



Brand Style Guide

A practical guide to using the ChatBucket identity consistently across digital, product, print, media and partner communications.

Logo Overview

The ChatBucket logo represents communication, connection, and global interaction.

Its distinctive speech-bubble symbol reflects conversation and the exchange of ideas, while the ChatBucket wordmark creates a clear and recognizable brand presence. The identity is supported by the tagline “Global Connectivity” expressing the brand’s vision of connecting people, languages, and possibilities.



Brand Message:

ChatBucket is built to connect people, languages, and possibilities through seamless global communication.

Mnemonic

ChatBucket brings conversations together in one connected space.



The ChatBucket icon is the distinctive speech-bubble symbol that represents communication, conversation, and global connectivity. It is the visual shorthand of the ChatBucket brand and can be used independently when the full logo is not required.

CHAT

Communication • Conversation
• Interaction



BUCKET

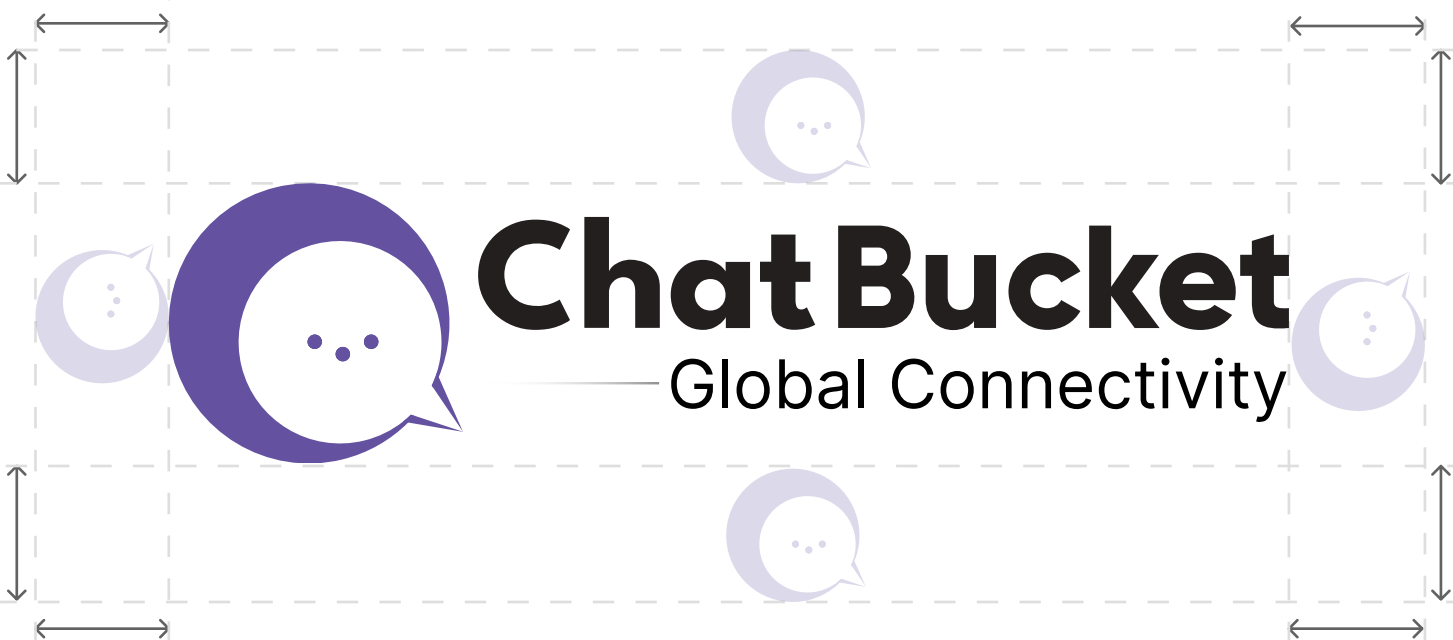
Shared Space • Communities
• Possibilities



