Userlike

Brand Guidelines

Userlike brand guidelines

We built these brand guidelines to make it as easy as possible for all Userlike team members and people writing about us to deliver on-brand texts and designs while respecting our brand identity.

1. Who we are 👋

1. Who we are

Over the past 10 years, Userlike has grown into a customer messaging solution that allows millions of users from around the globe to receive better support through live chat and messaging apps.

All these customer conversations create connections between businesses and their customers, which is at the center of our purpose. Every interaction brings us closer to our mission of **introducing the ease of messaging to customer communication**, and making it more convenient, easier and pleasant for everyone.

As our product evolved, to meet the changing needs of our customers, our brand changed as well. In this brand guide, we share our current brand identity and design system.

1. Who we are

How we describe the need for Userlike

Challenge: Businesses want to be available for their customers online, but they need it to be scalable. They want to communicate in a more flexible, modern way and have the ability to seamlessly switch between channels. Gathering customer data is a relevant topic, but there are concerns around data privacy.

Solution: Userlike offers a more effective way of customer communication by replacing traditional contact channels, creating a place that brings together customer conversations and information from multiple channels. Based in Germany, Userlike adheres to the highest data privacy standards.

Result: With Userlike, businesses and individual users are equipped with a software that allows them to interact in real-time, and in a more personal, convenient, secure way.

2. Brand values

2. Brand values

Human and inclusive
Communication is an integral part of our being human. Userlike is an advanced business software with lots of features but what it boils down to is this: building connections between people. Chat and messaging are channels that break down barriers. They're for everyone.

Customer-centric and helpful
Chat is a service channel and our goal is to make it easier for others. We put the people who work with our product first, never ourselves.

Innovative and modern
When we started, chat was a new medium. While the product matured, this mindset of innovation stayed. We're always looking for new ways to improve and build state-of-the-art software.

2. Brand values

Trustworthy and secure
The digital sphere can feel overwhelming and less secure, especially when you're sharing your personal data in the chat. We don't treat data privacy as an afterthought. It's a cornerstone of our company.

Professional and smart
Userlike is not quirky, loud and artsy. But that doesn't mean we're boring. We understand professionalism as valuing direct, communication, preciseness and reliability. We set clear standards and rules to ensure consistency while leaving enough room for flexibility.

It's about treating the people we do business with respect. It doesn't matter if they're a small company or an enterprise customer. They're taking customer support, something that is often overlooked or cut to save costs, seriously, and are searching for the best way to do that.

2. Brand values

Conversational and inviting

Chat is a conversational contact channel that's there for you when you need it. Userlike has a warm and pleasant vibe, just like a good colleague.

Hardworking and humble

As a bootstrapped startup, our beginnings weren't glossy. Everything we've achieved, we've built ourselves through hard work and with a small team. We're proud of our roots and how far we've come, but we never stop improving.

3. Voice and tone

3. Voice and tone

Userlike is business software for customer support, or in other words: two areas that are infamous for their robotic, impersonal, inhuman tone.

🙁

We distinguish ourselves from that by communicating in a **warm, conversational and always respectful** way.

Although we're a B2B company, we don't see ourselves as such. **We don't communicate with businesses, we communicate with people**.

3. Voice and tone

We believe business communication can be both pleasant and professional. Emoji and exclamation points? Yes, please! 🙂

Our tone is **conversational but not overly informal**. Our design and text should show that customer communication can be simple, friendly and relatable.

Our credo: We are humans, speaking to humans.

We speak in a voice and tone our audiences can understand. That includes the following points.

Hi there! 👋

We're here to help and look forward to your questions or feedback.

