





# What is SAY?

SAY is the group video chat app for having fun and getting real with people you trust.

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# 01

## Brand Manifesto

You know what's amazing?  
Not what we've been doing. Not posing,  
Posturing,  
Duck-facing,  
Fronting,  
Façade building,  
Or fishing for likes—  
That's just exhausting.

What is amazing is hanging with people you like And trust—  
Snort-laughing,  
Ugly crying,  
Nerding-out,  
Roasting,  
Reminiscing,  
Going poetic,  
Getting idiotic,  
And being whatever your little untamed heart desires— Without  
worrying whether anybody else "likes" it  
That's amazing.


**SAY**

100% Real app

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## 02

## **What are the best parts of SAY?**

- No fakes, no fronting, just friends
  - Surprising and fun conversations
  - Stay tight, even when you're apart
  - Make friends with your family
  - Safe, ad-free, lurker-free
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## 03

## Tone

SAY is the social space we've been waiting for: a place to be ourselves and let loose with people we actually know and trust and want to hang with.

Our brand looks and feels fresh, fun and full of optimism. Language and imagery are spontaneous and free—just like the conversations that happen on our app. Not too-clever, too-cute, or too-edited.

SAY is 100% real app. Let's act like it.





## 05

## Lockup

**Aspect Ratios**

In the stacked version of the lockup, the “say” wordmark is as wide as the distance from the tip of the whale’s nose to the tip of his pectoral fin.

In the horizontal lockup, the “say” wordmark is as tall as the distance from the top of the whale’s nose to the bottom of his pectoral fin.

**Clear Space**

Clear space protects the legibility and integrity of the lockup by ensuring a visual buffer between it and other elements in a composition.

Clear space in the SAY lockup is equal to the width of the letter “y” in the “say” word mark.

The SAY lockup is the combination of the whale logo with the “say” word mark. The lockup exists as stacked or horizontal, with specific size and aspect ratio requirements.

**STACKED****HORIZONTAL****CLEAR SPACE**



## 06

**A sea of possibilities**

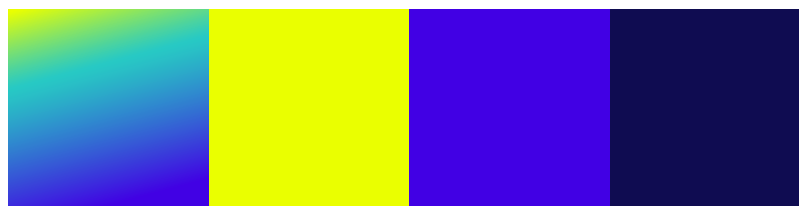
Inspired by the great wide ocean our happy whale calls home, our colors are bright and invigorating, warm and refreshing. We're the deep blue where sunlight's glow filters softly downward. And we're the sunrise and sunset, ablaze with warmth in an endless sky.

**Gradients**

Create gradients at a 75° angle to reinforce the filtering light metaphor mentioned above.

**Colors**

SAY sounds, looks, and feels fresh, fun and full of optimism. Our colors reinforce these characteristics.

**PRIMARY**

#13BDCE  75°  
#13BDCE  
#13BDCE  
Mid: 35%

#EAF00


#4100E4

#0F0C51

**SECONDARY**

#F60079

#00C4D4

#F60079  75°  
#4100E4  
Mid: 60%

#EAF00  75°  
#F60079  
Mid: 35%

**NEUTRALS**

#2B3447

75%

50%

25%

12%

