



chatti
L E T ' S T A L K

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01 • Visual Flavour

Playful

Chatti is a playful brand full of personality being bouncy and fun and approachable your happy bubbler friend. This manifests itself very visually through the brand.

Fluid

Never locked in or restrained open minded and fluid. Being fluid makes chatti much more accessible and adaptable and less rigid, this helps the brand to feel much more open.

Full of life

Positive and friendly are key association words when thinking of chatti. Full of personality beaming with life. Chatti always leaves a charged positive energy.

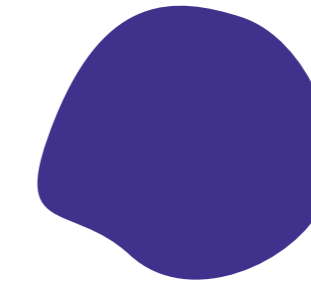
Friendly

Approachable happy friendly positive and unpretentious .Chatti is a brand that you can always rely on to be helpful and positive.,

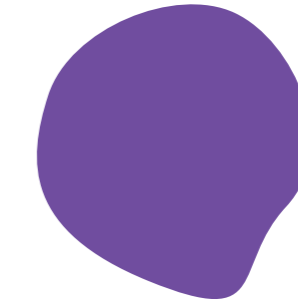
02, Brand Colours

Primary Colours

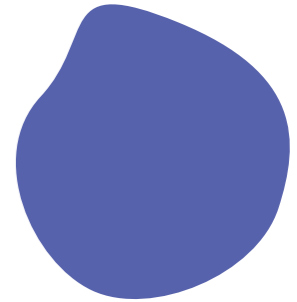
Primary Colours values for print both pantone and CMYK break down.



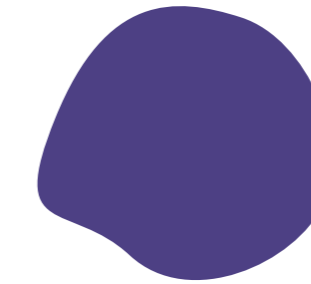
C:93 M:99 Y:5 K:0



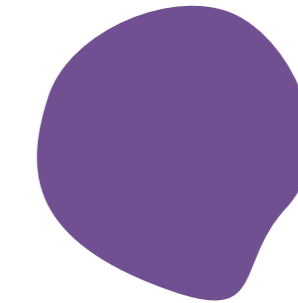
C:67 M:82 Y:0 K:0



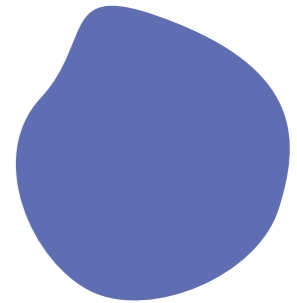
C:75 M:68 Y:0 K:0



PMS 7672



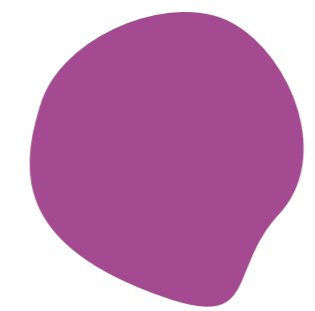
PMS 7677



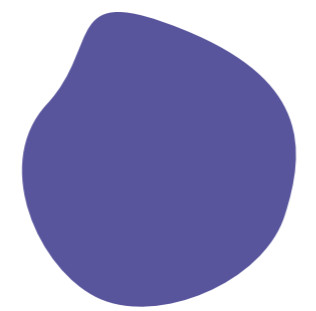
PMS 7456

Secondary Shades

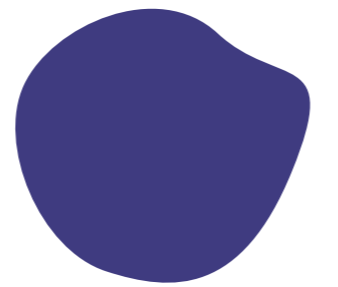
Alternate shades of the primary colours.



