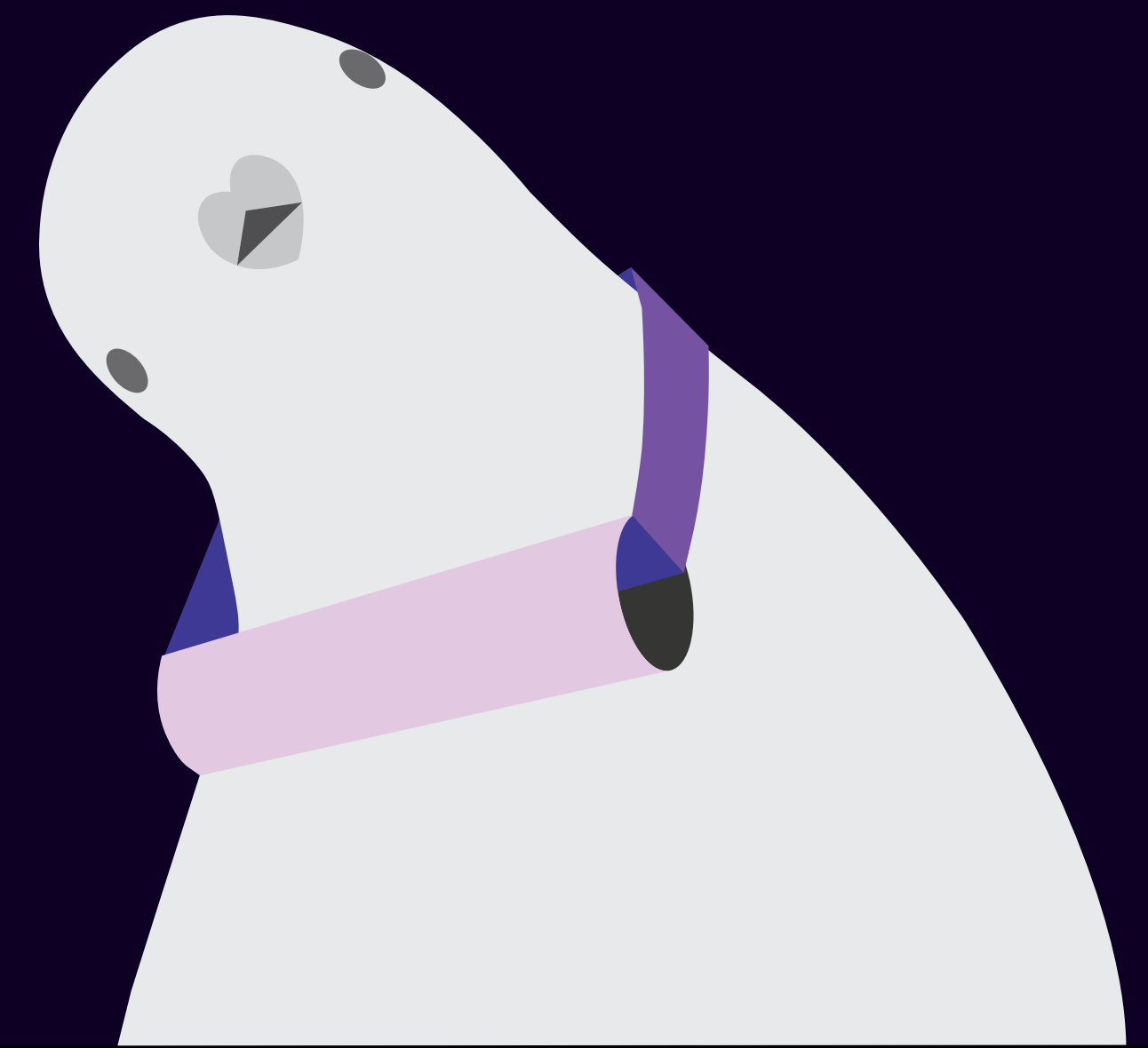


CHAMMI



Design Doc



ABOUT

[About](#) • [Logos](#) • [Type](#) • [Color](#) • [Iconography](#) • [Colateral](#)

What is Chami?



Chami is a messenger app similar to Discord, Zoom, or Microsoft Teams. The goal of chami is to create an easy to navigate message sending service that provides an easy way for people to message and interact with each other. Be it in a business or casual setting, Chami aims to be a messenger for anybody and everybody, catering to a vast amount of needs users may have!

