



 **Mattermost**

Brand Guidelines

January 2, 2025



POSITIONING STATEMENT

Mattermost is the secure collaboration platform designed for mission-critical work in complex, high-stakes environments. Its flexible, secure, and customizable platform ensures full control over your data, accelerated decision-making, and enhanced resilience against nation-state-level threats.

BRAND PILLARS



Adaptable

Software should adapt to fit your mission, not the other way around. When the threat landscape changes, so should your tools.



Controlled

Your data is your biggest asset — when you secure your data, you secure your mission.



Resilient

Security threats are no longer a question of if, but when. Secure communication means the difference between fast recovery and operational failure.

VOICE AND TONE

“We’re the partner you need by your side when the stakes are high and every moment counts.”

Confident

We know the challenges that our customers face, and have a solution to enable them to overcome those problems.

Capable

Let’s build the future together. No problem is too big, too small, or too novel for us to tackle together.

Direct

Communication is at the heart of what we do. We’re clear, direct, and speak your language.

LOGO

Overview

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 SVG and PNG file formats are available for download [here](#).



Mattermost



Mattermost

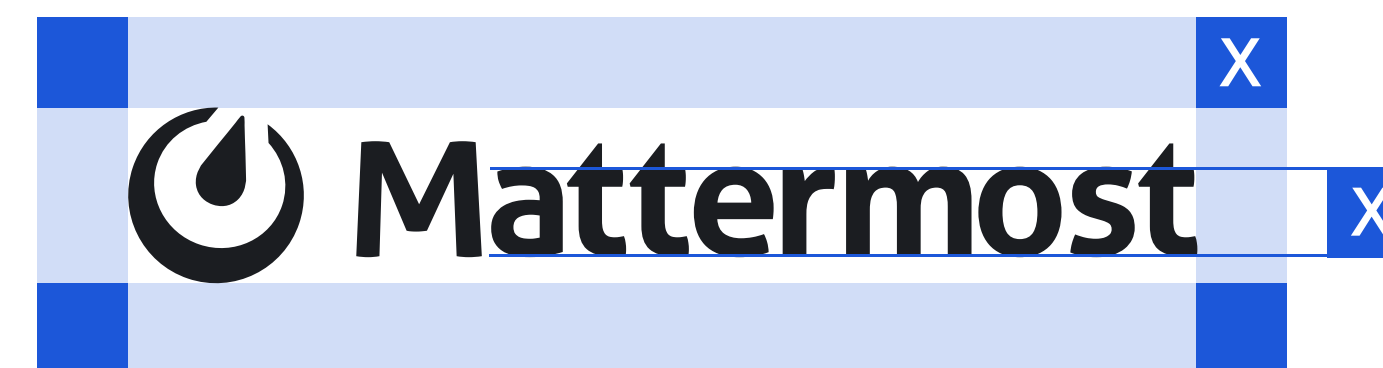


Mattermost

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.



LOGO

Misuse

Please use the Mattermost logo with care. Don't alter the Mattermost logo in any way:

- Don't redraw the logo.
- Don't warp the shape.
- Don't recolor the logo.
- Don't apply effects.
- Don't crop the logo.

Make sure you're using the correct version: some old and distorted versions from the past exist and should be replaced.



Don't alter the size of the icon in relationship to the typography.



Don't apply colors or effects to the logo.



Don't recolor the logo.



Don't warp the shape of the logo.



Don't crop the logo off any edge of the layout.



This is an old version of the logo: see how the hand of the dial is extra thick.