Privacy Policy

Jessica Fischer　　　10min ago
Great choice! You're welco...　4

Previous conversations

Start new conversation
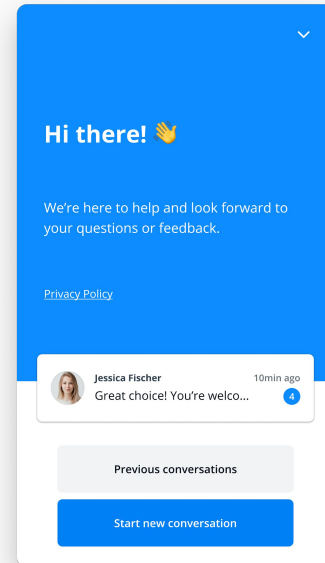
3. Voice and tone

Being clear and concise
Cut unnecessary words and make sure everything you say has a purpose. We don't hide behind complicated words or false promises. Userlike's tone is authentic.

Avoid cliches, as they make the text vague and are poor substitutes for actual evidence, creating a barrier to communication and clear expression.

However, this shouldn't come at the cost of sounding robotic. You can be precise while still communicating in a friendly, conversational way.

Do: *You can soon use chat statistics in Userlike.*

Don't: *At long last, Userlike customers on all our plans will soon notice that their Dashboard includes chat statistics.*

Do: *Do you have any questions or concerns? We'd love to chat! Just reach out to our team on WhatsApp here.*

Don't: *Customers can reach our support team on WhatsApp by clicking on this link.*

3. Voice and tone

Avoiding technical terms and jargon
We're a tech company but our customers come from different backgrounds. They need to be able to understand what we're doing – and what they're buying.

Demystify jargon by [using techniques](#) like ELI5 or FAB.

Do: *How to add live chat to your website.*

Don't: *How to implement a chat widget on your website.*

3. Voice and tone

Avoiding bloated wording
When writing about Userlike or selling a new feature, don't try making it more interesting by relying on larger-than-life wording. Instead, focus on understanding the benefit for the customer, then strip it down to a simple version.

Do: *Easily switch between customer chats and calls.*

Don't: *Get the best of both worlds with Userlike Audio Calls.*

3. Voice and tone

Putting the customer first
It's in our brand identity to be helpful. In our writing, we never put ourselves in the center but speak directly to the customer.

Do: *With the new audio feature, you can call your customers directly from a chat.*

Don't: *We have released a new feature that allows our users to start audio calls directly from a chat.*

4. Our logo

4. Our logo

The Userlike logo is composed of a **blue swoosh and a black logotype set in Open Sans Bold**.

Always use the provided logo files.

Logo icon

4. Our logo

One-color use

Logo on background color

4. Our logo

How to write Userlike

Our brand name "Userlike" is written in one word. Don't break it up in more words, use uppercase letters in between or shorten it.

Do
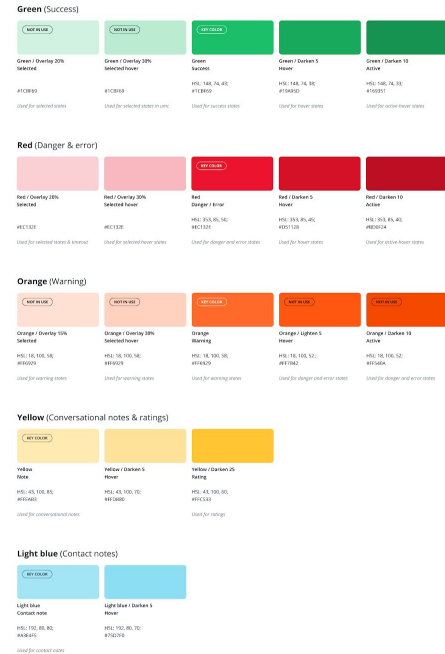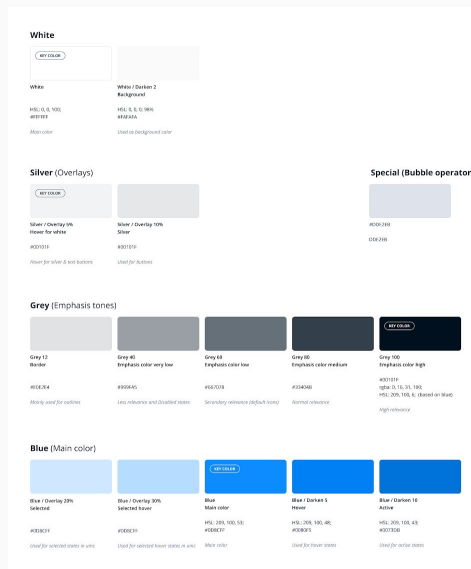
Userlike

