

Brand Guidelines

February 2026



Logo

LOGO

Primary Logo

The primary Mattermost logo the horizontal logo and is the foundational element of the brand identity. It is composed of the logomark and wordmark.

The Mattermost logomark is called “the instrument.” It represents four tools that organizations need to achieve their highest priorities:

- A compass for direction
- A clock to set pace
- A meter to measure output
- A dial representing the contributions of everyone on the team



Logomark

Wordmark

LOGO

Lockups

Mattermost has developed three unique lockups for use in appropriate branding moments. This allows the Mattermost logo to live in various contexts.



Horizontal Logo
Used for primary communication and applications. When in doubt, choose this logo as the default.



Vertical Logo
Used in situations where horizontal space is limited.



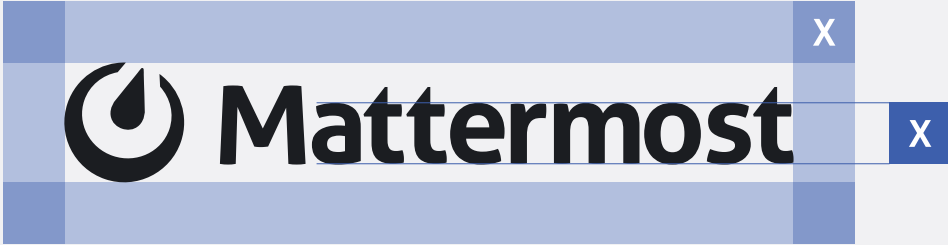
Logomark
Used when space is limited, such as app icon or promotional items.

LOGO

Space and Size

The Mattermost logo must have adequate clear space around it at all times. The clear space should be at least as large as the x-height.

The Mattermost logo must be larger than these minimum sizes to maximize the clarity and legibility.




Digital:
150px


Print:
0.75 in
19 mm




Mattermost
Digital:
100px

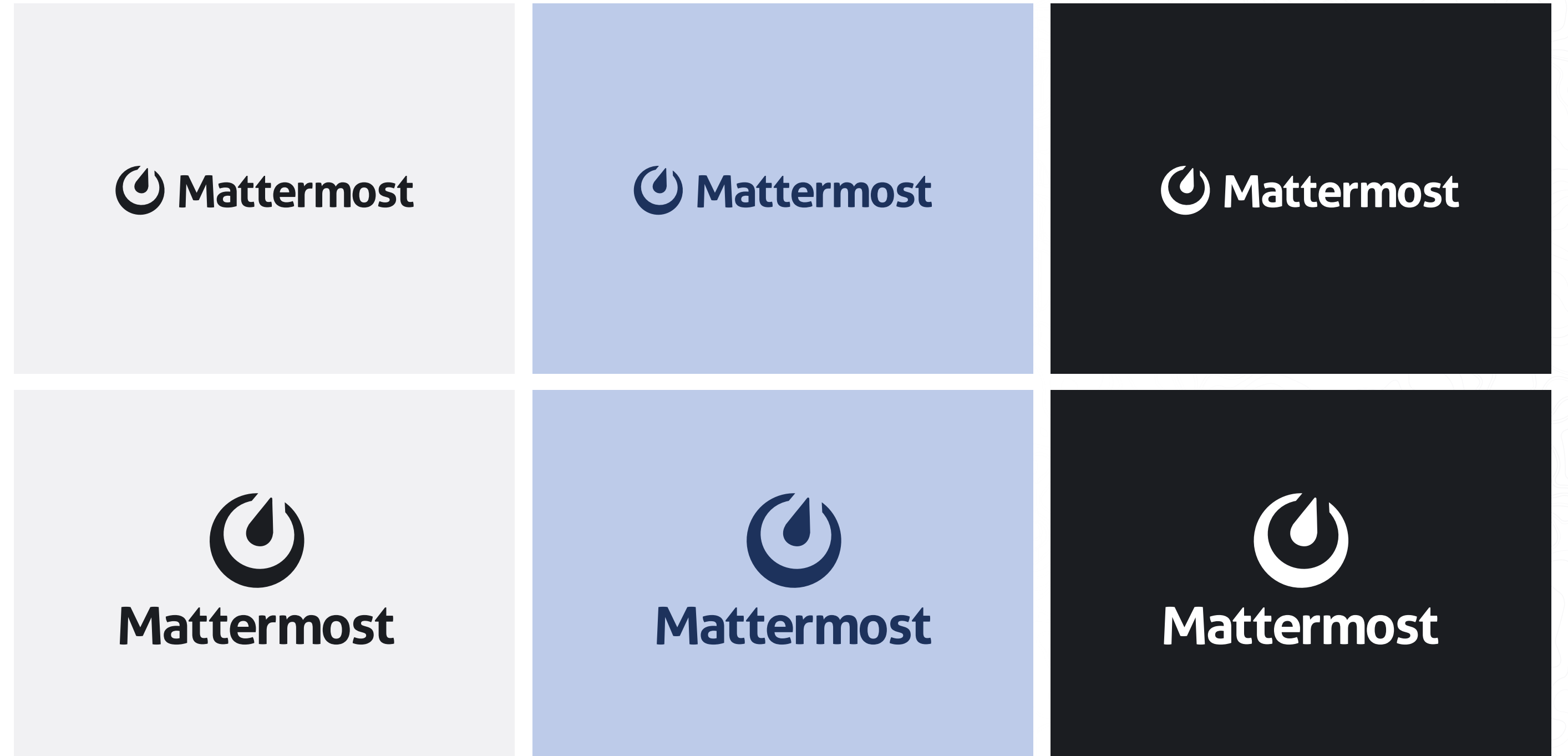

Mattermost
Print:
0.45 in
12 mm

LOGO

Usage

The Mattermost logo must not be altered in any way. It's available in three colorways: black, denim, and white. The colorway should be chosen to correspond with the background (black or denim on lighter backgrounds, white on dark backgrounds).

Logo files in EPS and PNG file formats are available for download [here](#).



Typography

TYPOGRAPHY

Type Family

The Mattermost primary typeface is **Trade Gothic Next**. This sans-serif typeface is available via Adobe Typekit [here](#). Trade Gothic was originally designed in 1948 by Jackson Burke and later refined for digital use.

Trade Gothic should be used to typeset most copy, utilizing the heavy weight for headlines and the regular weight for body copy.

Download font [here](#).

Alternate Typeface

Arial is a pre-installed systems font. Use Arial for PowerPoint, other Microsoft® Office products, and for a web default typeface.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890()&?!.,:;'/~

Trade Gothic Next Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890()&?!.,:;'/~

Trade Gothic Next Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890()&?!.,:;'/~

Trade Gothic Next Heavy

TYPOGRAPHY

Typographic Hierarchy

This page demonstrates how Mattermost's typography works in an approved hierarchy.

This is a
Headline.

This is a Subhead.

Intro text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Body lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Body Header

Caption lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EYEBROW

Headline

Trade Gothic Next Heavy
e.g. 100/100pt text

Subhead

Trade Gothic Next Bold
e.g. 52/52pt text

Intro Text

Trade Gothic Next Regular
e.g. 26/34pt text

Body

Trade Gothic Next Regular
e.g. 20/28pt text

Body Header

Trade Gothic Next Bold
e.g. 20/28pt text

Caption

Trade Gothic Next Light
e.g. 18/28pt text

Eyebrow

Trade Gothic Next Light
e.g. 24/24pt text

Color

COLOR

Primary and Secondary Palettes

Mattermost's distinctive blue primary palette symbolizes the sovereignty, resilience, and operational intelligence brand pillars.

The secondary palette supports the primary blue palette. Graphite is used for longer text. Marigold is used sparingly to highlight key moments of engagement, such as call-to-actions.

Primary Blue Palette

Denim Hex: #1E325C RGB: 30, 50, 92 CMYK: 100, 87, 30, 18 PMS: 281 C	Midnight Hex: #0D0E1A RGB: 13, 14, 26 CMYK: 82, 76, 59, 79 PMS: 296 C
Storm Hex: #142340 RGB: 20, 35, 64 CMYK: 96, 85, 46, 50 PMS: 289 C	Sky HEX: #BBCDF4 RGB: 197, 210, 236 CMYK: 20, 11, 0, 0 PMS:
Royal Hex: #1C58D9 RGB: 28, 88, 217 CMYK: 84, 68, 0, 0 PMS: 285 C	White Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PMS:

Secondary Palette

Marigold Hex: #FFBC1F RGB: 255, 188, 31 CMYK: 0, 25, 100, 0 PMS: 7408 C	Graphite Hex: #1B1D22 RGB: 27, 29, 34 CMYK: 76, 69, 61, 74 PMS: Neutral Black
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COLOR

Tertiary and Neutral Palettes

The tertiary palette, including tints, is used sparingly to complement our primary palette. These colors are used in charts, infographics, and background objects only.

The neutral palette should be used for body copy, and rules and lines. Pearl can also be used for light text background boxes.

Tertiary Palette

Jade Hex: #339970 RGB: 51, 153, 112 CMYK: 78, 17, 71, 2 PMS:	50%	20%	10%
Chili Hex: #C43133 RGB: 196, 49, 51 CMYK: 16, 95, 88, 5 PMS:	50%	20%	10%
Bark Hex: #5D2C0C RGB: 93, 44, 12 CMYK: 39, 77, 97, 54 PMS:	50%	20%	10%
Caramel Hex: #C98300 RGB: 199, 133, 43 CMYK: 20, 51, 100, 3 PMS:	50%	20%	10%

Neutral Palette

Pearl Hex: #F1F1F2 RGB: 241, 241, 242 CMYK: 4, 3, 2, 0
Silver Hex: #C9C9CA RGB: 201, 201, 202 CMYK: 21, 16, 16, 0
Gunmetal Hex: #838384 RGB: 131, 131, 132 CMYK: 51, 42, 42, 6
Shadow Hex: #383839 RGB: 56, 56, 57 CMYK: 69, 63, 60, 53

COLOR

Gradient Compositions

To fully maximize Mattermost's monochromatic palette, we have developed gradients to add depth, dynamism, and focus to our visual identity.

The primary gradients are created using values from Mattermost's palette.

Single color fades are created from one color at full value to the same color at zero value.

