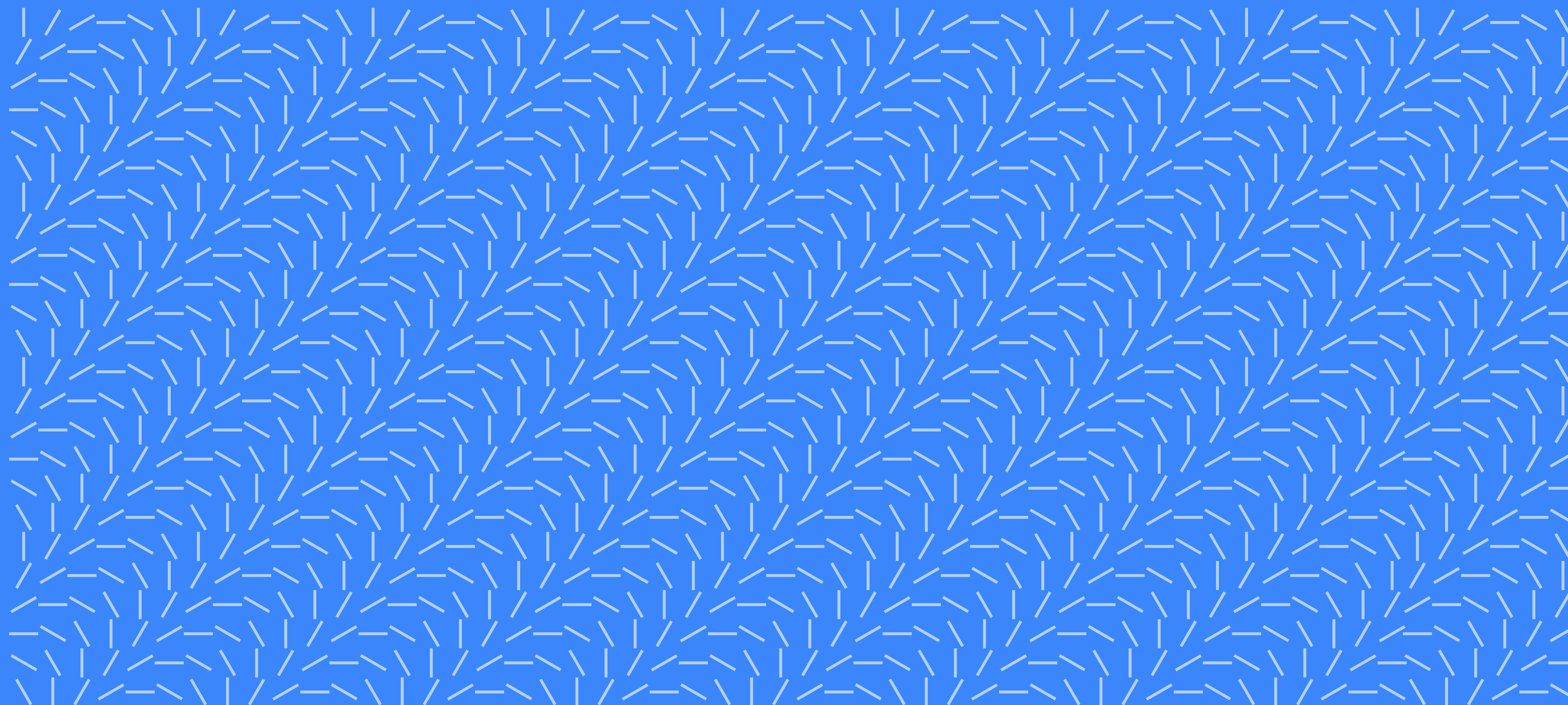


**crisp**

Brand  
**Guidelines**

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# Crisp Live Chat

antenservice Крисп виртуальным собеседни

datta perfettamente alla tua piccola impresa

العملاء متعدد اللغات Bien plus qu'un simple

yanan Obrolan Bermanfaat Asistență pentru c

Leistungsstarke Konversationserfahrung

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話をリアルタイムで翻訳 Sovelluksen sisäinen vies