Don't

User Like

UL

UserLike

5. Color palette

5. Color palette

Our colors follow our brand mantra "modern professionalism".
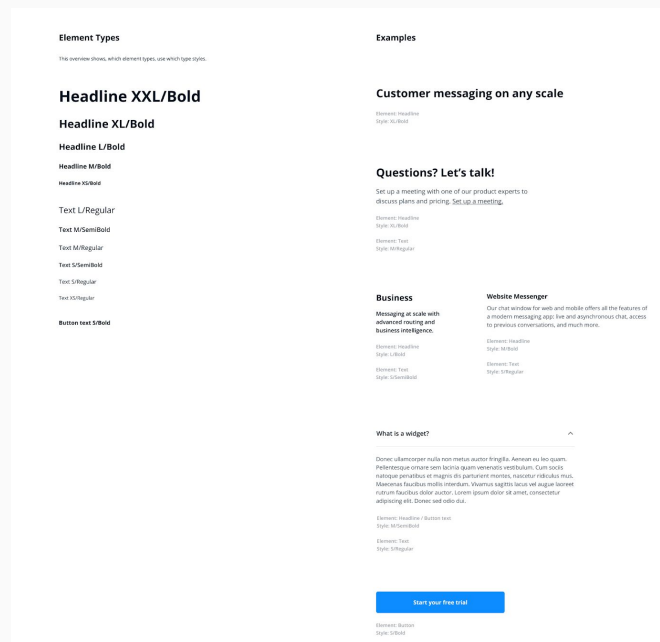
Core color: Dodger Blue: #0D8CFF

White

KEY COLOR

White

HSL: 0, 0, 100;
#FFFFFF

Main color

White / Darken 2
Background

HSL: 0, 0, 98%
#FAFAFA

Used as background color

Silver (Overlays)

KEY COLOR

Silver / Overlay 5%
Hover for white

#D31D1F

Hover for silver & text buttons

Silver / Overlay 10%
Silver

#D31D1F

Used for buttons

Special (Bubble operator)

#D0E2E8

D0E2E8

Grey (Emphasis tones)

Grey 12
Border

#E0E7E4

Mainly used for outlines

Grey 40
Emphasis color very low

#999EA5

Less relevance and Disabled states

Grey 60
Emphasis color low

#667D7B

Secondary relevance (default icons)

Grey 80
Emphasis color medium

#33404B

Normal relevance

KEY COLOR

Grey 100
Emphasis color high

#0D1E1F;
rgba: 0, 16, 31, 100;
HSL: 209, 100, 6; (based on blue)

High relevance

Blue (Main color)

Blue / Overlay 20%
Selected

#D8BCF1

Used for selected states in ums

Blue / Overlay 30%
Selected hover

#D8BCF1

Used for selected hover states in ums

KEY COLOR

Blue
Main color

HSL: 209, 100, 53;
#0D8CFF

Main color

Blue / Darken 5
Hover

HSL: 209, 190, 48;
#0080F5

Used for hover states

Blue / Darken 10
Active

HSL: 209, 100, 43;
#0073DB

Used for active states

Green (Success)

NOT IN USE

Green / Overlay 20%
Selected

#1CB9E9

Used for selected notes

NOT IN USE

Green / Overlay 30%
Selected hover

#1CB9E9

Used for selected notes in ums

KEY COLOR

Green
Success

HSL: 148, 74, 49;
#1CB9E9

Used for success notes

Green / Darken 5
Hover

HSL: 148, 74, 39;
#19A95D

Used for hover notes

Green / Darken 10
Active

HSL: 148, 74, 33;
#169357

Used for active hover notes

Red (Danger & error)