Primary Gradients

Denim

Hex: #1E325C

Storm

Hex: #142340

Storm

Hex: #142340

Midnight

Hex: #0D0E1A

Neutral Gradient

Shadow

Hex: #383839

Graphite

Hex: #1B1D22

Single Color Fades

Denim

Hex: #1E325C

Royal

Hex: #1C58D9

Sky

Hex: #BBCDF4

Marigold

Hex: #FFBC1F

Pearl

Hex: #F1F1F2

Color at 100%

Color at 0%

COLOR

Color Hierarchy

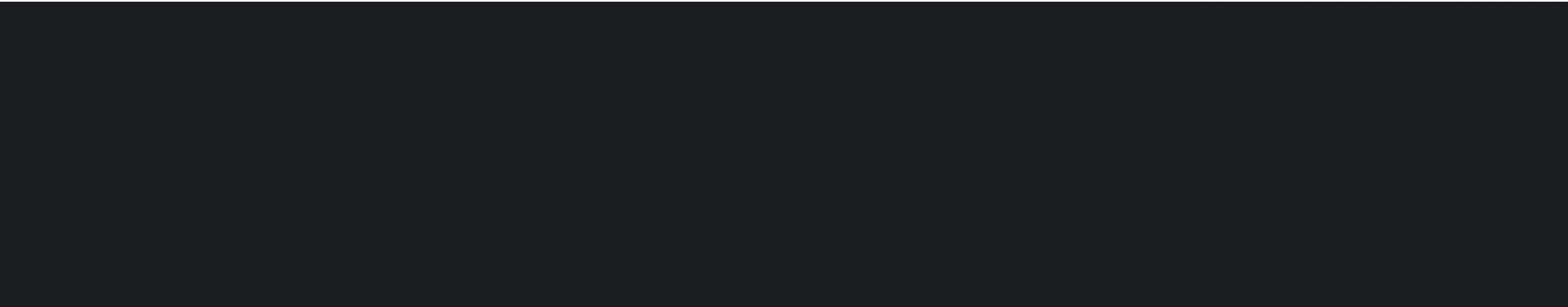
Mattermost’s dominant coloring is the primary blue palette. This blue can be expressed with a blue gradient/solid backgrounds, blue-heavy imagery, and/or blue copy.

Marigold is our action color, used in small amounts highlight moments of focus.

The neutral palette can be used to accent and add depth to the blue palette.

The tertiary palette should be applied sparingly.

Black 40%



Blue 40%



Neutral 10%



Marigold 8%



Tertiary Palette 2%



COLOR

Color Usage Guidance: Dark Mode

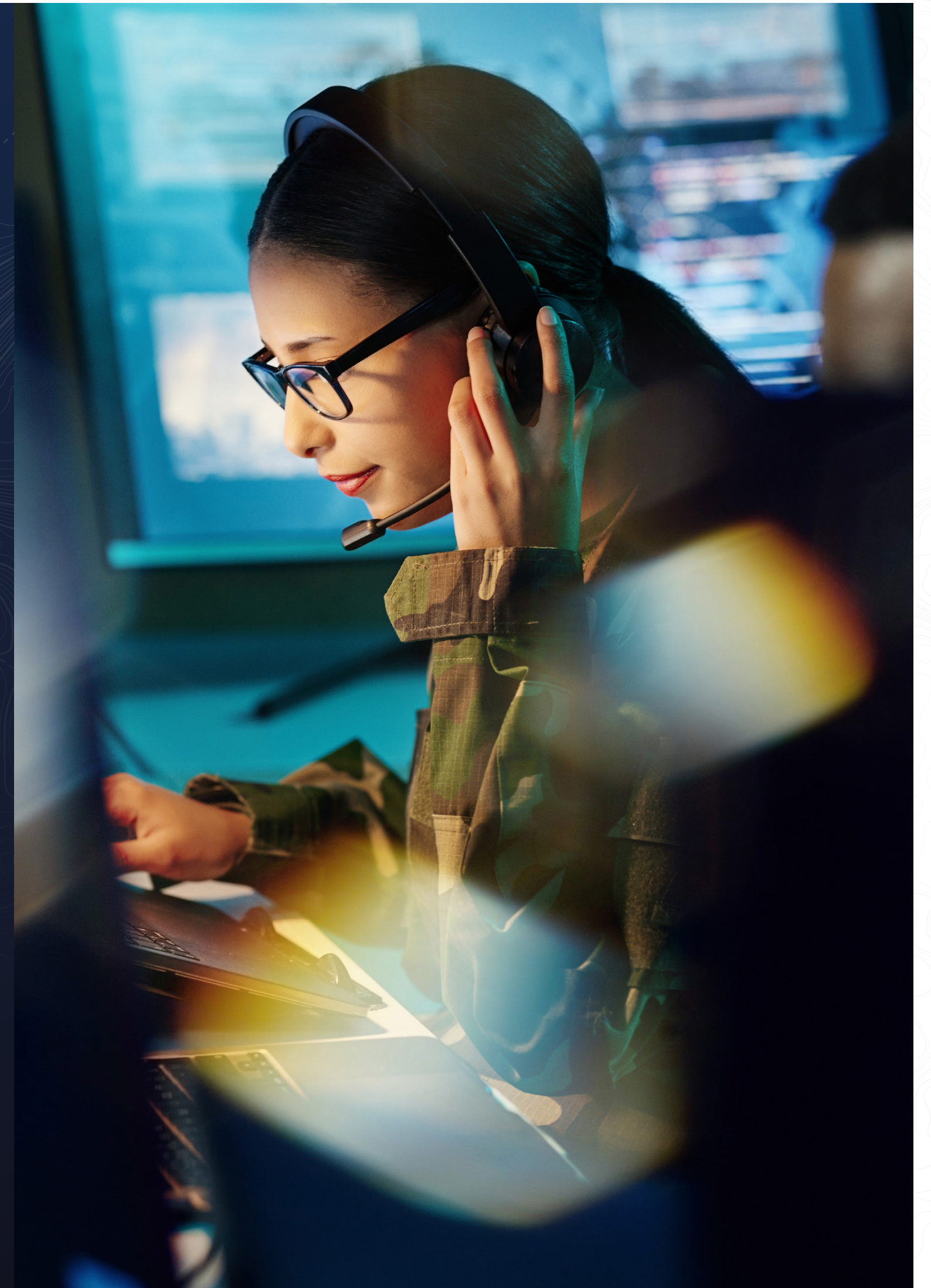
Mattermost is anchored around dark neutrals and blue. In most layouts, the graphite and darker blue shades should be dominant.

Execution of this palette should strike a balance between technical mastery and high-end simplicity.



Your Data.
Your Destiny.

Modern operations shouldn't
require external dependency.



COLOR

Color Usage Guidance: Light Mode

Light Mode proportions are the designated alternative for layouts requiring a light-colored background. This includes excutions of:

- High-density information (for readability)
- Certain physical print collateral techniques such as offset printing, letterpress, screen printing
- Contextual integration such as one-off campaigns with a "clean" aesthetic

Light Mode executions can be achieved by inverting the dark neutrals with lighter tones from the palette.

Your Data. Your Destiny.

Modern operations shouldn't require external dependency.

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COLOR

Primary Palette: ADA-Compliant Usage

This page demonstrates Mattermost's approved text colors (left) and corresponding backgrounds to meet the Americans with Disabilities Act (ADA) contrast WCAG 2.1 AA standard. The Web Content Accessibility Guidelines (WCAG) set specific ratios for the minimum required contrast for legibility.

Text Color		White	Midnight	Storm	Denim	Royal	Sky	Marigold	Pearl	Silver	Gunmetal	Shadow	Graphite
Denim	#1E325C	All Text	✗	✗	✗	✗	All Text	All Text	All Text	All Text	✗	✗	✗
Royal	#1C58D9	Large Text	✗	✗	✗	✗	Large Text	✗	Large Text	✗	✗	✗	✗
Sky	#BBCDF4	✗	All Text	All Text	All Text	✗	✗	✗	✗	✗	✗	All Text	All Text
Marigold	#FFBC1F	✗	All Text	All Text	Large Text	✗	✗	✗	✗	✗	✗	Large Text	All Text
White	#FFFFFF	✗	All Text	All Text	All Text	Large Text	✗	✗	✗	✗	✗	All Text	All Text
Pearl	#F1F1F2	✗	All Text	All Text	All Text	Large Text	✗	✗	✗	✗	✗	All Text	All Text
Graphite	#1B1D22	All Text	✗	✗	✗	✗	All Text	All Text	All Text	All Text	Large Text	✗	✗

Graphics

GRAPHICS

Icons

Icon libraries can be found [here](#).