umentar a satisfação do cliente 可定制的即时

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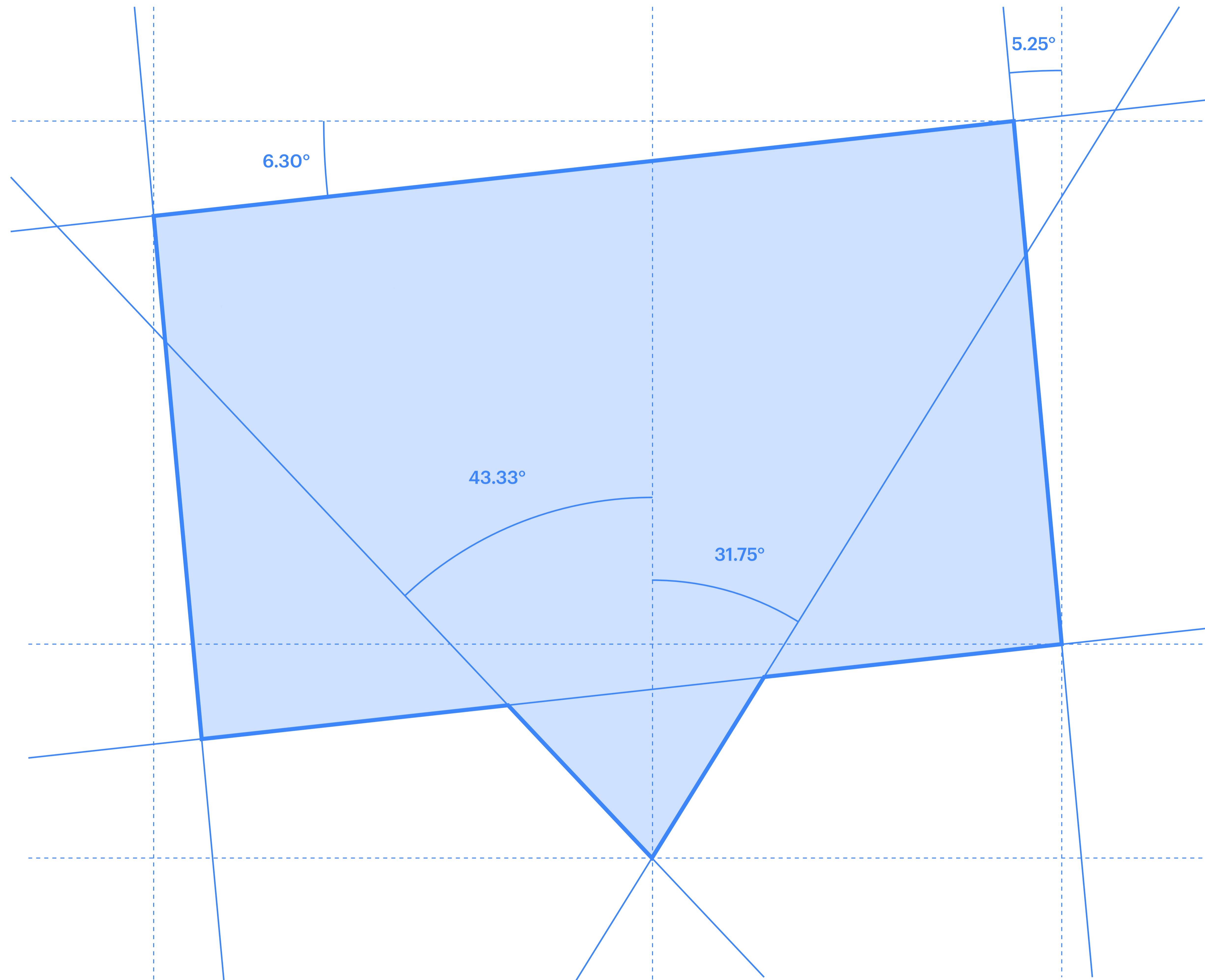
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Please follow these guidelines when using our brand to ensure it always looks crispy.



