



# Brand Guidelines

Updated Aug, 2024



# Table of Contents

03 Brand Positioning

04 Logo

07 Color

09 Typography

10 Iconography

11 Illustration

12 Display Ads

13 Blog Images

19 Resources

# Brand Positioning

Mattermost uses a [brand archotyping 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	Beliefs
To connect with others.	Everyone matters and should be included.
Strengths	Fears & Weaknesses
<ul style="list-style-type: none"><li>• Selfless</li><li>• Empathetic</li><li>• Authentic</li><li>• Sincere</li></ul>	<ul style="list-style-type: none"><li>• To be left out</li><li>• To be perceived as superficial</li><li>• To lose a unique sense of identity</li><li>• To be perceived as boring</li></ul>

Key Visual Themes	
Open	Open source, accessible, and visible.
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 preferred. 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

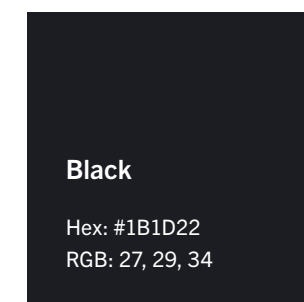
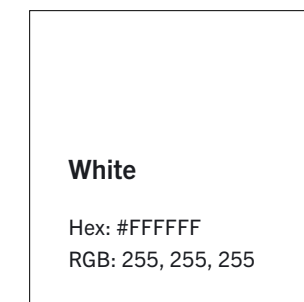
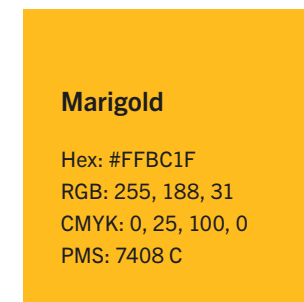
Mattermost's core palette contains Denim, Marigold, White, and Black. The swatches on the right represent the desired proportional use of color within any layout.

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

Primary



Secondary



# 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.

<b>Cyan</b> Hex: #32A4EC RGB: 50, 164, 236 CMYK: 100, 0, 0, 0	<b>Blue</b> Hex: #1C58D9 RGB: 28, 88, 217 CMYK: 100, 60, 0, 0	<b>Purple</b> Hex: #6167BD RGB: 97, 103, 189 CMYK: 0, 70, 60, 0	<b>Green</b> Hex: #339970 RGB: 51, 153, 112 CMYK: 80, 0, 70, 0
<b>Orange</b> Hex: #E07315 RGB: 224, 115, 21 CMYK: 0, 60, 100, 0	<b>Red</b> Hex: #C43133 RGB: 196, 49, 51 CMYK: 0, 100, 85, 0	<b>Brown</b> 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 typeset 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

A a B b C c D d E e F f G g H h I i J j K k L l M m  
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z  
1 2 3 4 5 6 7 8 9 0 ( ) & ? ! . , : ; ' / ~

