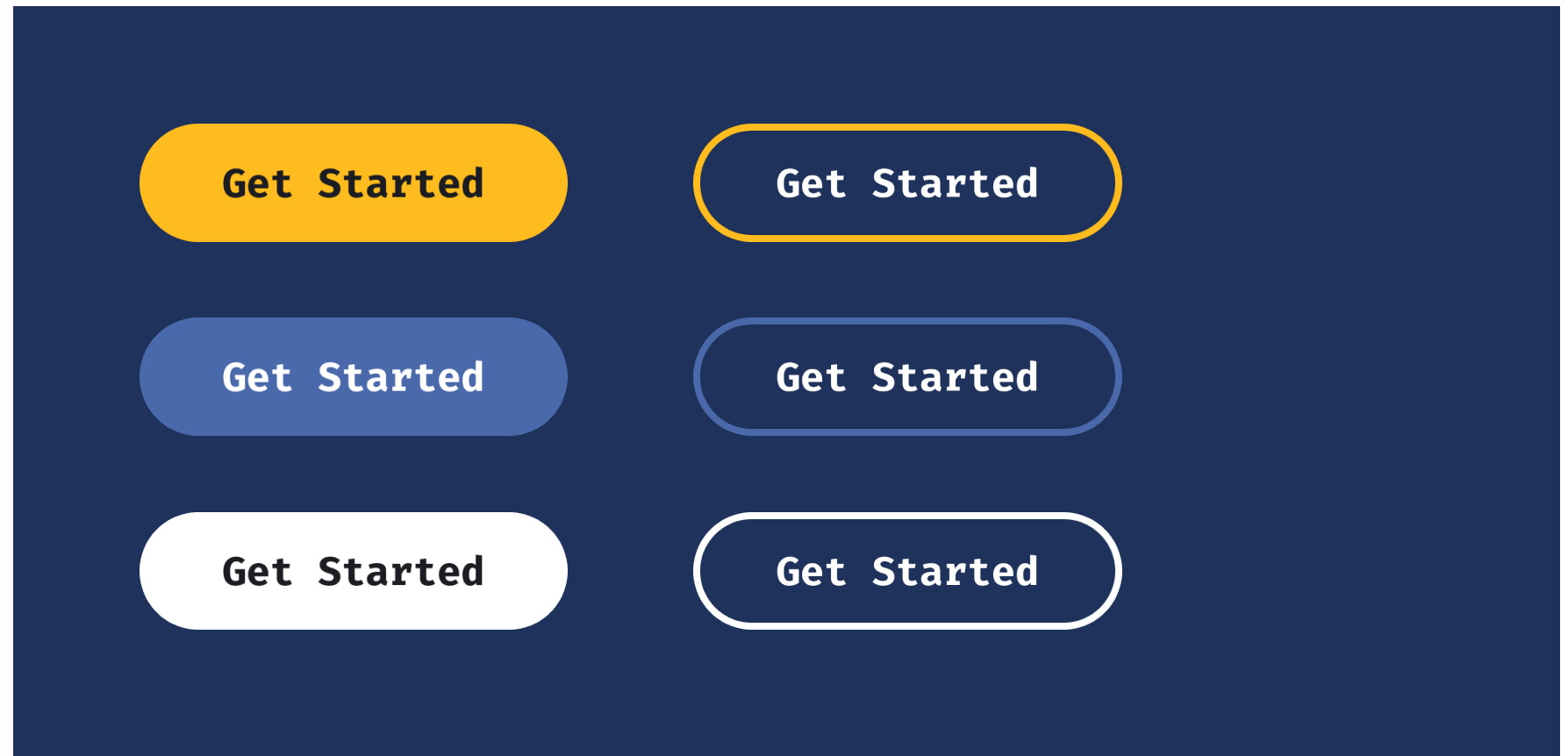
Iconography

Emojis

Mattermost uses a custom set of emojis as an icon library. Emojis are a visual language used within the product and represent the fun and personable side of collaboration.