Product Icons



Playbooks



Channels



Boards



Calls

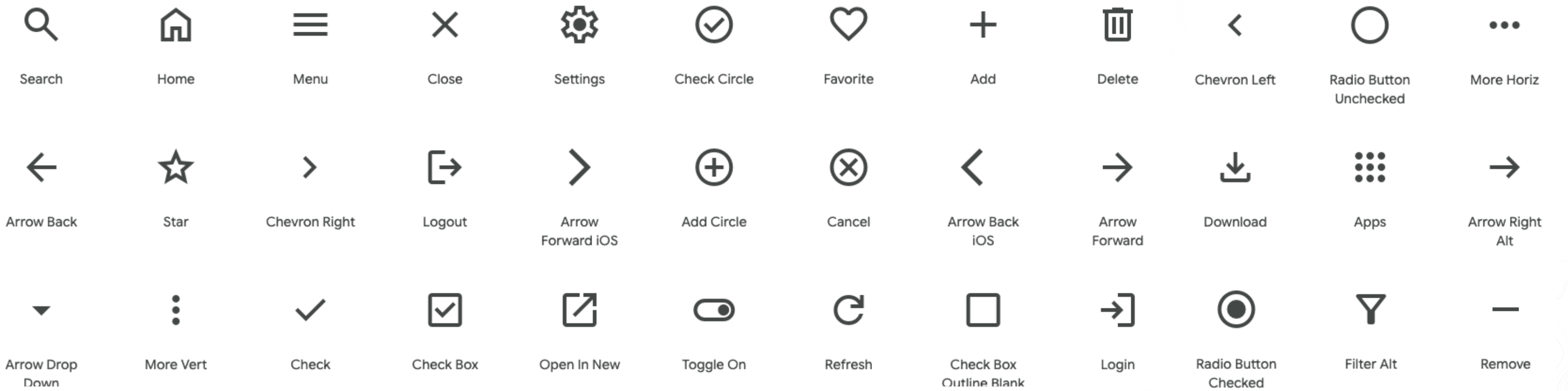


Copilot

Large Icons



Small (Google) Icons



GRAPHICS

Patterns

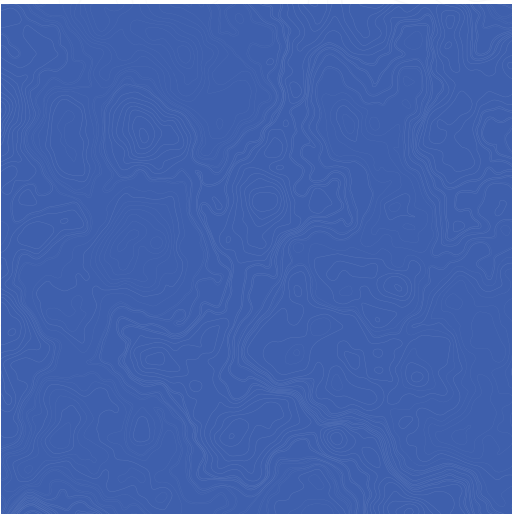
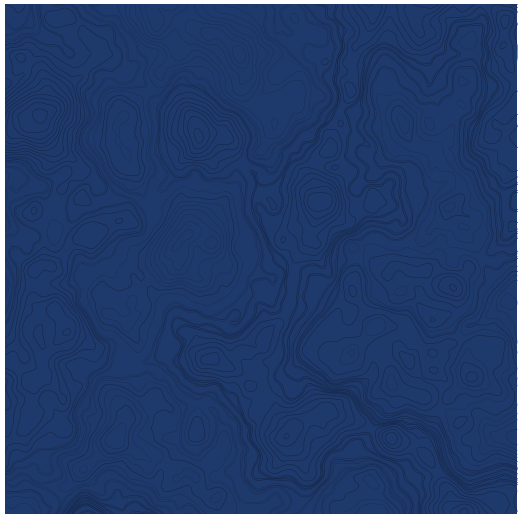
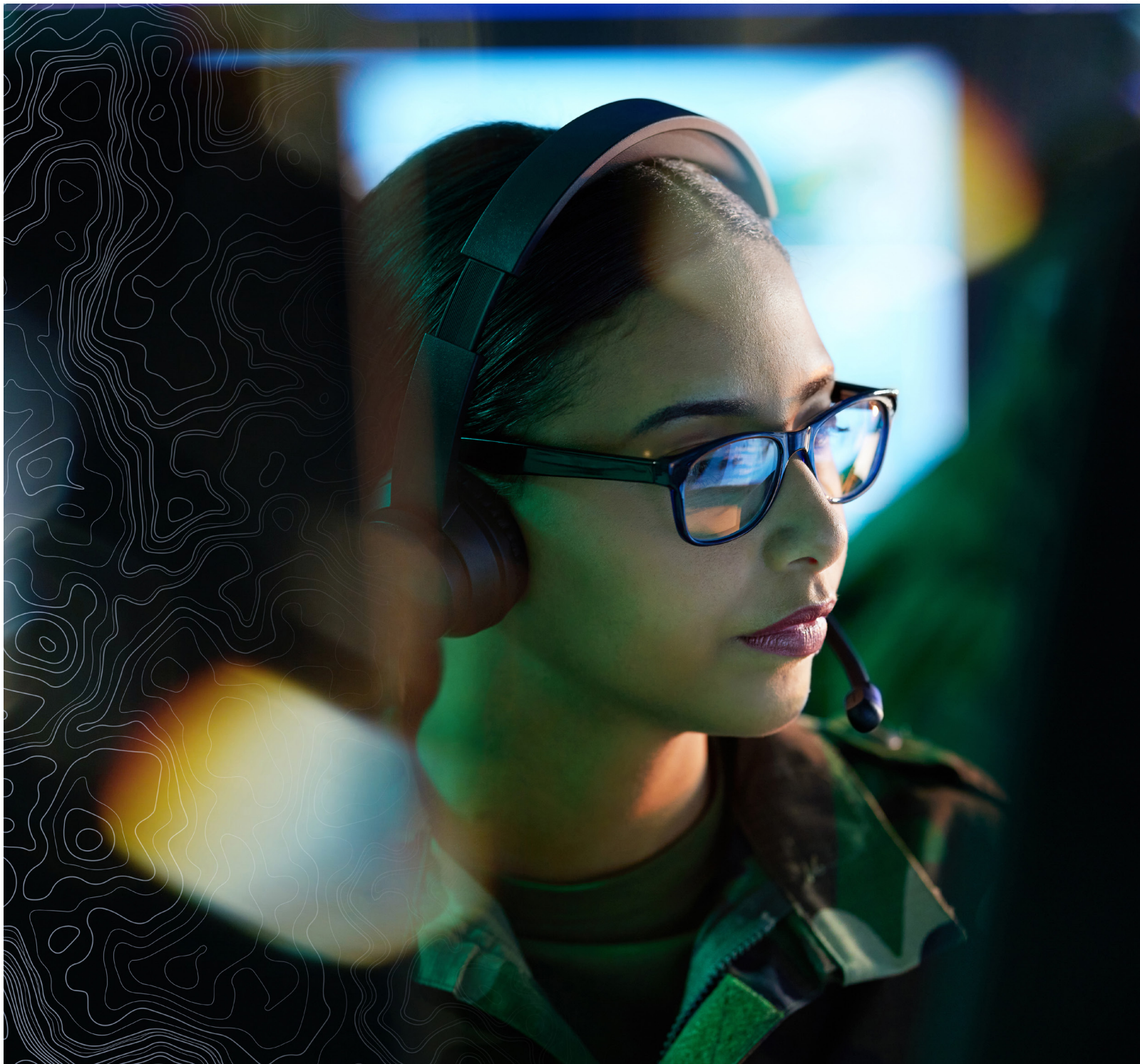
The "Topography Map" and "Hexagonal Camouflage" brand patterns serve as versatile graphic layers and in Mattermost brand colors. Adjust transparency and blending modes to create a seamless interplay between the patterns and photography, ensuring a cohesive aesthetic.

Graphics can be found [here](#).

Hexagonal Camouflage



Topographical Map



Photography Standards

Photography Standards Overview

Mattermost photography directly reflects the brand's mission.

What defines a Mattermost image? While this can be subjective, our photography should tell the story of Operational Sovereignty in action. Our imagery must communicate a shift from reactive security to architected control. We do not depict chaos. We depict clarity under complexity. We do not portray fear. We portray command. Every image should answer one question: Who is in control here?

Mattermost imagery shows people operating with authority inside sophisticated environments—environments that are complex, distributed, regulated, high-stakes—yet stable because they are intentionally designed.

This is the visual language of the Control Era.

PHOTOGRAPHY

Human Agency Over System Overwhelm

People are never dwarfed by technology. They are directing it. Whether in an office setting or on the ground, images should feel natural, colorful, and reflective of the real world. This includes diverse businesses, backgrounds, and industries.

- Composed, focused professionals
- Calm decision-making under pressure
- Clear lines of sight
- Intentional posture and eye line
- No frantic expressions or exaggerated urgency

We celebrate control as empowerment.



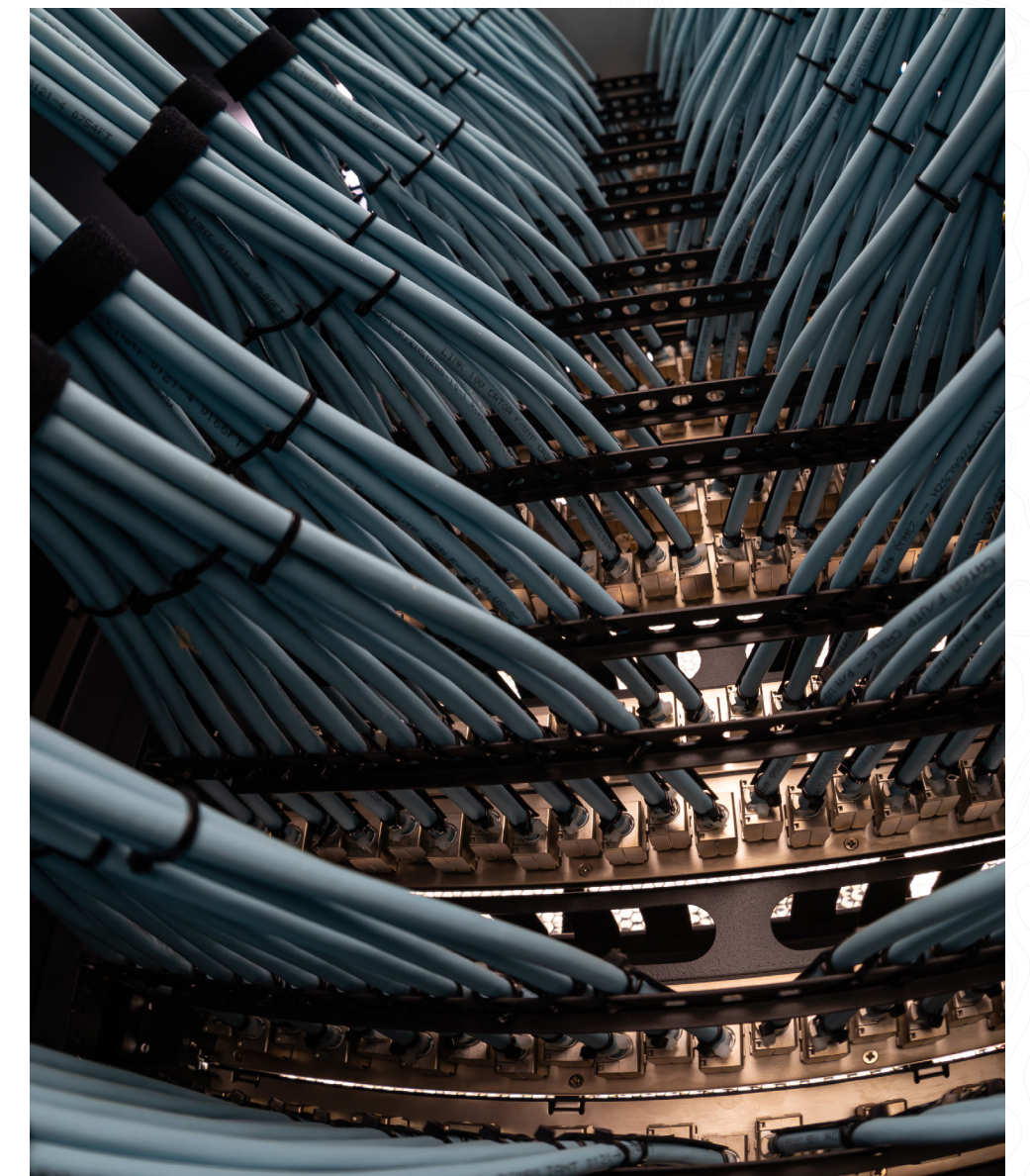
PHOTOGRAPHY

Architecture, Not Abstraction

To demonstrate our leadership across different industries, landscape and environmental images should have a clear subject of focus while highlighting critical infrastructure and missions. Avoid generic “cyber swirl” or cliché data effects. Instead, emphasize:

- Physical environments with structural integrity
- Control rooms, operations floors, infrastructure hubs
- Structured light, geometric framing, defined boundaries

Images should be a visual metaphor for containment, orchestration, and/or interoperability.