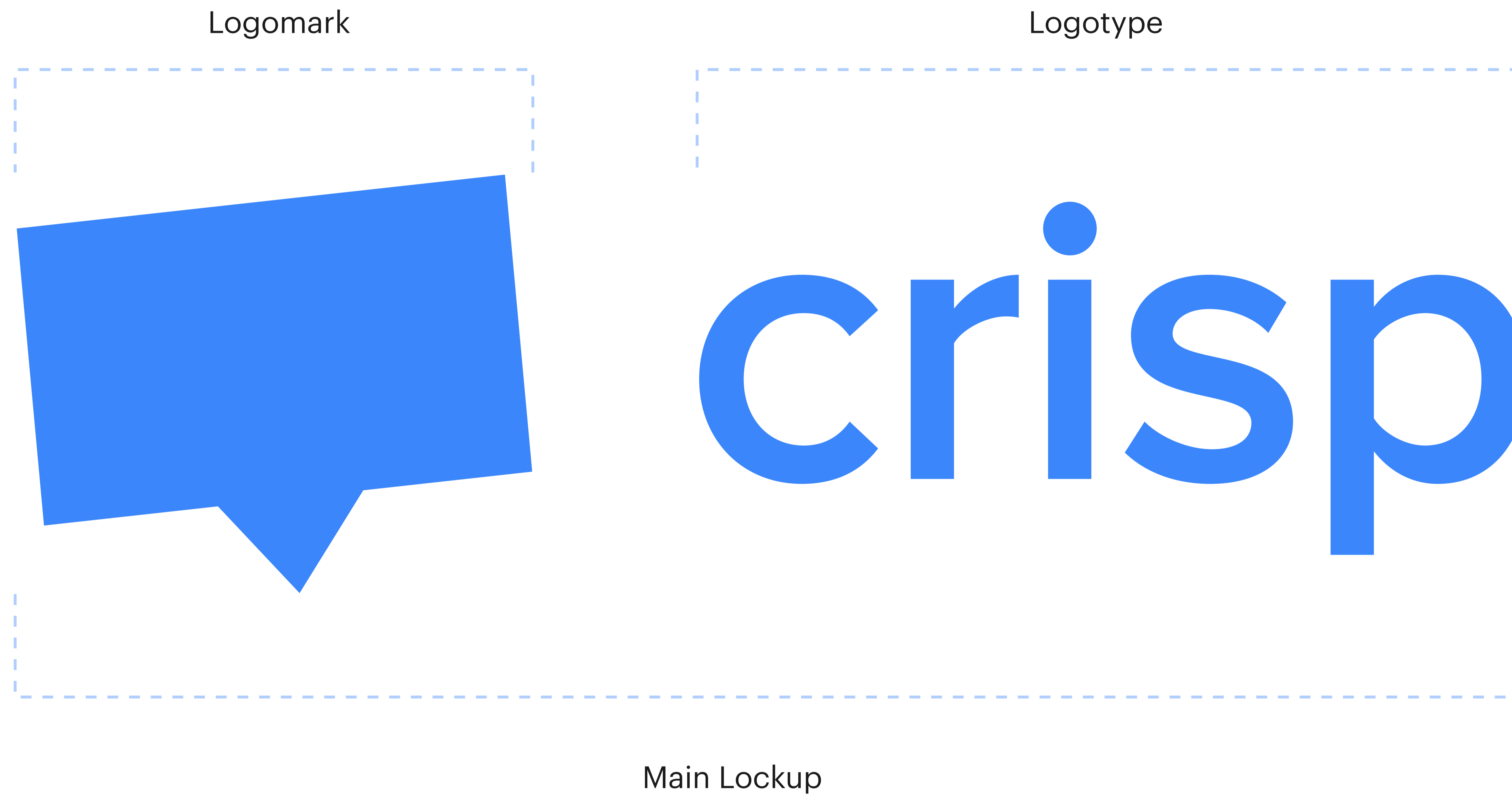
The Crisp symbol represents a slightly rotated chat bubble.

crisp



AV  
←→  
-13

The main font used for the logotype is Proxima Nova Semi-Bold from Mark Simonson Studio with a Kerning of -13.



The horizontal logo is the primary logo and should be used in most instances.





The logo and the icon's exclusion zone is equal to half the height of the icon (marked as  $x$  in the diagram).









Building up a base size guarantees that the effect and readability of the logo isn't undermined in application



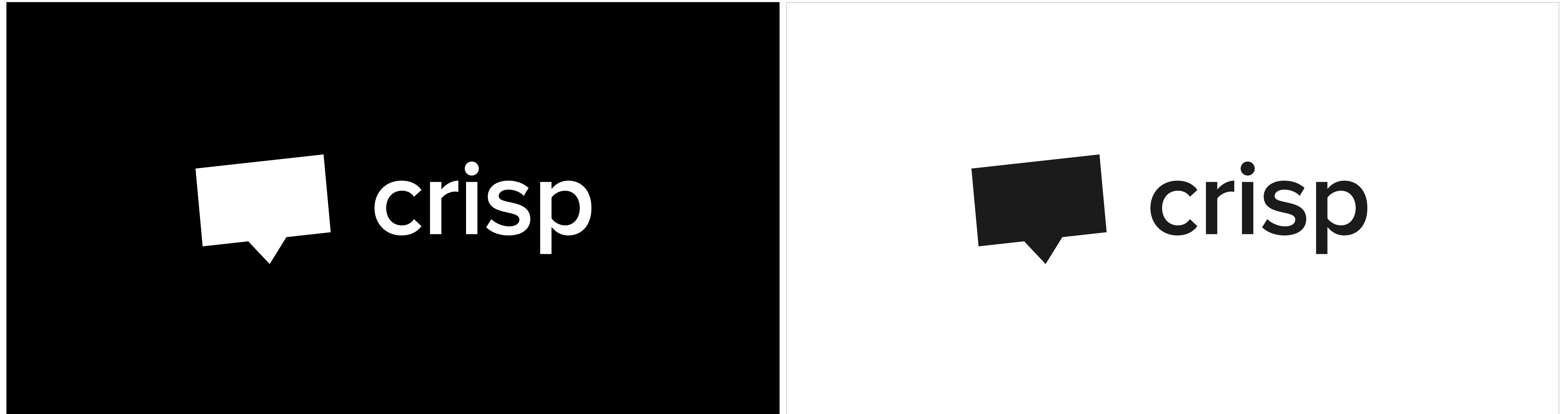
**The Crisp logo should never be smaller than 80px in digital or 20mm in print.**