Emojis are available within the Mattermost branded GSlides template here.
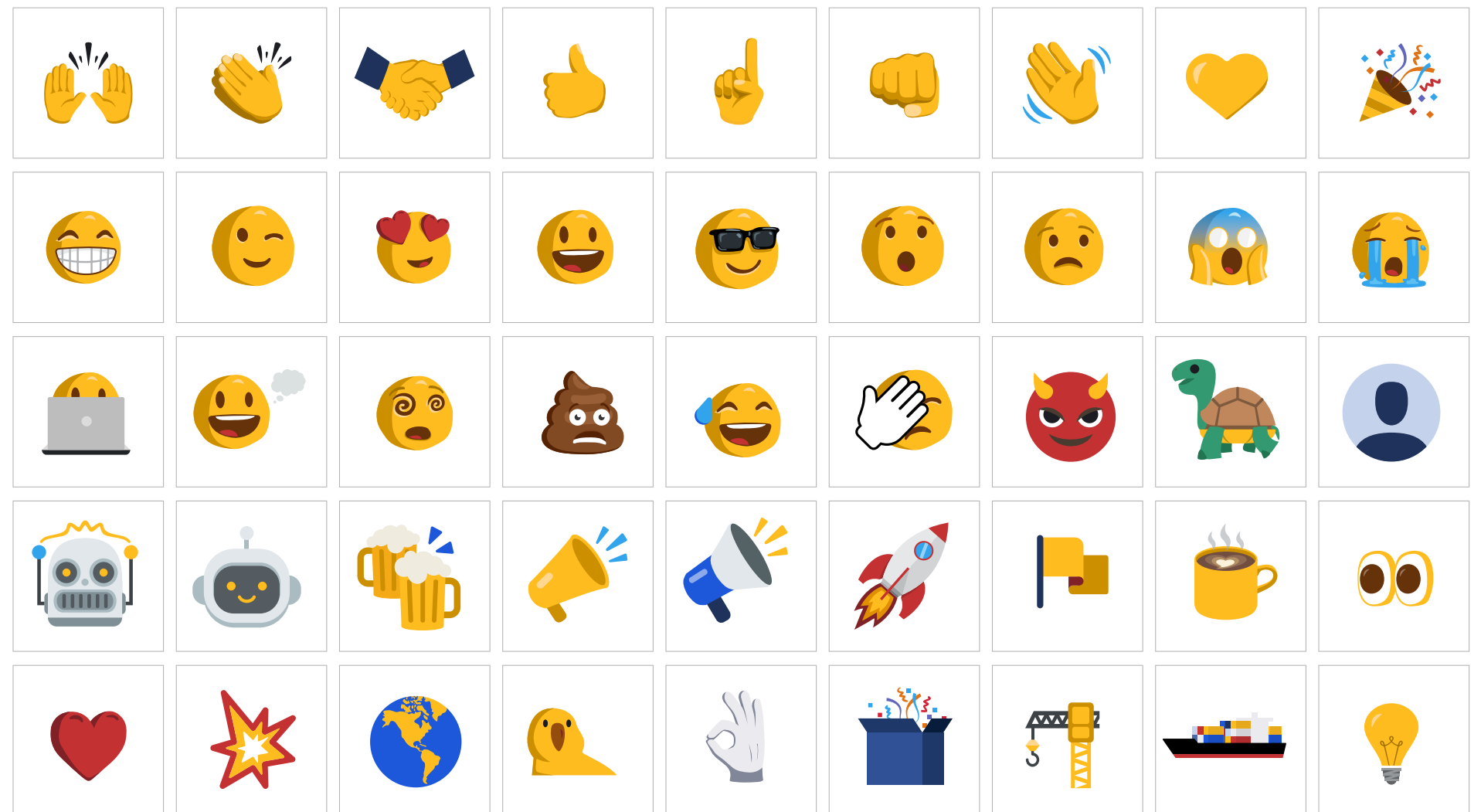
Illustration

Avatars

The visual style of avatars families very closely with emojis. The avatars are expressive, joyful, and cartoony. They utilize a stipple brush technique to add texture. The avatars come in a variety of yellow -> brown skin & hair colors.

Avatars are available within the Mattermost branded GSlides template here.

Illustration

Dots in Motion Motif

"Dots in motion" is the name of the visual motif that Mattermost uses to convey collaboration, forward progress, and speed. Large dots with trailing gradients interact with one another and allude to productivity.

This motif should utilize the brand color palette.

Illustration

Stipple Brush Motif

Mattermost uses a stipple brush motif in key art and backgrounds to add a layer of texture and unique visual interest.

