PitchMatter

The Brand Kit

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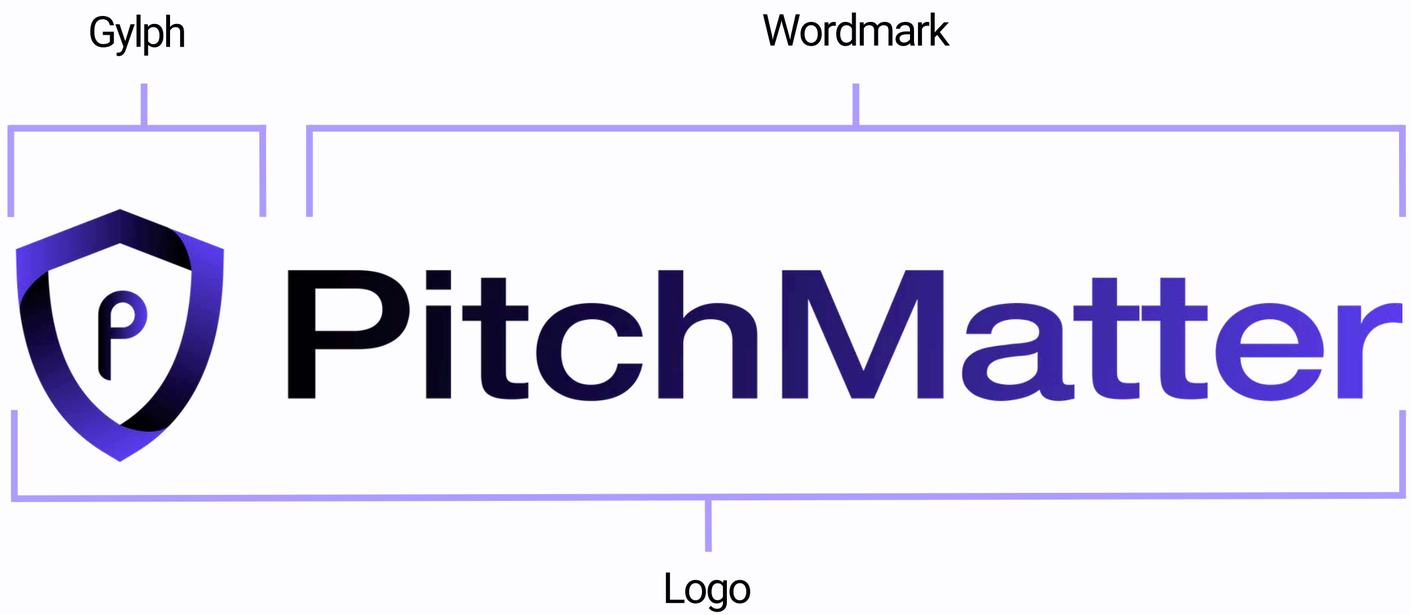
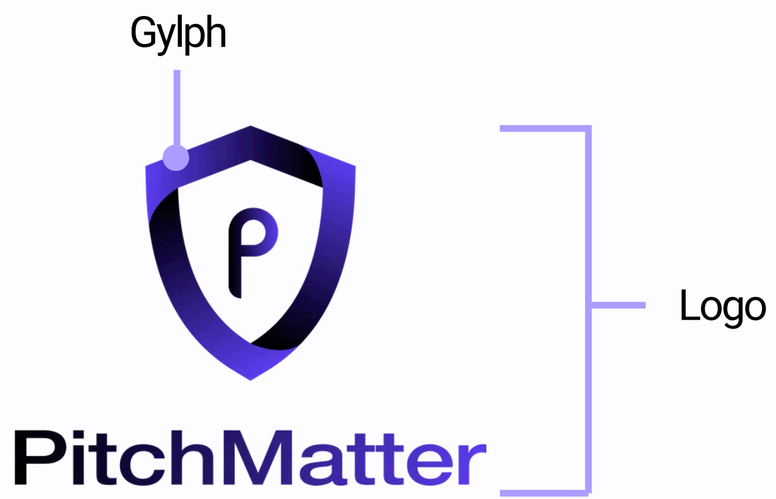
The Logo

The PitchMatter logo reflects a bold and modern identity with its shield-shaped logomark and clean sans serif typeface. Its minimal yet strong design conveys trust, innovation, and protection across all backgrounds.