Red / Overlay 20%
Selected

#EC132E

Used for selected states & timecol

Red / Overlay 30%
Selected hover

#EC132E

Used for selected notes

KEY COLOR

Red
Danger / Error

HSL: 353, 85, 54;
#EC132E

Used for danger and error states

Red / Darken 5
Hover

HSL: 353, 85, 49;
#D51128

Used for hover states

Red / Darken 10
Active

HSL: 353, 85, 40;
#BD0F24

Used for active hover states

Orange (Warning)

Orange / Overlay 15%
Selected

HSL: 18, 100, 58;
#FA5029

Used for warning notes

NOT IN USE

Orange / Overlay 20%
Selected hover

HSL: 18, 100, 58;
#FA5029

Used for warning notes

KEY COLOR

Orange
Warning

HSL: 18, 100, 58;
#FA5029

Used for warning notes

NOT IN USE

Orange / Lighten 5
Hover

HSL: 18, 100, 52;
#FA7962

Used for danger and error states

NOT IN USE

Orange / Darken 10
Active

HSL: 18, 100, 52;
#FA5484

Used for danger and error states

Yellow (Conversational notes & ratings)

KEY COLOR

Yellow
Note

HSL: 43, 100, 85;
#FFDAB3

Used for conversational notes

Yellow / Darken 5
Hover

HSL: 43, 100, 70;
#FFC680

Used for ratings

Yellow / Darken 25
Rating

HSL: 43, 100, 50;
#FFC533

Used for ratings

Light blue (Contact notes)

KEY COLOR

Light blue
Contact note

HSL: 192, 80, 80;
#A5B4F5

Used for contact notes

Light blue / Darken 5
Hover

HSL: 192, 80, 70;
#74D7F0

6. Typography

6. Typography

The type family for Userlike is **Open Sans**.

Element Types	Examples
This overview shows, which element types, use which type styles.	
Headline XXL/Bold	**Customer messaging on any scale**
Headline XL/Bold	Element: Headline / Style: XL/Bold
Headline L/Bold	
Headline M/Bold	**Questions? Let's talk!**
Headline XS/Bold	Set up a meeting with one of our product experts to discuss plans and pricing. Set up a meeting.
Text L/Regular	Element: Headline / Style: XL/Bold
Text M/SemiBold	Element: Text / Style: M/Regular
Text M/Regular	
Text S/SemiBold	**Business** / **Website Messenger**
Text S/Regular	Messaging at scale with advanced routing and business intelligence. / Our chat window for web and mobile offers all the features of a modern messaging app: live and asynchronous chat, access to previous conversations, and much more.
Text XS/Regular	Element: Headline / Style: L/Bold / Element: Headline / Style: M/Bold
Button text S/Bold	Element: Text / Style: S/SemiBold / Element: Text / Style: S/Regular

7. Our approach to design

7. Our approach to design

Like our brand voice, our design follows a trajectory of showing the human factor in our software.

We aim to make technology tangible by **combining photography of real people in real (work) settings with product screenshots**. More on that in section 11.

In accordance with our brand focus on setting a professional, aspirational tone, the direction of our design is **clean**. We use a lot of **white, open space** instead of capturing our visuals into borders or being playful with colors.

