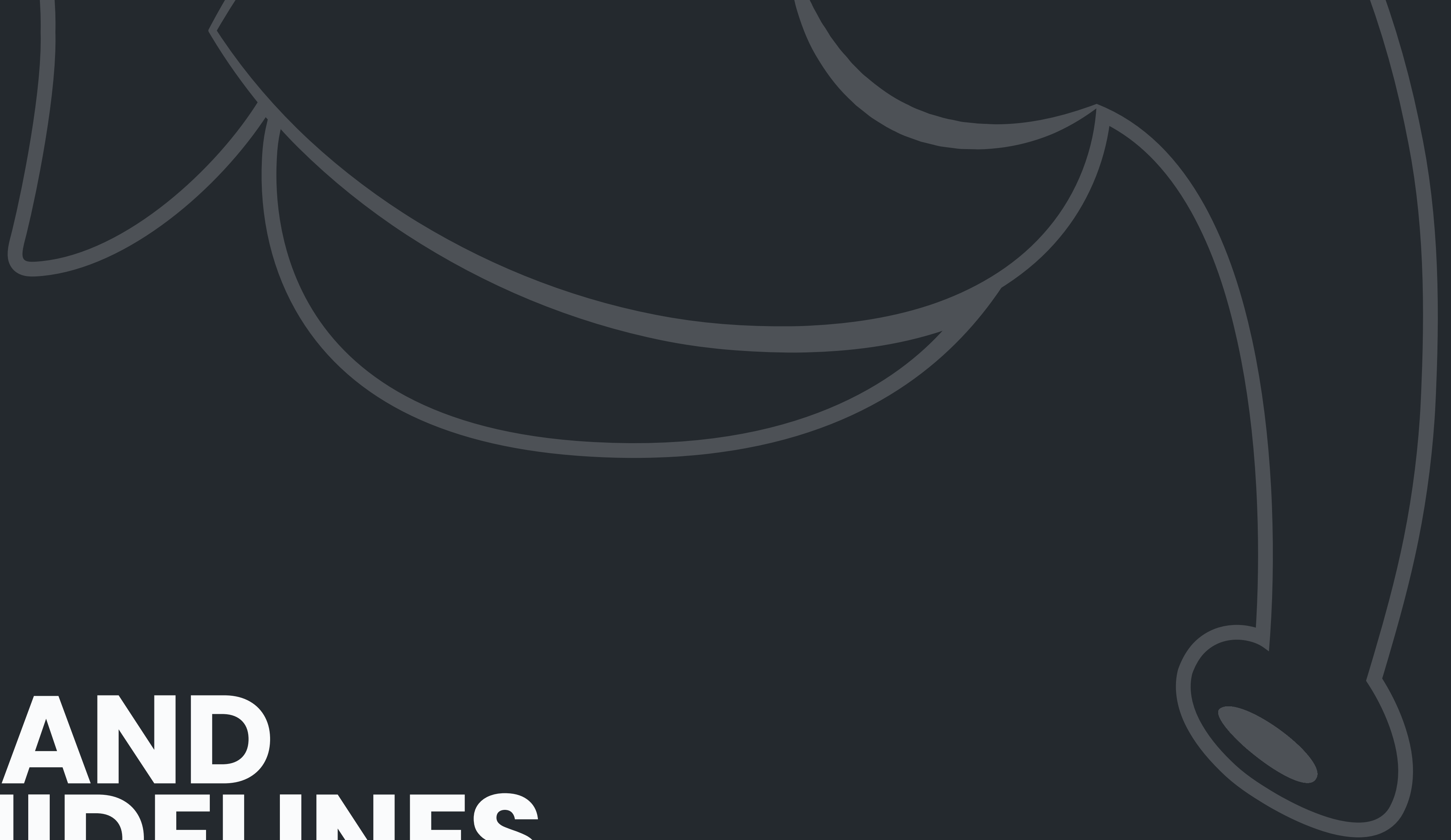


# **BRAND GUIDELINES**



## SAYCHES LOGO

It is easy to catch a fish, while it is difficult to hunt an elephant, so if we create a hybrid animal by giving the strength of the elephant to the weaker organism - Sayches can fight threats that it aspires to nullify!