The Full Logo

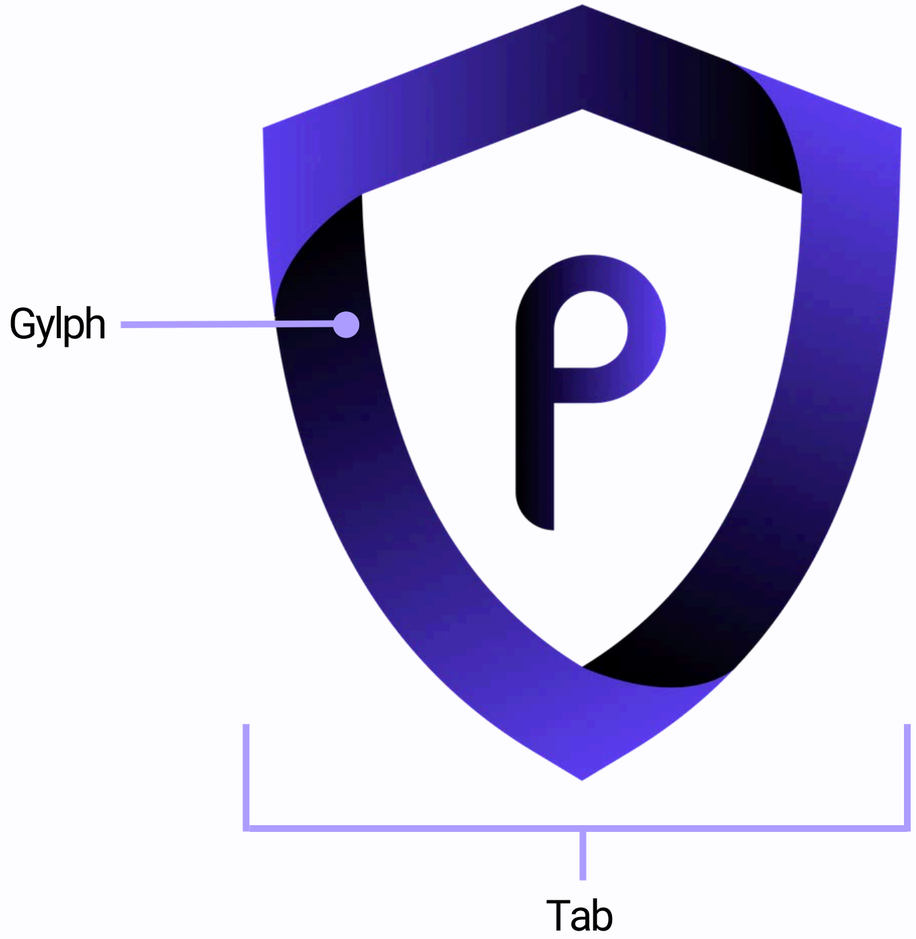




How to use

How to use

The Icon



The Color Palette

PitchMatter’s color palette blends vibrant purples with soft gray, bold black , and a fresh teal . Dynamic gradients add energy, trust, and modern appeal.

Primary Colors

#5e41f1

#c2c4e4

#a14bf3

#000000

Gradients

Supporting Colors

#55c5d3

Fonts & Typography

Our font choice embodies professionalism and timelessness with legible and distinct characters

Aa

Roboto SemiBold

Main Font

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Aa

Roboto Redular

Secondary Font

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Font Hierarchy

Roboto SemiBold

PitchMatter empowers bold ideas.