If you are a designer creating illustrations for Mattermost, you can download the free Adobe Illustrator brush from Spoon Graphics here (Scatter Brush 4).
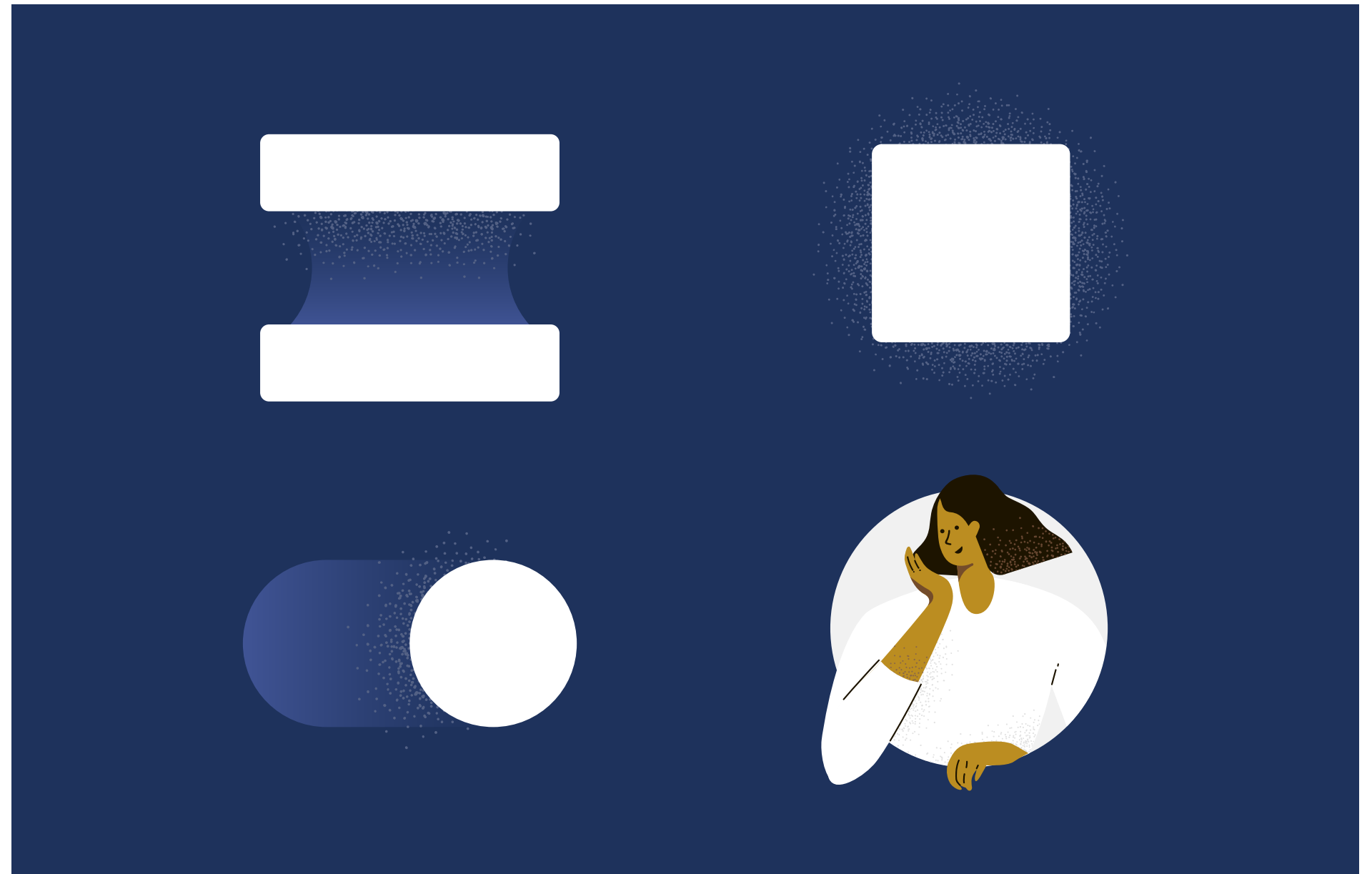
Illustration