Sayches Ltd uses a mascot as a parent brand logo to represent the entire Sayches ecosystem. This includes the company products and services. The logo appears wherever people encounter all of our offerings, such as events hosted by the brand, when signing in to an account, or on web pages to sign up for accounts or events.



**BRAND ASSETS**



**DEFAULT**  
Use this whenever possible



**DARK BACKGROUND**  
Use this whenever possible



# VISUALS SYSTEM

Our brand system is composed of 7 core elements. The main Sayches colour is dark grey or light grey as a secondary option.

## DARK GRAY

Primary

HEX #24292E  
RGB 36, 41, 46  
CMYK 22, 11, 0, 82

## LIGHT GRAY

Secondary

HEX #F9F9F9  
RGB 250, 251, 252  
CMYK 1, 0, 0, 1

#F1F8FF

#FFF5B1

#FFDCE0

#DCFFE4

#F5F0FF

#0366D6

#FFD33D

#D73A49

#28A745

#6F42C1

## DO'S AND DON'TS



- ✔ Balance the Sayches Brand with your brand.
- ✔ Use the Sayches logo to advertise that your product has built-in Sayches integration.
- ✔ Use the Sayches logo in a blog post or news article about Sayches.



- ✘ Modify, distort, rotate, or re-color the logo or color of our assets by stylizing, warping, or modifying their color or shape.
- ✘ Use any icons or images to represent Sayches other than what is found on the Brand Hub.
- ✘ Create a modified version of the Sayches logo.
- ✘ Makes the Sayches brand the most distinctive, prominent feature, implied partnership, sponsorship endorsement or puts the brand in a negative context.
- ✘ Use any Sayches artwork without permission.
- ✘ Sell any Sayches artwork without permission.