**The Crisp icon should never be smaller than 24px in digital or 6mm in print.**

 <p><b>DO NOT</b> Use colours other than Crispy Blue, white or black</p>	 <p><b>DO NOT</b> Colour the logo in two different tones</p>	 <p><b>DO NOT</b> Outline or create a stroke around the logotype</p>	 <p><b>DO NOT</b> Distort or warp the logo in any way</p>
 <p><b>DO NOT</b> Apply gradients, drop shadows or any other effects</p>	 <p><b>DO NOT</b> Stack or rotate any part of the logo</p>	 <p><b>DO NOT</b> Change the typeface nor recreate or manipulate the wordmark</p>	 <p><b>DO NOT</b> Use a low resolution or pixelated version of the logo</p>





For any other background, you should use the black logo on light coloured backgrounds or the white logo on dark coloured backgrounds.





The Crisp Blue is our primary colourway. It should only be used on a black or white background.





For any other background, you should use the black logo on light coloured backgrounds or the white logo on dark coloured backgrounds.



## Crisp • Primary Colour System

---

<p><b>White</b></p> <p>HEX #FFFFFF</p> <p>RGB • 255 • 255 • 255</p> <p>HSB • 0 • 0 • 100</p>	<p><b>Crispy Blue</b></p> <p>HEX #3B86FB</p> <p>RGB • 59 • 134 • 251</p> <p>HSB • 217 • 76 • 98</p> <p><b>PANTONE® MS 2727 C</b></p>	<p><b>Nero</b></p> <p>HEX #1B1B1B</p> <p>RGB • 27 • 27 • 27</p> <p>HSB • 0 • 0 • 11</p> <p><b>PANTONE® MS 419 C</b></p>
<p><b>Dandelion</b></p> <p>HEX #FFD262</p> <p>RGB • 255 • 210 • 98</p> <p>HSB • 43 • 62 • 100</p> <p><b>PANTONE® MS 134 C</b></p>	<p><b>Governor Bay</b></p> <p>HEX #534A9B</p> <p>RGB • 83 • 74 • 155</p> <p>HSB • 247 • 52 • 61</p> <p><b>PANTONE® MS 7670 C</b></p>	<p><b>Smalt</b></p> <p>HEX #123284</p> <p>RGB • 59 • 134 • 251</p> <p>HSB • 217 • 76 • 98</p> <p><b>PANTONE® MS 287 C</b></p>

Make sure to maintain an accessible contrast ratio when combining our colours.

