

PRIMARY LOGO



ALTERNATE/SECONDARY LOGO



COLORS



GOLD
#FEE600



SANDYBROWN
#EEC718



TURQOISE
#5ECAE4



SKY BLUE
#2DC1DB



AQUAMARINE
#56BFA0



SEA GREEN
#429B7B

FONTS

Headers and Titles

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TEXT COLORS



MINE SHAFT GRAY
#3A3A3A



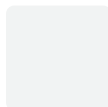
NEVADA GRAY
#6D6E71



NOBEL GRAY
#B3B3B3



SILVER
#CCCCCC



LIGHT GRAY
#F1F1F1



WHITE
#FFFFFF

BACKGROUNDS/ILLUSTRATIONS



GRAPHIC ELEMENTS/ICONS



BUTTONS

GET IT NOW

GET IT NOW

GET IT NOW

GET IT NOW

BLOCK IMAGE AND TEXT

Card based interface



Location-based chat

BuzzIt lets you start live group chats with people at your location, such as a classroom or event, without sharing contact information.

Location-based chat

BuzzIt lets you start live group chats with people at your location, such as a classroom or event, without sharing contact information.

Flat visual design



Location-based chat

BuzzIt lets you start live group chats with people at your location, such as a classroom or event, without sharing contact information.

BLOCK WRAPPED TEXT

Card based interface

Privacy

Is BuzzIt Anonymous?

No. However, all users can post, chat and share without identifying themselves to the community. On BuzzIt, all users have to create accounts, but we never share any of their identifying information with other users.

HEADER PARAGRAPH

Connect Without Compromise

Connect Without Compromise

Connect Without Compromise

BODY PARAGRAPH

Simple Sharing

Need to get a message out? Just write it and press send. Your message will instantly be visible to other users around you, and anyone can click on your post to join a live chat on that topic.

BODY PARAGRAPH PLAIN

Location-Based Chat

Presenting? Get live feedback from your audience. In the crowd? Ask a question without interrupting. At work? Mobile? Your history screen keeps you connected to every chat you interact with.

BUZZIT BRAND PERSONALITY

- FUN

PLAYFUL
- TRENDY

WARM
- OUTGOING

FRESH
- YOUNG

MODERN

PURPOSE OF MOODBOARD

- Helps develop color palette
- Helps communicate brand visual style
- Strengthen brand identity

MOODBOARD 1



BUZZIT BRAND PERSONALITY

FUN	TRENDY	OUTGOING	YOUNG
PLAYFUL	WARM	FRESH	MODERN

PURPOSE OF MOODBOARD

Helps develop color palette
Helps communicate brand visual style
Strengthen brand identity

MOODBOARD 2