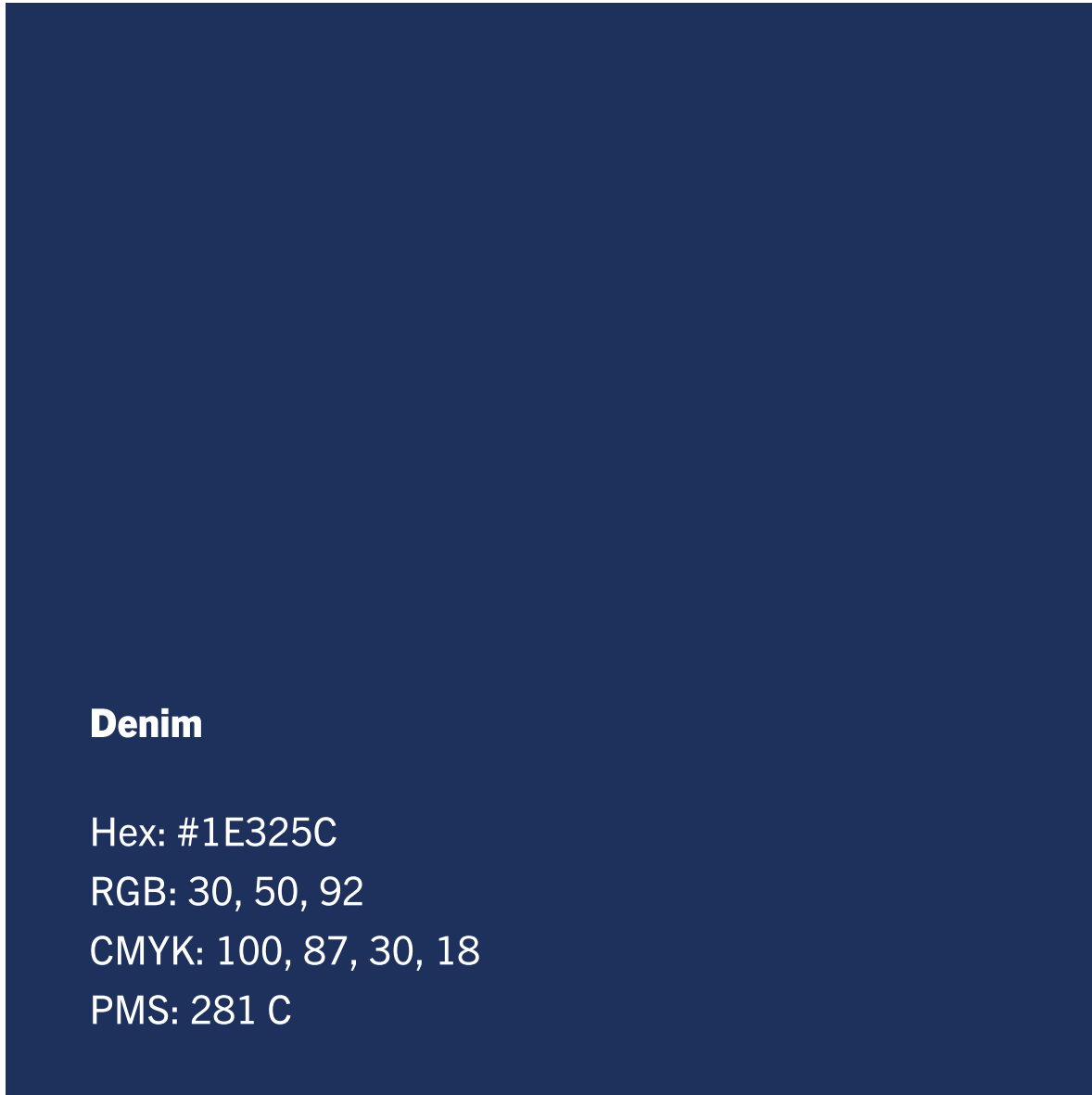
COLOR

Core Palette

Mattermost's core palette contains Denim, White, Black, and Marigold. 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

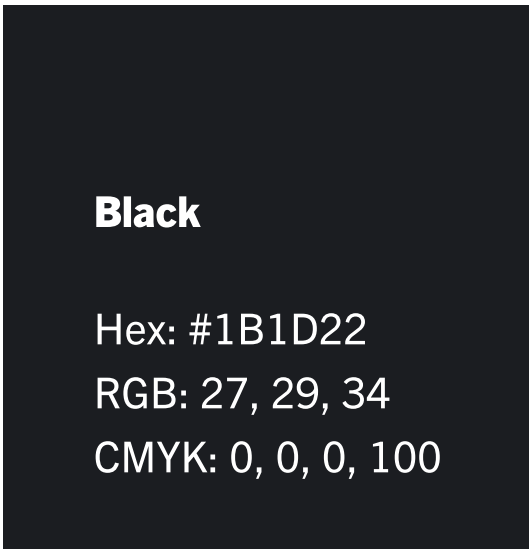
Hex: #1E325C
RGB: 30, 50, 92
CMYK: 100, 87, 30, 18
PMS: 281 C

Secondary



White

Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Black

Hex: #1B1D22
RGB: 27, 29, 34
CMYK: 0, 0, 0, 100



Marigold

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

COLOR

Supporting Palette

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.