PHOTOGRAPHY

The Consummate Professionals

Employee portraiture photography brings to life the Mattermost brand by showcasing the strategic thinkers, creators, and doers critical to our mission. Overall, images and subjects should be engaging, positive, and natural.

When shooting our consummate professionals:

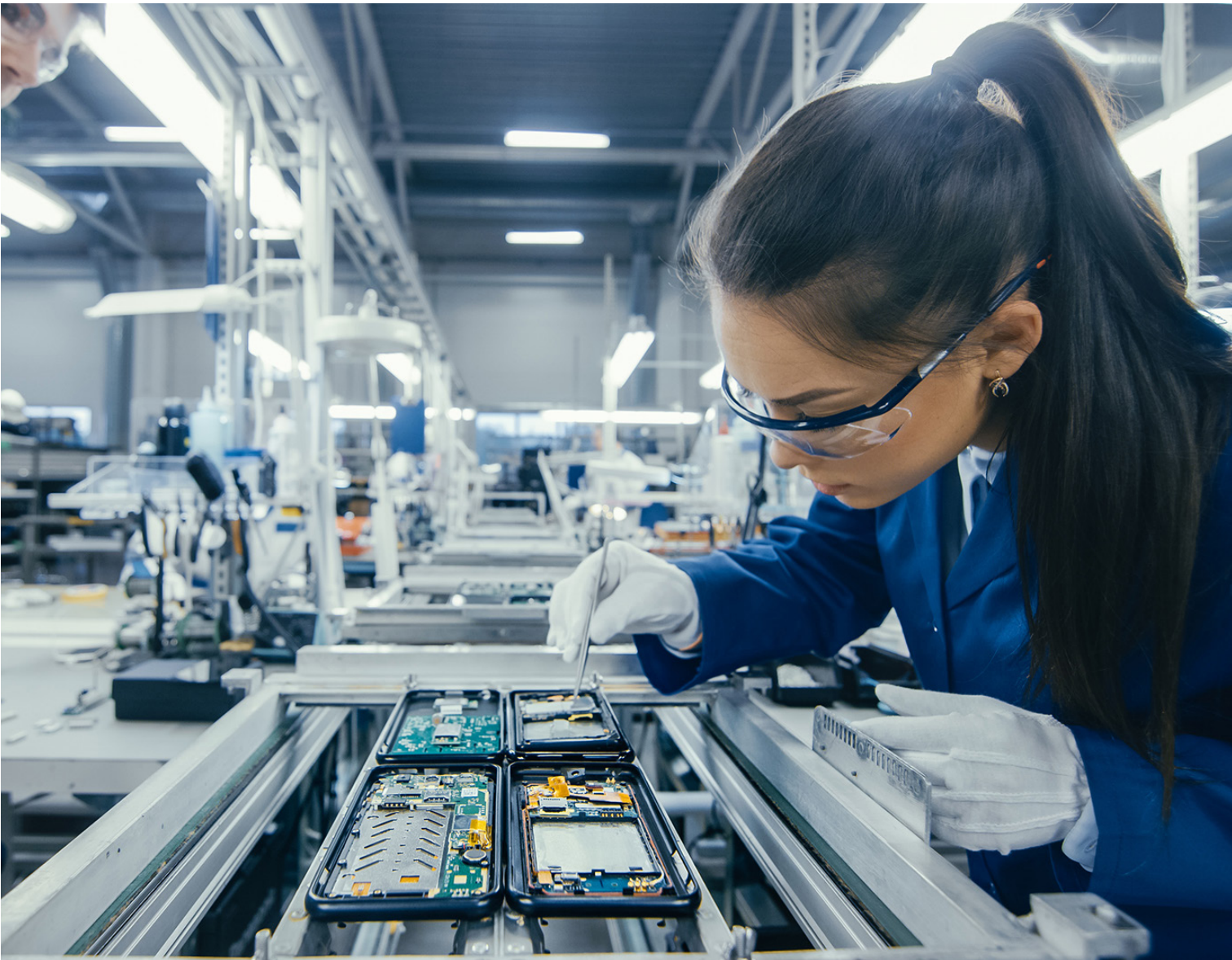
- Solid color backdrops should reflect the Mattermost primary or neutral color palettes
- Subjects should be sharp and in-focus
- Lighting should be soft, natural, and flattering, avoiding harsh shadows
- Clothing and styling the subjects should echo the Mattermost color palettes



PHOTOGRAPHY

Compositional Guidance: Perspective

Mattermost has three viewpoints, each chosen to showcase our photography types at their best.



Eye-Level

Using photography with an eye-level perspective drops the viewer naturally into the moment, and provides a sense of authenticity and trust.



Low-Angled

Low-angled photography captures subjects from a lower viewpoint giving the subject a larger-than-life criticalness and depth.



Aerial

Both vertical and oblique (angled) aerial photography is used to highlight the Mattermost mission's impact at scale.

PHOTOGRAPHY

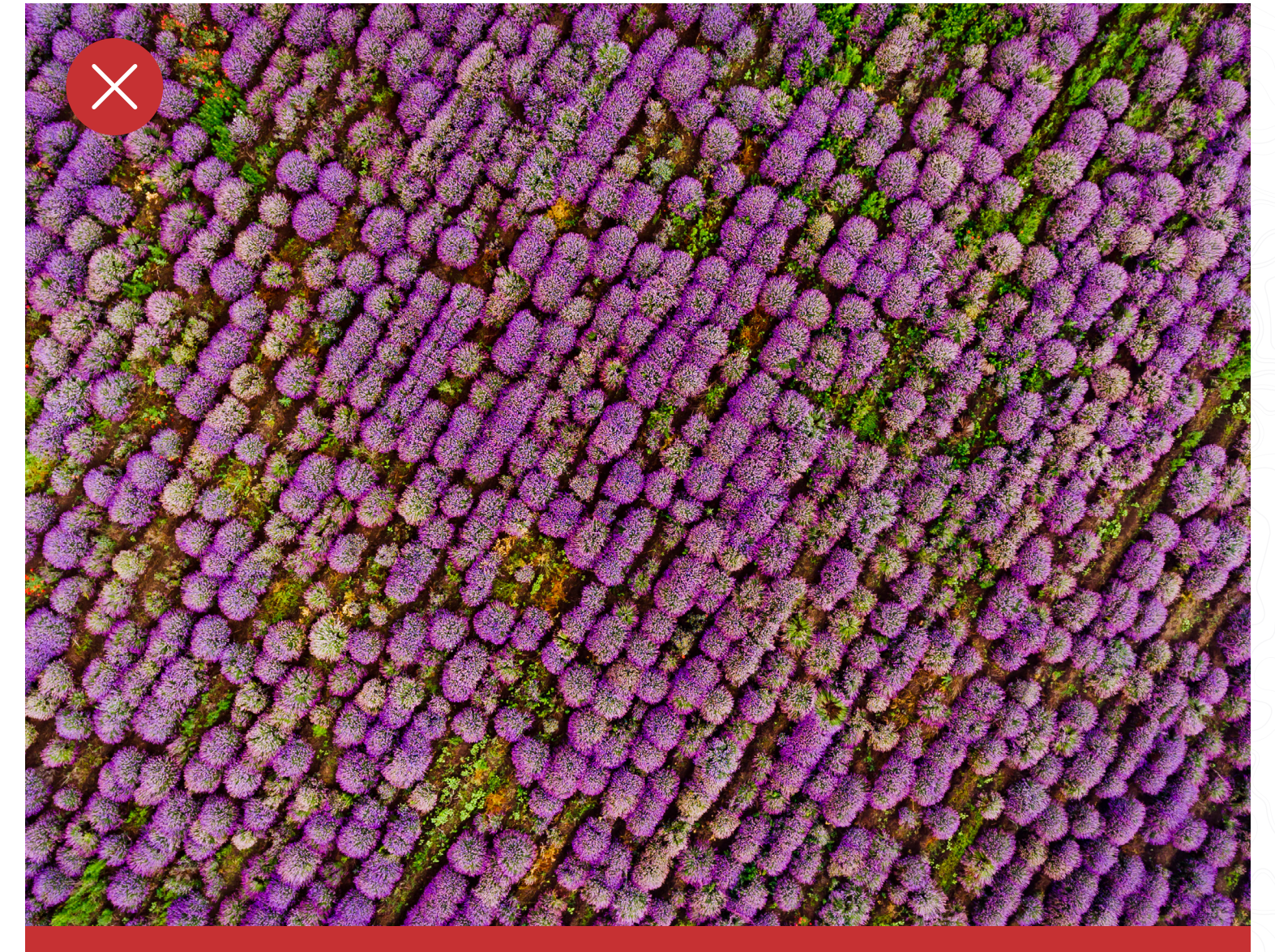
Compositional Guidance: Perspective



Avoid over-exaggerated low-angled perspectives that shift focus to uninteresting content or non-mission focused environments



Avoid fish-eye effects that distort a natural horizon line



Avoid aerial perspectives that do not contain a single point of interest

PHOTOGRAPHY

Compositional Guidance: Focus

Our primary focus is on people in the field. To achieve this photographically, we use intentional framing, focal points, and subject curation.



Framing

Place your subject within natural frames like doorways, windows, colorblock, or arches to highlight it.



Focal Point

Position your subject along the intersecting lines of a tic-tac-toe grid for a balanced, engaging composition.



Subjects

Images should primarily feature one or two individuals or subjects to reduce noise and create a sense of intimacy.

PHOTOGRAPHY

Compositional Guidance: Focus



Avoid a lack of focus, and drawing the viewer's eye to an empty area of the image



Avoid conflicting focal points



Avoid over-filling the image with multiple individuals

PHOTOGRAPHY

Compositional Guidance: Effects



Connected Overlay

Used on images of environments and landscapes, the Connected Overlay effect applies connected or grid-like graphics to highlight mission-critical infrastructure.



HDR Effect

Used on images featuring military field situations, the HDR (High Dynamic Range) effect creates more realistic and detailed images by increasing the contrast between the brightest and darkest parts of a scene.



PHOTOGRAPHY

AI Generation Brand Perspective

Embracing the transformative potential of AI in our core technology, Mattermost embraces AI-generated imagery as a natural extension of our innovative ethos. To accurately use this powerful tool, AI should be treated as a tool to augment human work and not replace human judgment.