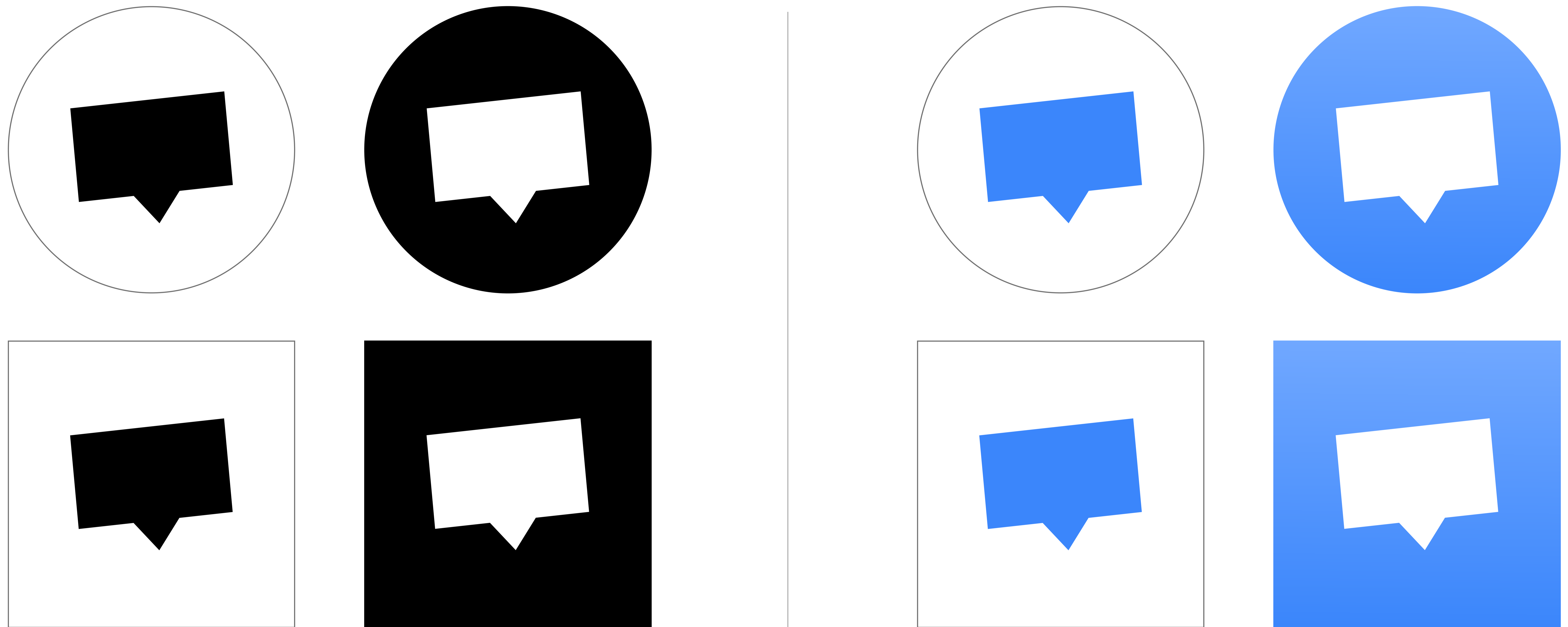


## Crisp • Secondary Colour System

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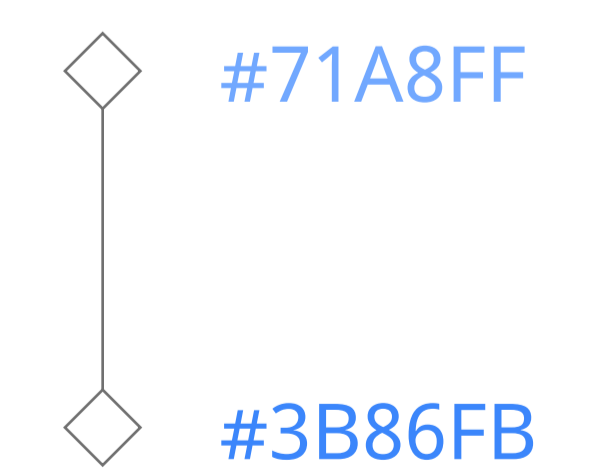
<p><b>Paua</b></p> <p>HEX #201851</p> <p>RGB • 32 • 24 • 81</p> <p>HSB • 248 • 70 • 32</p> <p><b>PANTONE® MS 274 C</b></p>	<p><b>Solitude</b></p> <p>HEX #E4EAF1</p> <p>RGB • 228 • 234 • 241</p> <p>HSB • 212 • 5 • 95</p> <p><b>PANTONE® MS 656 C</b></p>	<p><b>Coral</b></p> <p>HEX #FF875F</p> <p>RGB • 255 • 135 • 95</p> <p>HSB • 15 • 63 • 100</p> <p><b>PANTONE® MS 1635 C</b></p>	<p><b>Vivid Tangerine</b></p> <p>HEX #FC9E83</p> <p>RGB • 252 • 158 • 131</p> <p>HSB • 13 • 48 • 99</p> <p><b>PANTONE® MS 1625 C</b></p>
<p><b>Pale Cornflower Blue</b></p> <p>HEX #BOCEFD</p> <p>RGB • 176 • 206 • 253</p> <p>HSB • 217 • 76 • 98</p> <p><b>PANTONE® MS 2717 C</b></p>	<p><b>Alice Blue</b></p> <p>HEX #F2F4F6</p> <p>RGB • 242 • 244 • 246</p> <p>HSB • 210 • 76 • 98</p> <p><b>PANTONE® MS 649 C</b></p>	<p><b>Rajah</b></p> <p>HEX #FFB35F</p> <p>RGB • 255 • 179 • 95</p> <p>HSB • 31 • 63 • 100</p> <p><b>PANTONE® MS 150 C</b></p>	<p><b>Flame Pea</b></p> <p>HEX #C15C3E</p> <p>RGB • 193 • 92 • 62</p> <p>HSB • 14 • 68 • 76</p> <p><b>PANTONE® MS 2436 C</b></p>

Secondary colours are an extension of the Crisp ecosystem. Use them sparingly.



Monochrome Icon

Blue & Gradient



Whenever possible, use the Crisp logo without a container. If a container is needed, use a circle or a square.