Tertiary

Sand

Hex: #CCC4AE
RGB: 204, 196, 174
CMYK: 20, 18, 30, 0

Bark

Hex: #604F3D
RGB: 96, 79, 61
CMYK: 50, 57, 70, 38

Sky

Hex: #C5D2EC
RGB: 197, 210, 236
CMYK: 20, 11, 0, 0

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

Aa 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

**Aa 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

Material Symbols

Google's Material Symbols is an open source icon library consisting of 2,500 icons, free to use under the Apache License Version 2.0. Material Symbols are designed to be minimal and universally recognizable across different cultures and languages. They are also optimized for size and speed, and offer more design flexibility than traditional icons.

The full library can be found [here](#).



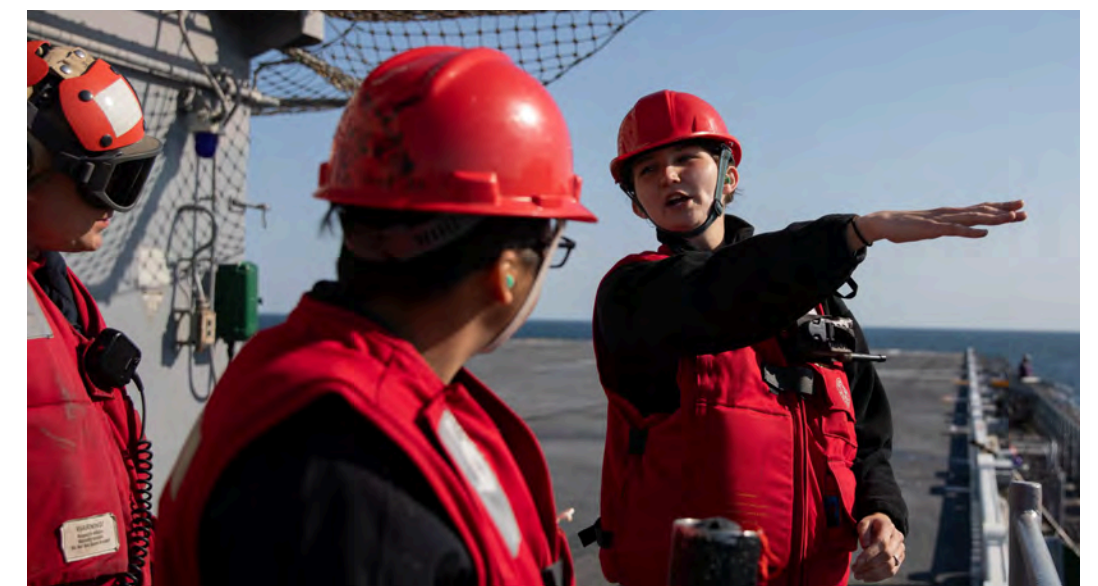
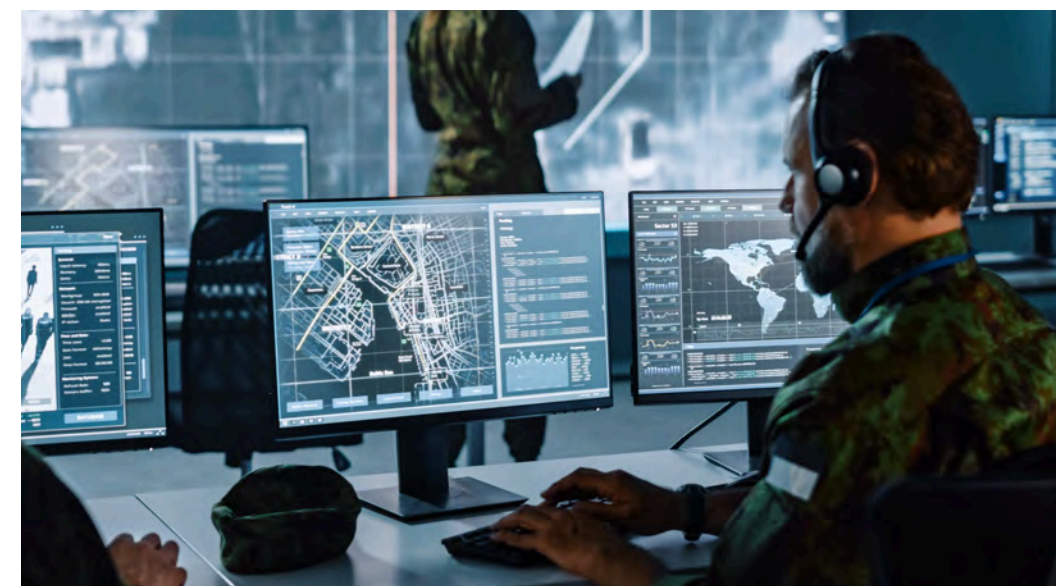
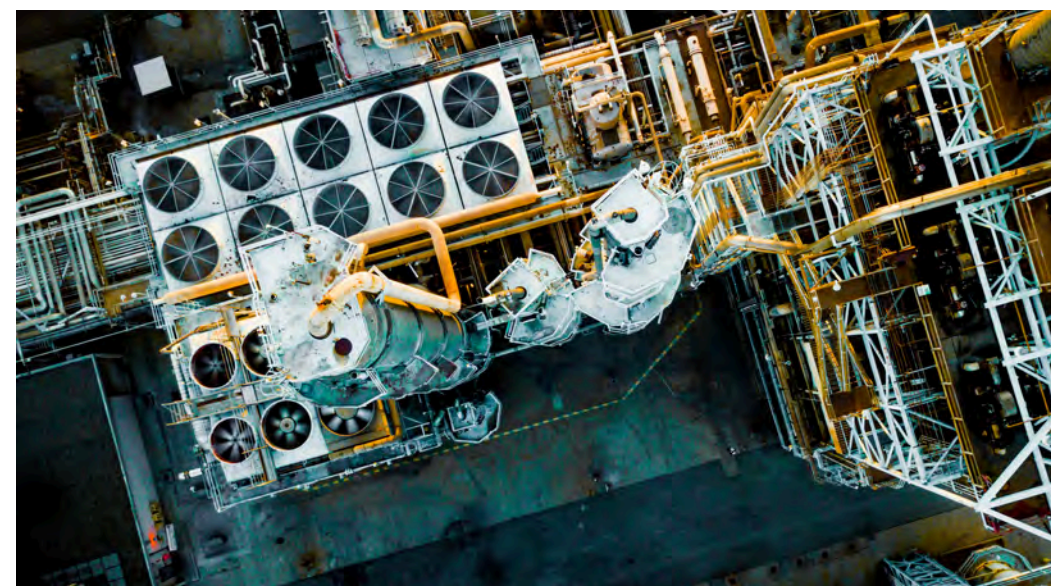
PHOTOGRAPHY

