

**Mattermaps**  
formerly SiGREEN

# Brand guidelines



# 1. Logos

Dark  
(default)

Light  
(on dark surface)

**Base symbol**  
Only the symbol



**Main logo**  
Symbol + text



**Text logo+**  
Related to SiGREEN



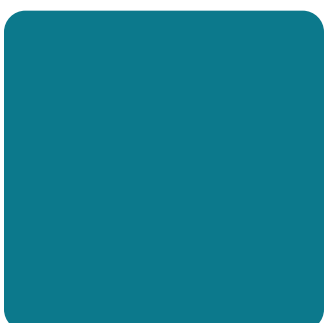
**Text logo**  
Only Mattermaps



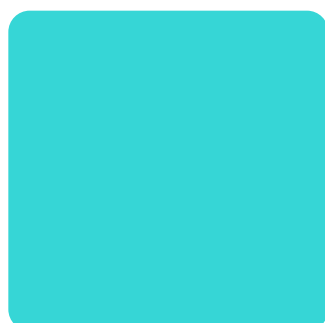
Primary



Secondary



Accent

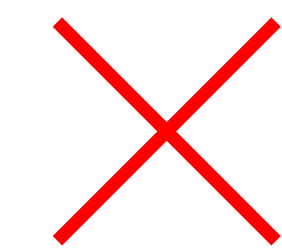


Secondary  
accent

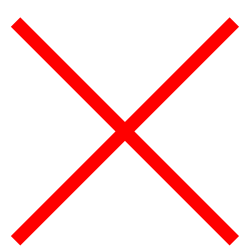


Highlight

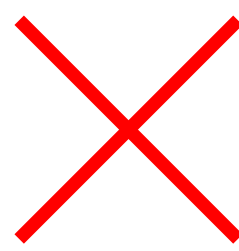
**Usage**  
Examples on  
different  
backgrounds