C:39 M:85 Y:10 K:0



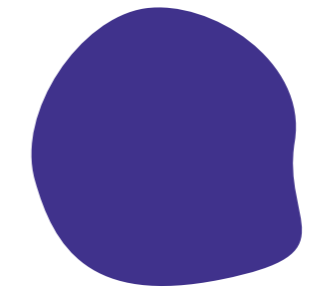
C:77 M:76 Y:5 K:0



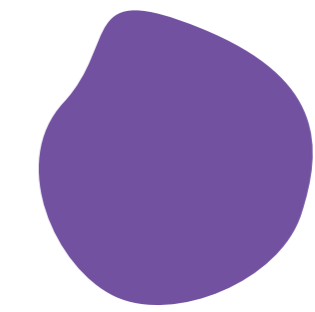
C:91 M:91 Y:17 K:5

Digital Values

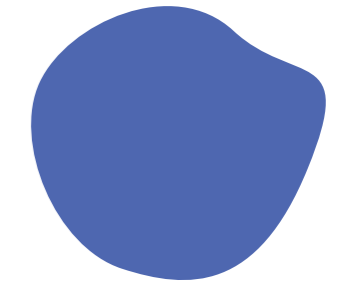
Digital colour values to be used across all digital web mediums



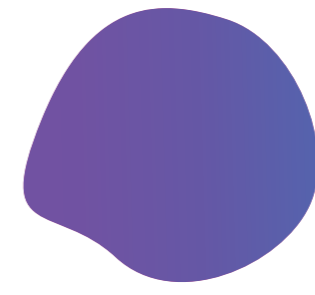
R:64 G:50 B:140



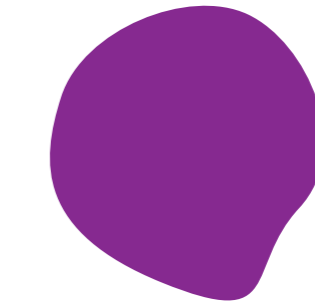
R:65 G:80 B:161



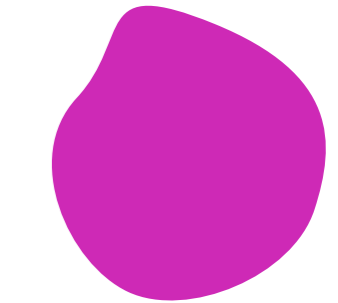
R:76 G:103 B:176



GRADIENT



R:134 G:41 B:144



R:206 G:41 B:182

Gradient Primary

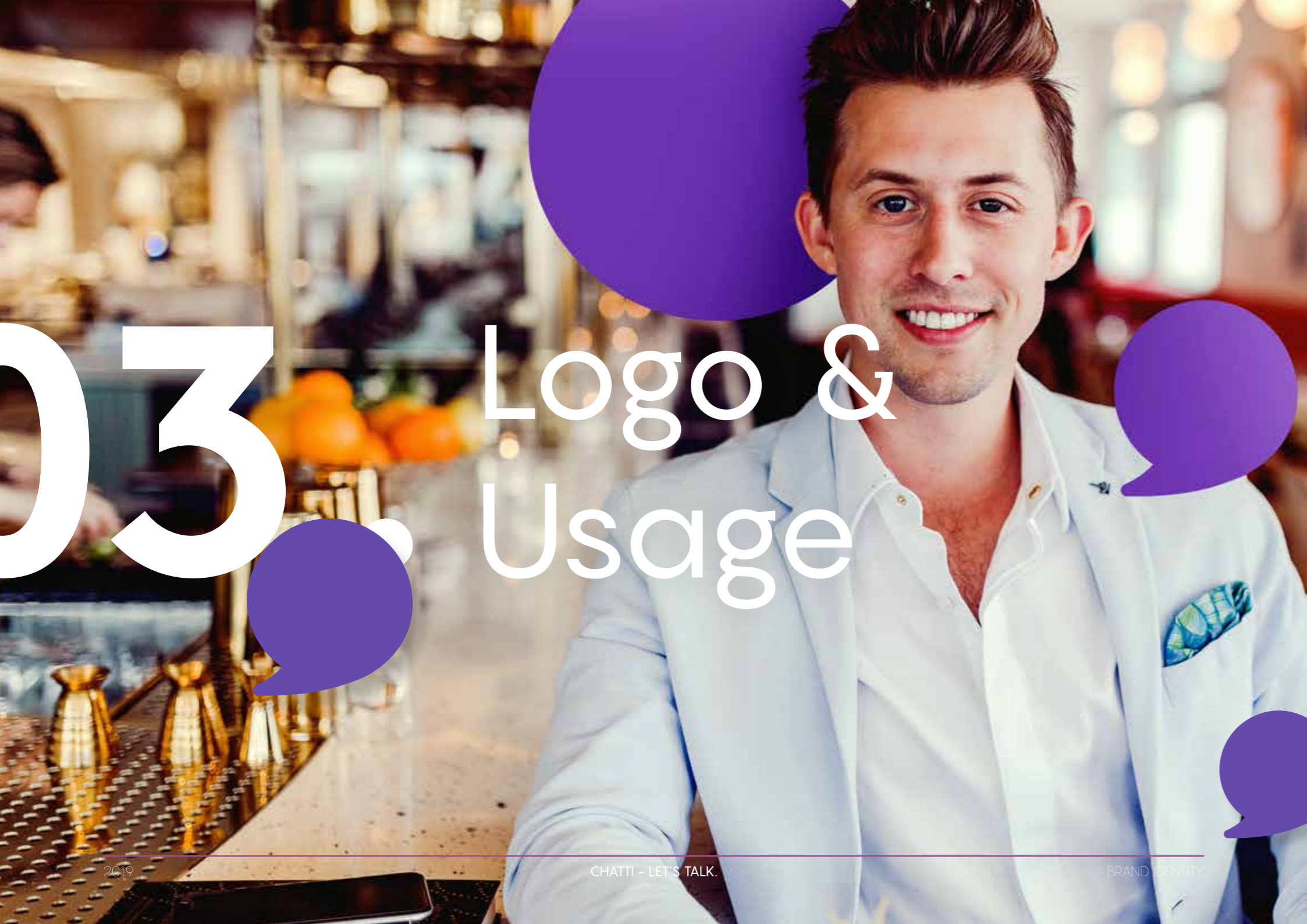
Primary gradient
used across all
mediums