AI-generated imagery should:

- Be reviewed and edited by a human before publication
- Follow the Mattermost standards for imagery
- Be accurate to real-world situations and subjects



Sourcing Photography

Sourcing Photography Overview

When sourcing images from stock and other libraries, use the Mattermost photography standards as guidelines. Use the compositional guidelines as key search terms and parameters to filter images that are on brand (e.g. framing, people-inclusion, point-of-views, etc). We have developed key search terms to help with image sourcing based on the Mattermost audience.

The Mattermost audience is segmented into the following categories:

DEFENCE

- Ministries & Departments of Defence
- Armed Forces
- Defence Primes, OEMs & Systems Integrators
- Aerospace & Defence Manufacturing

INTELLIGENCE & NATIONAL SECURITY

- Intelligence Services & Agencies
- Cyber Defence & Signals Intelligence
- National Security & Counter-Terrorism

INDUSTRY

- Public Safety & Security
- Energy & Utilities
- Telecom & Network
- Transportation & Mobility
- Financial Services
- Manufacturing

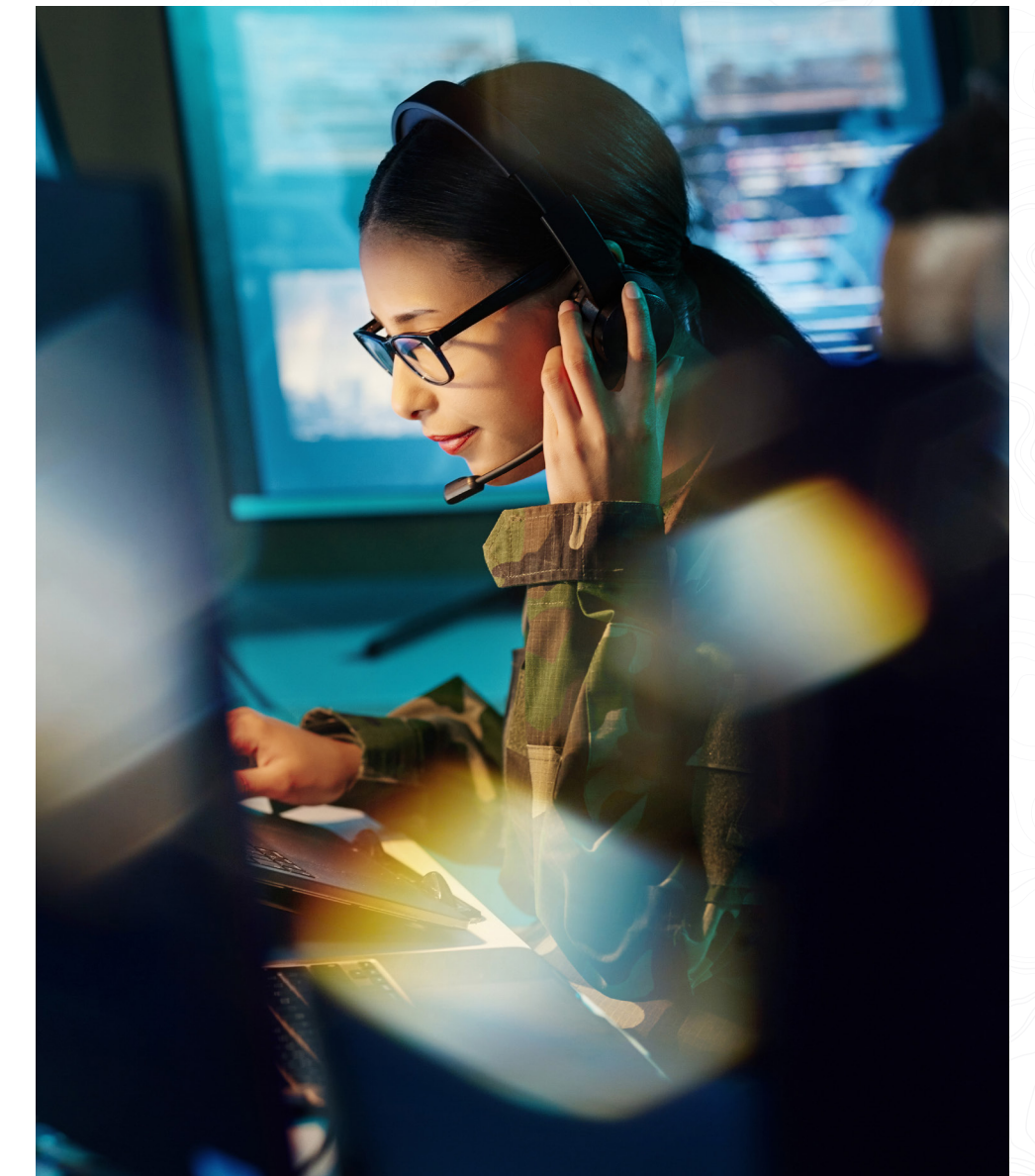
DEFENCE

Ministries & Departments of Defence

To source high-quality imagery for Ministries and Departments of Defence focus on "the Room where it happens"—high-level decision-making and sovereignty.

Key Search Terms: Joint operations center, command and control room, strategic situation room, government defense briefing, national security headquarters, interoperability concept

Photography libraries can be found [here](#).



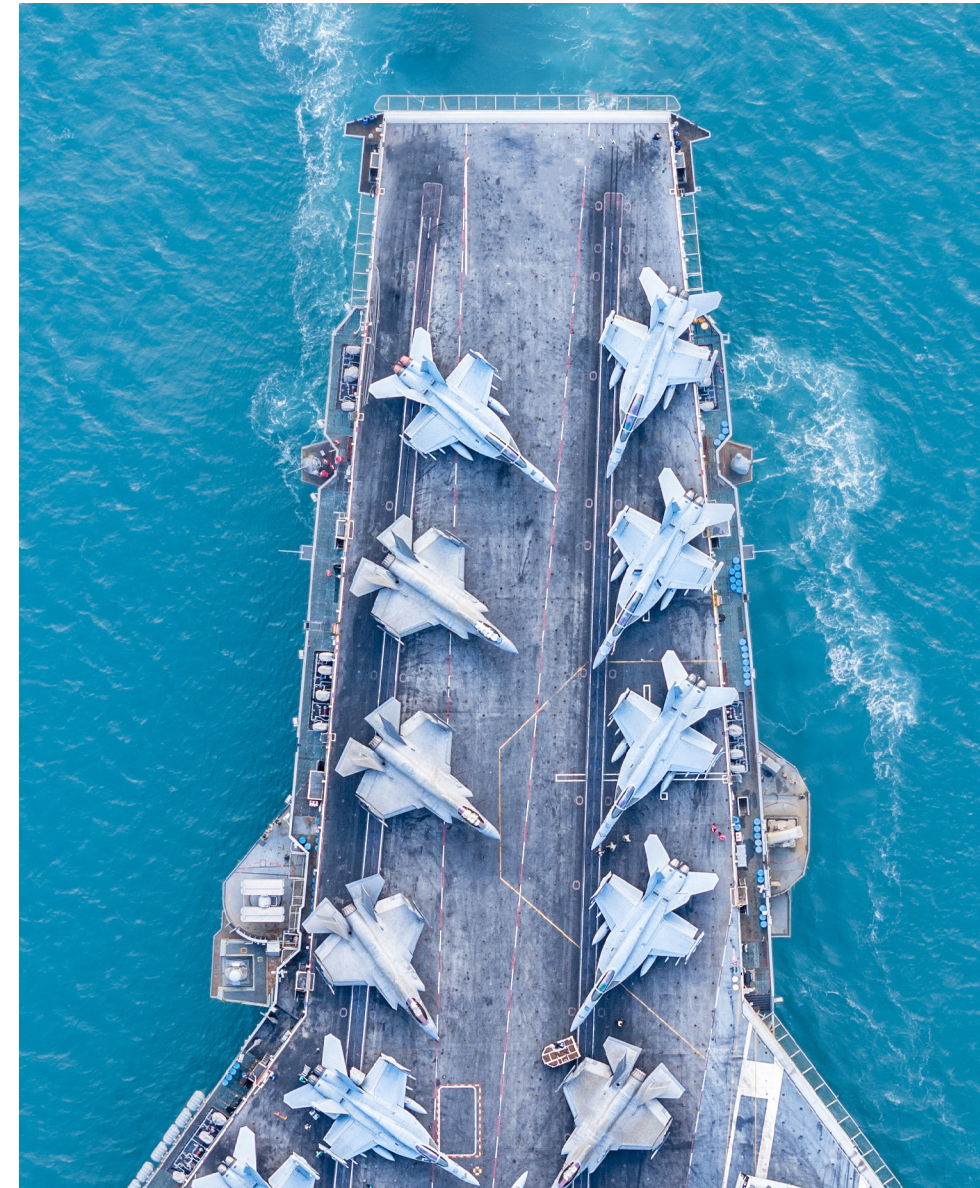
DEFENCE

Armed Forces

To source high-quality imagery for Armed Forces focus on multi-domain operations and the modern "connected soldier."

Key Search Terms: modern infantry, soldier, tactical gear, armored vehicle maneuver, military field communications, night vision perspective, digital soldier, naval fleet formation, aircraft carrier flight deck operations, humvee, stealth destroyer at sea, combat ship, fighter jet, military transport aircraft, stealth bomber hangar, air defense, multi-domain operations, tactical data link, military satellite communication, rapid deployment force

Photography libraries can be found [here](#).