7. Our approach to design

The most enjoyable way for
your customers to reach you

Volker Krumrey Villeroy & Boch

"With Userlike, everything's more simple. Customers love the online chat because it allows them to reach the right person directly."
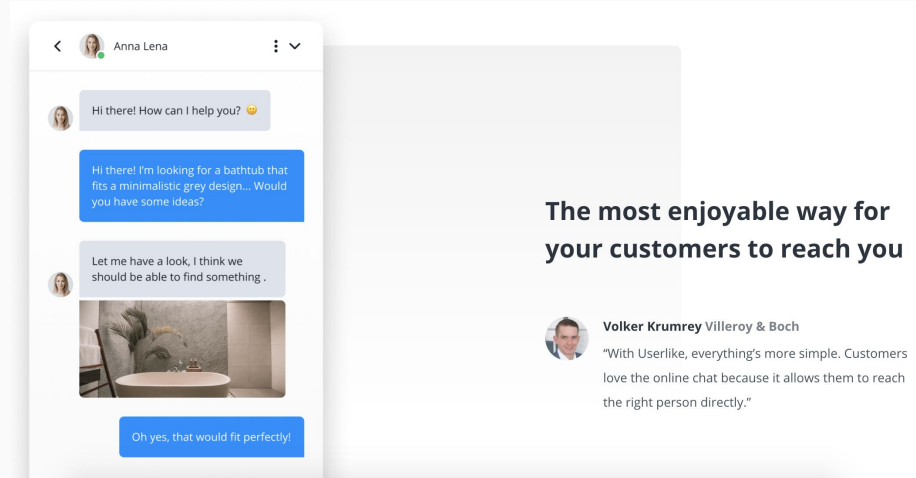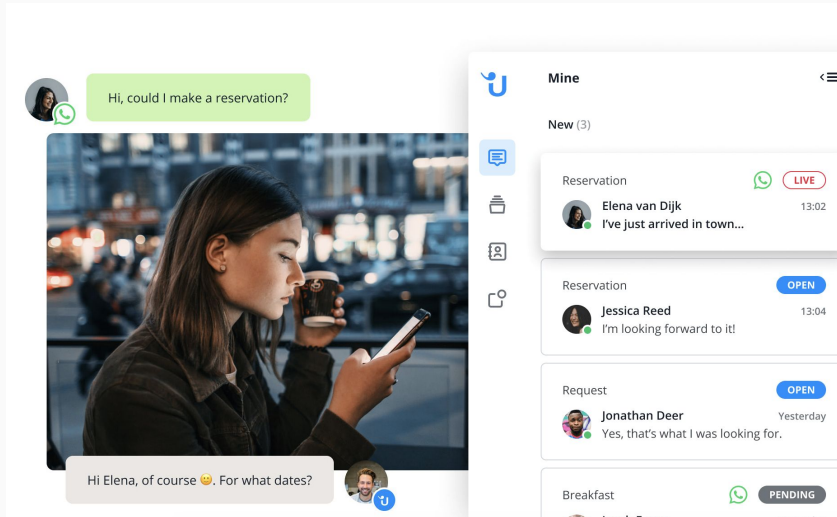
8. Illustrations

8. Illustrations

As visual abstractions, illustrations don't fit our design approach of showing real people and software, which is why we're only using them sparingly.

Common exceptions are **complex concepts** (e.g. data centers, organizations feature, API) which are harder to show in real settings. Like icons, illustrations can be powerful tools in these cases to clarify the topic.

When choosing illustrations, make sure they fit in with the Userlike brand. Simplistic, clean illustrations fit better than playful, bold ones.

8. Illustrations
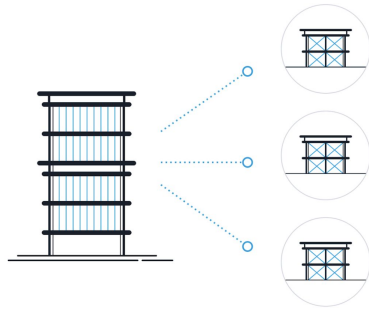
Organizations

Reflect your organizational structure with our organizations feature. This allows you to set up multiple, independently operating teams under one umbrella.

JSON

ADD-ON

MESSAGE

EXTERNAL TRACKING

CUSTOM BUTTON

REMOTE

OPERATOR STATUS
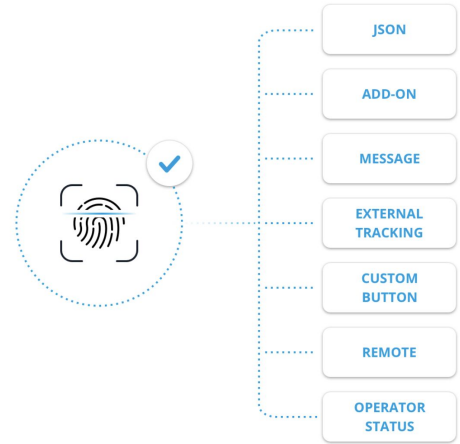
9. Icons

9. Icons

Userlike icons are used across different touchpoints from product to marketing. They're symbolic while being clear in composition, simplistic and easy to understand.