Chat Bucket
— Global Connectivity

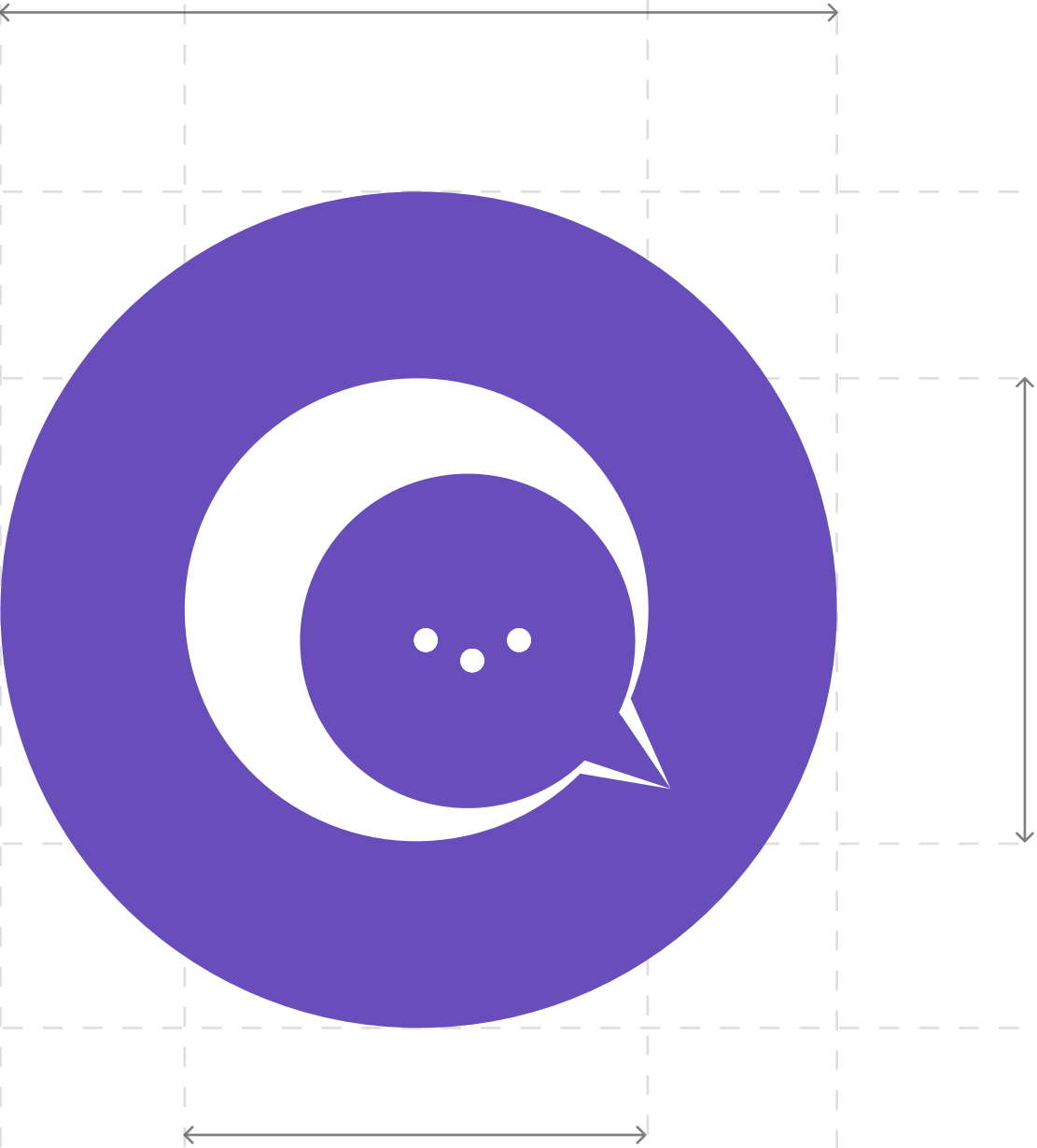
Clear Space Around the Logo

To preserve clarity and visual impact, maintain a minimum clear space around the ChatBucket logo. This space helps keep the logo clean, balanced, and recognizable across all applications.



