



WM

ChartMogul

2018 BRAND GUIDE

Logo

The logo is read as ChartMogul, with C and M in uppercase.

The wordmark 'ChartMogul' is to be used alone, without the logomark 'M', and is used most often. The logomark 'M' alone will be used in a special settings where people can easily understand it's an extension of ChartMogul identity. The main logo color is dark navy. We use black when the logo is placed on a colored background.

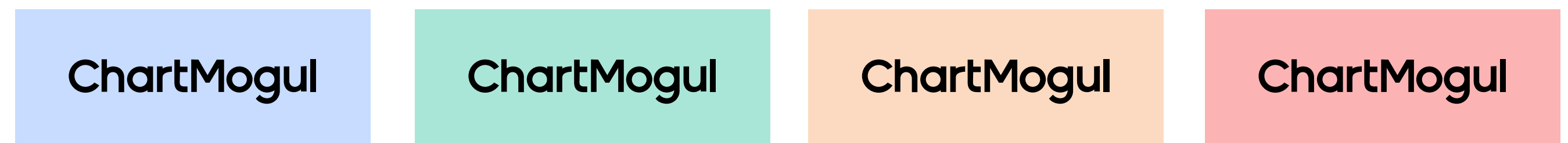
Logo | Wordmark



Navy or black & white



Tint color background + black wordmark



Logo | Logomark



Navy or black & white



Tint color background + black logomark



Logo | Combination



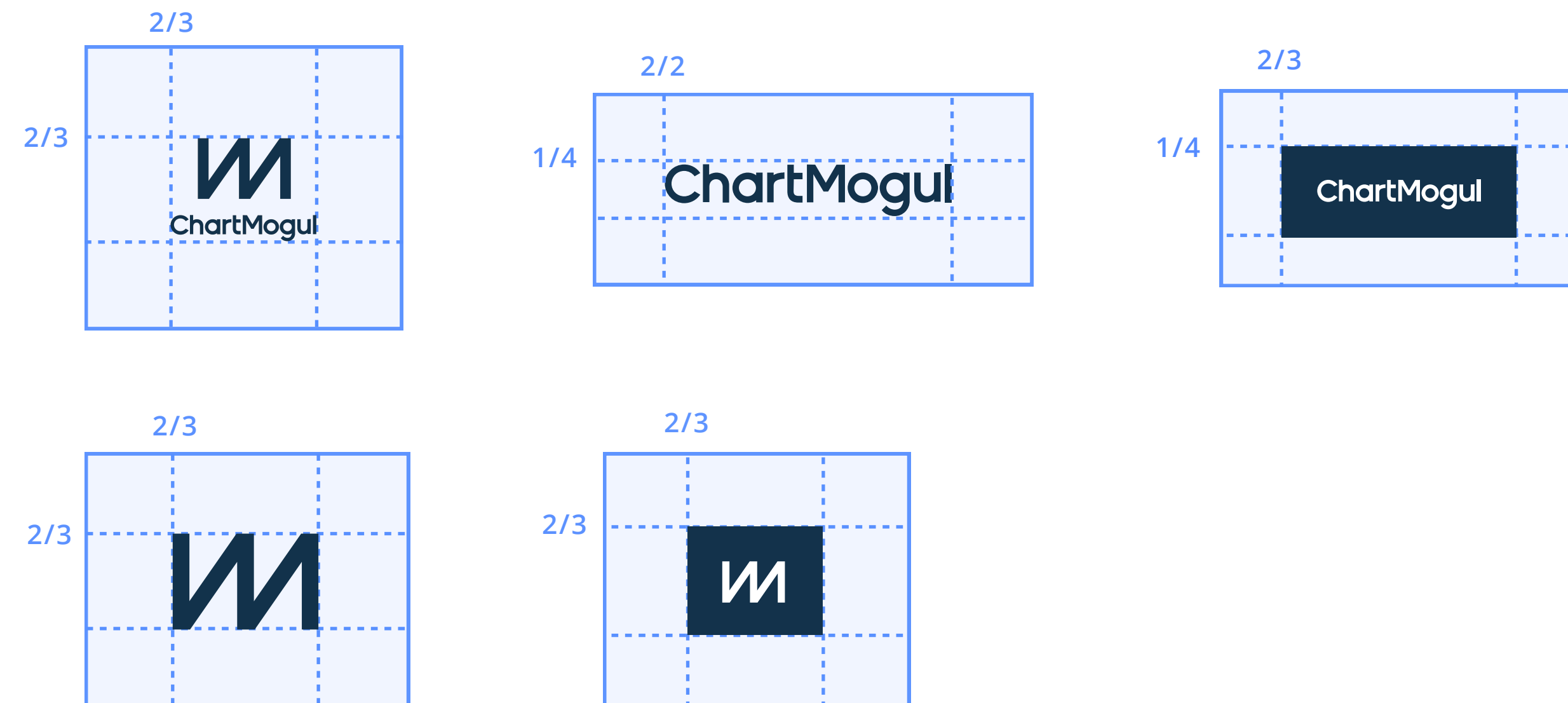
This is a combination format to be used in post-rebrand marketing materials in order to familiarize viewers with the 'M' logomark. In this context, we can play with the 'M' styling in certain materials to make it more graphically interesting.