# MISUSE



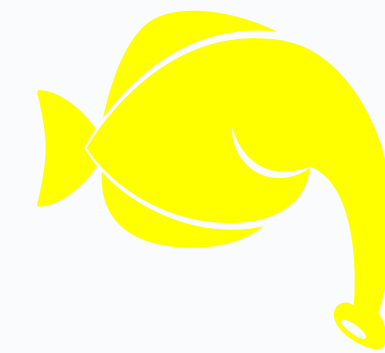
✘  
Add drop shadows



✘  
Add special effects



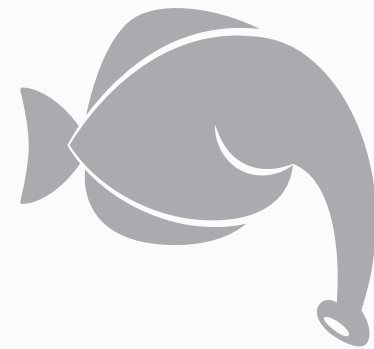
✘  
Fill with multiple colours



✘  
Fill with different colours



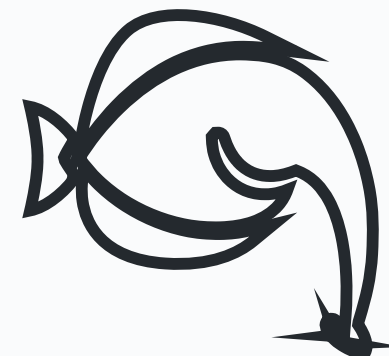
✘  
Change orientation



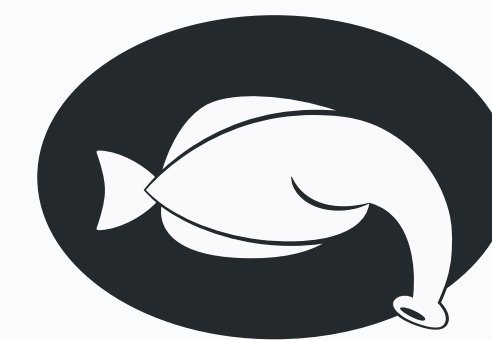
✘  
Change the opacity



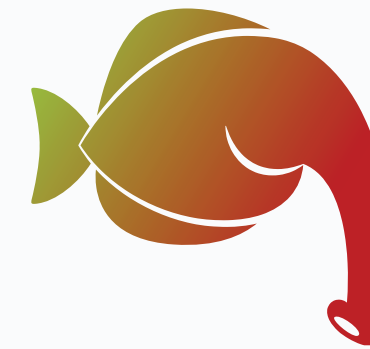
✘  
Change the colours



✘  
Apply stroke

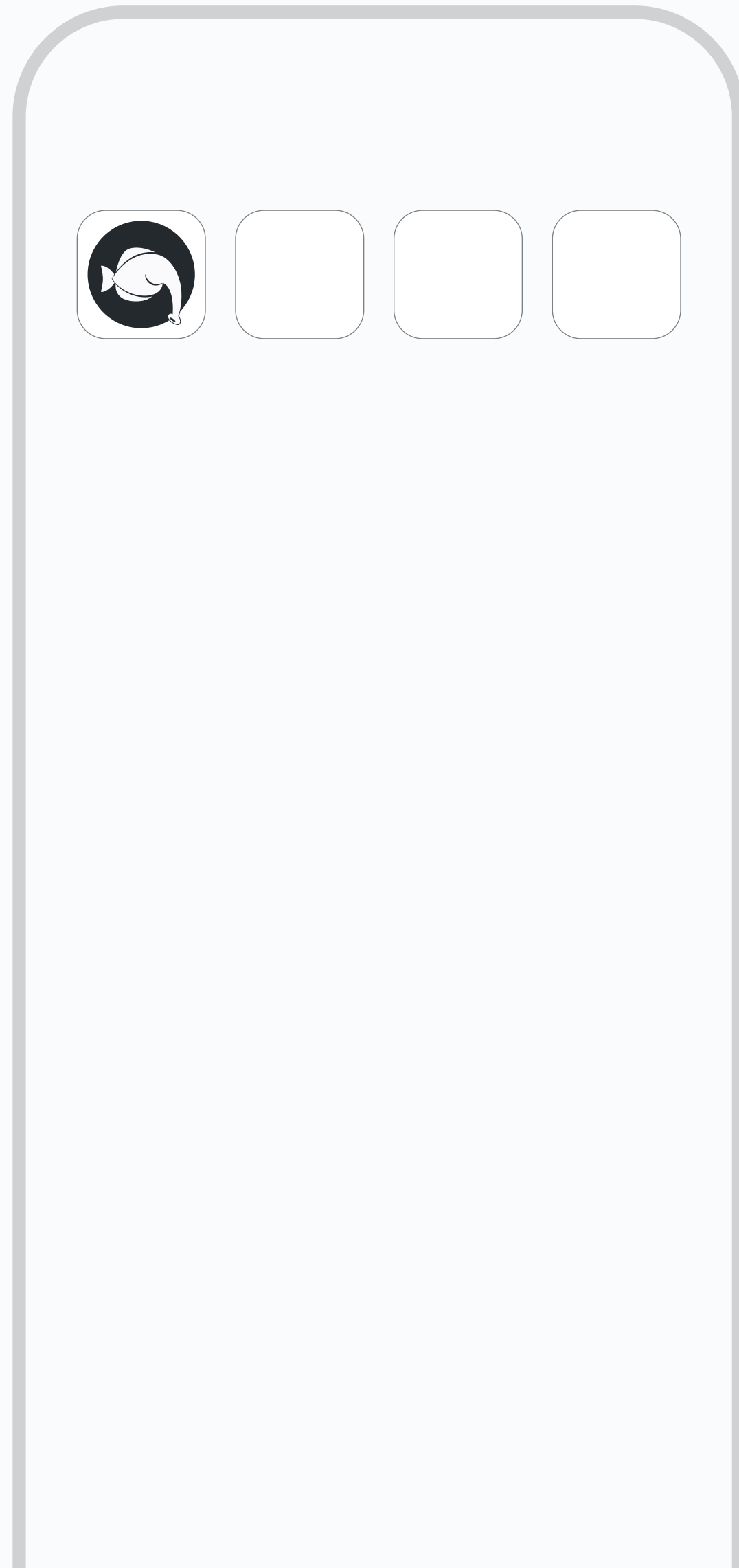


✘  
Skew, rotate or stretch

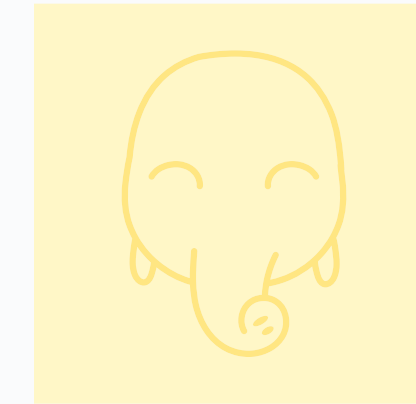


✘  
Add gradations

## APP ICON



## AVATAR



Baby



Dead



Anonymous



Defender

# SOCIAL ICONS



Logo