150 pt

Roboto SemiBold

Driving innovation through clarity, trust, and modern solutions.

50 pt

Roboto Regular

At PitchMatter, we merge creativity with strategy, helping ideas scale into impactful realities. Our focus on innovation and collaboration ensures meaningful growth for communities and businesses.

25 pt

Type Application

Smart. Secure. Seamless.

PitchMatter protects bold ideas.

PitchMatter combines innovation and trust, building a future where simplicity, security, and growth thrive together.

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Iconography

The icons and illustrations are created to delight, inform, and bring to life the innovation we aim to deliver to our audience.

Icons

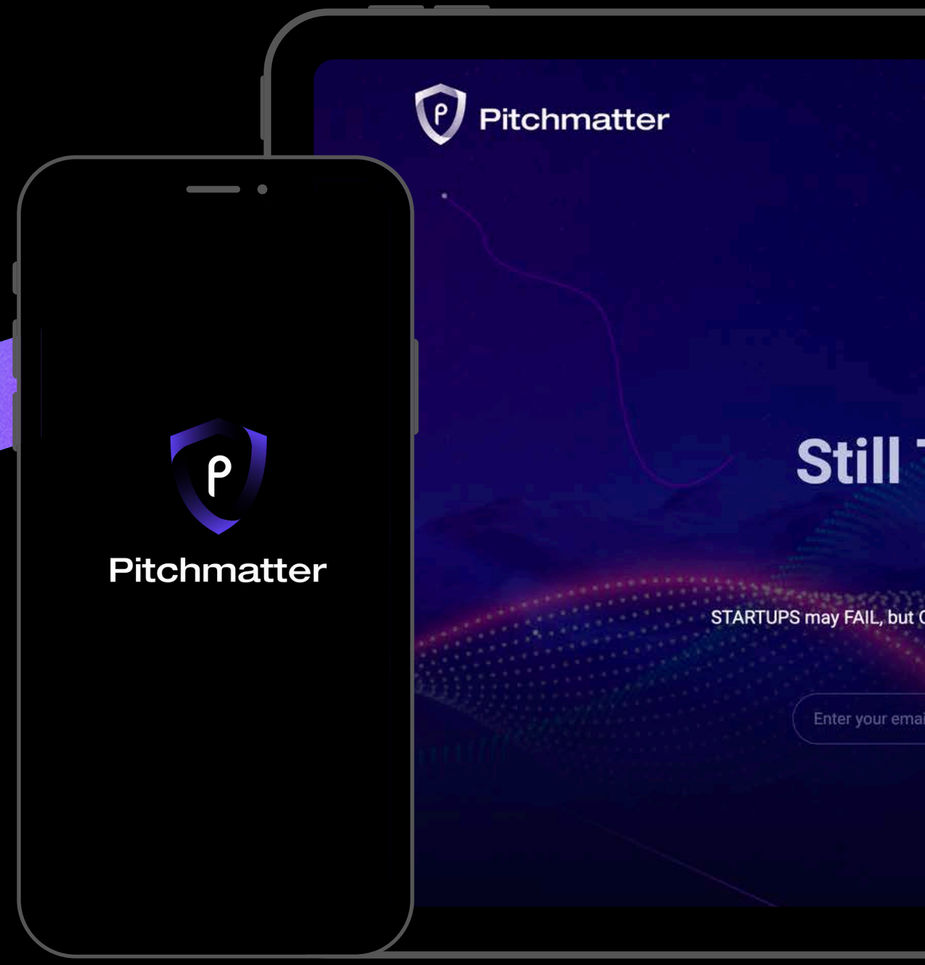
Illustrations

Illustrations

Photos and Videos

We opt for natural and unposed, featuring real people and using high flash with no retouching to evoke ease and authenticity.

14.90
51.09
49.07
25.42
4.52



This is Pitchmatter.

Contact Us

We'd love to hear your thoughts and answer any questions you may have about the information provided.

Email: info@pitchmatter.com