

# Identity guideline

Description of the Chat2Desk corporate identity elements and principles





# Logo form

There are two variants of corporate logo: cloud and brand name

[Download logo](#)



Chat2Desk

# Logo color

Use three color variants for any logo:  
monochrome, two-color, black-and-white color.  
See the [Colors](#) section for acceptable colors.



Chat2Desk



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# Free space

Free space is needed in order to separate the logo from other elements. Indent around the logo makes it balanced.



2 = 2

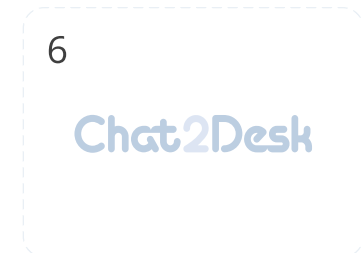
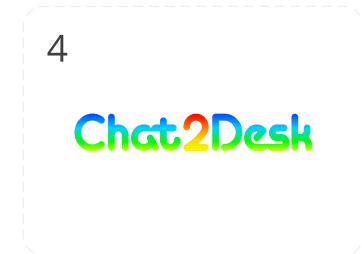
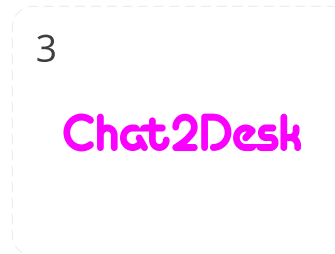
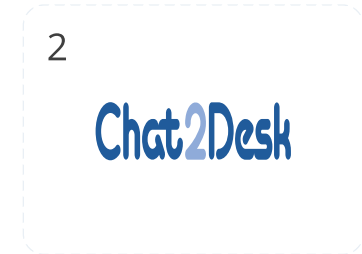


r = r

# Unacceptable logo using

When using any type of logo you can't:

1. Rotate logo
2. Stretch or compress it
3. Use non-branded colors
4. Use gradients
5. Use effects
6. Use transparency



# Colors

The main color is blue. It is used for logo, brand name, headers, illustrations and background.

The dark blue color is used as a background and for accents.

1. Light blue color is for accents.
2. Pale blue and white color are mostly for a background.
3. Dark grey color is mostly for texts.



## Blue

HEX 205B9B  
RGB 32-91-155  
CMYK 93-69-11-1



## Dark blue

HEX 0a3656  
RGB 10-54-86  
CMYK 100-79-41-34



## Light blue

HEX 8FABD9  
RGB 143-171-217  
CMYK 43-25-0-0



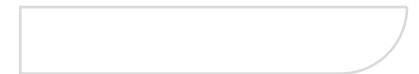
## Pale blue

HEX CDD8E6  
RGB 205-216-230  
CMYK 18-9-4-0



## Dark grey

HEX 212121  
RGB 33-33-33  
CMYK 0-0-0-90



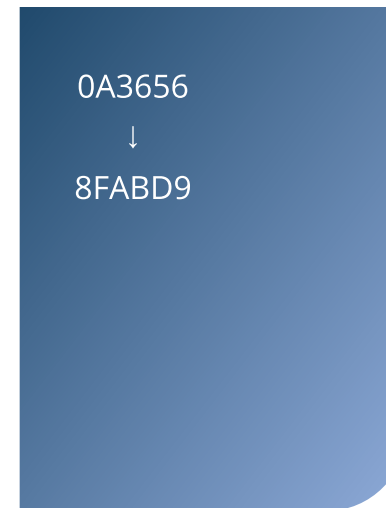
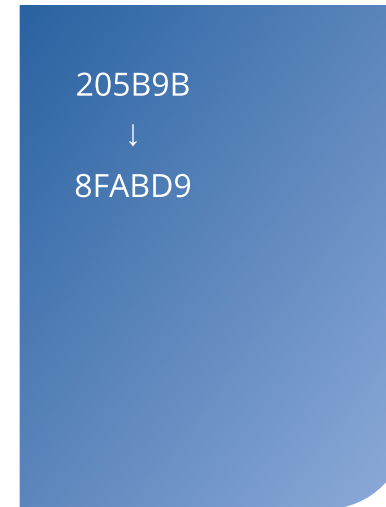
## White

HEX FFFFFFFF  
RGB 255-255-255  
CMYK 0-0-0-0

# Gradients and transparency

It is acceptable to use gradients and different transparency degrees as corporate colors.

