Brand Guidelines

Shouldn't our devices just work with one another?

No more silos. No more "walled gardens." No more "will this work with that?" The idea is simple. The impact is powerful.

We call it Matter, and it's what connects the world.

Edit

Matter 05:32 PM
To: Janice Greer >

Finally...

No more walled gardens

Matter connects 4000 products and counting

Matter is the foundation for connected things. This industry-unifying standard is a promise of reliable, secure connectivity—a seal of approval ensuring devices work seamlessly together, now and well into the future. Matter is creating more connections between more objects, simplifying development for manufacturers and increasing compatibility for consumers. This collaborative breakthrough is built on proven technologies and overseen by the Connectivity Standards Alliance, whose members come together from across industries to transform the future of connectivity.

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matter

Imagine a world where all your devices seamlessly work together.

We call it Matter, and it's what connects the world.

Things with the Matter mark connect with more devices reliably.

CE CCC FC

TH0020

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matter

The new symbol of connectivity

Things with the Matter mark connect with more devices, more reliably.

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matter

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Products Instagram

Look for the mark that matters

Appliance	Entertainment	Security

What is Matter?

Matter is the foundation for connected things.

This industry-unifying standard is a promise of reliable, secure connectivity—a seal of approval that devices will work seamlessly together, today and tomorrow. Matter is creating more connections between more objects, simplifying development for manufacturers and increasing compatibility for consumers.

This collaborative breakthrough is guided by the Alliance, whose members come together from across industries to transform the future of connectivity.

Contents

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Our strategy

Our narrative and promise

Our brand strategy begins with a guiding narrative that captures our core benefits and future aspirations.

That story in its shortest form is our promise—a mantra conveying the single most compelling thing we can say about Matter. It will help guide the organization as we make business and brand decisions.

While the narrative and promise should inspire us at every step, they should remain internal articulations.

Matter Narrative

Smart connectivity should be simple and reliable. To make that a reality, experienced industry players are coming together in the Connectivity Standards Alliance to back a new universal standard for connected things. Products built on this secure protocol will work seamlessly with each other, now and well into the future.

Matter Promise

The foundation for connected things

Our messages

Messages are the big ideas behind everything we write, say, and do. Messages are consistent in theme but dynamic in expression. They can be adapted to any part of the organization or conversation.

Ours are purposefully phrasal: use them verbatim to start, but over time, we can introduce fresh turns of phrase. These big ideas should inspire creativity in writers and designers, giving them the discipline to ensure key ideas are always present.

Though these messages tell a cohesive story, they do not need to be used all at once. Depending on the context, we can elevate one, a combination of two or three, or all four.

Simplicity

Simplifying connected experiences

Interoperability

Providing greater compatibility and easier connections

Reliability

Enabling reliable connections

Security

Maintaining secure connections

Our personality

Our personality traits guide the feeling of every experience of our brand—from the way we speak and the way we look to how we move and where we show up.

These traits directly inform the way we write and design, and are important to keep in mind when creating any aspect of brand collateral. While it is the combination of all three of these traits that create our personality, they can each be dialed up or down depending on the intent and purpose.

Lively

Matter is the new kid on the block that exudes a sense of positive energy. It has a knack for approaching complex problems with optimism and an open mind.

Effortless

Matter connects smart things with grace and with ease that makes it feel almost effortless. It hits the sweet spot between reliability and simplicity.

Wise

Matter is trustworthy and credible. It has the experience and know-how to act confidently as the smart standard for connectivity.

Our brandmarks

The name refers to the essential building block bringing connected things to life

Three pieces converging in equilibrium. These "atoms" are connecting together to create a greater whole

matter

Simplified geometric letterforms reflect the symbol

Triangular shape feels stable and secure with simple, assertive geometry that creates a sense of trust

Connected t's a subtle nod to connectivity

Asset overview

Our set of brandmarks consists of the Connectivity Symbol, the Matter Wordmark, and the logo lock-up of these two core elements.

When implementing our design system, we use the Connectivity Symbol and Matter Wordmark separately but always in conjunction with each other.

We use the Connectivity Symbol on its own in specific applications where either space is restricted or the Matter Wordmark is redundant.

We use the logo lock-up to represent our brand only when the full design system, as described above, is not applicable.

All of our logo assets are available in our brand colors, in both print-ready and digital file formats.

Connectivity Symbol

The three forms converging together in our Connectivity Symbol communicates our brand in its most distilled visual form. Its geometric construction and triangular nature express security and utility, creating a timeless symbol.

Bounding box and clear space

The artwork bounding box is indicated in cyan. The clear space—minimum area kept free of other elements—is half the width of a symbol piece, indicated in magenta.

Minimum size

Do not reduce the symbol beyond this height.

Digital   16 px   Print   3 mm

Color

The symbol should only appear in Night, or Day if reversed out of a solid color or image. In the limited situations where color cannot be used, the symbol may appear in black.

Usage

The Connectivity Symbol should appear in conjunction with the Matter Wordmark on brand communications. It may appear in isolation in restricted space applications or where the Matter Wordmark is redundant.
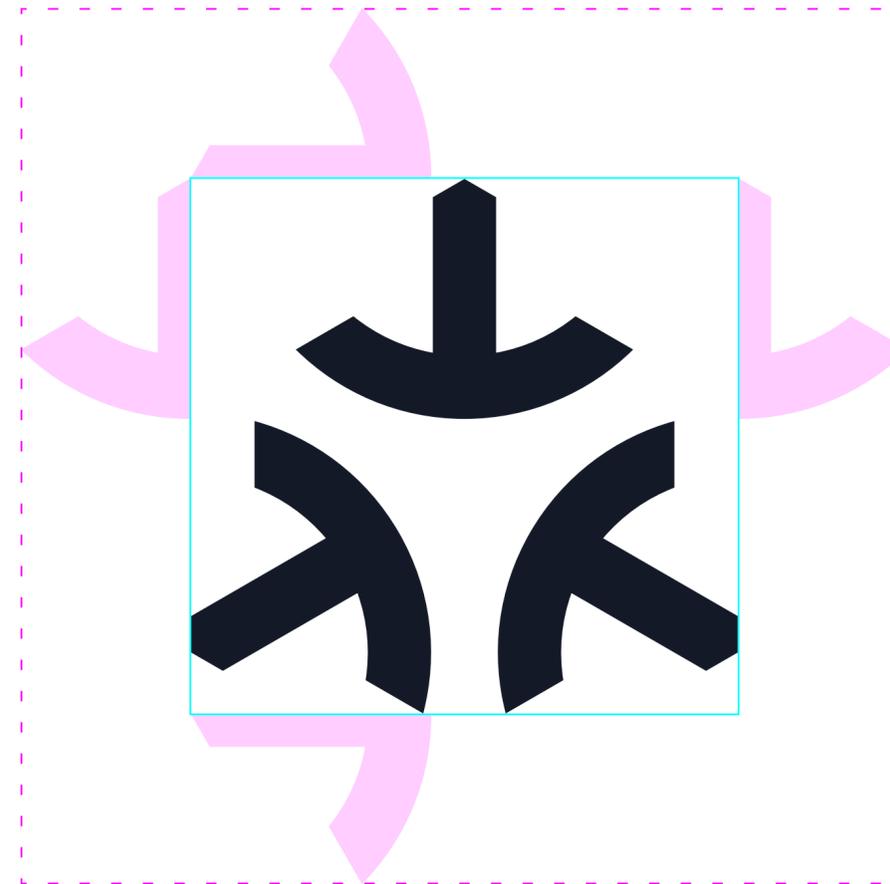
16 px —[☆]— 3 mm

Matter Wordmark

With its geometric construction and airy weight, our bespoke wordmark is crafted to express the brand name behind our symbol.