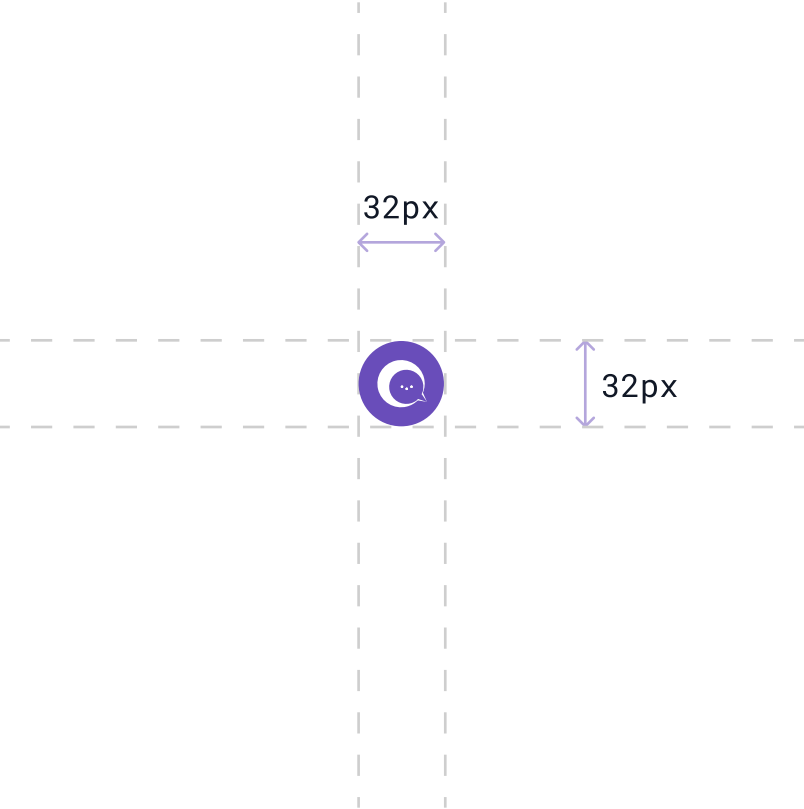
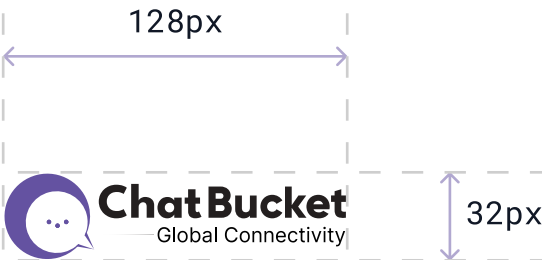
Logomark Construction

The ChatBucket logomark is built as a distinctive speech-bubble symbol representing communication and connection. Its proportions, geometry, and internal elements must remain consistent across all applications.



Minimum Size

To maintain clarity and legibility, the logo should not be reproduced below the minimum sizes specified below.



Correct logo usage

The logo can be placed on approved brand-color backgrounds, as well as white, black, or other suitable neutral backgrounds, provided sufficient contrast is maintained.

The logo can also be placed on imagery, provided there is sufficient contrast between the background and the logo to ensure readability. In most cases, the logo should be used in white when placed over imagery. On sufficiently bright backgrounds, the standard color logo may be used.



Incorrect logo usage

To maintain the integrity and recognition of the ChatBucket brand, the logo must not be altered, distorted, or used in ways that are inconsistent with these guidelines. Here are some examples of incorrect logo usage.

✗ Do not apply drop shadows



✗ Do not skew, rotate, or stretch the logo



✗ Do not place the logo inside a shape



✗ Do not move or separate the logomark



✗ Do not change the brand colors



✗ Do not add strokes or outlines



✗ Do not use multiple logomarks



✗ Do not apply gradients to the logo



✗ Do not alter or remove any logo elements



Typography

Clean, modern and highly readable typeface that reflects the ChatBucket brand. Our typography creates a consistent and professional experience across all platforms.

Primary Typeface

JT Remillo

JT Remillo is our primary typeface, used for headings, key messages, and major brand statements.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

SF Pro

SF Pro is our secondary typeface, used for subheadings, body text, and interface content.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Typography
Hierarchy**

JT Remillo Bold
Headings

SF Pro Bold
Subheadings

SF Pro Regular
Body Text

Brand Colors

Our official color palette is designed to create a consistent, recognizable, and modern ChatBucket brand identity across all platforms and materials. Please use the specified colors consistently to maintain visual clarity and brand recognition.



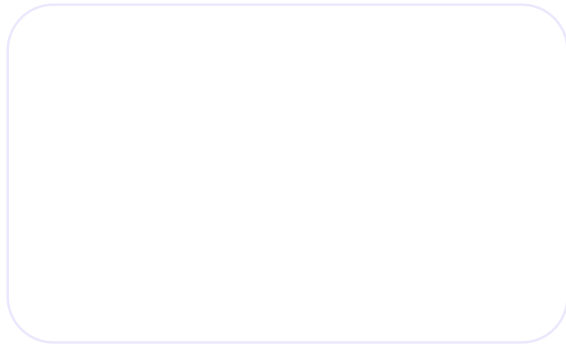
Deep Lavender
PRIMARY
#6A4DBB



Soft Lavender
SUPPORTING
#EDE7FF



Warm Black
Text / Neutral
#1E1E1E



White
BACKGROUND
#FFFFFF

Tints Deep Lavender

#6A4DBB



100%80%60%40%20%10%

Social Icons

Use the ChatBucket logo to represent your presence on social media platforms. The logo can be used on light or dark backgrounds and in the following formats.



Logo Mark
NO CONTAINER



Circle
CONTAINER



Square
CONTAINER



Rounded Square
CONTAINER

Background Examples



On White



On Light



On Primary



On Dark



On Image



On Gradient