Example of the special 'M' styling

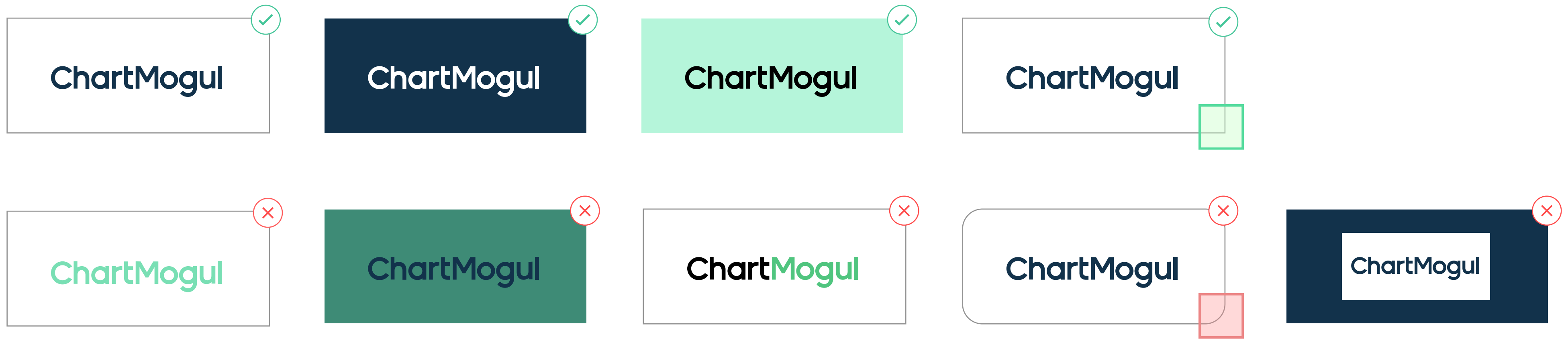


Logo | Clear Space

To preserve the integrity of our logo, maintain a minimum clear space around the logo. This clear space keeps our logo from competing with distracting visual elements, such as other logos, copy and photography or illustration.



Logo | Do's and Don'ts

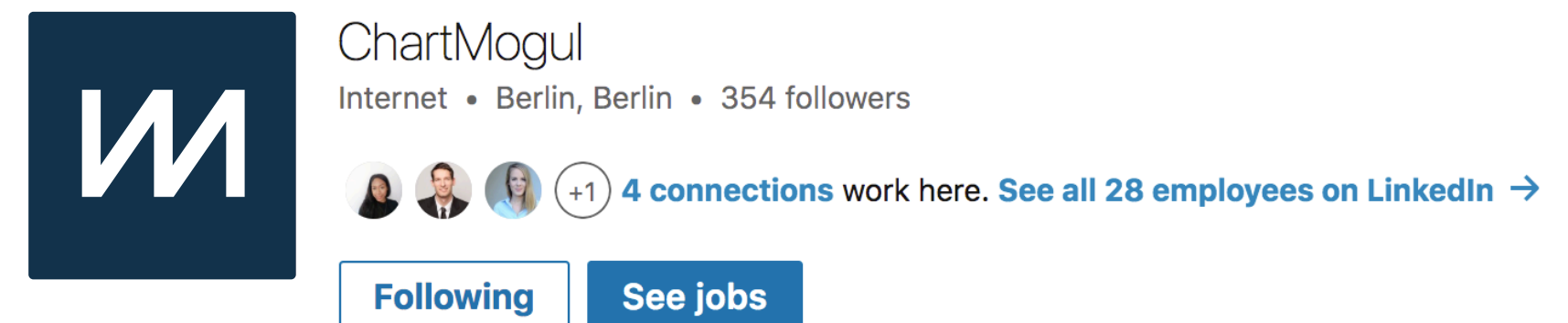


Logo | Social Icons

Straight lines and edges are integral part of ChartMogul's visual language. However, in places like social media where control is limited, we allow use of rounded containers.



Tweets	Following	Followers	Likes	Lists	Moments
7,246	193	2,708	1,804	4	1



Color

Colors play an important role in the ChartMogul identity.