Gradient Secondary

Secondary gradient
used as alternate
to the primary used
more through print
than digital.





03

Logo & Usage

The Chatti Logo

Chatti logo fun feindly and approachable. Very human.

chatti

chatti

Minimum Logo Size

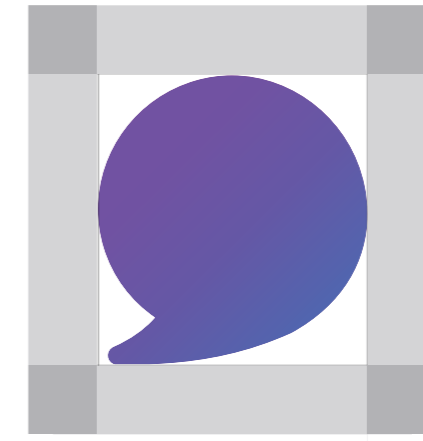
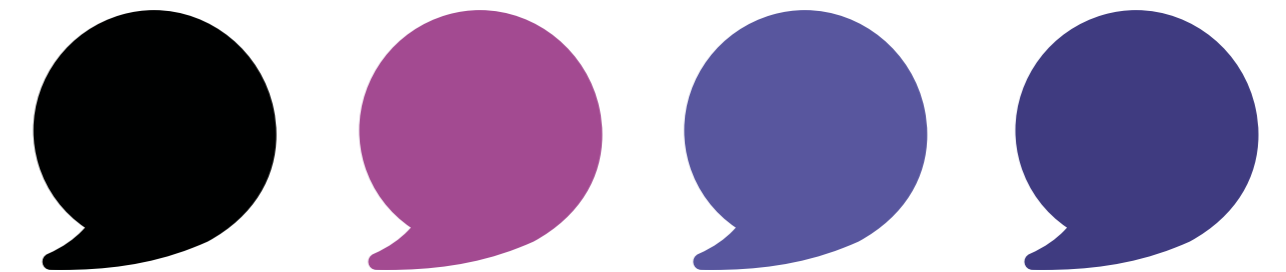
Chatti logo needs space around it when used and applied in advertising and marketing. The space shown provides breathing space for the logo.

The logo should always be used the correct way up and not on the side only as shown



Logo Mark

As with the logo the mark (speech bubble) is to be given space around as shown when used in advertising and marketing both print and digital



Chatti Tagline

chatti
L E T ' S T A L K

chatti
L E T ' S T A L K

Social Media Presence

Chatti social media icon
usages and app icon



Logo Usage

Chatti logo usage with
other logos

Collaborating





We tear down the barriers to entry so that any business can reach a global audience from day 1 and enable businesses to create customer experiences that delight their customers.



04. Font Pairings

A a
Pangram

The **quick** brown fox jumps over the lazy dog.