Use [UI-kit platform](#) color set for interfaces.





# Fonts

The main font for headers is Nunito, for body text is Open Sans.

[!\[\]\(919a2cb85b99741a73c0c31a427236a8\_img.jpg\) Download Nunito in Google Fonts](#)

[!\[\]\(666e09182d4cd268646ea700ea60dcdf\_img.jpg\) Download Open Sans in Google Fonts](#)

**Nunito Bold 36**  
**Эй, жлоб! Где туз?**  
**Прячь юных**  
**съёмщиц в шкаф.**  
**Sphinx of black**  
**quartz judge my vow!**

Open Sans Regular 12

Южно-эфиопский грач увёл мышь за хобот на съезд  
ящериц. Sphinx of black quartz judge my vow!

# Alternative fonts

If you have no opportunity to use corporate fonts, use Calibri instead of Nunito and Arial instead of Open Sans.

**Calibri Bold 36**

**Эй, жлоб! Где туз?**

**Прячь юных съёмщиц  
в шкаф. Sphinx of black  
quartz judge my vow!**

Arial Regular 12

Южно-эфиопский грач увёл мышь за хобот на съезд  
ящериц. Sphinx of black quartz judge my vow!

# Typography

Follow the dimensions for body text and headers.  
It's also actual for printed production.



Don't use right align or justify with text.

## Big Title

Nunito Bold 36 pt/44 px

Subtitle

Open Sans Regular 15 pt/20 px

**H1**

Nunito Bold 24 pt/32 px

**H2**

Nunito Bold 20 pt/27 px

**H3**

Nunito Bold 16 pt/24 px

**H4**

Open Sans Bold 14 pt/19 px

**H5**

Open Sans Bold 12 pt/16 px

Body

Open Sans Regular 12 pt/16 px

*Body*

Open Sans Italic 12 pt/16 px

# Typography

For Google docs



Don't use right align or justify with text.

## Big Title

Nunito Bold 18 pt

Subtitle

?

H1

Nunito Bold 15 pt

H2

Nunito Bold 13 pt

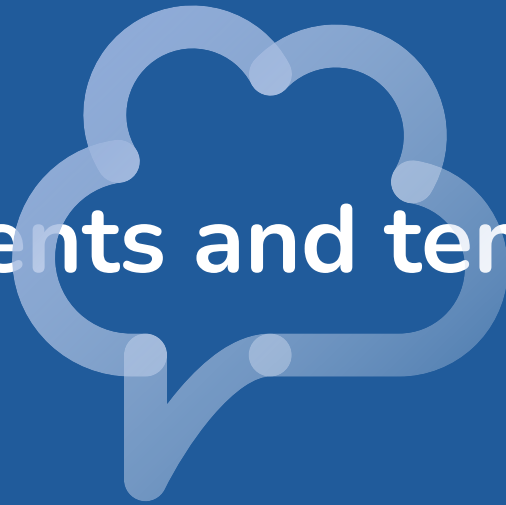
H3

Nunito Bold 11 pt

Body

Open Sans Regular 11 pt

# Elements and templates



# Illustrations

Illustration style is flat. All illustrations are built in [Storyset](#) constructor. Also you can use a set of ready-made illustrations in the corporate style.

Follow the rules and recommendations in Instruction below.

[🔗 Storyset instruction](#)

[🔗 Illustration set](#)



Style: Pana

Background: Simple

Color: 205B9B или 8FABD9

Background color: white or another brand color

# Presentation

Use a ready-made template for creating presentations in corporate colours. There are two different templates for public speaking and for mailing. It is acceptable to use pptx and Google Slides. Note that the Google Slides is available for editing only after copying.

You can duplicate slides and change the content of templates.