## Graphik Font Family

Aa

Light

Regular

Medium

Semi-Bold

**Aa Bb Cc Dd Ee Ff Gg Hh**

**Li Ji Kk Ll Mm Nn Oo Pp**

**Qq Rr Ss Tt Uu Vv Ww Xx**

**Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

**! @ # \$ % ^ & \* ? / )**

All text and paragraphs on our website are set in Graphik. Never set in all caps or all lowercase.

## Stack Type Instance Landing Page Graphik

**Give your customer experience a human touch** ..... H1

**Meet the messaging app that lets you chat with your customers** ..... H2

**Customer Support** ..... H3

**200,000 brands are already using Crisp to improve their customer experience** ..... H4

The Crisp Shared Inbox centralizes all your conversations. From Live Chat, Email to Facebook Messenger, Twitter DM, SMS... Collaborate effortlessly inside one inbox, to offer the best customer service to your customers. .... p

The Graphik Font Family is our primary font and should be used in the majority of instances.

## Proxima Nova Font Family



Light

Regular

Semi-Bold

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh**

**Li Ji Kk Ll Mm Nn Oo Pp**

**Qq Rr Ss Tt Uu Vv Ww Xx**

**Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

**! @ # \$ % ^ & \* ? / )**

The Crisp logotype is set in Proxima Nova. It's also used in our support documentation for better accessibility.

## Noto Sans Font Family

Aa

Light

Regular

**Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh**

**Li Ji Kk Ll Mm Nn Oo Pp**

**Qq Rr Ss Tt Uu Vv Ww Xx**

**Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

**! @ # \$ % ^ & \* ? / )**

Our chat uses Noto Sans for its increased readability and broad range of languages.