We only use icons when they help clarify a point or when the design would otherwise be too sterile. In most cases, however, good copy is enough and looks cleaner than with an accessory icon.

How we work

Close connection

To achieve the best implementation, we work closely with you to understand your setup, challenges, and wishes.

Guidance and self-service

You appreciate guidance, but you don't want to have to reach out to us for every little change. No matter your growth, Userlike stays lean.

Fast project launch

From first intake call to your first customer chat – we'll get you creating new customer relationships fast.

10. UI abstractions

10. UI abstractions

Software can be overwhelming. To make it easier for the viewer and to guide their focus, we make use of user interface (UI) abstractions in our brand communication.
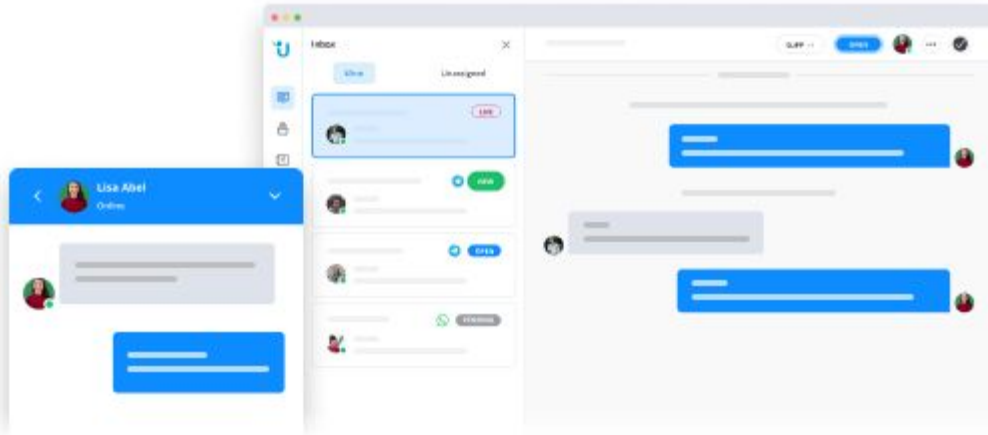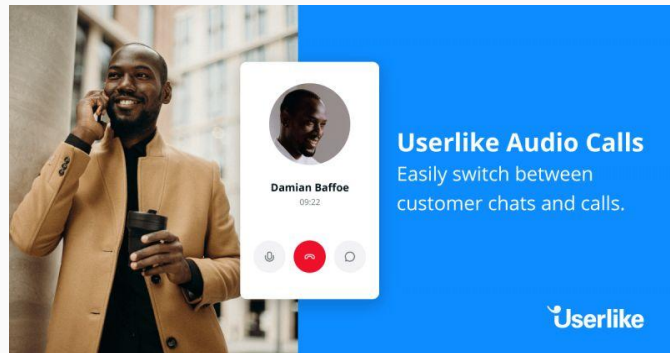
11. Photography

11. Photography

All photography should capture real people in real (work) settings while visually representing our brand identity.

When showing our users and their customers through photography, **authenticity** is essential. We use only **genuine, relatable and inclusive** portraits.

11. Photography

Do's

Userlike Audio Calls
Easily switch between customer chats and calls.