Overview

Mattermost key imagery showcases hardworking people across global defense and critical infrastructure jobs. These are the people working daily to keep our world safe and running smoothly.

Industries:

- Global Defense
- Energy
- Transportation
- Supply Chain
- Space Exploration



PHOTOGRAPHY

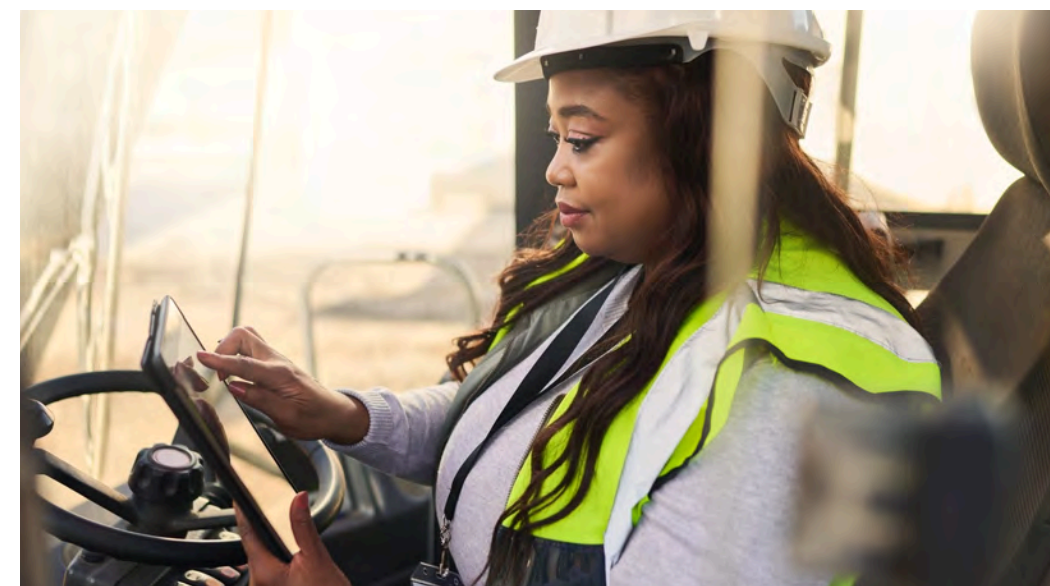
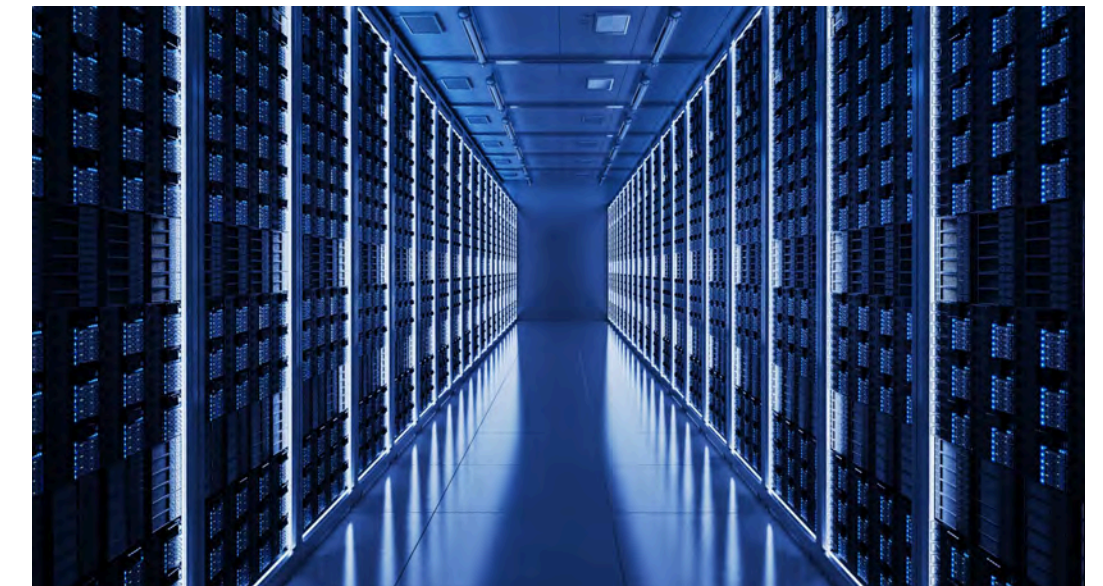
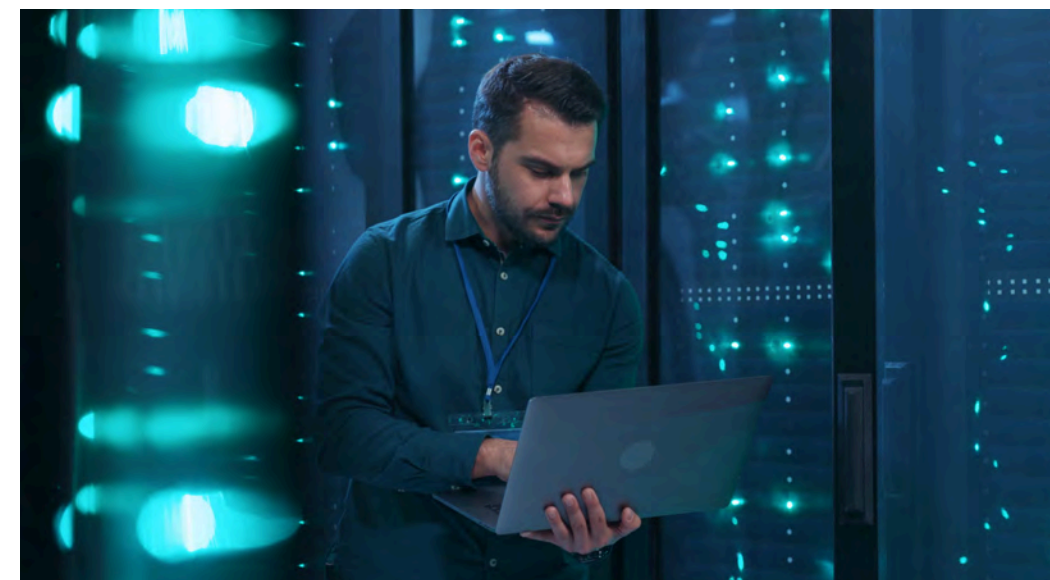
Guidance

Photography should be serious in tone. It can either focus on people at work or landscapes within the critical infrastructure industries. People should look naturally posed and represent diverse backgrounds. Photography should be full-color with natural and realistic color balancing.