Trade Gothic Next LT Heavy

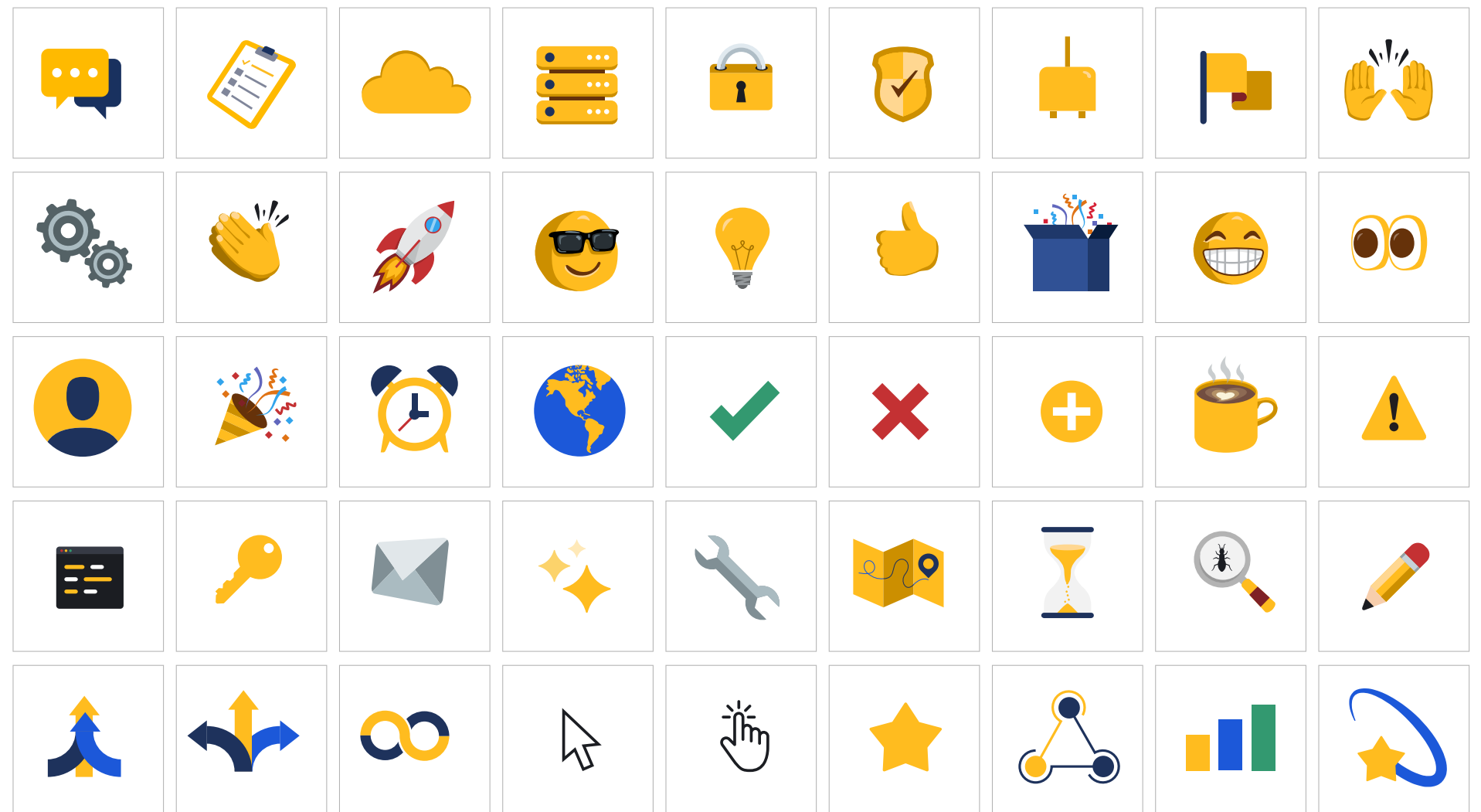
**A a B b C c D d E e F f G g H h I i J j K k L l M m**  
**N n O o P p Q q R r S s T t U u V v W w X x Y y Z z**  
**1 2 3 4 5 6 7 8 9 0 ( ) & ? ! . , : ; ' / ~**