Bounding box and clear space

The artwork bounding box, indicated in cyan, keeps the wordmark proportional to the symbol. The clear space—minimum area kept free of other elements—is double the width of the letter "r" in the wordmark, indicated in magenta.

Minimum size

Do not reduce the wordmark beyond this height, measured to the x-height.

Digital   16 px   Print   2 mm

Color

The wordmark should only appear in Night, or Day if reversed out of a solid color or image. In the limited situations where color cannot be used, the wordmark may appear in black.

Usage

The Matter Wordmark should appear in conjunction with the Connectivity Symbol in branded communications. DO NOT use the wordmark on its own without the Connectivity Symbol in proximity.

variable
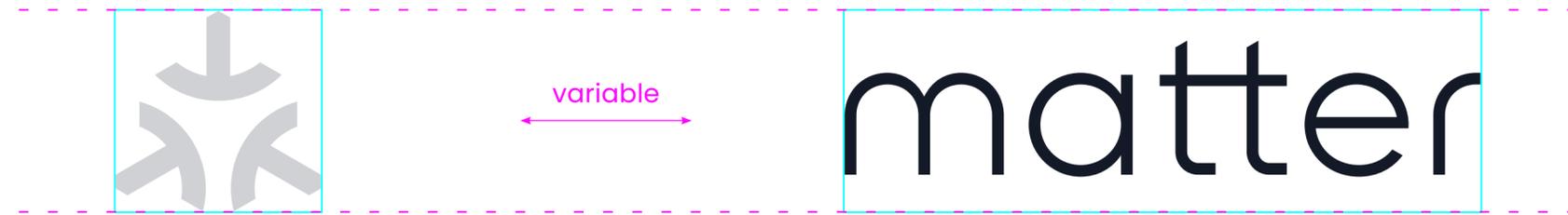
matter

Note: When the Connectivity Symbol is used in conjunction with the Matter Wordmark, the clear space around the symbol matches the double "r" clear space around the wordmark.

matter

16 px   matter   2 mm
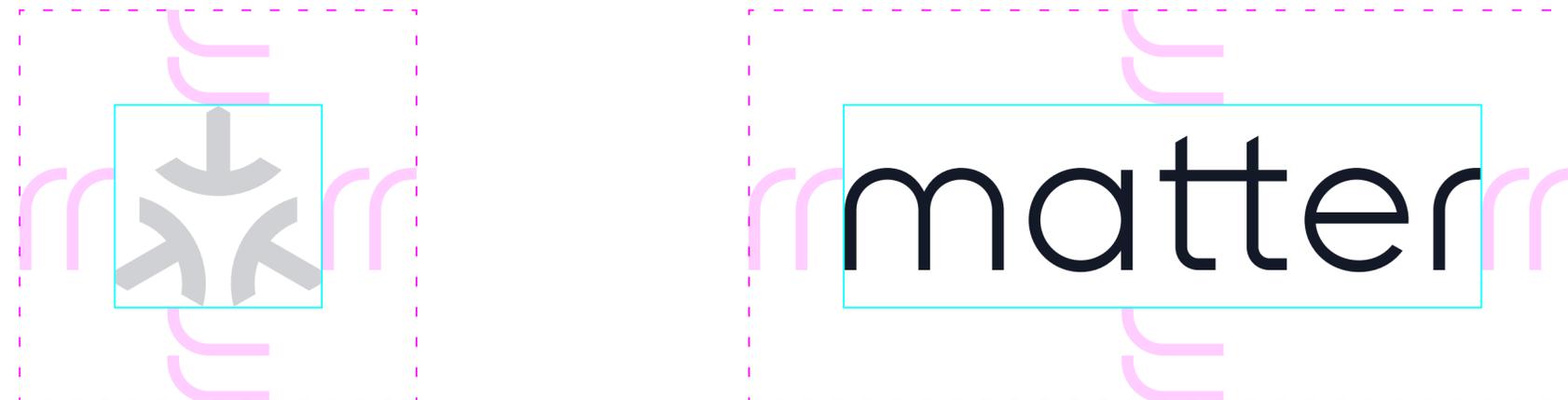
Logo lock-up

Our logo lock-up is a specific arrangement of the Connectivity Symbol and Matter Wordmark to communicate our brand when the use of our full design system is not applicable.

Bounding box and clear space

The artwork bounding box is indicated in cyan. The minimum area surrounding the logo lock-up that is kept free of other elements is double the width of the letter "r" in the wordmark, indicated in magenta.

Minimum Size

Do not reduce the logo lock-up beyond this height, measured to the height of the symbol.

Digital   29px   Print   3.5 mm

Color

The logo lock-up should only appear in Night, or Day if reversed out of a solid color or image. In the limited situations where color cannot be used, the logo lock-up may appear in black.

Usage

The logo lock-up is NOT the primary usage of the brandmark. Only use the logo lock-up when you are unable to use the detailed design system outlined in these guidelines.

29 px   matter   3.5 mm

Brandmark don'ts

It is critical that our brandmarks are applied correctly to ensure consistency across the experience.

Outlined here are a number of things to avoid:

1. Don't use the Matter Wordmark on its own

2. Don't create other lock-up arrangements

3. Don't stretch, skew, warp, rotate or otherwise distort the brandmarks

4. Don't use any other color or texture on the brandmarks other than prescribed

5. Don't add strokes or effects to the brandmarks
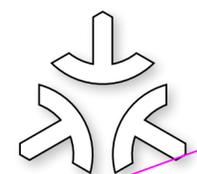
Using color

Our color theory

Matter is essentially a two color brand that lives on top of a gradient field.

Our core brand colors are *Day* and *Night*. These cool off-white and soft-black tones set the airy, effortless feel for the brand. In digital and print environments, it's key that we use the specified Night color values and no other rich black formulation. The only exception is that 100% black can be used for text in print due to production limitations.