A full resource library of photography can be found in the Mattermost Google Slides template [here](#).

Avoid:

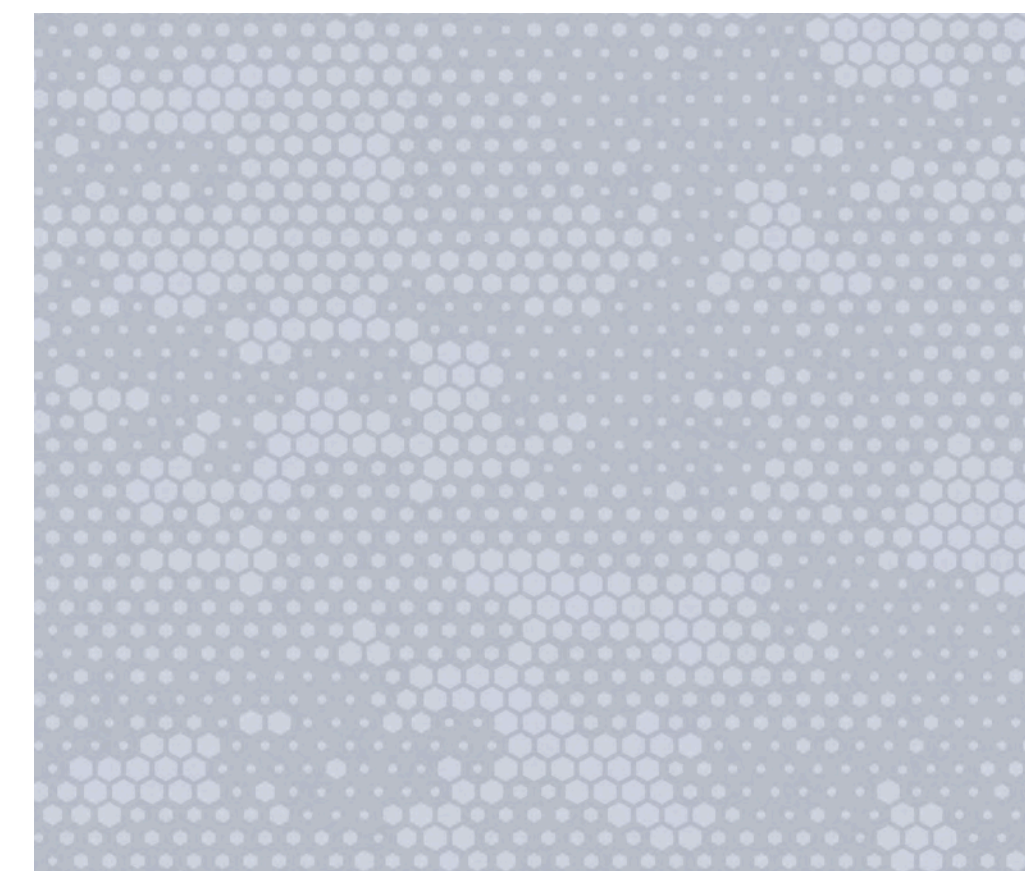
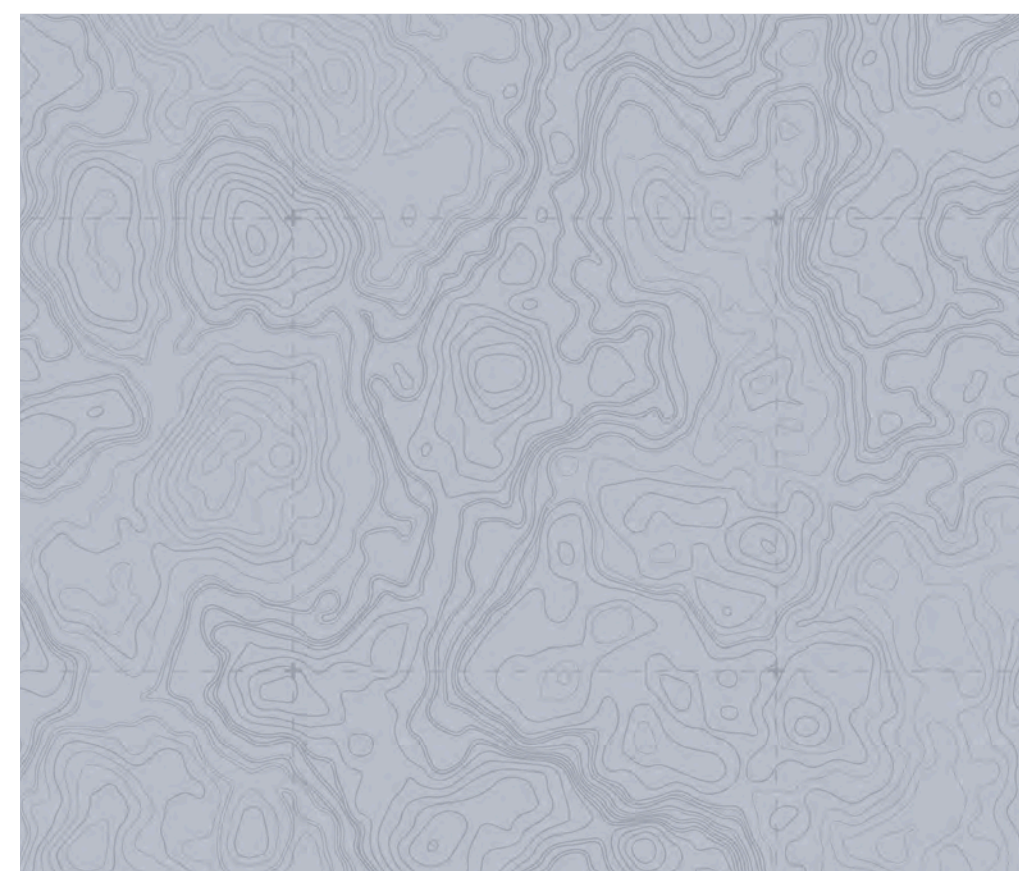
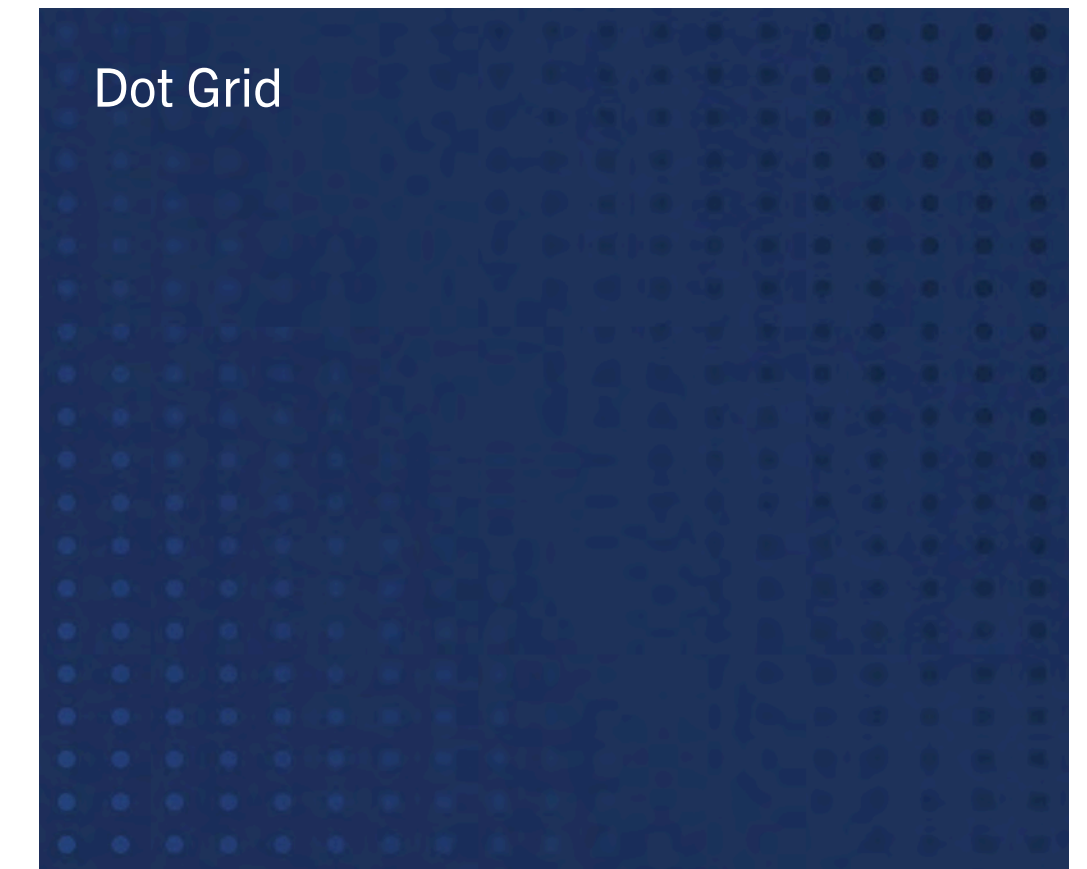
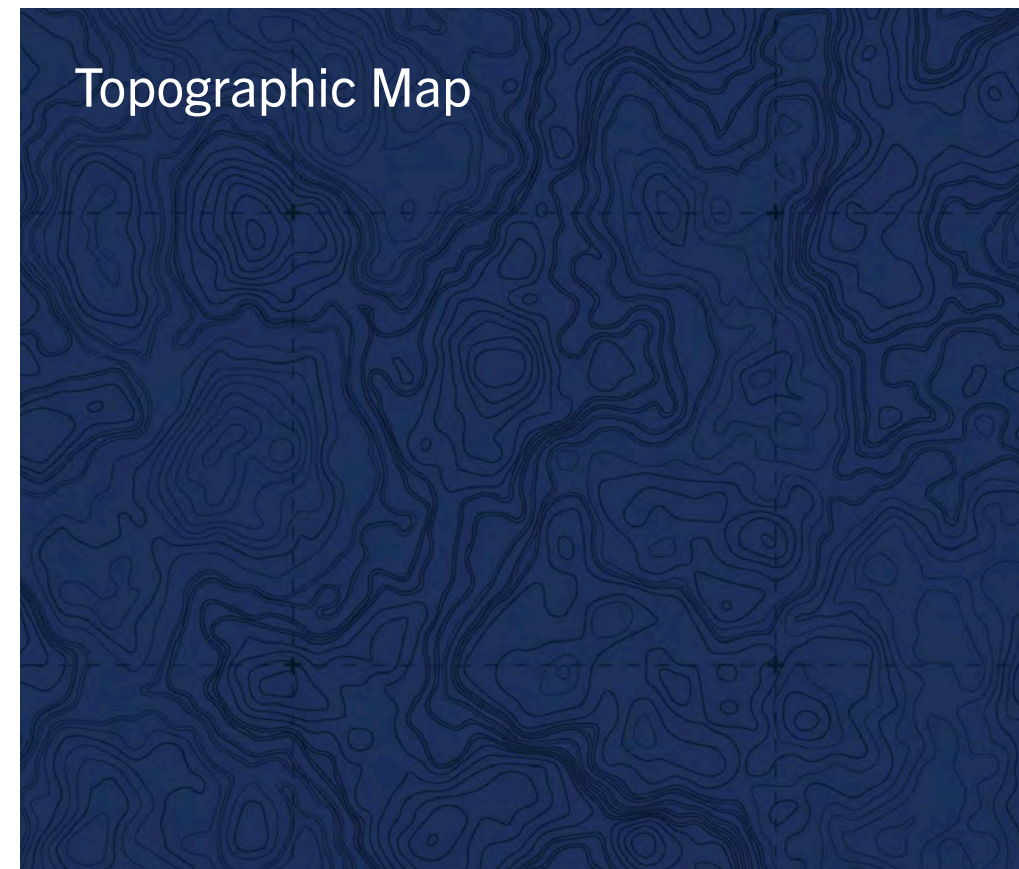
- Poses that look overly staged or fake.
- Harsh, unnatural set lighting.
- Photography that has filters or effects applied.
- Expressions that contradict the serious tone.



VISUAL MOTIFS

Overview

Topographical maps, camouflage patterns, and grids can be used in the background to add texture that's familiar to both the global defense and technology industries.



ILLUSTRATION

Overview

When Mattermost needs to visually convey abstract concepts, relationships, or features, illustrations may be utilized. The style of illustrations should be modern and simple, using both strokes and fills with extremely minimal use of color.

When to use illustration:

- Blog imagery
- Infographics
- To accompany abstract product feature content that cannot be conveyed using Mattermost UI screenshots