LOGOS

Icon Logo

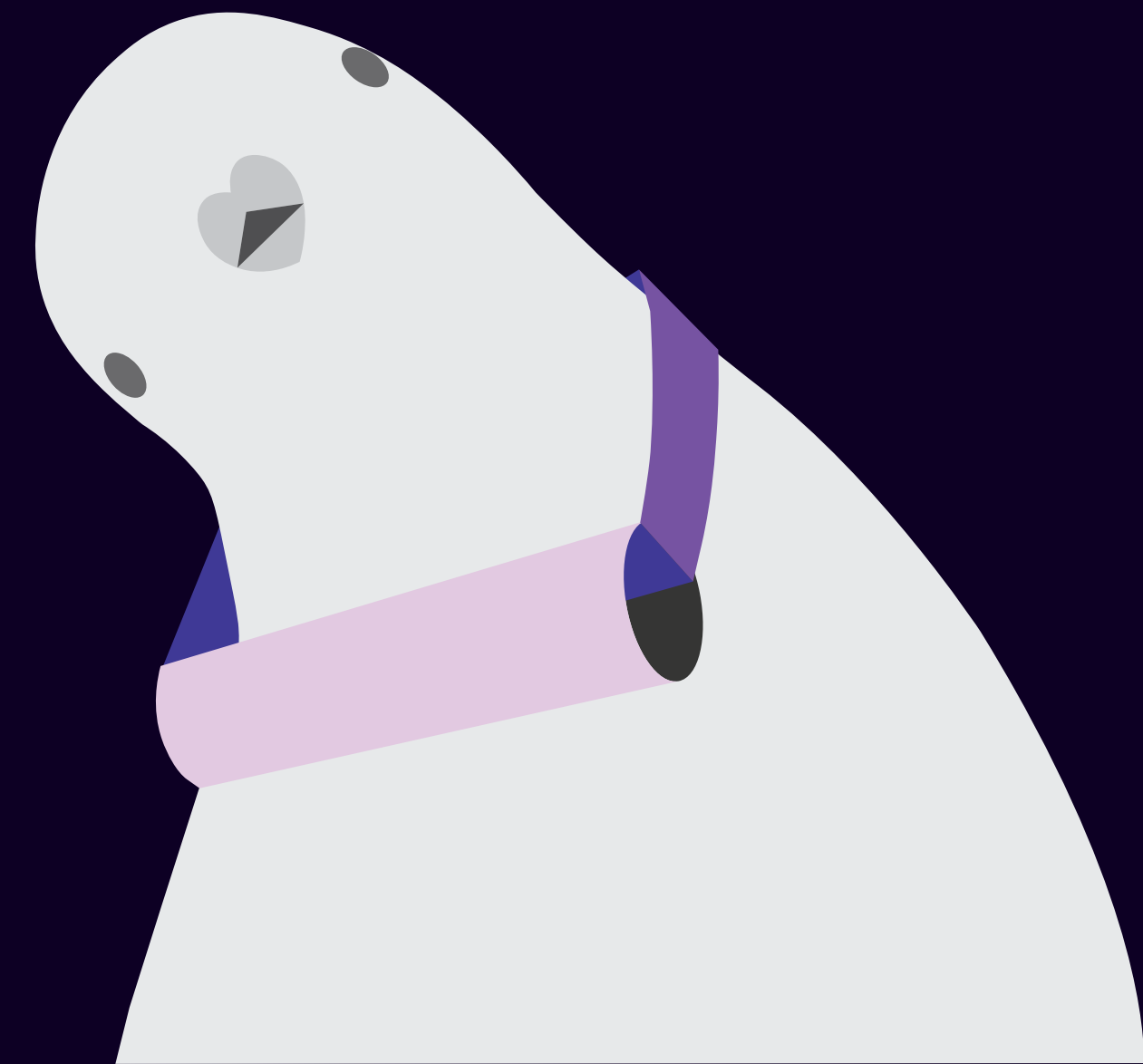


The Chami bird, or Chami is based off the first carrier pidgeon Cher Ami. Chami as a mascot aims to me inviting and friendly, potraying his curious personality and helping the platform express it's more fun side.