Our lively gradients represent the coming together of individual "atoms" to create the dynamic connectivity of Matter. Their radial blurs visualize the intangible wavelengths smart devices communicate on. Our gradients are designed for both Day and Night backgrounds. They feature a subtle grain texture that lends a sense of tactility.

We predominantly use the light colorway in most communications, however there are times when our dark colorway makes either more functional or emotional sense.

Day

RGB: 243, 255, 255
HEX: #f3ffff
CMYK: 8, 0, 7, 0
Pantone: 656 C

Night

RGB: 19, 25, 38
HEX: #131926
CMYK: 100, 46, 0, 89
Pantone: 296 C

Day

Night

Day gradient
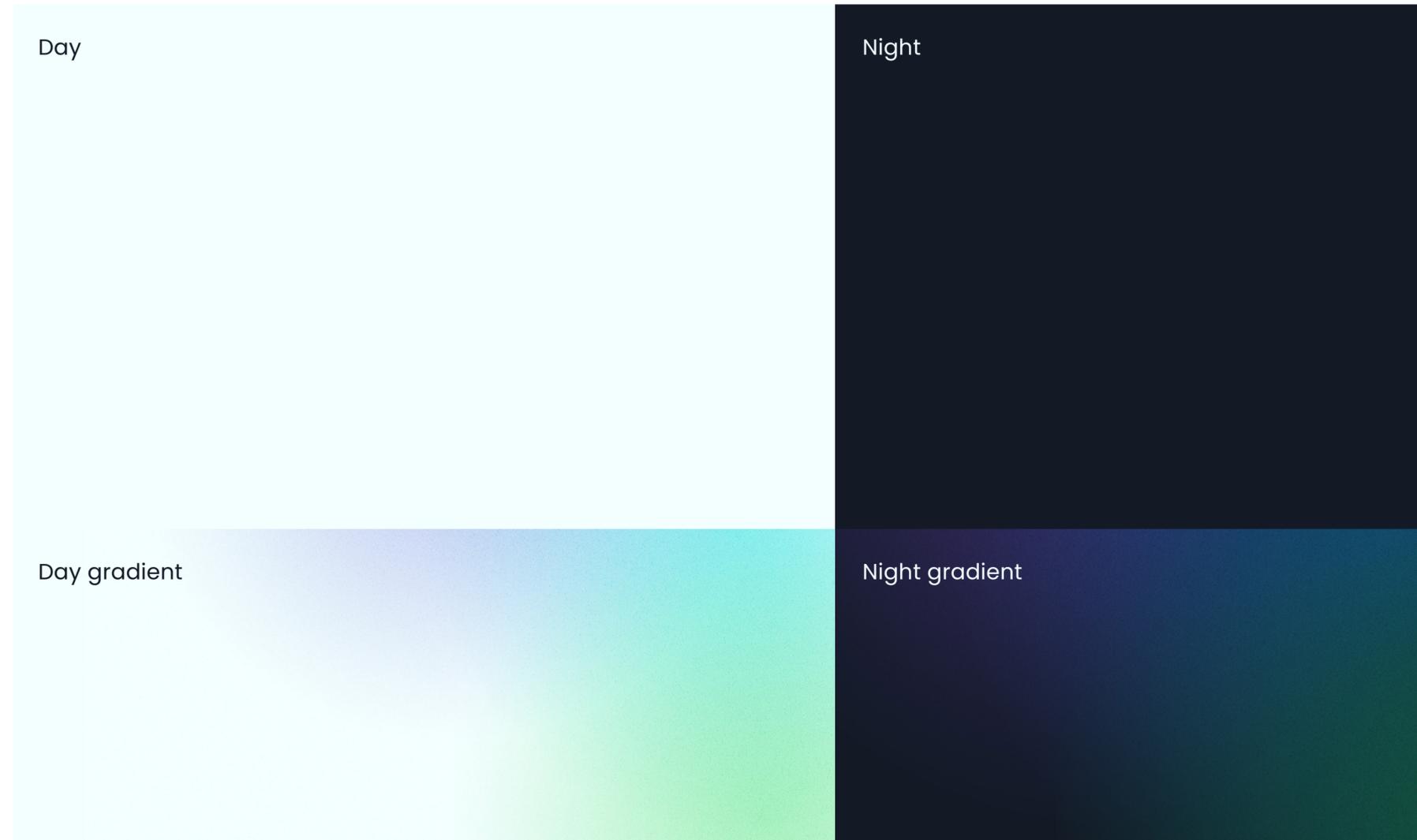
Night gradient

Data visualization

For the purposes of data visualization in charts and graphs ONLY, we use secondary colors inspired from our gradients. These colors work for both Day and Night colorways. While derived from the gradients, these colors are NOT to be used in any other capacity.

In addition to these secondary colors, opacities of the opposing brand color may be used if further delineations are required.

Charts and graphs should be styled to maintain a light, refined feel. Graph areas should be thin, and stroke weights kept light and simple.