Key Interactions

Some Marketing materials need to allude to product UI/UX, however, literal screenshots can be extremely detailed and hard to understand quickly. This is where key interactions come in: these illustrations look aesthetically similar to the Mattermost product interface, but are drawn in a more abstract way that removes the high level of detail seen in the product itself.
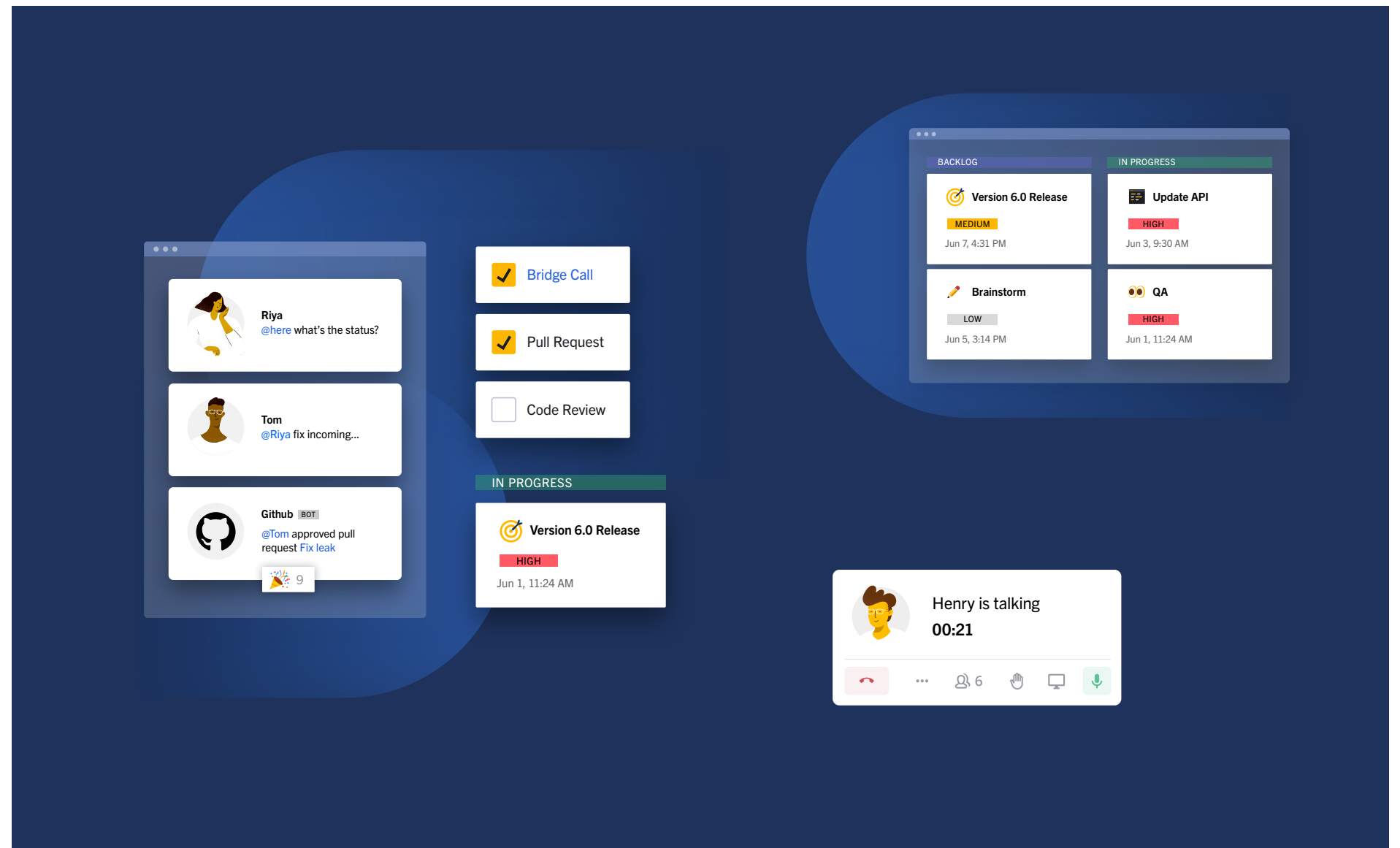
Display Ads