Square



Rounded Square



Minimum width of 32 px

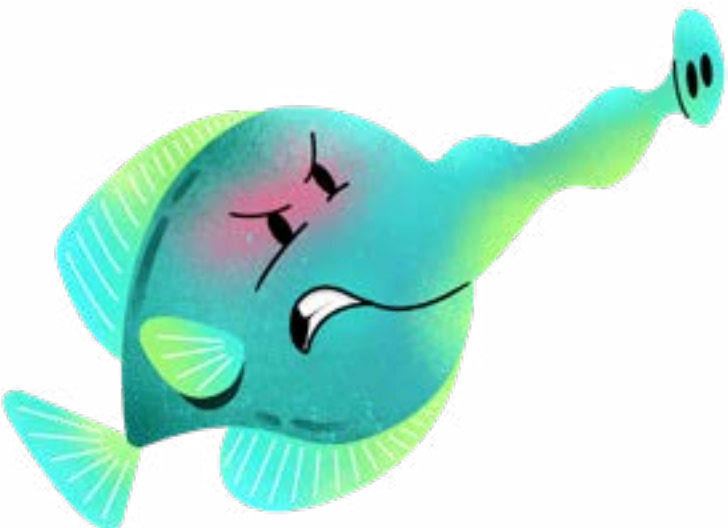


Minimum width of 32 px



Minimum width of 32 px

# REACTIONS



**ANGR**  
RED ANGRY FACE



**LOVE**  
BEATING HEART



**HAHA**  
LAUGHING FACE



**YAY**  
SMILING FACE (DISCONTINUED)



**WOW**  
SURPRISED FACE



**SAD**  
CRYING FACE

# REACTIONS



PARYY



OFFICE



POLITICIAN



TEENAGER



CORRECT

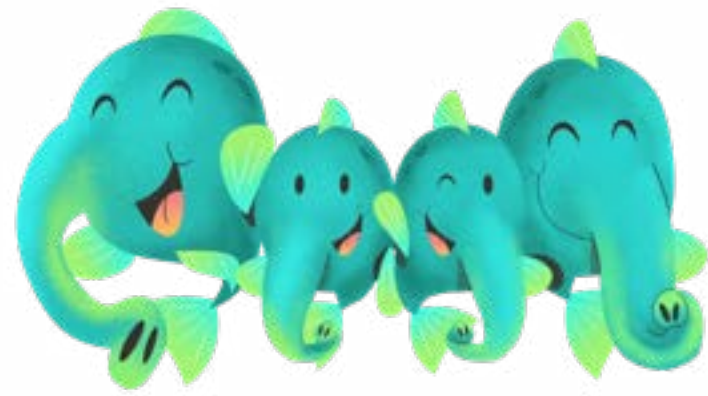


WRONG

# REACTIONS



FRIENDS



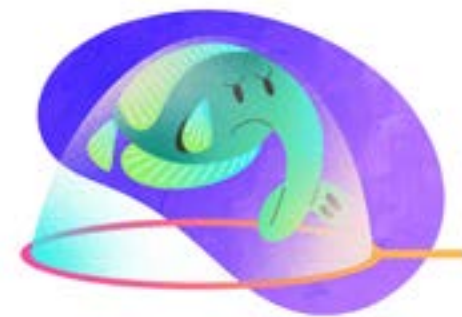
FAMILY



TALKING



REGISTER



ARRESTED



LOGIN

**QUESTIONS?** [info@sayches.com](mailto:info@sayches.com)

V 1.2

**THANKS**