Mint
RGB: 173, 242, 189
HEX: #adf2bd
CMYK: 30, 0, 34, 0

Aqua
RGB: 139, 239, 242
HEX: #8beff2
CMYK: 38, 0, 11, 0

Lavender
RGB: 187, 199, 242
HEX: #bbc7f2
CMYK: 25, 16, 0, 0

Day
RGB: 243, 255, 255
HEX: #f3ffff
CMYK: 8, 0, 7, 0

Dawn
RGB: 199, 209, 212
HEX: #c7d1d4
CMYK: 0, 0, 0, 15

Dusk
RGB: 154, 163, 168
HEX: #9aa3a8
CMYK: 0, 0, 0, 35

Night
RGB: 19, 25, 38
HEX: #131926
CMYK: 100, 46, 0, 89

Twilight
RGB: 86, 92, 101
HEX: #565c65
CMYK: 0, 0, 0, 65

Dusk
Same as above

Mint   Aqua   Lavender   Day

Dawn

Dusk

Mint   Aqua   Lavender   Night

Twilight

Dusk
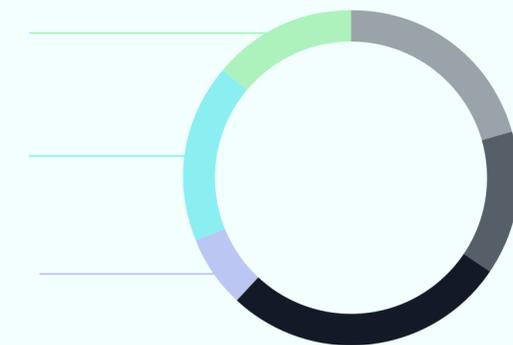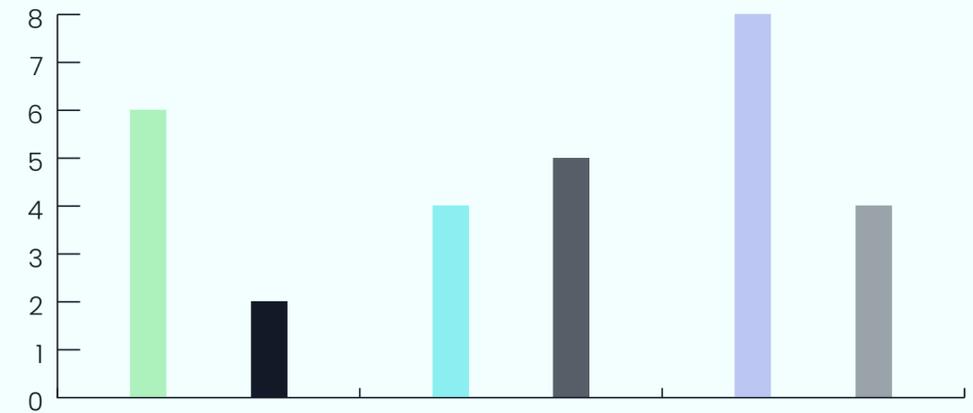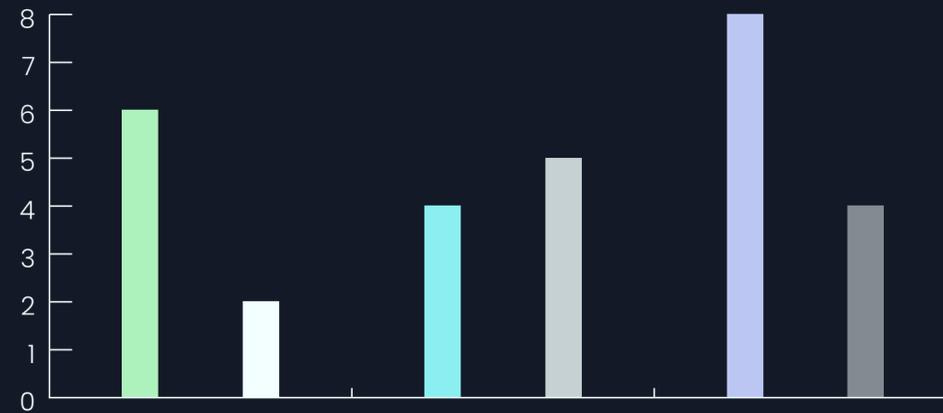
Color don'ts

It is critical that color is applied correctly to ensure consistency across the experience.

Outlined here are a number of things to avoid:

1. Don't put a gradient behind the brandmarks

2. Don't use separate gradient layers on opposing sides of the collateral

3. Don't use other gradient methods

4. Don't use data visualization colors for any other purpose

1

matter

2

3

4

Learn more
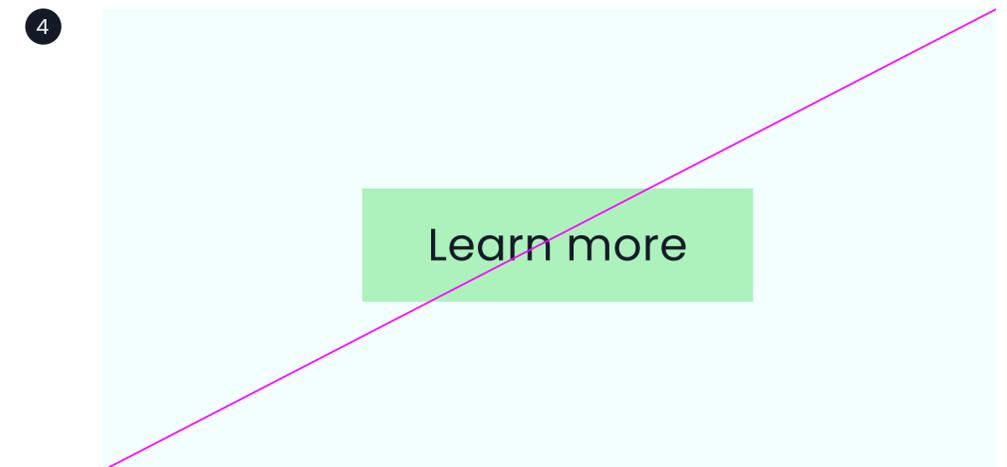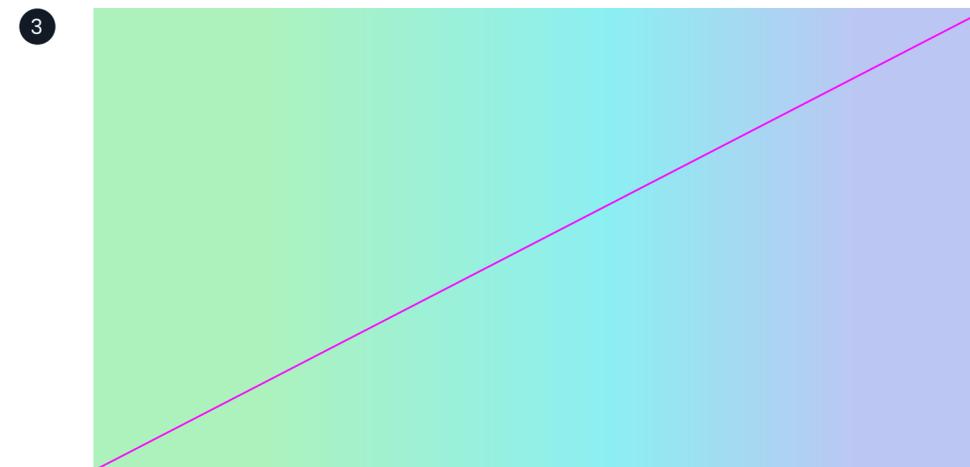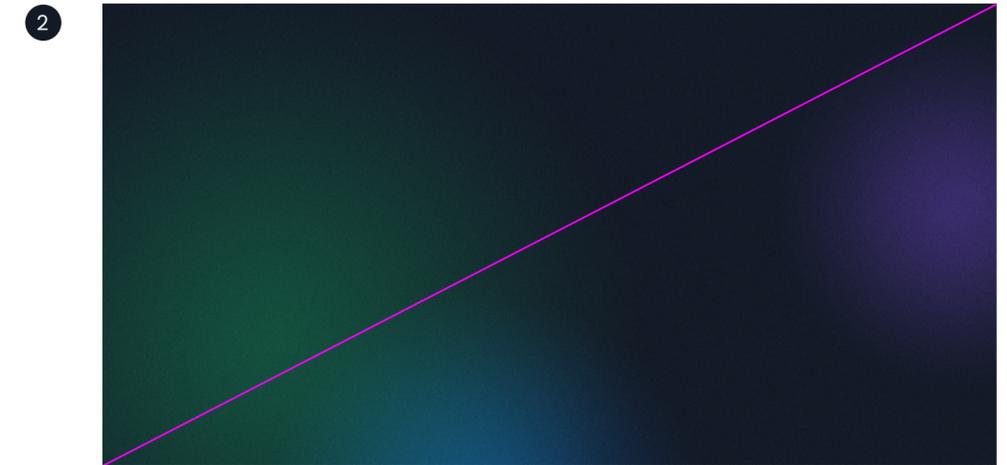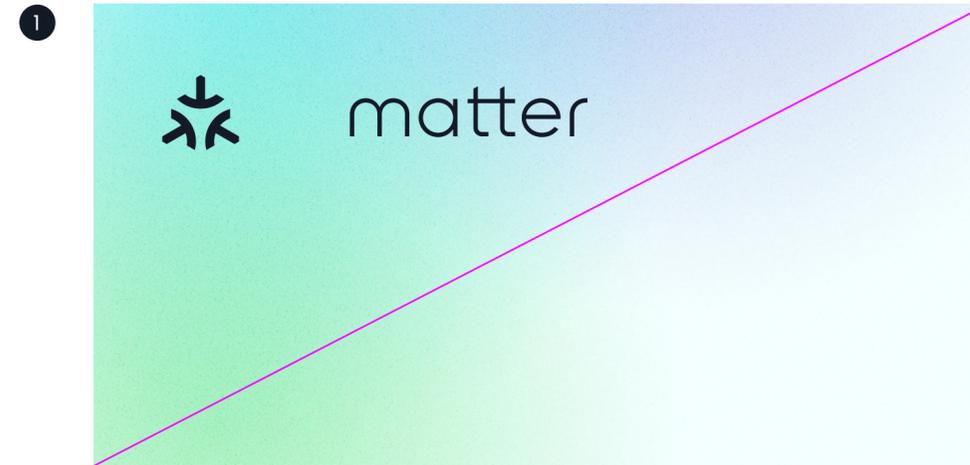
Building structure