[🔗 Presentation for public speaking in Google Slides](#)

[🔗 Presentation for mailing in Google Slides](#)

[🔗 Download presentations.pptx](#)

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## Two-line headline

The subheading here can be up to 4 lines.  
The subheading here can be up to 4 lines.  
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The subheading here can be up to 4 lines.

[chat2desk.com](https://chat2desk.com)



# Promotional materials

Follow the simplicity, functionality and Chat2Desk corporate style for designing promotional materials.

Use ready-made templates from the Promo folder as a base for creating new clothes.

 Roll-up mock-up



Roll-up variants for SPIC 2021



# Promotional clothing

When printing Chat2Desk logo on clothes, follow proportions according to the dimensional grid (mm wide):

- M** XS: logo – 189, cloud – 129  
S/M/L: logo – 193, cloud – 133  
XL-XXL: logo – 211, cloud – 143
- W** XS: logo – 135, cloud – 92  
S/M/L: logo – 148, cloud – 101  
XL-XXL: logo – 162, cloud – 110



Promotional clothing for SPIC, 2021

# Documentation

Use ready-made documentation templates to create documents.

 Letter mock-up

 Visit card mock-up

## Chat2Desk

IT Prospect LLC  
9 Malaya Raznochinnaya, 9, litera A, room 3, pom. 10-H,  
Saint Petersburg, 197110, Russia  
Taxpayer Identification Number (INN) 7811527760,  
Tax Registration Reason Code (KPP) 781301001

19 May 2021 r.

Dear Mr. Doe:

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using "Content here, content here", making it look like readable English.

Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Here is the list:

- Clause 1
  - Sub-clause 1
  - Sub-clause 2
- Clause 1
  - ...
  - ...

...

Richard Roe  
Chat2Desk Project Manager  
Telegram: @me

Chat2Desk

Chat center  
for sales  
and support

8-800-511-93-30  
chat2desk.com



# Social posts

Use ready-made templates for Facebook, VKontakte and Instagram posting.

[🔗 Templates for posting](#)

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## Chat center for sales and support



chat2desk.com

# Youtube video covers

Use ready-made template covers for youtube videos.

[Cover templates for youtube](#)

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# Social networks

Use ready-made avatars and background templates for social networks.

 [Templates for social networks](#)

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**Chat center for sales  
and support**





# Site

Use the UI-Kit below for the site.

 UI-Kit for the site

Chat2Desk

WhatsApp Business API  Партнерам Ресурсы Купить Демо

Вход/Регистрация 

Главное

Objectives

Opportunities

How the operator sees it

Integrations

Enterprise

Our cases

Fresh news in our blog

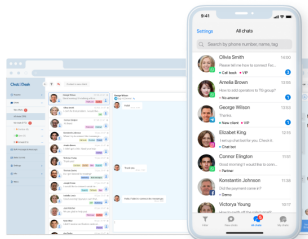
Feedback


Chat center for sales and support


Provide customer care in WhatsApp™ Business API, Instagram™, Telegram™, Facebook™ Messenger and free Online chat. 7 days of free trial.


Trial period


Try demo





 Альфа-Банк


 MEGAFON


 X5RETAILGROUP


 Яндекс Такси


 АЛЬФА СТРАХОВАНИЕ

 ДЕЛТА СТРАХОВАНИЕ


 ГЕМОТЕСТ

 РЕНЕССАНС СТРАХОВАНИЕ

 СИТИМОБИЛ


 ПСБ

Introductory video




Ознакомительное видео


Посмотрите короткий видеоролик, чтобы ознакомиться с основными функциями сервиса Chat2Desk

 Продолжительность 5 минут


Objectives which Chat2Desk helps to reach

 Sales and marketing

Get new clients via website, use new channels to promote your product and

 Advanced technical support

24/7 technical support will help you with any question about configuration and

 Business processes automation

Chatbots and AI will take over from 30% to 70% of requests and reduce the staff

# Mockup smartphone + desktop

The UI-Kit below should be used when working with the site.

[Mockup smartphone + desktop](#)