App/circular Icon



Borderless Icon



Alternate Logo

CHAMi



Icon



Silouetted Icon:



Alt. Silhouette Logo Variations

CHAMi



Type Logo

CHAMI



CHAMI

Type Logo Variations

CHAMI



CHAMI

CHAMI

Typeface Logo

CHAMI 

For instances where a typeface is needed as the logo, without any imagery attached, use Arial Black as typeface:

CHAMI



CHAMMI

CHAMMI

TYPE

HEADINGS



When working within the Chami App text is an important element in breaking up the various UI elements.

By default, headings should be Arial Black at 36 pts when displaying the server name or what menu you're on. But if needed, can be shrunk down to fit the name with 21 pts being the smallest the font should go.

HEADING

Arial Black

36 pt Text

Arial Black

21 pt Text

SUBHEADINGS



Subheadings are much simpler, being used in only select sections of the app, so for this type, stick to AGEO Heavy at 12pt

SUBHEADING

AGEO Heavy

12 pt text

TEXT



Text utilizes two different scales depending on the scenario

Both instances of text use satoshi scaled to 12 pts on home menu and 10 pts in conversations. With Satoshi regular being used for text and satoshi black being used for titles (user names/server icons)

TEXT

Satoshi Regular

12 pt text • 10 pt text

TEXT (TITLES)