## Crisp • Illustration Style

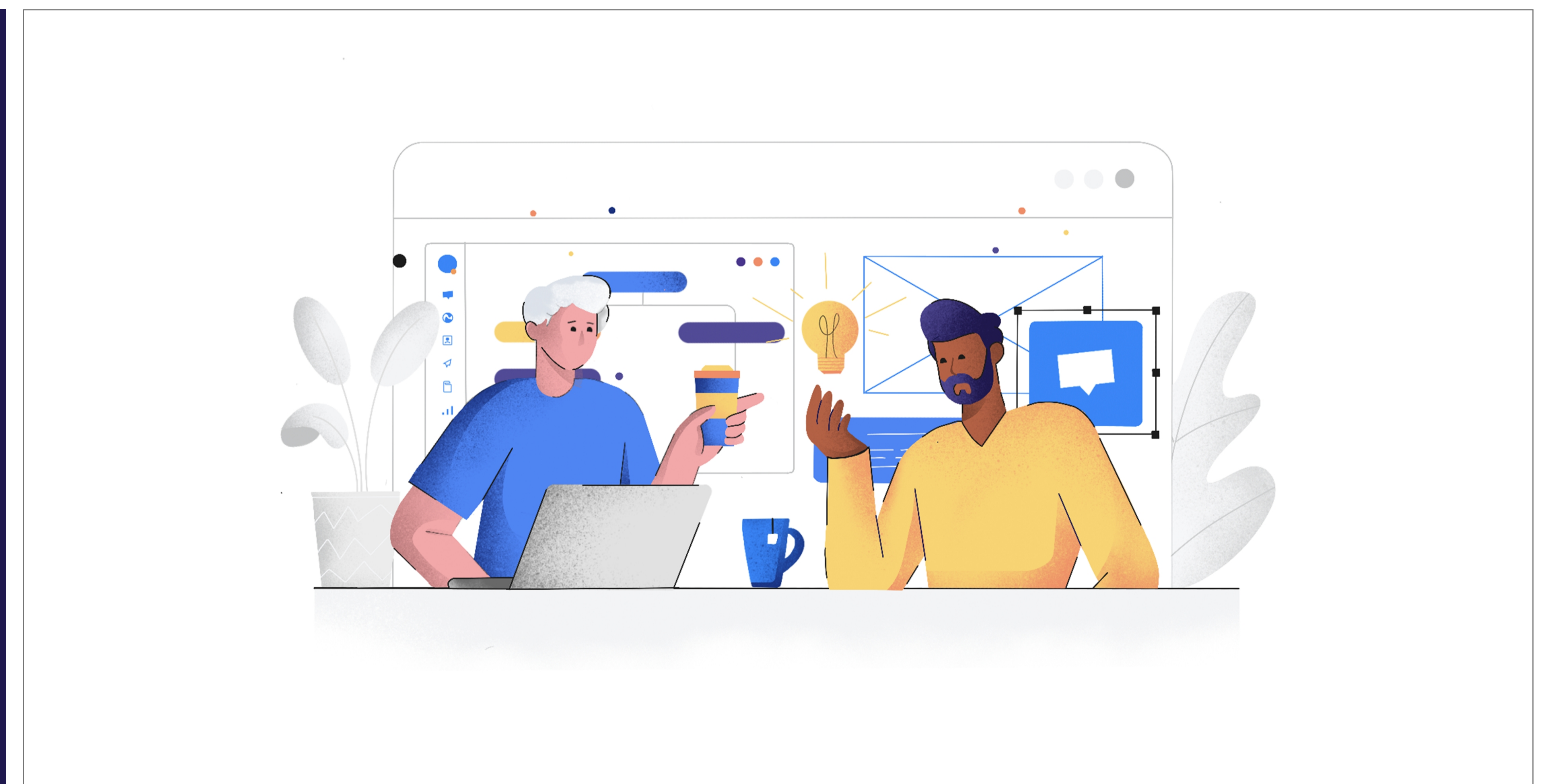
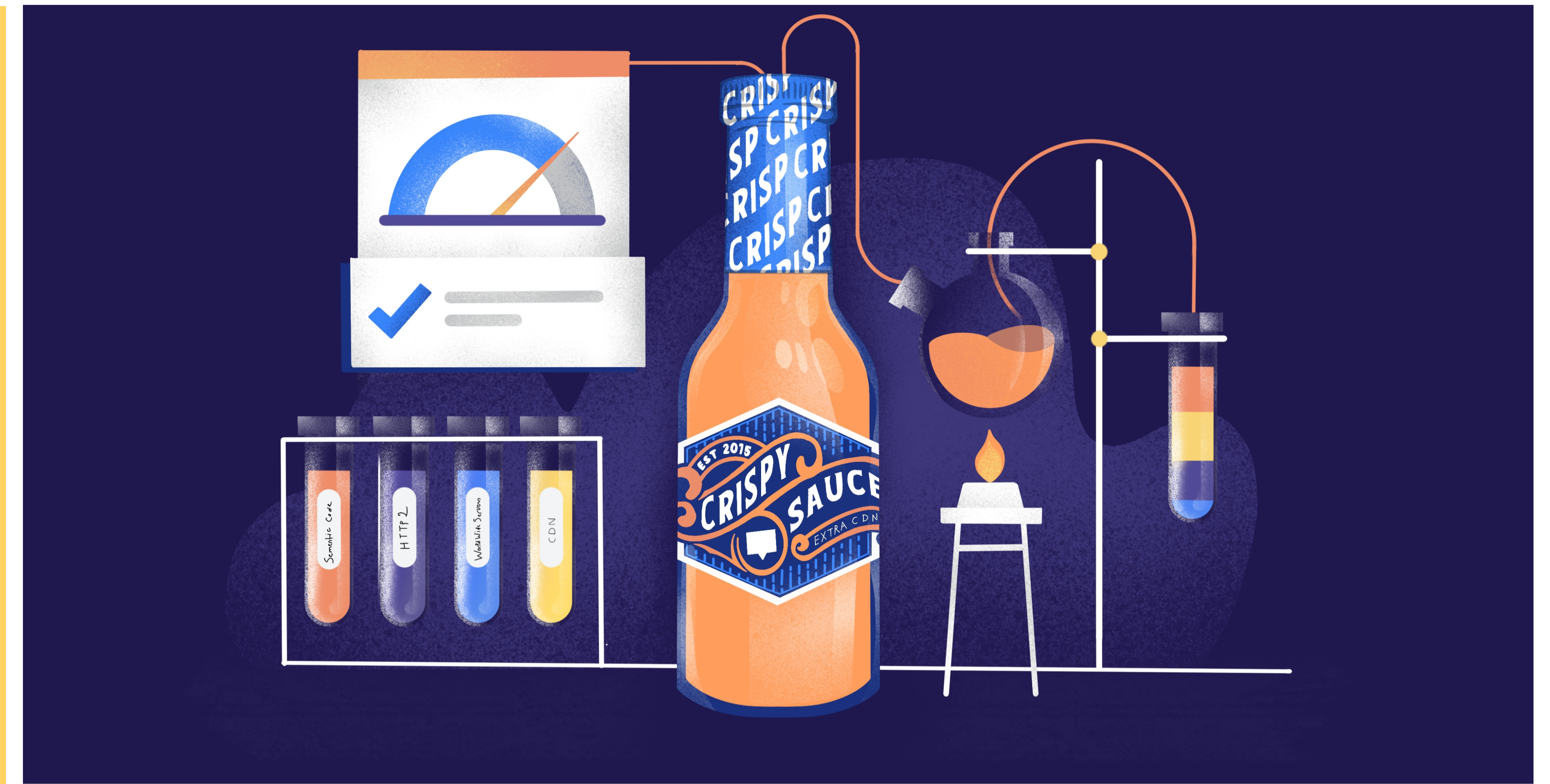
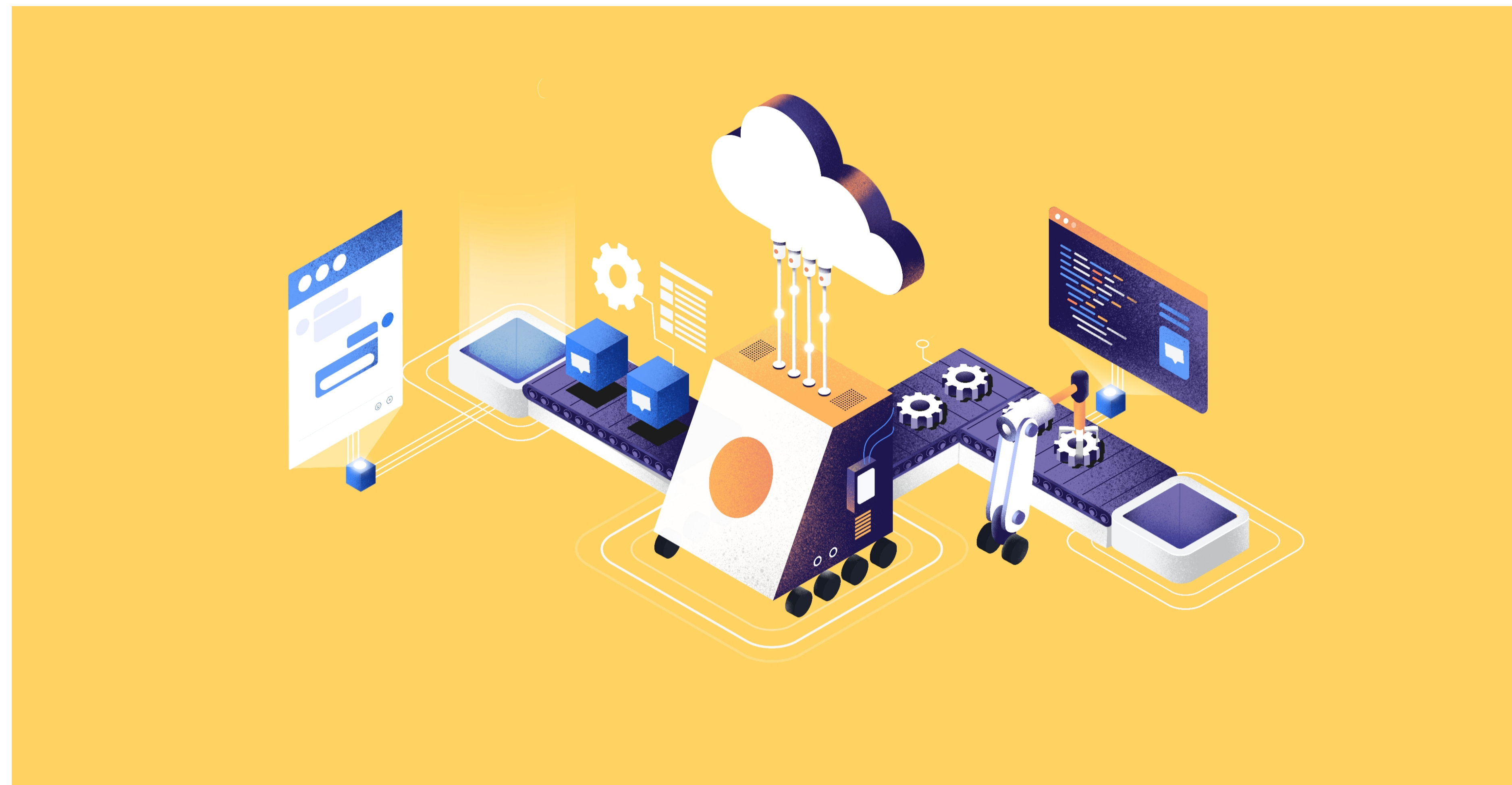
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Illustrations created by Studio Voila

Our main illustration style is grounded and realistic, mostly depicting social interactions in a natural environment.

## Crisp • Illustration Style



Illustrations created by Sahkyo

Our blog illustration style is playful, textured and abstract. It's meant to convey an idea.



Illustrations created by Douglas Cavanna

Our prints are a duotone doodle-based universe conveying happiness.

## Questions

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If you have any questions about these Guidelines,  
come chat with us @ [crisp.chat](https://crisp.chat)