We use a bright, vibrant and less saturated set of palettes. We use six primary colors in various shades along with black and white. Though we define our primary colors, it's acceptable to use other colors so long as they complement the navy and black.

Color | Main



Color | Shade



Color | Use

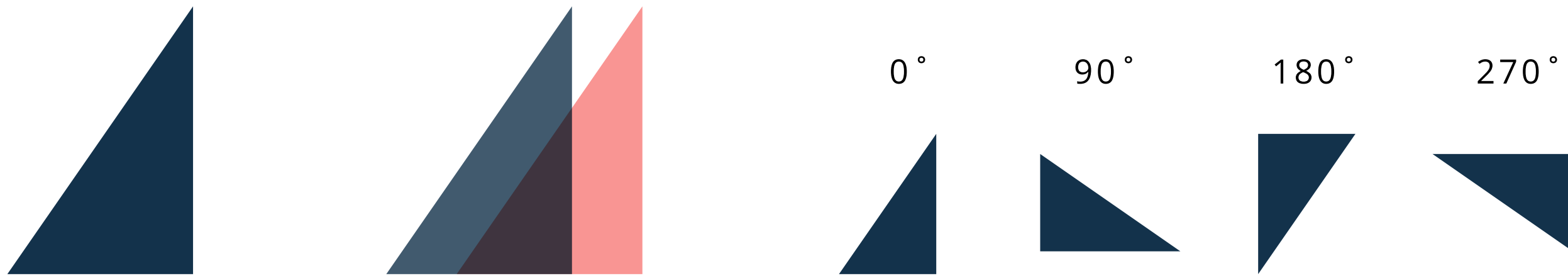


Graphic

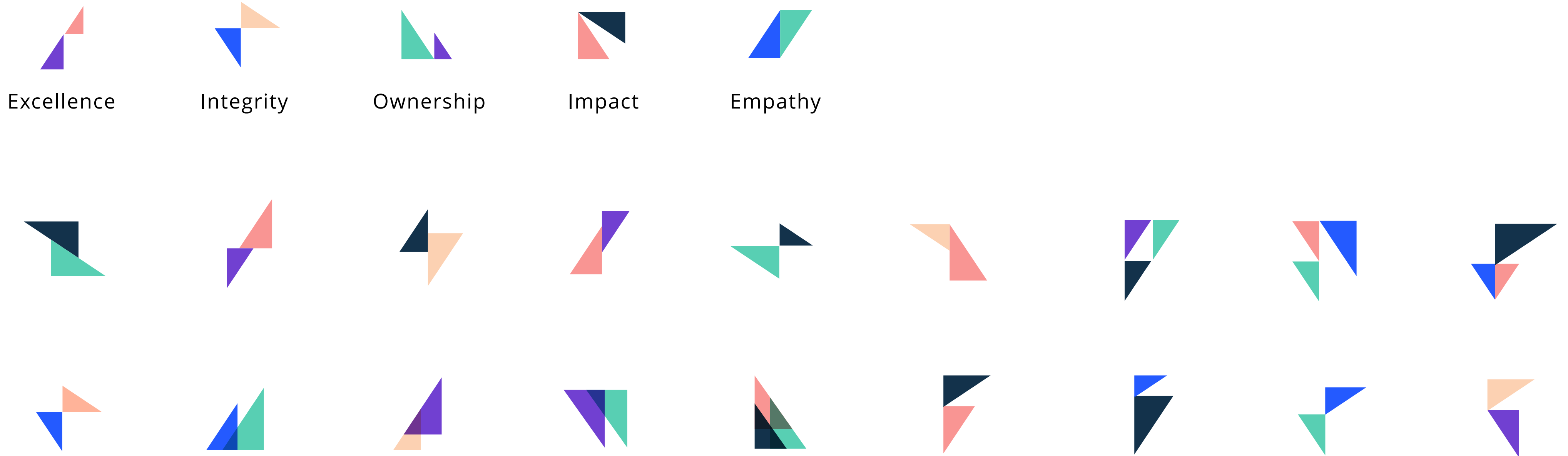
Our signiture graphics are in a triangular form and are derived from the negative space of the logomark 'M'. We endeavor to use our colour palette where possible, but it's acceptable to use other colors so long as they complement the navy and black.



Graphic | Triangle Manipulation



Graphic | Symbols



Font

Gotham is the primary font family for our website.

Open Sans — a free, open-source font — may be used alternatively where Gotham is not an option.

Gotham <https://www.typography.com/fonts/gotham/overview/>

Open Sans <https://fonts.google.com/specimen/Open+Sans>

[Font](#) | Paragraph

ChartMogul automates your subscription analytics and financial reporting. Just connect your data and ChartMogul will calculate and visualize your most important metrics. No more data to export or functions to remember. Save hours and unlock insights into your business.