Our brand, Easy Chat, is an app for the Google Home that helps users start talking to the people around them. As our world becomes more and more focused on screens, this product helps people disconnect from the Internet and reconnect with the people who they are physically with. Once a topic is given, our product fades to the background and lets conversations flow naturally among users.

our product

Because we created a product that sparks great conversations, we chose branding assets that convey how delightful it can be to chat with the people in one's life. From the name of our product to the bright colors we selected as our identity, every aspect of our brand reflects the experience we want users to have with our product.
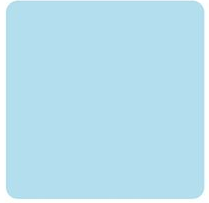
our brand

easy chat

easy chat

easy chat

easy chat

logo

Our logo is easily identifiable with its bright colors and easy-to-read font. We chose a name that would be easy for users to remember because our goal is for our product to fade into the background as users enjoy great conversations.
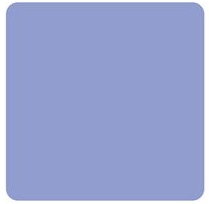
#b2dcea   #dd5ca2   #f8d83d

#919dcf   #f2955f

colors

These vivid colors help
convey that our product
creates moments of delight
for our users.

Heading // Futura Bold

SUBHEAD // Futura Bold, All Caps

Body // Avenir Light

fonts

This mark will help users easily identify our product on the Google Assistant actions page. The quotations signal the start of a conversation, which is exactly what we hope to create with our product.

mark

Hey Google, start Easy Chat.

Who are you chatting with today?

I'm here with a few friends.

Okay, here's something to talk about:
What is something useless that you are really good at?
Will that work?

conversations

I don't like that one. Can I have another?

Okay, here's a question to talk about:
What would you do with your life if money was not important?
Does that one work?

conversations