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

01234567890!@#\$%^&*(){};.,

Extra Light
Light
Regular
Medium
Bold
Extra Bold
Black

Typographic Scale

chatti header sizes

Header 1

Header 2

Header 3

H4

H5

H6

Paragraph

Footer

Lorem

Ipsum

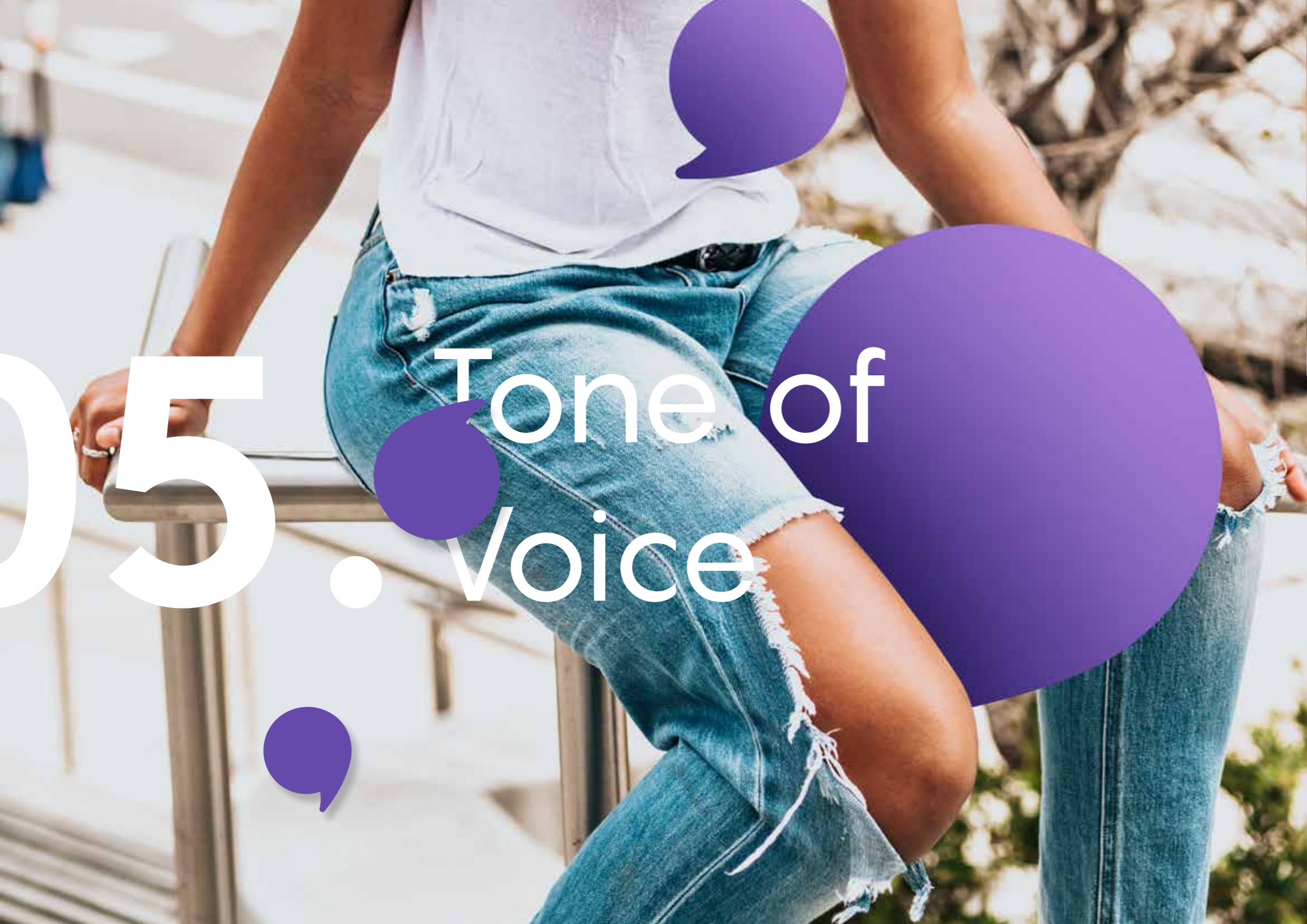
Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do modo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typographic Treatment

Showing the various weights at what sizes and paragraphs of chatti typography



05 • Tone of Voice



Professional but casual

Chatti tone of voice needs to remain professional but not corporate and stuffy it needs to have the answers but delivered in a casual and friendly way it needs to feel like your talking to a friend but a very well informed and intelligent friend. This will give the feel of professionalism and on the same level as the customer. This needs to carry across to all touch points in chatti's marketing, advertising and customer service.



chatti

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