# 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

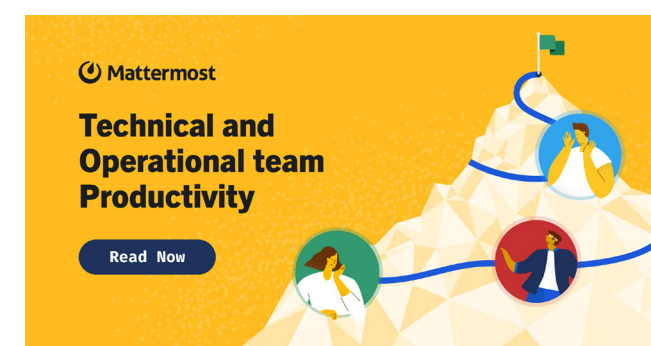
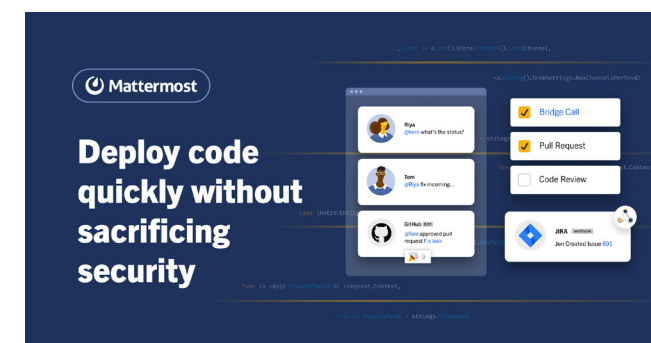
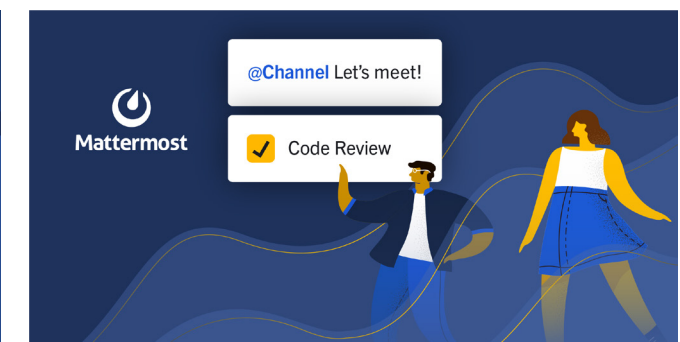
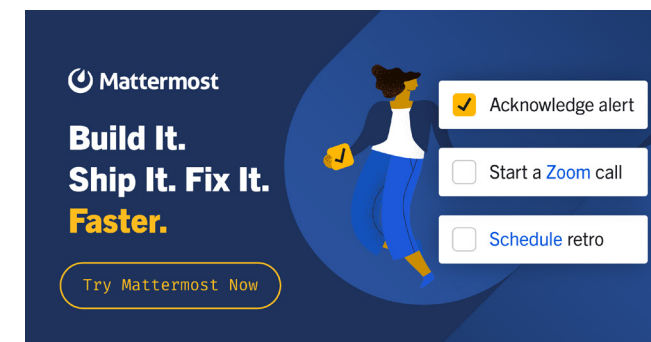
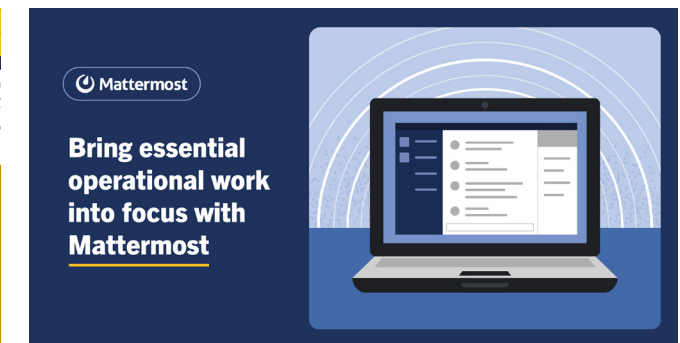
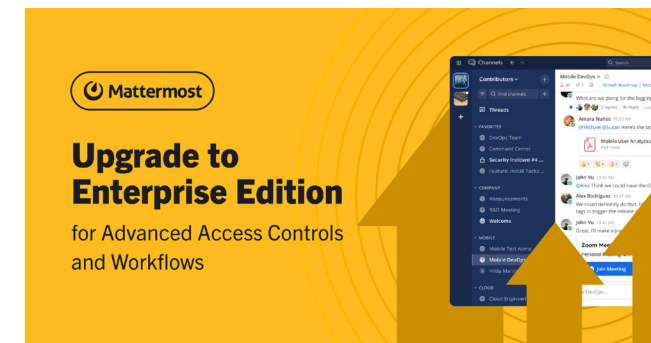
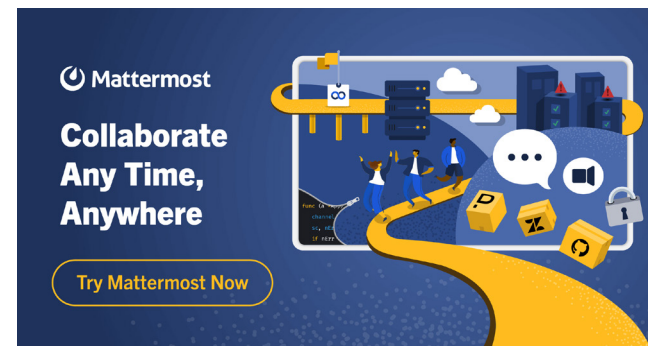
The visual style of avatars families very closely with emojis. The avatars are expressive, joyful, and cartoony. They utilize a stipple brush technique to add texture. The avatars come in a variety of yellow -> brown skin & hair colors.

Avatars are available within the Mattermost branded GSlides template [here](#).