Margins and grids

Our gridded design system is what makes our brand feel wise and technical. It is the structural contrast to our fluid gradients. The grid underpins all our communications and helps us correctly place and scale elements.

Most communications use a 12-column grid that is flexible to different dimensions. Extreme vertical layouts—where the height is double or more than the width—use the same principles but with 8 columns.

The size of the margin is derived by dividing the length of diagonal by 30. This margin, x, will be used to scale other elements in the communication.

For visual balance, the bottom margin is 1/5 larger than the top and side margins.

The gutter between columns is 1/3 of the top and side margins.

x

1.2x

x = diagonal / 30

x   1/3x   x
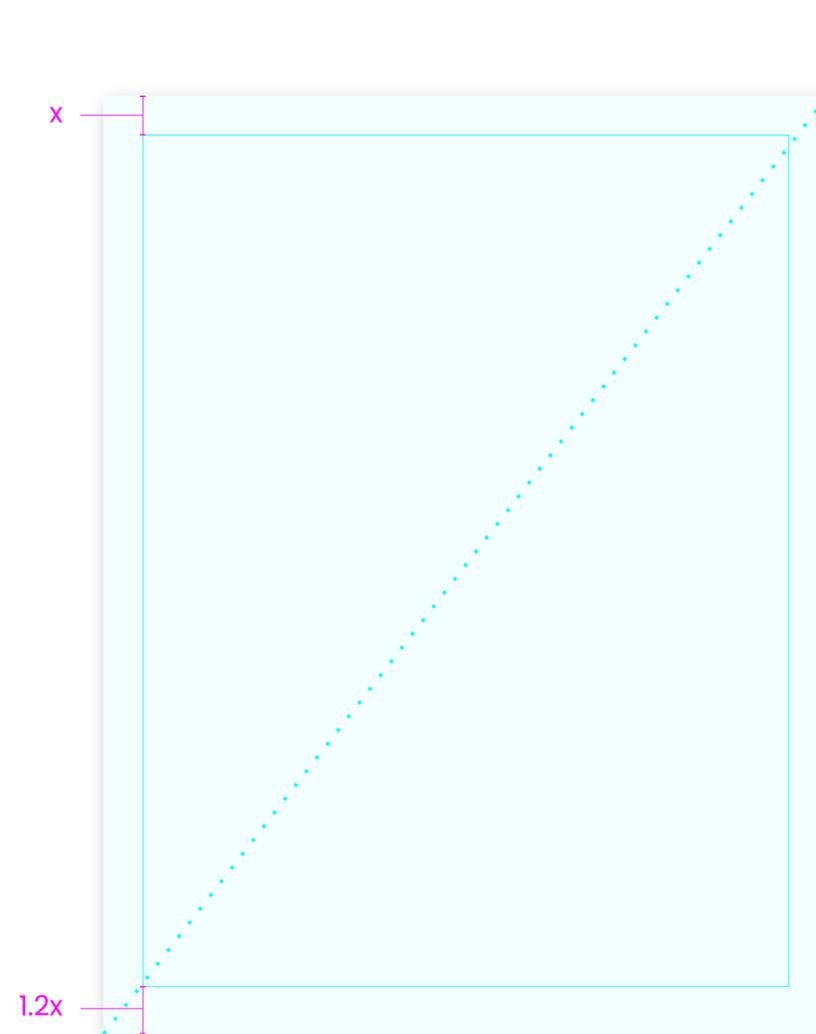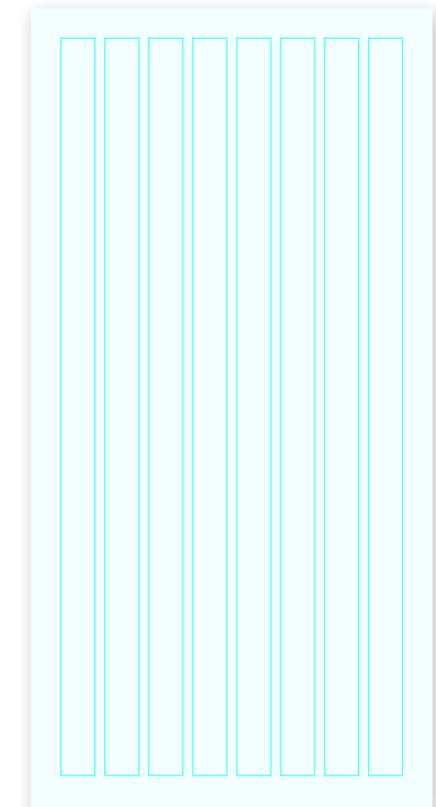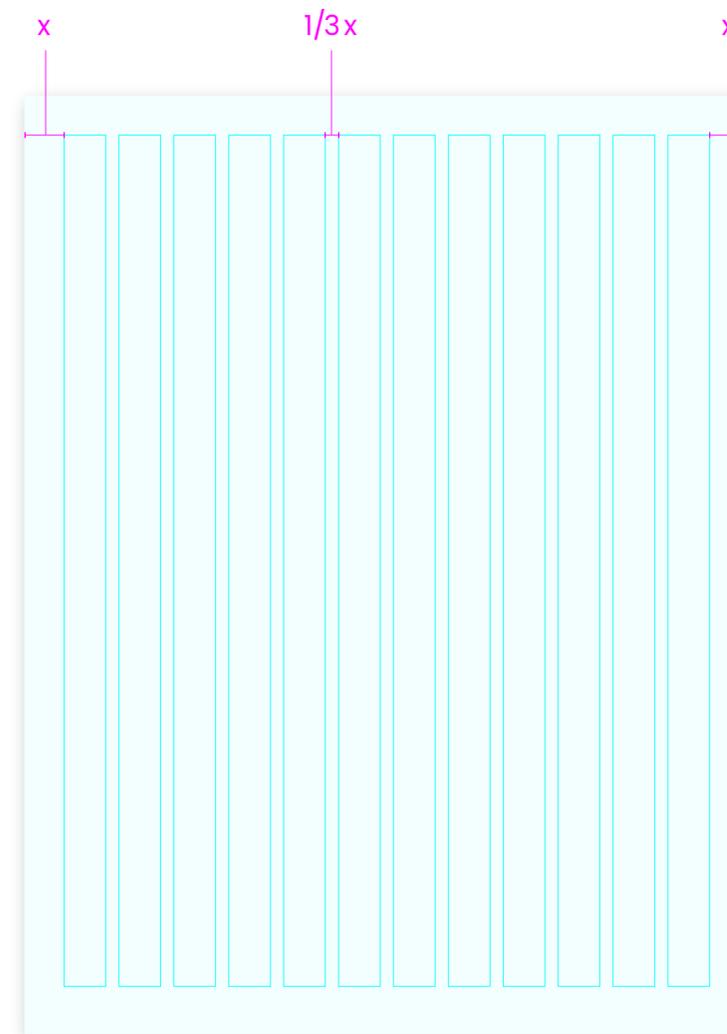
8 column grid for extreme vertical formats