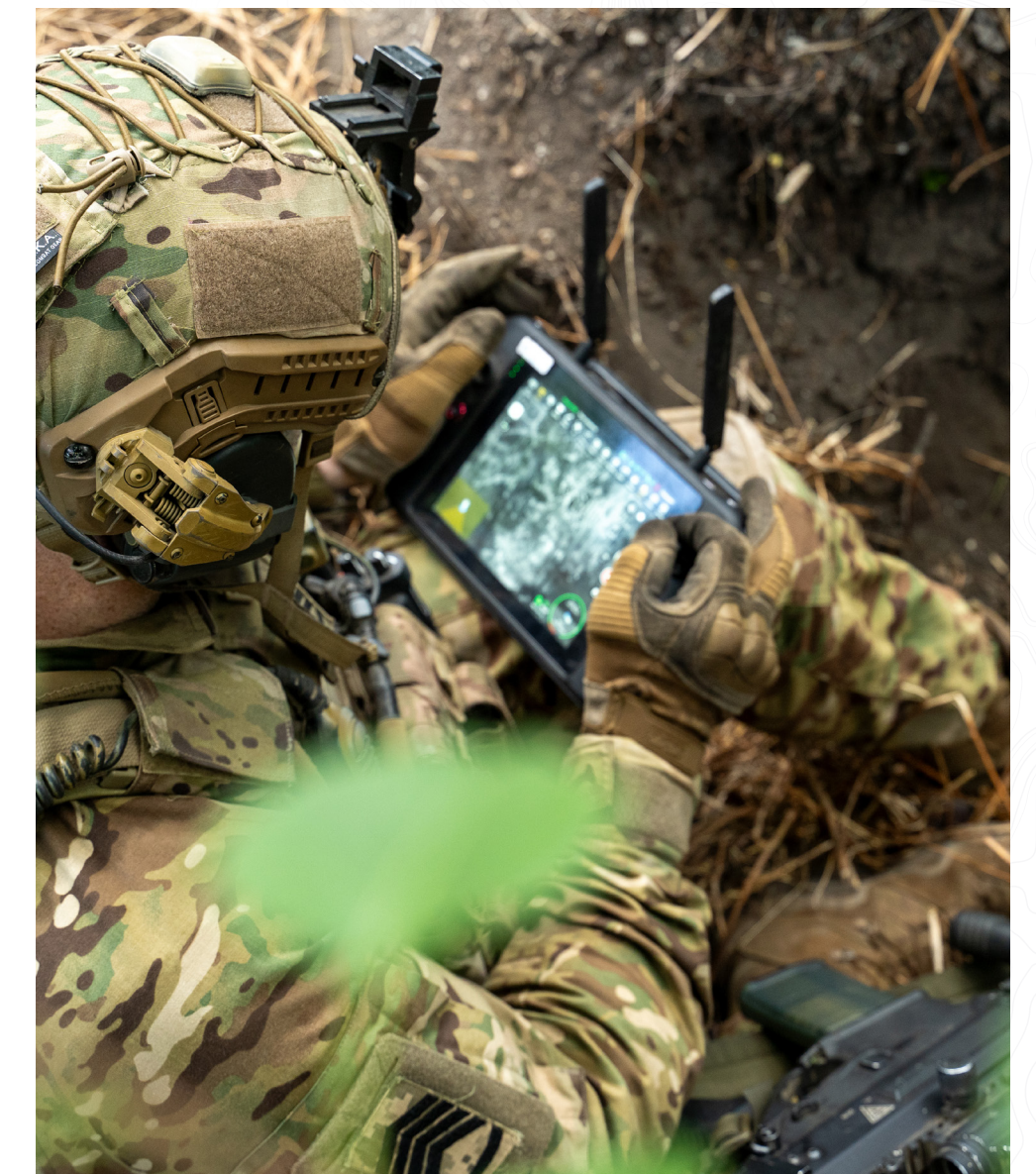
DEFENCE

Defence Primes, OEMs & Systems Integrators

To source high-quality imagery for Defence Primes, OEMs and Systems Integrators focus on the "systems of systems" approach—integration, R&D, and high-tech solutions.

Key Search Terms: Defense system integration, ruggedized electronics, electronic warfare suite, advanced radar array, autonomous wingman concept, military drone, unmanned aerial system (UAS)

Photography libraries can be found [here](#).



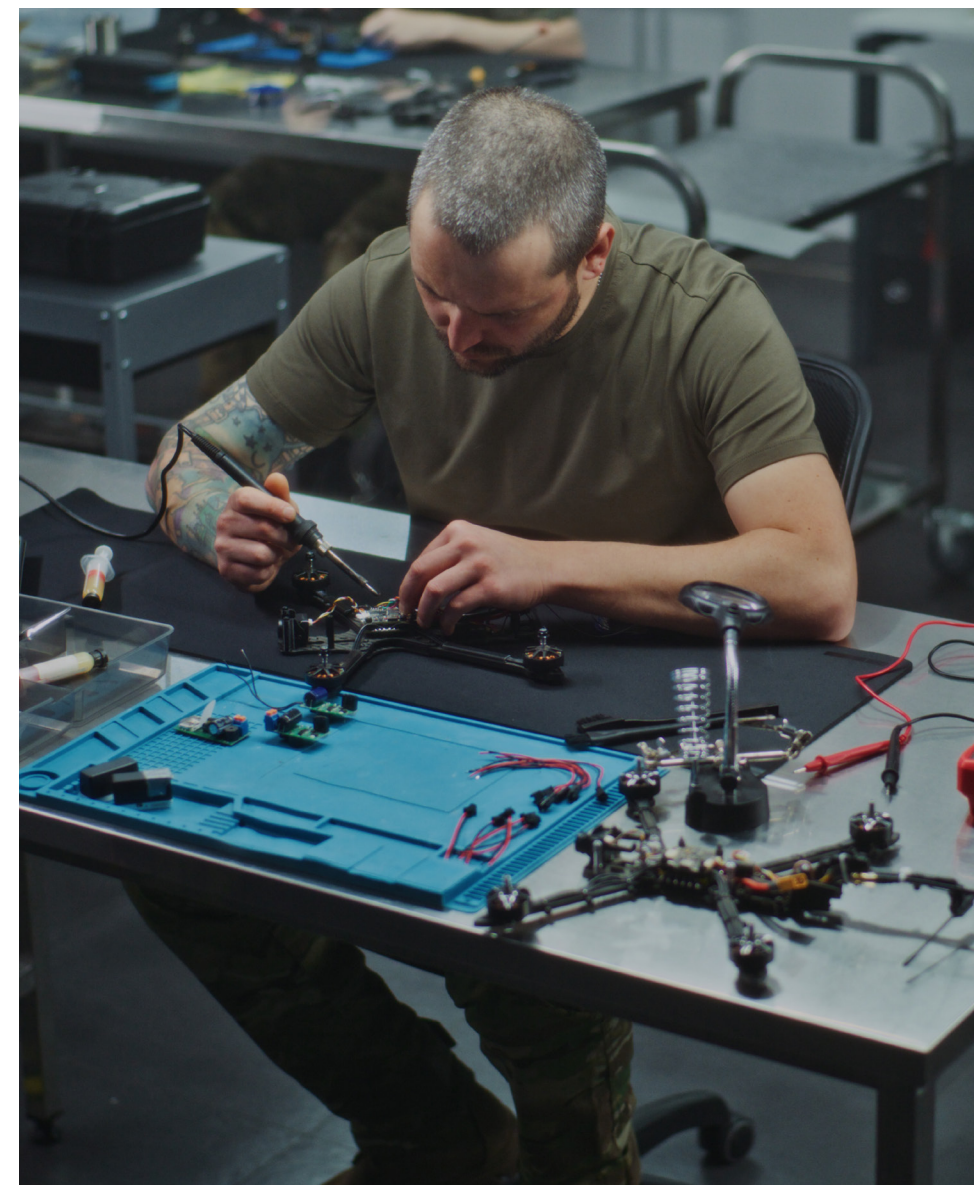
DEFENCE

Aerospace & Defence Manufacturing

To source high-quality imagery for Aerospace and Defence Manufacturing focus on precision engineering, advanced materials, and "clean" industrial settings.

Key Search Terms: Aerospace assembly line, fighter jet manufacturing, carbon fiber fuselage production, high-precision CNC machining, military aircraft hangar maintenance, cyber defense operations, AI-enabled battlefield, swarm drone technology, hypersonic missile concept, directed energy weapon, space-based surveillance

Photography libraries can be found [here](#).

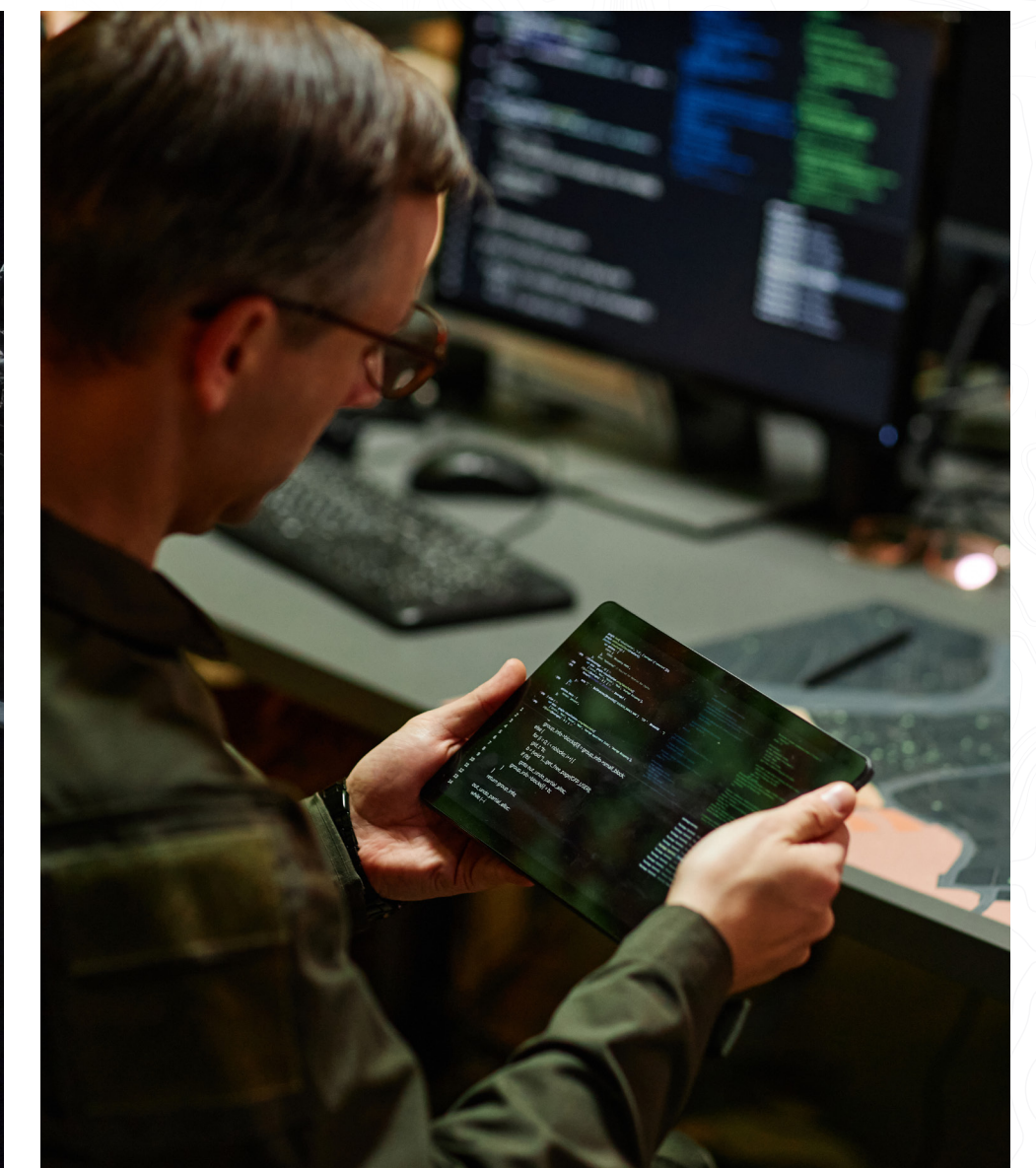


INTELLIGENCE & NATIONAL SECURITY

Intelligence Services & Agencies

To source high-quality imagery for Intelligence Services and Agencies focus on "the analysis": the transformation of raw data into strategic insight.