Display ads should align very closely to all guidelines stated above, relying heavily on the core palette and illustration guidelines. To the right you'll find some examples.
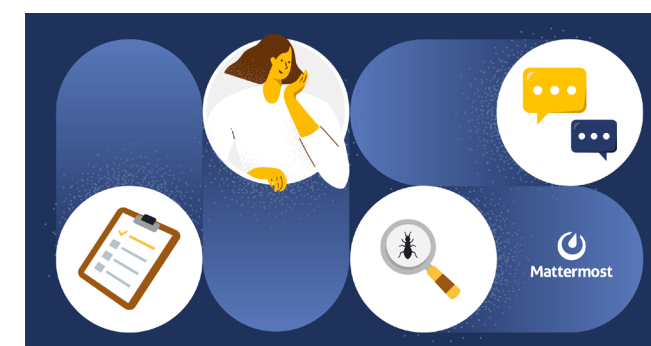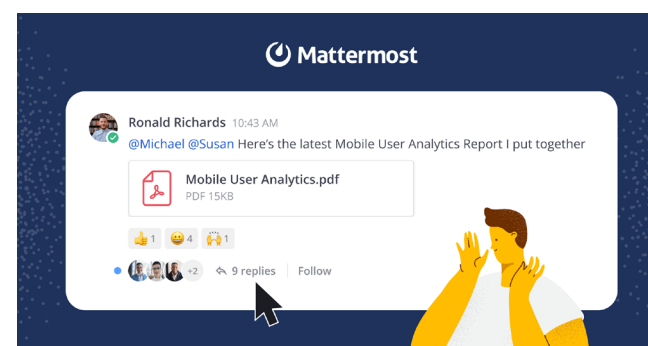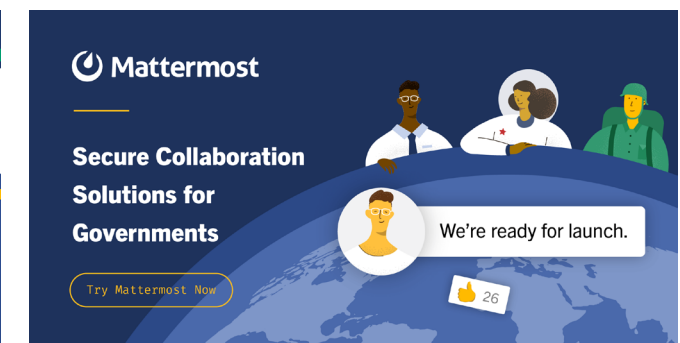