

Chatter.chat Logo Specification

What is it? Chatter.chat is a new live website chat service that provides all types of businesses live web chat services. This is a new brand and service offering and we are looking to get a logo and brand developed.

We are looking for an “iconic” logo that transfers well to the Internet and other brand materials.

Symbolism: We want the logo to symbolize a simple, professional brand that uses a clever icon to convey the message. We want it to be simple and clean and basic in design.

Style: The logo needs to be easy to read without having to spend too much time figuring it out. I do not want to compromise the text for design as it needs to be well balanced.

Typography: The logo text needs to use the font **Karla** which is an open source Google font.

Relationship: We are looking to convey a fun but yet professional image with this logo and need it to help launch the new brand.

Colours: We want no more than two colors to be used in logo and we are open to what the color pallet will be. They will need to be complimentary however and work well together.

Sample logos we like to provide some further direction....





human

eighteen
PARKWAY