Key Search Terms: Joint Intelligence Operations Center, all-source intelligence analysis, geospatial intelligence (GEOINT) mapping, satellite imagery analysis, OSINT (Open Source Intelligence) monitoring, modern SCIF (Sensitive Compartmented Information Facility), secure briefing room, government situation room, high-stakes meeting boardroom, intelligence analyst with multiple monitors, strategic planner, government official security briefing, field officer surveillance



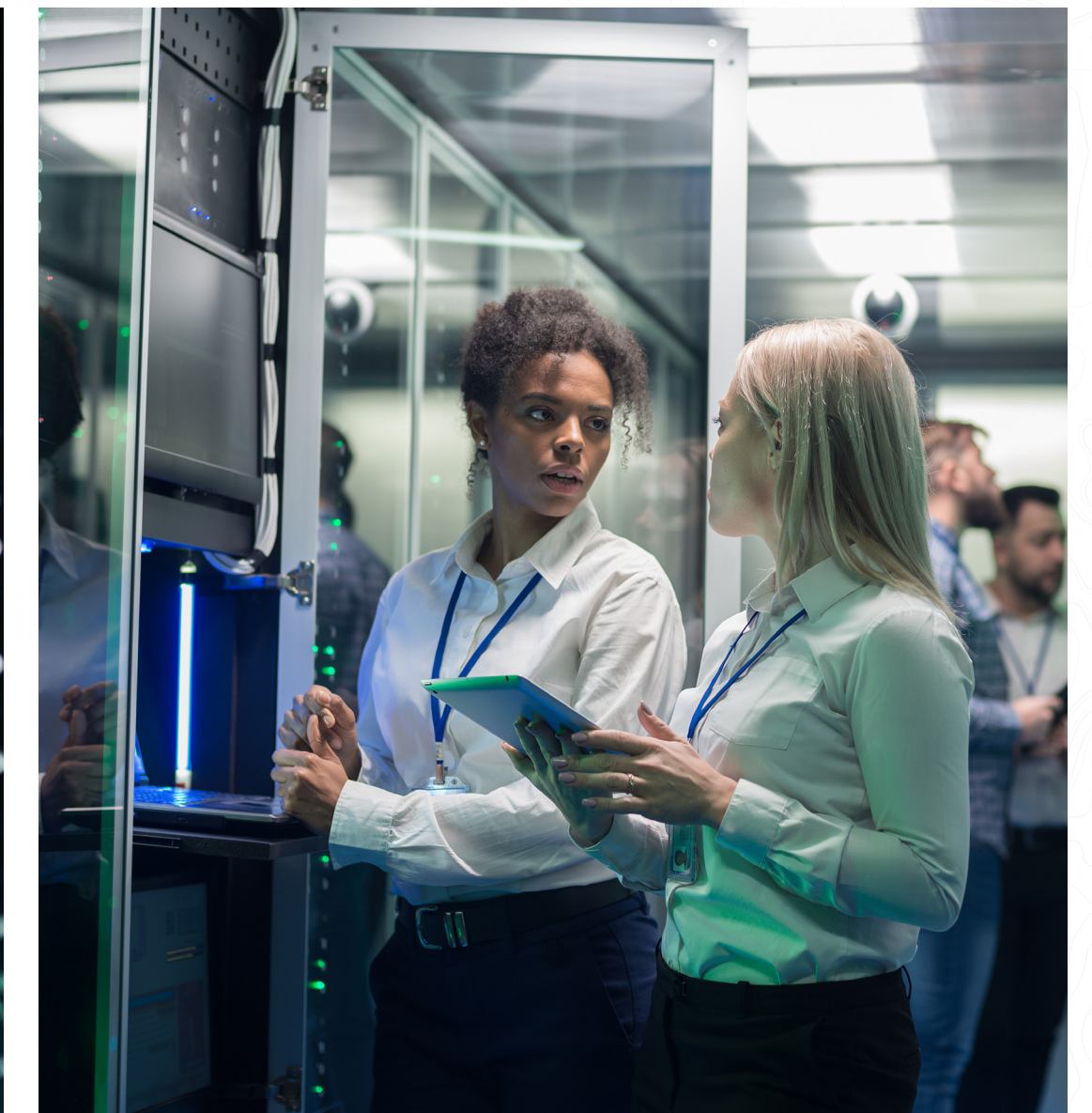
INTELLIGENCE & NATIONAL SECURITY

Cyber Defence & Signals Intelligence

To source high-quality imagery for Cyber Defence and Signals Intelligence focus on the "invisible shield": protecting national infrastructure and intercepting electronic signals.

Key Search Terms: Signals intelligence antenna array, satellite ground station, quantum computing laboratory, high-security server room, telecommunications interception, cyber command center, threat hunting visualization, network security intrusion detection, encryption binary code, advanced persistent threat (APT) defense, network topology visualization, cybersecurity shield icon, digital twin of national infrastructure, encrypted data packet flow

Photography libraries can be found [here](#).



INTELLIGENCE & NATIONAL SECURITY

National Security & Counter-Terrorism

To source high-quality imagery for National Security and Counter-Terrorism focus on "vigilance": the proactive protection of the public and critical sites.

Key Search Terms: High-security perimeter control, facial recognition surveillance system, urban security monitoring center, threat assessment analysis, critical infrastructure protection, counter-terrorism tactical unit, bomb disposal robot, emergency response coordination, biometric border security, mass transit security surveillance, airport security technology, crowd control monitoring

Photography libraries can be found [here](#).



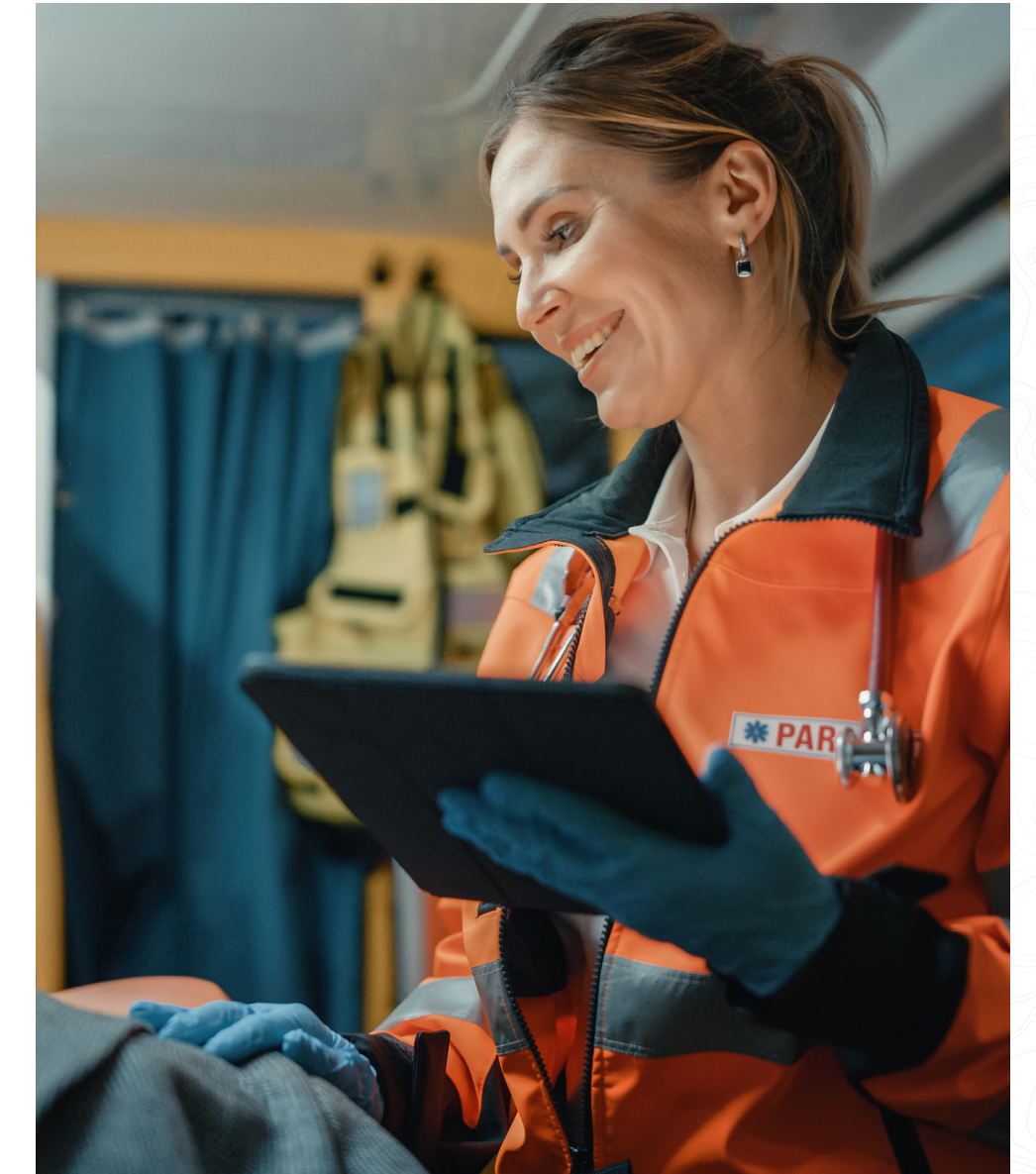
INDUSTRY

Public Safety & Security

To source high-quality imagery for Public Safety and Security, balance literal equipment/personnel (cameras, firefighters) with conceptual themes (response, protection).

Key Search Terms: Law enforcement, emergency services, firefighters, courts, court of law, justice system, ambulance, first responder, security officer, police, security, guard, patrol, paramedic, dispatch center, hazard, security line, metal detectors, community service, emergency response, public health

Photography libraries can be found [here](#).