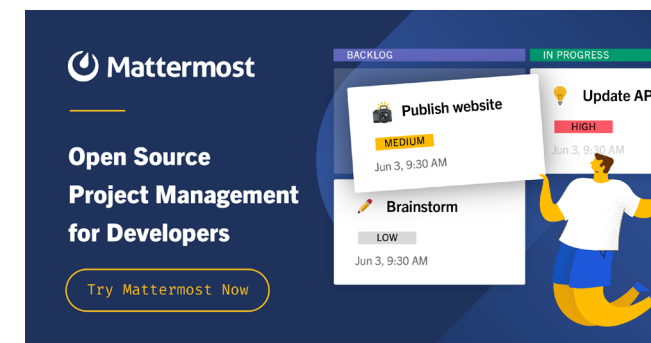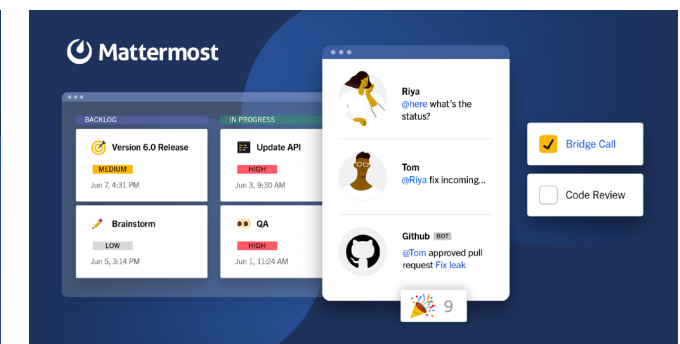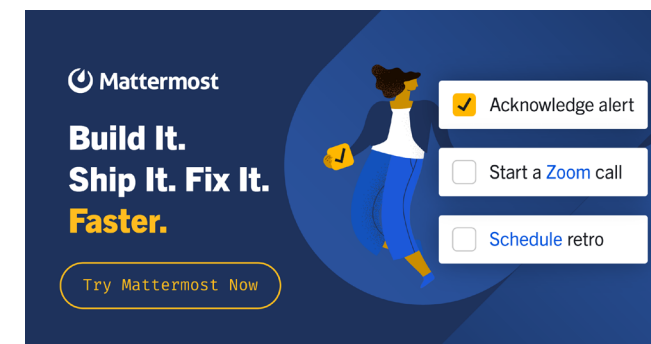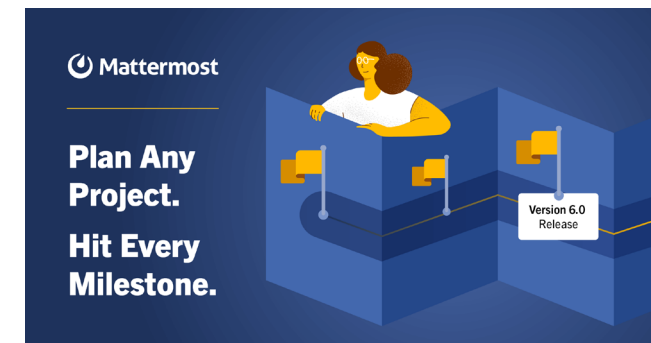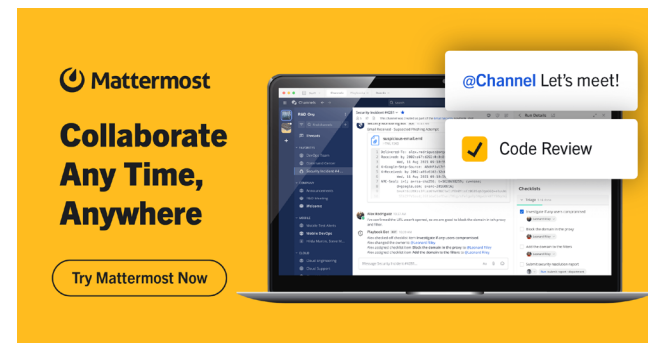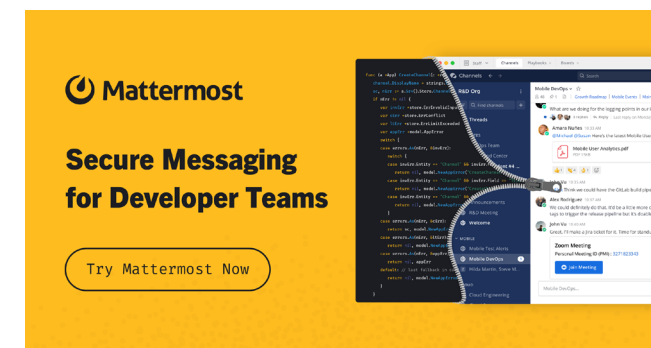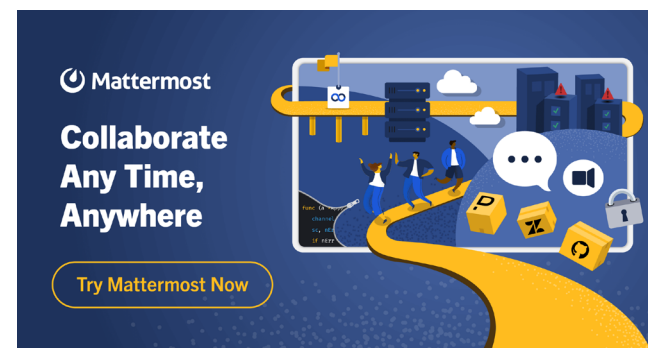
Blog Images