Satoshi Black

12 pt text • 10 pt text

COLOR

COLORS

CHAMI



BASE COLOR

#1c0b35



BACKGROUND COLOR

#0d0024



LOGO COLOR

#7653a2



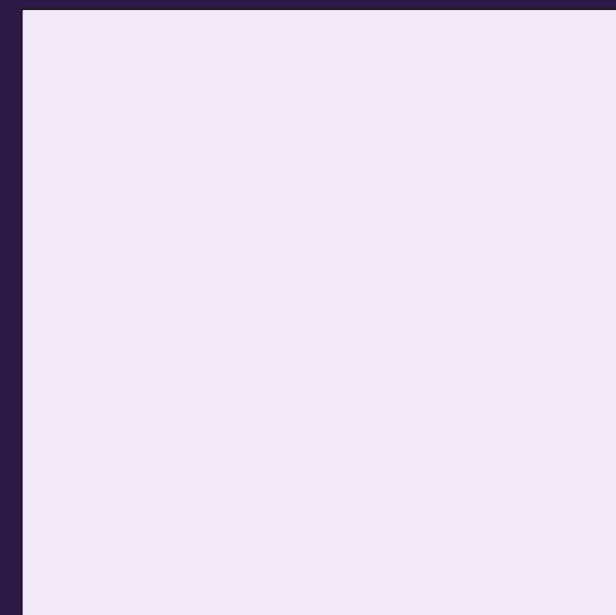
FADED TEXT COLOR

#757084



TEXT COLOR

#ffffff



ICONOGRAPHY

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PRIMARY ICON SET

CHAMI



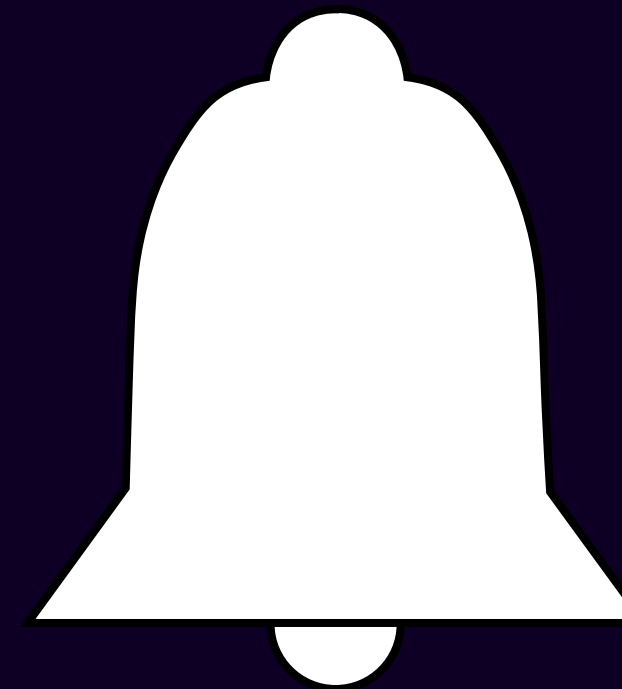