Damian Baffoe
09:22

Userlike

11. Photography

Don'ts
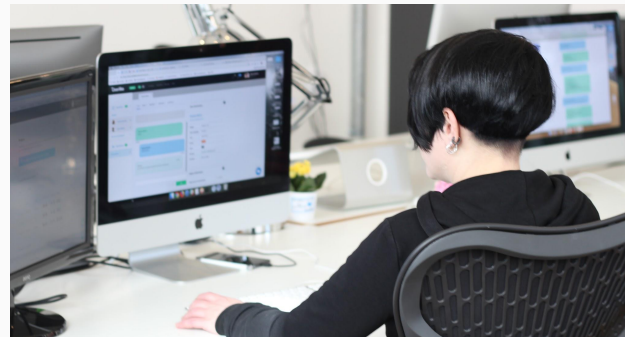
11. Photography

Diversity

Be thoughtful when representing humans. Userlike provides service to over 100 countries and it's important for people with a different ethnicity, gender and age group to feel represented.

Use subjects and settings that reflect the diverse array of Userlike's users and customers.

Side note: Certain age groups are still underrepresented in stock photo libraries. Most people featured are rather young, so finding more age-diverse photos can be challenging. We also don't want to go to the other extreme. As we're a software company, showing too many people from an older demographic wouldn't be authentic either. A selection of people who look like they could be part of the workforce - in the range of 21-59 years old - is what we're aiming for.

11. Photography

Diversity

Going for diversity is relatively simple if you're working with stock photos. However, we also like showing our team as it's a more authentic and unique way than sticking to stock photos. The downside is that it's not always possible for us to be highly diverse in our photography if we want to stay true to the makeup of our teams.

But even if full diversity is not possible, you can still try to make the group in a photo as diverse as possible and more inclusive by taking in the factors that you can control, such as gender and age.

11. Photography

Do's

Don'ts

11. Photography

Operator & customer avatars

We show different types of photos for operators and customers to make it clear who's working with Userlike and who's using it as an individual.

- **Operators:** formal headshots with brand color background
- **Customers:** can be less formal, "social media profile image" style, no common style or background

11. Photography

Operator & customer avatars

Photography for both customers and operators should match our brand image (friendly, professional, mature, relatable) and guidelines for using photography as described above.

Colorful backgrounds function as an "oasis of color", which livens up our clean design style and makes the portrayed support interactions feel more approachable ("humans speaking to humans").

Looking for better customer relationships?

Test Userlike for free and chat with your customers on your website, Facebook Messenger, and Telegram.
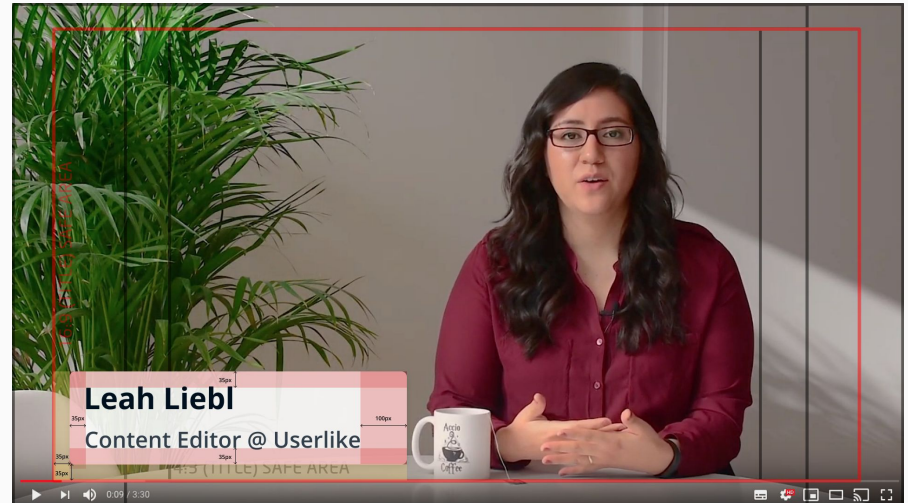
Learn more

12. Video

12. Video

Lower thirds

Design should be **clean, subtle and clear**.

Names should be set in Open Sans Bold, color #00101F, size 64. Titles in Open Sans Semibold, color #33404B, size 48.

Background should be set to 90% opacity.

12. Video

Intro slates

All videos should start with the animated Userlike logo.

See here

Ending slates

All videos should end with the animated Userlike logo.

See here