Brandmark size and placement

We use the Connectivity Symbol and Matter Wordmark conjointly on our marketing collateral to emphasize the grid structure behind our design system.

As a principle, the height of the symbol is the height of the top margin. The wordmark should be scaled as to maintain the size relationship outlined in the logo lock-up. For ease of use, the Matter Wordmark file is specifically set such that the bounding box may be scaled to match the height of the symbol to maintain the proportional relationship.

The preferred placements of the Connectivity Symbol and Matter Wordmark are at the top or bottom left corner of the collateral. **A single column of space is kept between the symbol and wordmark.*** No other element should be placed in the column with the symbol.

When aligning to the top left, the top-left corner of the bounding boxes align to the top left of the columns. When aligning to the bottom left, the wordmark is baseline-aligned to the bottom margin.

Note: The size or the brandmarks may need to be adjusted in some cases, most specifically when the size or proportions of the communication would render the brandmarks below minimum size requirements.

*An exception to the one-column rule is outlined on the following page to avoid too much space beween symbol and wordmark.
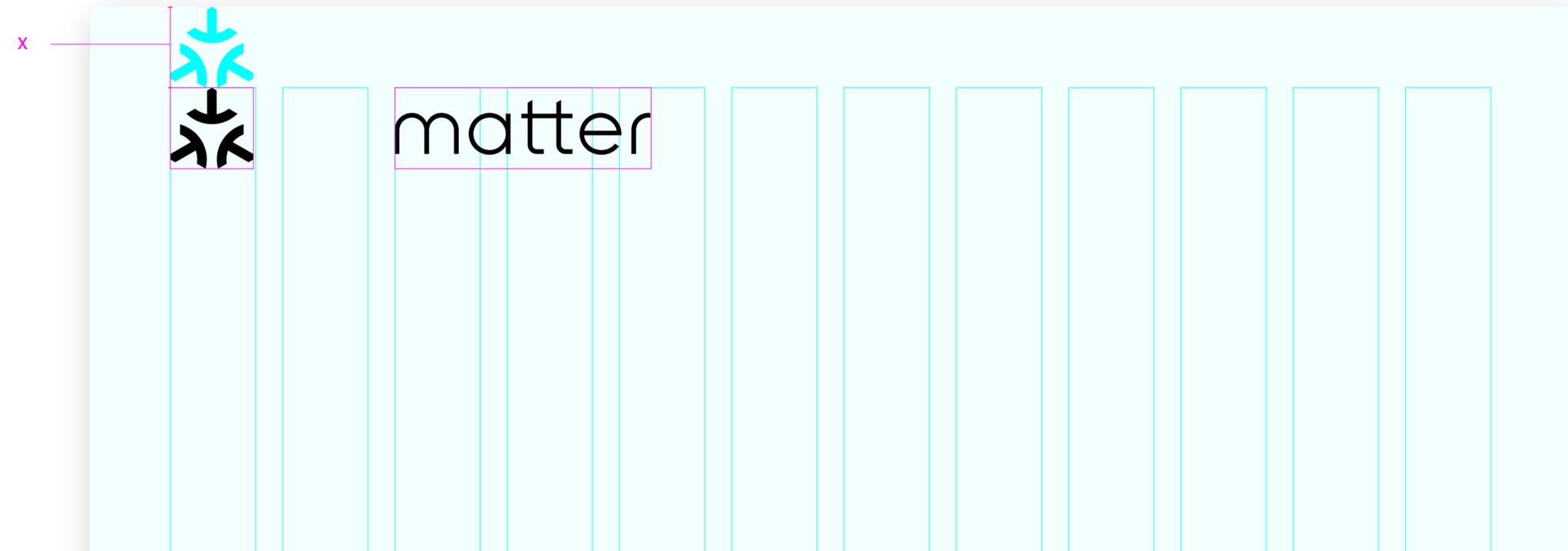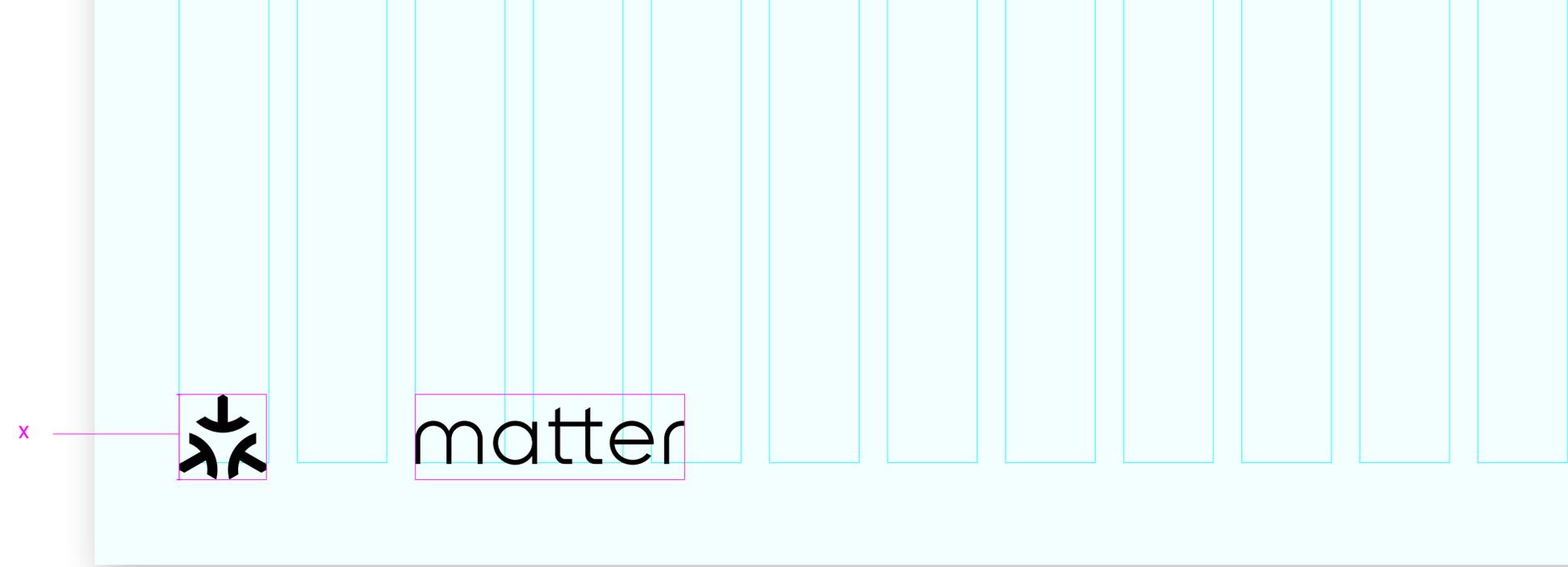
Size and placement exceptions