Icons used on main menus



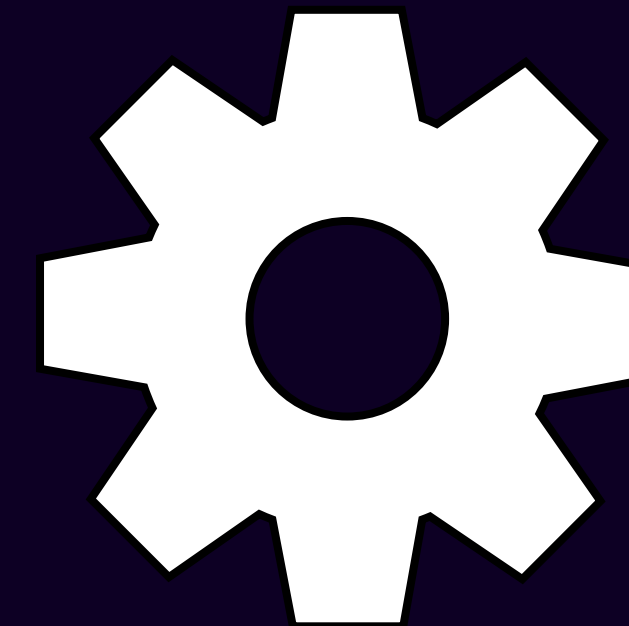
Home



Friends



Notifications



Settings

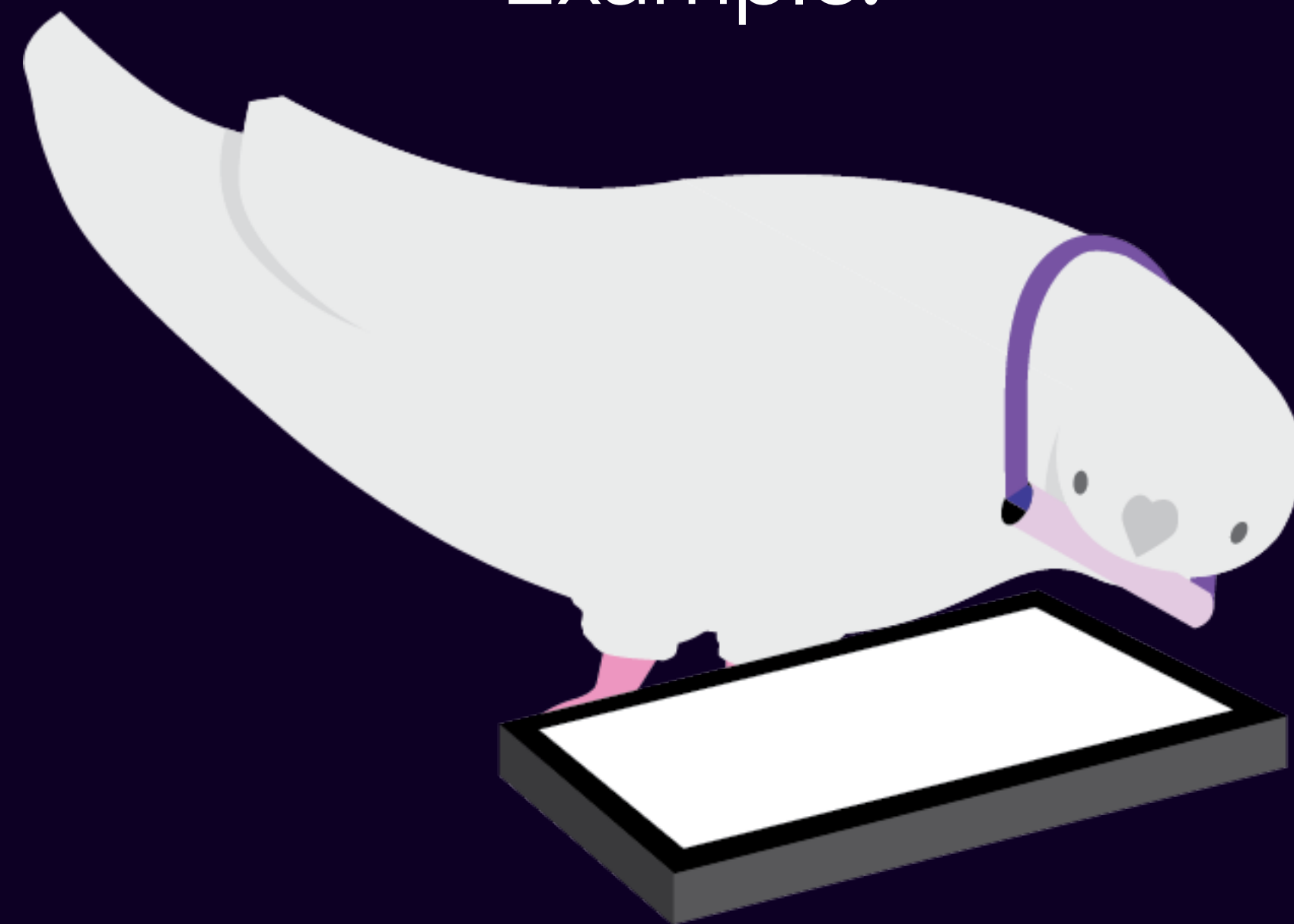
NON-LOGO ARTWORK



Art of the mascot Chami should be presented with an art style identical to the logo.

Chami's personality should be shown to be curious and sociable throughout the artwork made