Do not use



Do not use



Do not use



# 2. Color palette

## Base colors

Material Design palette extension of main colors

<div>● 18.40 AAA AAA</div> <div>● 1.14</div>	<b>teal-50</b> #e7f2f4 rgb(231, 242, 244)	<div>● 19.72 AAA AAA</div> <div>● 1.06</div>	<b>electric-50</b> #ebfbfb rgb(235, 251, 251)	<div>● 17.04 AAA AAA</div> <div>● 1.23</div>	<b>purple-50</b> #e7e7ec rgb(231, 231, 236)	<div>● 19.69 AAA AAA</div> <div>● 1.07</div>	<b>apricot-50</b> #fff6f0 rgb(255, 246, 240)
<div>● 13.58 AAA AAA</div> <div>● 1.55</div>	<b>teal-100</b> #b4d6db rgb(180, 214, 219)	<div>● 17.25 AAA AAA</div> <div>● 1.22</div>	<b>electric-100</b> #c1f2f2 rgb(193, 242, 242)	<div>● 10.43 AAA AAA</div> <div>● 2.01</div>	<b>purple-100</b> #b4b6c4 rgb(180, 182, 196)	<div>● 17.27 AAA AAA</div> <div>● 1.22</div>	<b>apricot-100</b> #ffe4d1 rgb(255, 228, 209)
<div>● 10.74 AAA AAA</div> <div>● 1.96</div>	<b>teal-200</b> #8fc2ca rgb(143, 194, 202)	<div>● 15.77 AAA AAA</div> <div>● 1.33</div>	<b>electric-200</b> #a3ecec rgb(163, 236, 236)	<div>● 6.86 AAA AA</div> <div>● 3.06</div>	<b>purple-200</b> #9092a8 rgb(144, 146, 168)	<div>● 15.69 AAA AAA</div> <div>● 1.34</div>	<b>apricot-200</b> #ffd7bb rgb(255, 215, 187)
<div>● 7.55 AAA AAA</div> <div>● 2.78</div>	<b>teal-300</b> #5ca6b2 rgb(92, 166, 178)	<div>● 14.03 AAA AAA</div> <div>● 1.50</div>	<b>electric-300</b> #79e4e4 rgb(121, 228, 228)	<div>● 3.45 AA</div> <div>● 6.09 AAA AA</div>	<b>purple-300</b> #5d6080 rgb(93, 96, 128)	<div>● 13.63 AAA AAA</div> <div>● 1.54</div>	<b>apricot-300</b> #ffc49c rgb(255, 196, 156)
<div>● 6.03 AAA AA</div> <div>● 3.48 AA</div>	<b>teal-400</b> #3d95a3 rgb(61, 149, 163)	<div>● 12.99 AAA AAA</div> <div>● 1.62</div>	<b>electric-400</b> #5fdede rgb(95, 222, 222)	<div>● 2.15</div> <div>● 9.77 AAA AAA</div>	<b>purple-400</b> #3d4167 rgb(61, 65, 103)	<div>● 12.55 AAA AAA</div> <div>● 1.67</div>	<b>apricot-400</b> #ffb989 rgb(255, 185, 137)
<div>● 4.18 AA</div> <div>● 5.03 AAA AA</div>	<b>teal-500</b> #0c7a8c rgb(12, 122, 140)	<div>● 11.75 AAA AAA</div> <div>● 1.79</div>	<b>electric-500</b> #37d6d6 rgb(55, 214, 214)	<div>● 1.18</div> <div>● 17.80 AAA AAA</div>	<b>purple-500</b> #0d1241 rgb(13, 18, 65)	<div>● 10.99 AAA AAA</div> <div>● 1.91</div>	<b>apricot-500</b> #ffa76b rgb(255, 167, 107)
<div>● 3.59 AA</div> <div>● 5.84 AAA AA</div>	<b>teal-600</b> #0b677f rgb(11, 111, 127)	<div>● 9.73 AAA AAA</div> <div>● 2.16</div>	<b>electric-600</b> #32c3c3 rgb(50, 195, 195)	<div>● 1.15</div> <div>● 18.21 AAA AAA</div>	<b>purple-600</b> #0c103b rgb(12, 16, 59)	<div>● 9.10 AAA AAA</div> <div>● 2.31</div>	<b>apricot-600</b> #e89861 rgb(232, 152, 97)
<div>● 2.56</div> <div>● 8.22 AAA AAA</div>	<b>teal-700</b> #095763 rgb(9, 87, 99)	<div>● 6.03 AAA AA</div> <div>● 3.48 AA</div>	<b>electric-700</b> #279898 rgb(39, 152, 152)	<div>● 1.11</div> <div>● 18.94 AAA AAA</div>	<b>purple-700</b> #090d2e rgb(9, 13, 46)	<div>● 5.71 AAA AA</div> <div>● 3.68 AA</div>	<b>apricot-700</b> #b5774c rgb(181, 119, 76)
<div>● 1.92</div> <div>● 10.94 AAA AAA</div>	<b>teal-800</b> #07434d rgb(7, 67, 77)	<div>● 3.91 AA</div> <div>● 5.37 AAA AA</div>	<b>electric-800</b> #1e7676 rgb(30, 118, 118)	<div>● 1.08</div> <div>● 19.48 AAA AAA</div>	<b>purple-800</b> #070a24 rgb(7, 10, 36)	<div>● 3.71 AA</div> <div>● 5.66 AAA AA</div>	<b>apricot-800</b> #8c5c3b rgb(140, 92, 59)
<div>● 1.54</div> <div>● 13.61 AAA AAA</div>	<b>teal-900</b> #05333b rgb(5, 51, 59)	<div>● 2.65</div> <div>● 7.93 AAA AAA</div>	<b>electric-900</b> #175a5a rgb(23, 90, 90)	<div>● 1.06</div> <div>● 19.87 AAA AAA</div>	<b>purple-900</b> #05081b rgb(5, 8, 27)	<div>● 2.54</div> <div>● 8.27 AAA AAA</div>	<b>apricot-900</b> #6b462d rgb(107, 70, 45)

## Semantic colors

Mapping of base colors to brand colors

<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<b>Primary</b>	<b>Secondary</b>	<b>Accent</b>	<b>Sec. accent</b>	<b>Highlight</b>
Off white	Purple	Teal	Electric blue	Apricot
#F7F9FC	#0D1241	#0C7A8C	#37D6D6	#FFA76B

# 3. Font

**Brown**

*The primary brand font is Brown. This font is used for the platform logo and promotional material.*

Brown

Regular