While there are exceptions to preferred size and placement rules, the core principles of emphasizing the grid, maintaining the size relationship between the symbol and wordmark, and keeping space between the brandmarks remain.

Exceptions

1. If the space between the Connectivity Symbol and Matter Wordmark is greater than the width of the wordmark, then the wordmark left-aligns to the second column.

2. If there is no room to align any element to the third column under the wordmark, use the logo lock-up instead.

3. If the nature of the collateral requires a smaller logo system, you may use the Connectivity Symbol and Matter Wordmark at half the height of the top margin, x. Per exception 1, the wordmark would then be left-aligned to the second column.

4. If the collateral is at a diminutive scale that would make the margins very tight and/or the brandmark too small, the proportions may be increased such that the margin, x, is one twentieth of the diagonal.
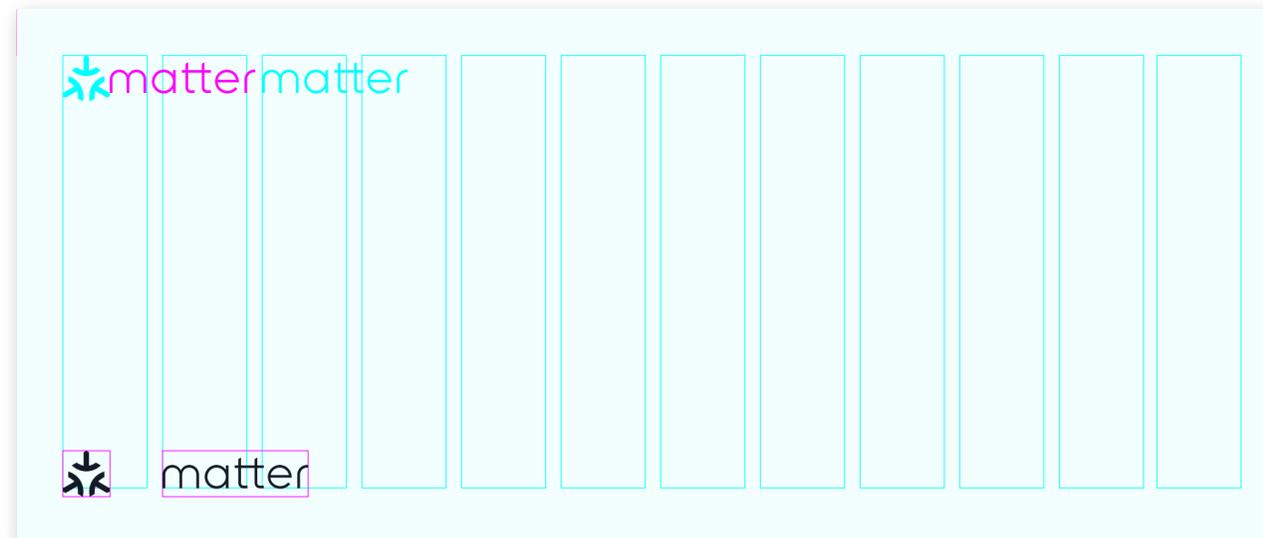