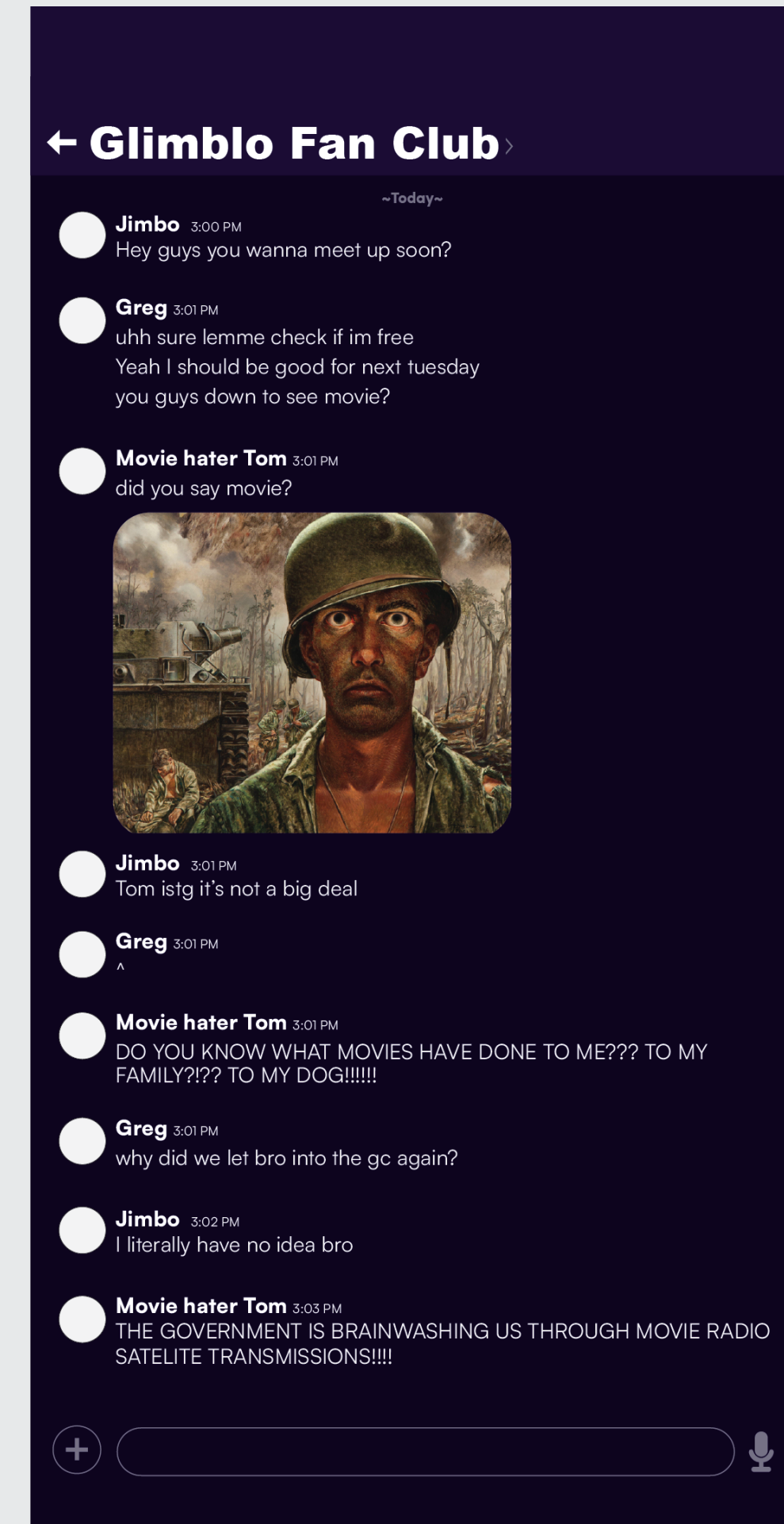
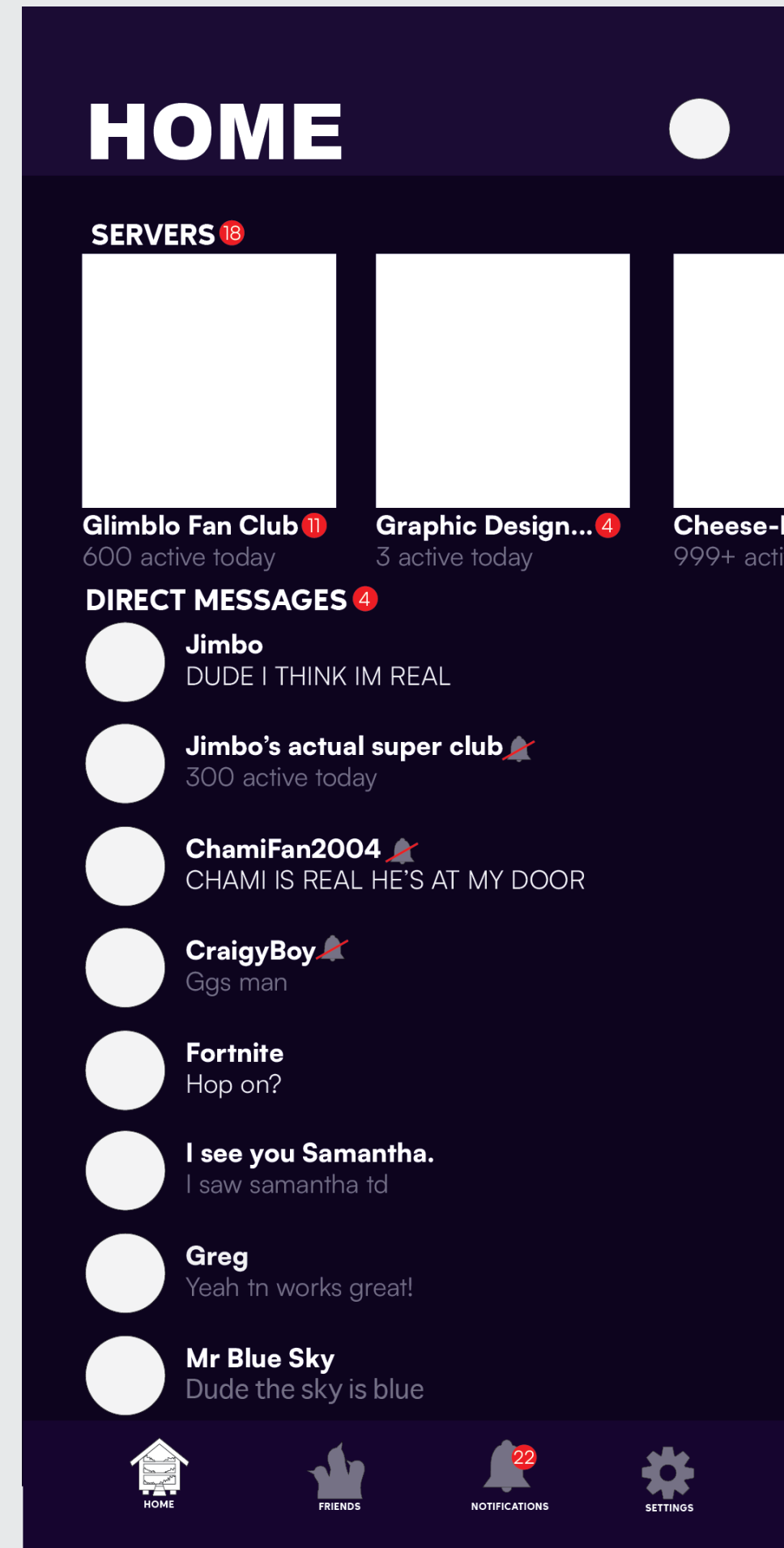
Example:



