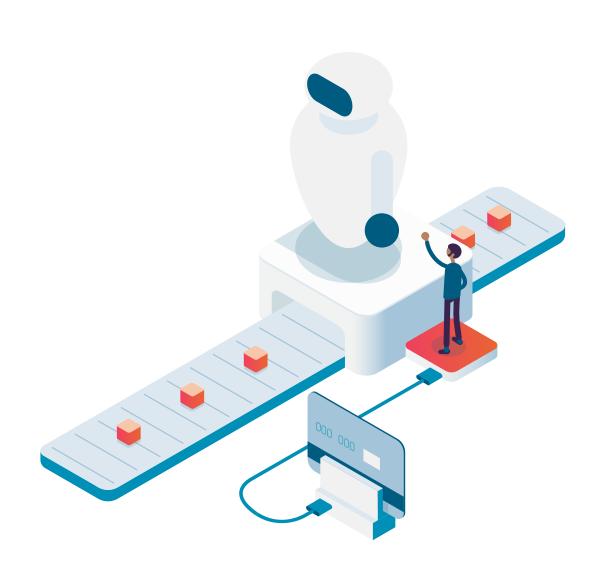
# Sogeti Chatbot Brand Guide



Layout

"|송 9:41 AM **≵** 100% **■**•• declaratie.sogeti.com 44 dp vertical spacing Hey Tugay, I'm your virtual assistant Call me whenever you like! 57 dp Undates Requested Hotel 16 dp 15/08/2019 Greece Food Paid Hilton Amsterdam 15/07/2019 Equipment Concept 02/06/2019 Apple adapter Travel Concept 19/03/2019 21pd

Horizontal margin L&R 16 dp

# **Typography**

**Display** 

Title

Subheader

Body

**Button** 

Ubuntu 24pt bold

Ubuntu 16pt bold

Ubuntu 18pt medium

Ubuntu 16pt regular

Ubuntu 16pt bold

# **Buttons**

# Borderless navigation buttons

Normal Disabled

Done Done

**Checked** Checked

Can't log in? Can't log in?

Edit Edit

## Flat buttons

Use as: Action button, on toolbars

Normal

Login

Pressed

Login

Disabled

Login

# Colors

# **Primary colors**



#0070AD

Active elements

#F7F7F7

Inactive elements

# Secondary colors



#2B0A3D

Buttons and icons

## **Declaration status colors**



#00C37B

Paid



#FF6327

Requested

#F7F7F7

Concept

# Text fields

## Normal with hint text

Type in username

## **Focused**

Type in username

## Normal with input

Input text

#### Еггог

Еггог

\*error message

# Chat

#### Chatbot chat



What kind of cost did you made?

Ubuntu 16pt regular - margin-left & right: 16dp - margin top: center Border-radius: 16 - border-color #2B0A3D - background-color: white

#### User chat

I ate at Smeagol in Eindhoven with a client



Ubuntu 16pt regular - margin-left & right: 16dp - margin top: center Border-radius: 16 - border color: none - background-color: #2B0A3D

Chatbot is aligned left User is aligned right