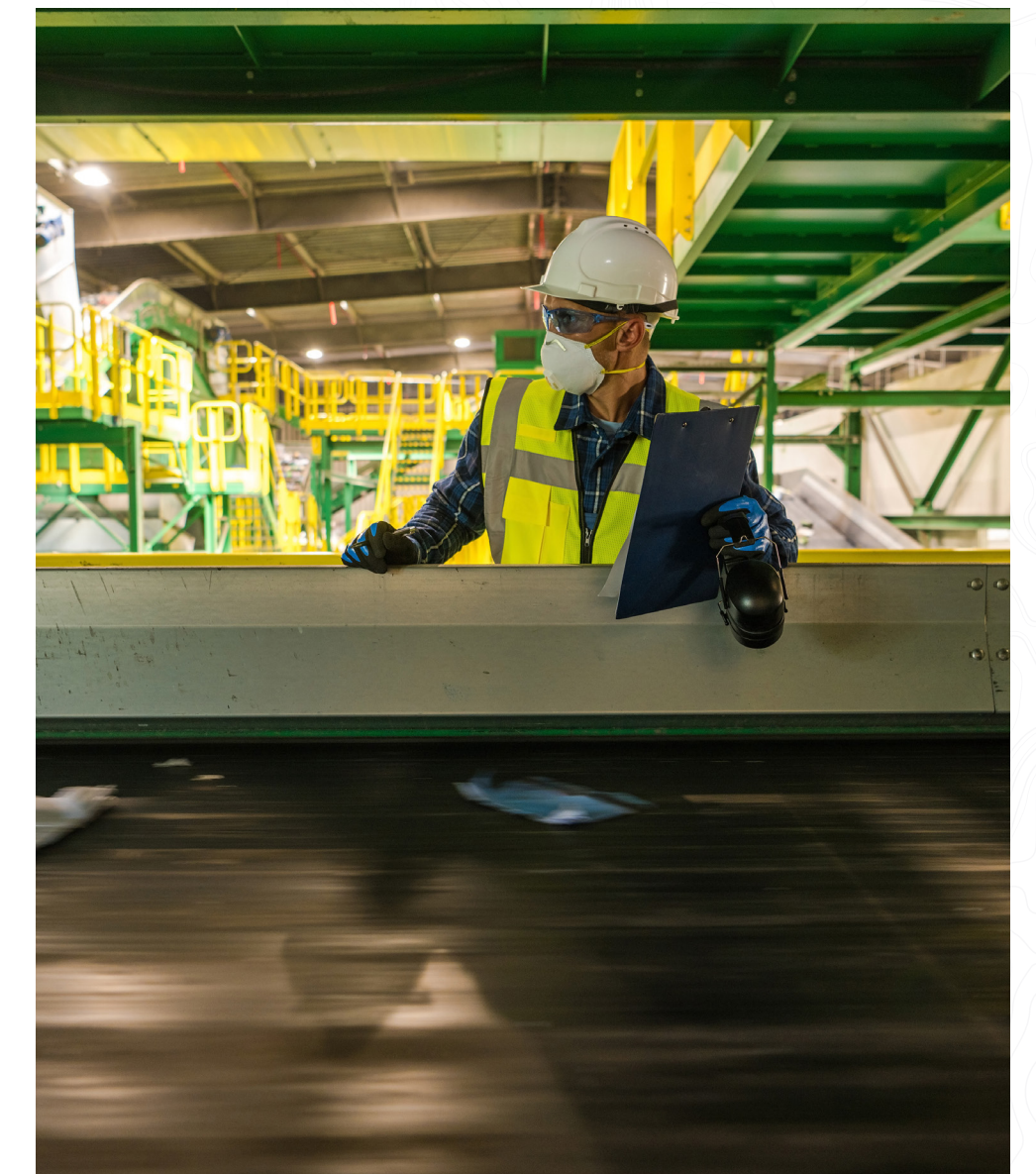
INDUSTRY

Energy & Utilities

To source high-quality imagery for Energy and Utilities, navigate between traditional industrial infrastructure and the invisible software layer that manages modern grids.

Key Search Terms: Power grid, network, transformer, power station, solar, wind turbine, energy, dam, water treatment plant, desalination plant, gas pipeline, waste management, recycling facility, smart grid, connected city electricity, technician, maintenance crew, utilities, electrical grid

Photography libraries can be found [here](#).



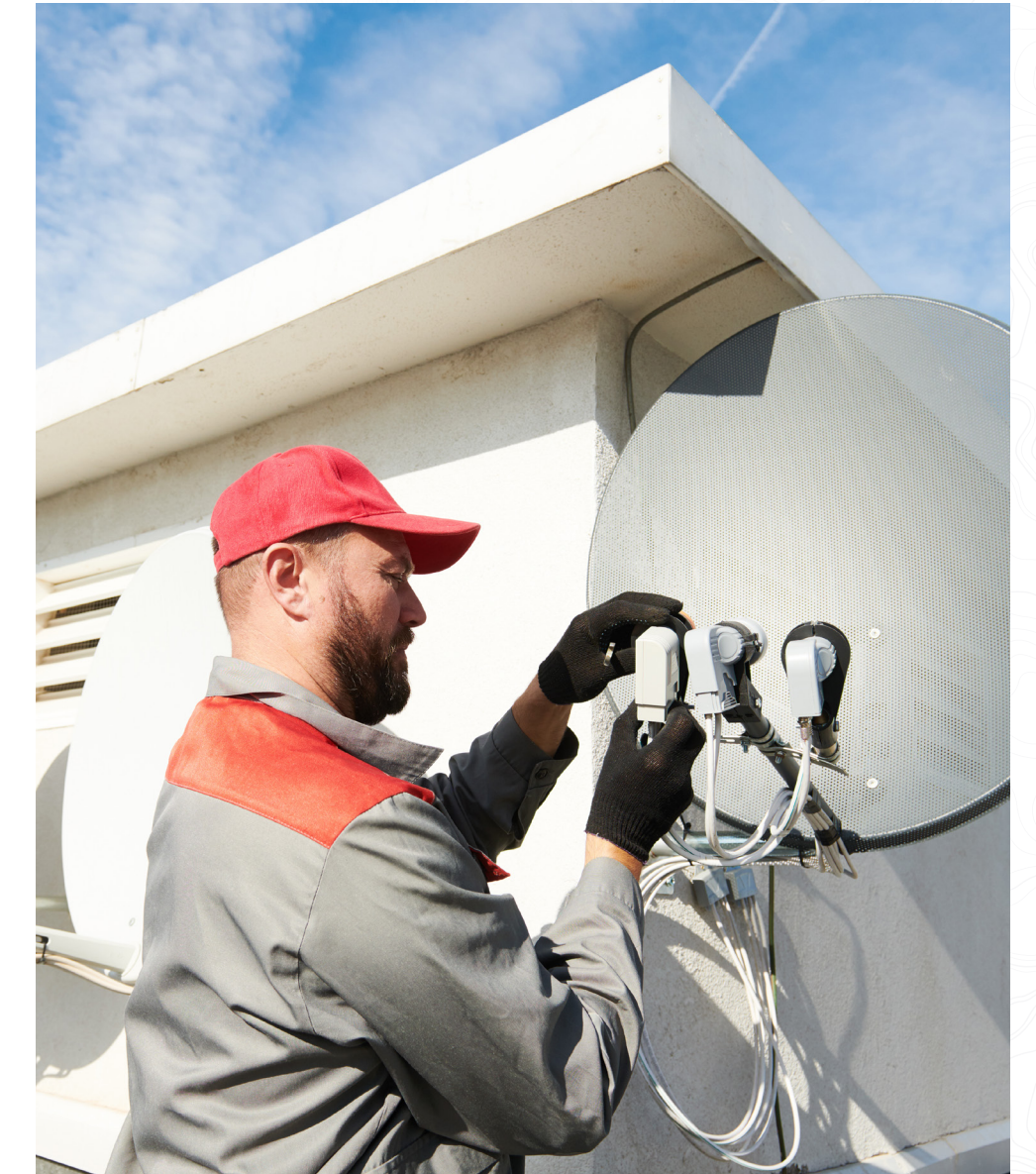
INDUSTRY

Telecom & Network

To source high-quality imagery for Telecom and Network, explore terms that cover everything from massive physical infrastructure to the invisible "connectivity" of the digital age.

Key Search Terms: 5G cell tower, telecommunications, rooftop base station, cell tower, fiber optic cable, satellite dish, router, modem, signal booster, data center, server room, data racks, cloud computing infrastructure, cable management, technician, broadband installation, telecom call center, network operations center, IoT connected city, edge computing, global data transmission, SW-WAN network, video conferencing, rural broadband, satellites

Photography libraries can be found [here](#).



INDUSTRY

Transportation & Mobility

To source high-quality imagery for Transportation and Mobility, balance traditional consumer vehicle ownership, mass-transit solutions and the movement of goods.

Key Search Terms: Airport, terminal, baggage claim, aviation, port, traffic flow optimizations, smart traffic lights, ev charging infrastructure, urban mobility, modern light rail stations, high-speed train, shuttle bus, metro platform, cargo, freight, freight truck, autonomous vehicle, shipping container, automate sorting facility, delivery vehicle, cargo ship, connected vehicles, transportation hub

Photography libraries can be found [here](#).



INDUSTRY

Financial Services

To source effective imagery for Financial Services, avoid traditional or "cliché" photos of things like handshakes and piggy banks. Modern financial visuals focus on FinTech, digital accessibility, security, and specialized wealth management.

Key Search Terms: Financial advisor, diversified investment portfolio, stock market data visualization, financial data analytics, candlestick chart, merges and acquisitions, corporate balance sheet, institutional investment, mobile banking, contactless payment, digital wallet, blockchain technology, encrypted transaction, secure data center, stock market trading

Photography libraries can be found [here](#).



INDUSTRY

Manufacturing

To source effective imagery for Manufacturing, look beyond the "gritty factory" trope. The industry is currently defined by Industry 4.0, which blends heavy machinery with high-tech sensors, artificial intelligence, and a focus on sustainability.

Key Search Terms: Robotic arm assembly line, cobot (collaborative robot), industrial IoT, smart conveyor system, factory control room, predictive maintenance dashboard, industrial engineer, robotics technician, manufacturing engineer, factory worker, clean room manufacturing, tech-enabled craftsmanship, industrial safety, solar powered factory, semiconductor cleanroom, circuit board assembly, microchip fabrication, automated drug packaging, biotech lab production, vehicle production line

Photography libraries can be found [here](#).