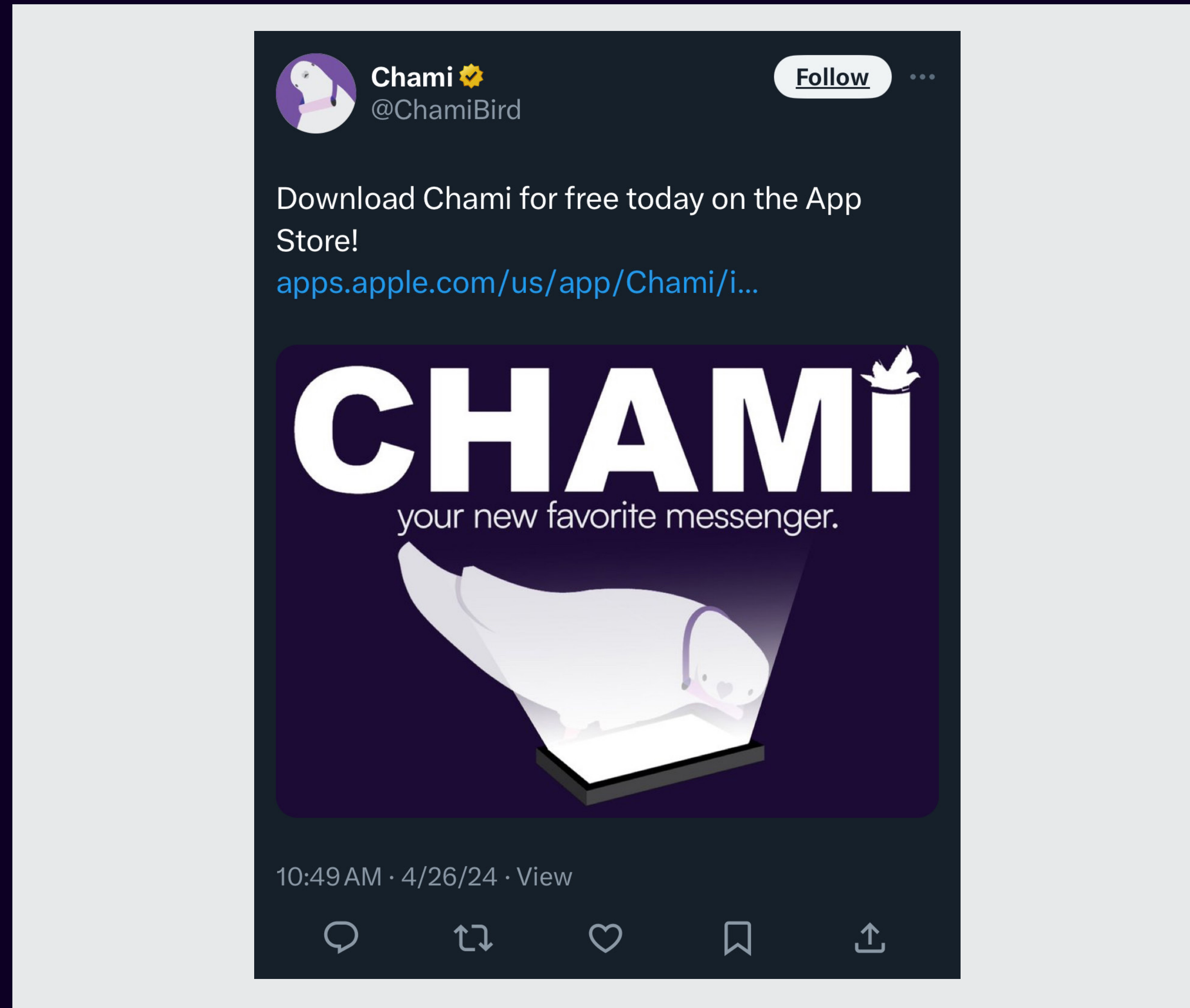
COLATERAL

UI MOCKUPS

CHAMI



TWITTER MOCKUP

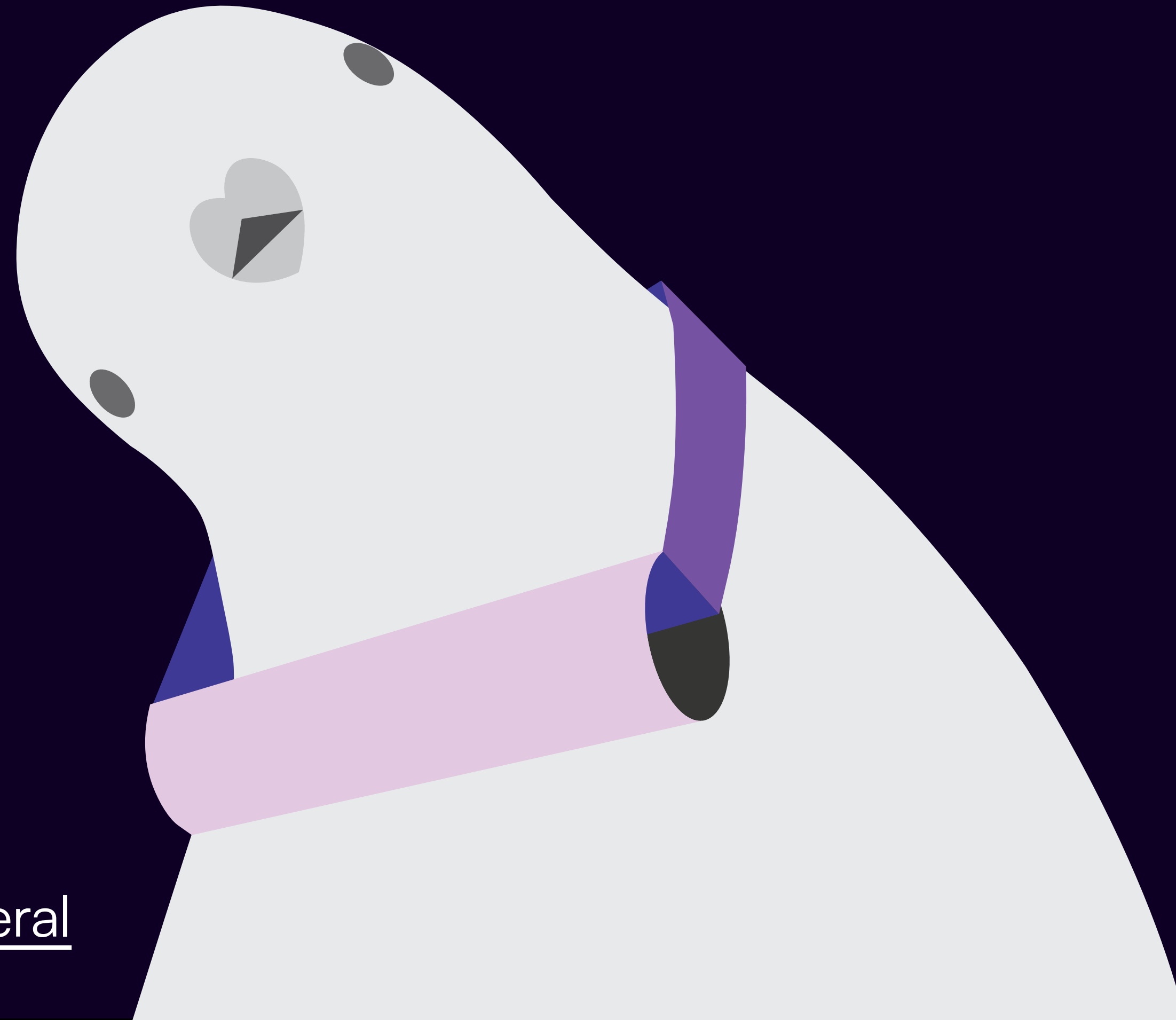


BILLBOARD MOCKUP

CHAMI



**THANK YOU &
HAVE A GREAT DAY!**



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