Hero imagery used on the Mattermost blog should by highly illustrative and align closely with the guidelines stated above. The supporting color palette can be used more heavily to add variance to the blog. To the right you'll find some examples.
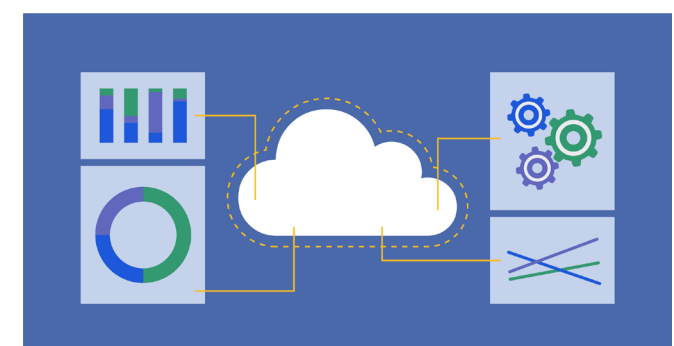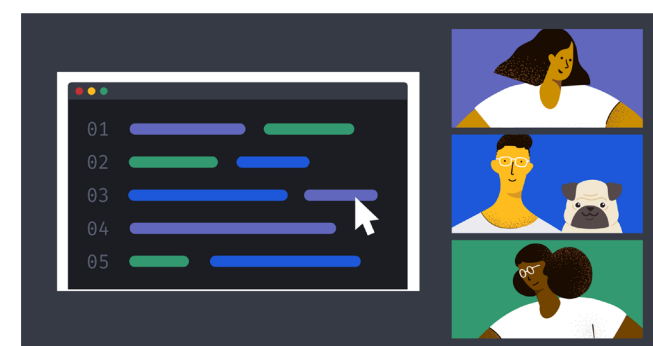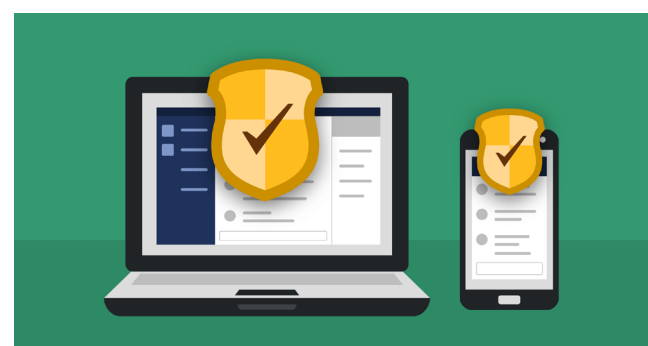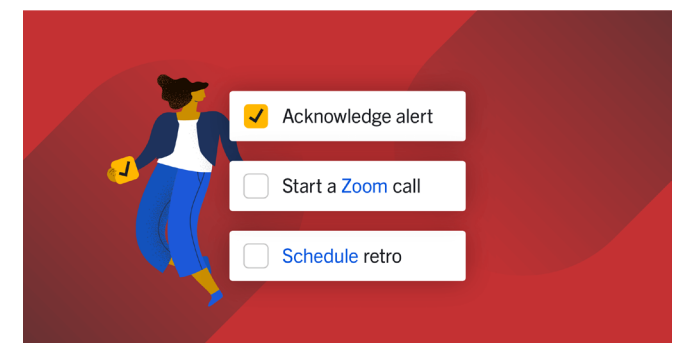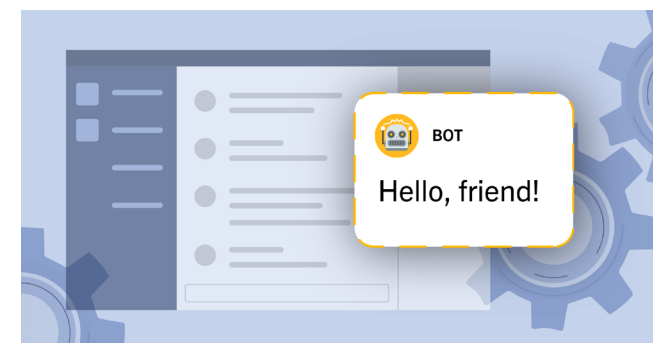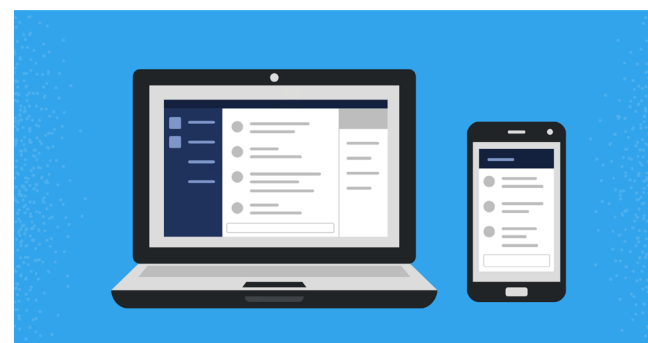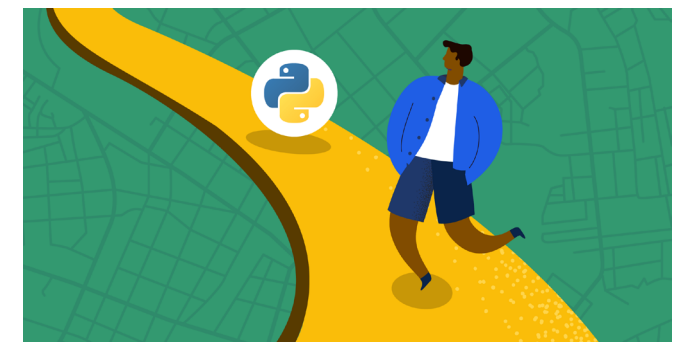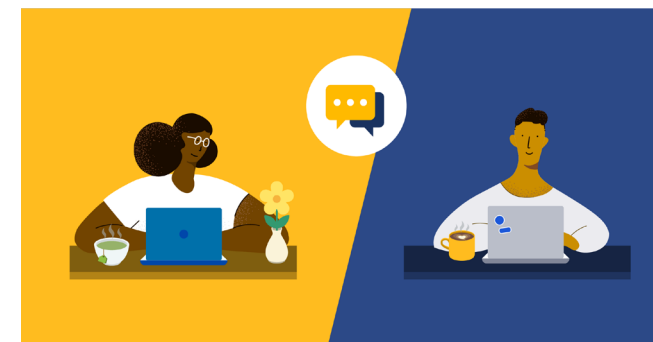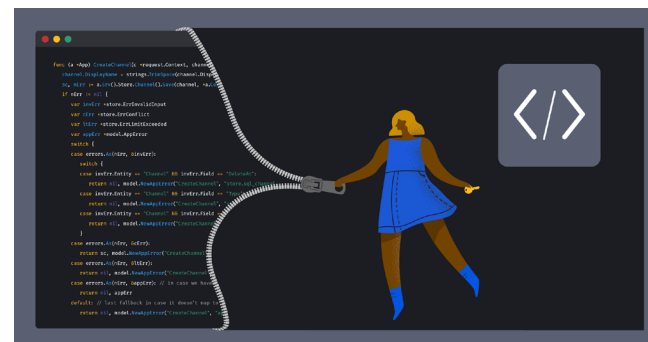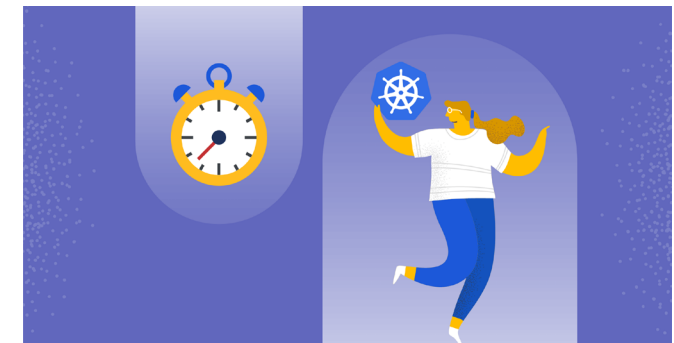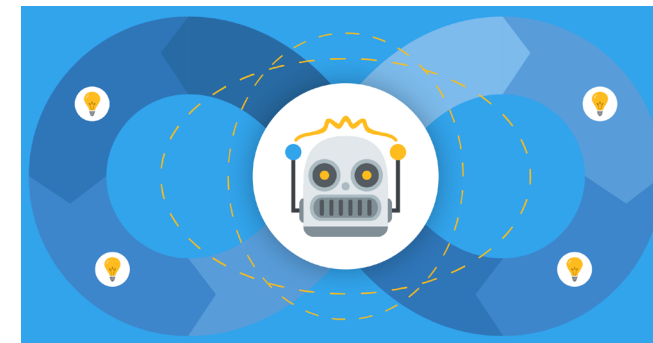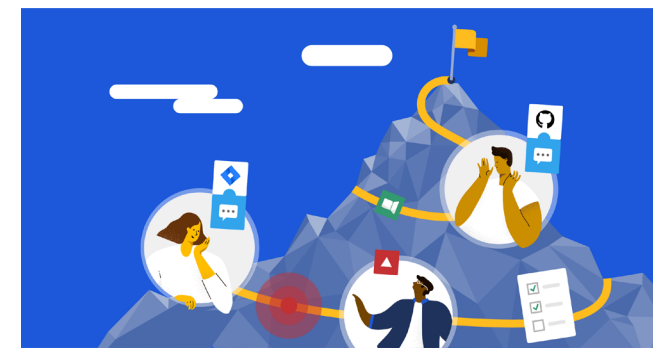
Experiential Sub-Branding

The Mattermost brand has a slightly different skew for experiential activations (events, swag, and other in-person mediums). Here, the brand leans heavily into emojis as a primary form of storytelling, with an emphasis on emojis that speak to developer use cases.

Using a "show me, don't tell me" approach: the banners and collateral can substitute words for emojis. Swag can contain emojis as the primary artwork. For booth design: the color palette will use Marigold to its advantage so Mattermost has a loud presence in the visual clutter of an event hall.

Resources

Looking for key art, diagrams, emojis, illustrations, or product screenshots?

These are all accessible within the Mattermost branded GSlides template here.