# Display Ads

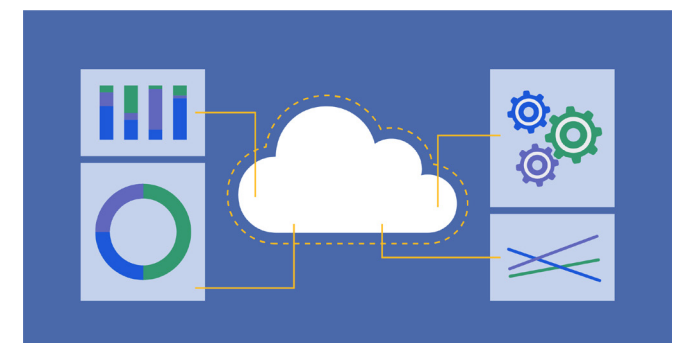
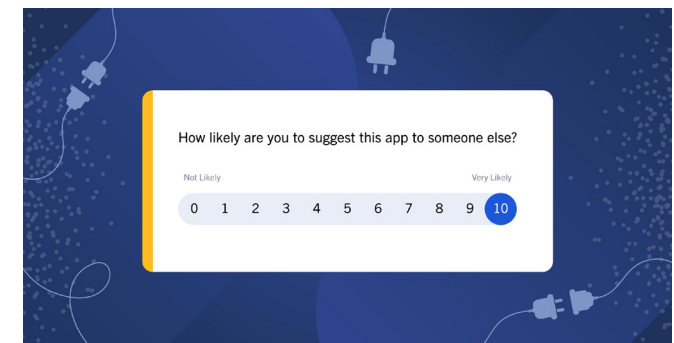
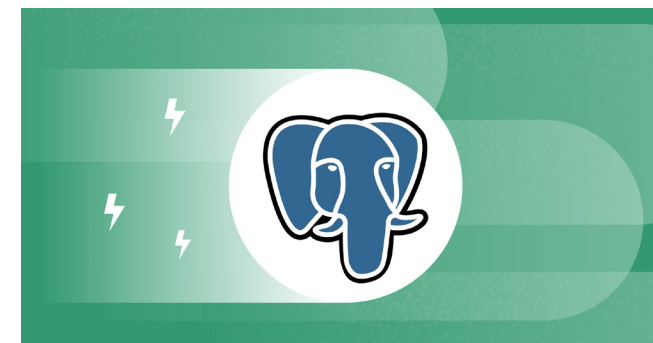
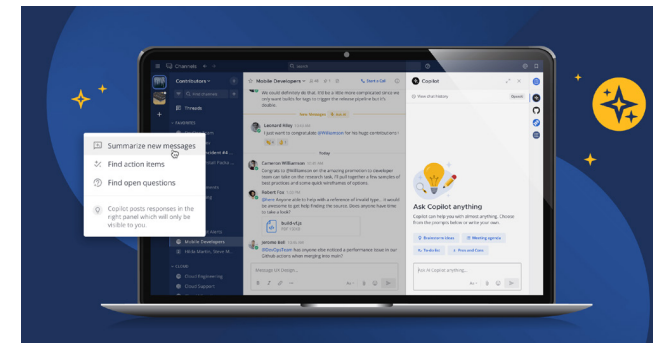
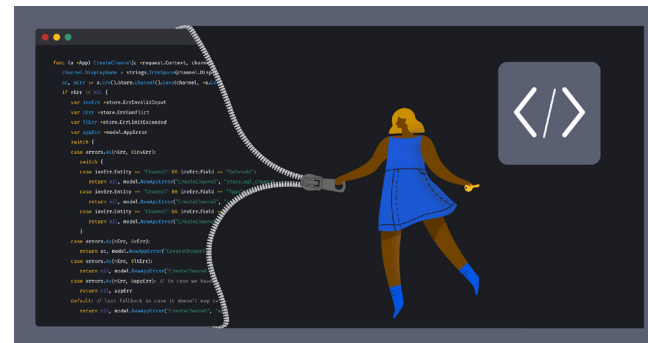
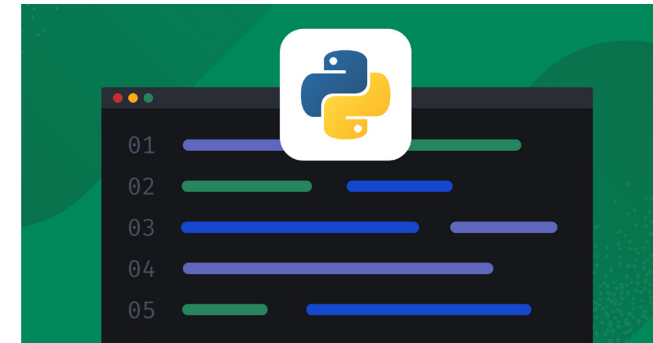
Display ads should align very closely to all guidelines stated above, relying heavily on the core palette and illustration guidelines. To the right you'll find some examples.





# Blog Images

Hero imagery used on the Mattermost blog should be 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.



# Resources

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

These are all accessible within the Mattermost  
branded GSlides template [here](#).