1. Following standard guidance would result in a space between the symbol and wordmark larger than the wordmark itself; therefore the wordmark is left-aligned to the second column
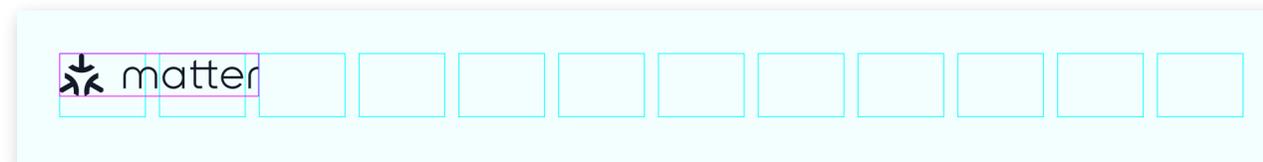
2. On this web banner, there is no room to align any text under the wordmark, thus the logo lock-up is used
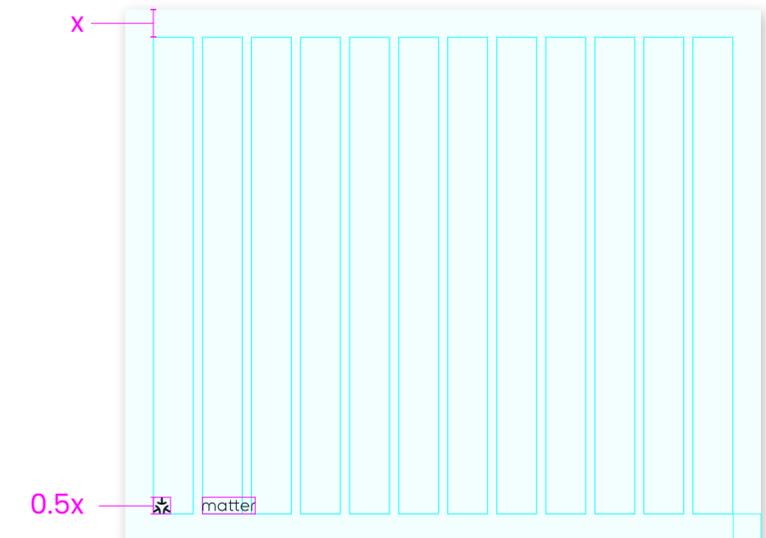
3. Logo system being used as footer at half the height of the top margin
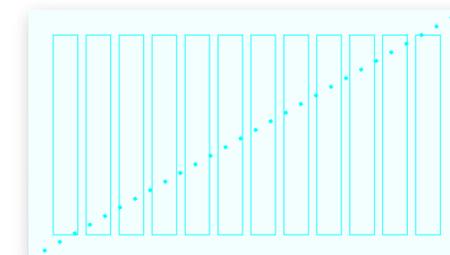
4. Small scale of business card uses a larger margin proportion of 1/20 the diagonal

Crafting type

Our typeface

Our brand type family is the geometric sans-serif, Poppins—a free Google Font designed by Indian Type Foundry. Its characteristic large x-height and circular geometric forms pair perfectly with our brandmarks.

General principles

- We keep our typography light and airy. Our brand should never feel bold, loud, or heavy.

- We use the different weights of Poppins to optically keep the thickness of the type consistent at every scale. As a general principle, when using a larger font size, you should use a lighter weight, and when using a smaller font size, you should use a heavier weight.

- We use large shifts in scale to create hierarchy in our typography.

- Our copy should always left align to the grid of the collateral.

- Be sure to use Night colored font on Day colorway backgrounds, and Day colored font on Night colorway backgrounds.

single storey *a*

Simple *g*

large x-height compared to capital letters

atgEo

90° curve similar to wordmark

near circular *o*
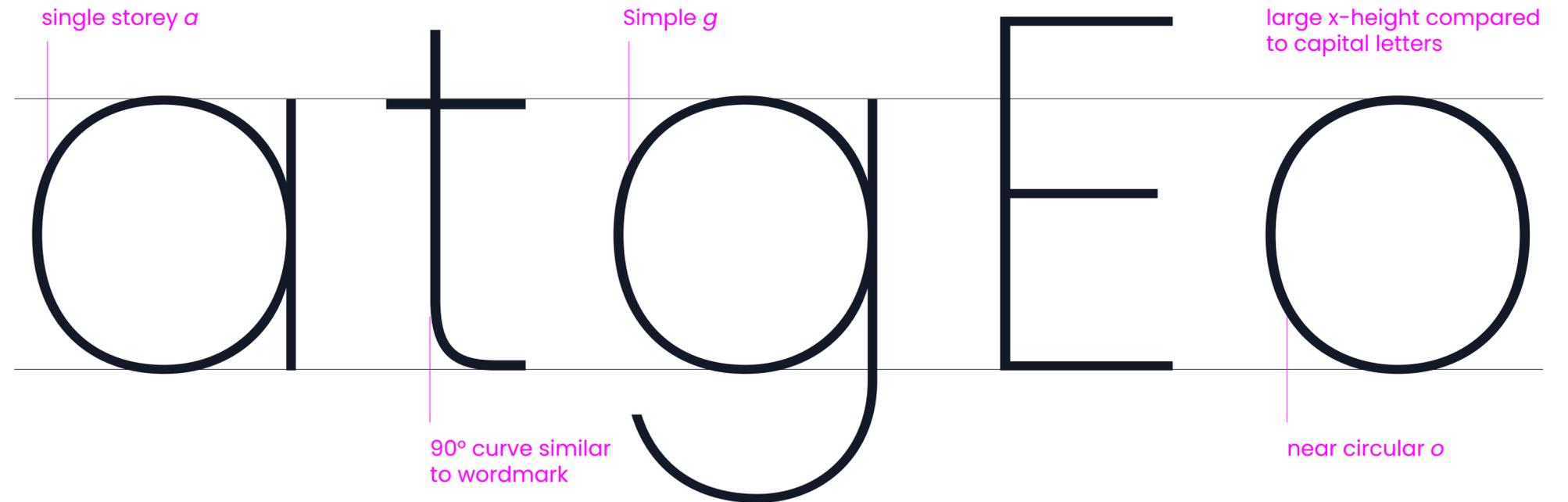
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789!?&";.

Thin
Extra light
Light
Regular
Medium

*Thin italic*
Extra light italic
Light italic
Regular italic
Medium italic

Typesetting and placement

The following typesetting guidance is a recommendation based on the proportional size collateral via the top and side margins, x. These ratios are intended to be used as a starting point, and the final typographic specifications may need to be adjusted on a case basis.

Note that for type sizes indicated, x represents point size.

NOTE: No font size should be below the minimum of 7pt to ensure legibility.

Headline

Weight	Thin
Size	1.5x pt
Leading	1.7x pt
Tracking	0

Subhead

Weight	Extra light
Size	0.5x pt
Leading	0.7x pt
Tracking	10

Body or tertiary copy

Weight	Regular
Size	0.25x pt
Leading	0.35x pt
Tracking	10

x

matter

The new symbol of connectivity

Things with the Matter mark connect with more devices, more reliably

Smart connectivity should be simple and reliable. To make that a reality, experienced industry players are coming together as an Alliance to back a new universal standard for connected things. Products built on this secure protocol will work seamlessly with each other, now and well into the future.

Headline

Left align the headline to the Matter Wordmark. Headlines shouldn't be longer than 5-6 words and should end with no punctuation.

Subhead

Pair the subhead in visual proximity to the headline. Subheads should not be longer than two sentences.

Body or tertiary copy

Body or tertiary copy provides a good opportunity to further emphasize the structure of the grid. Use it to create visual balance.

Applying imagery

Our imagery

We use imagery to help contextualize what Matter is, and associate the Matter symbol to the future of connected objects. We've partnered with a 3D modeler and industrial designer to create a custom series of renderings that fetishize the Connectivity Symbol on beautifully designed generic smart devices. This allows us to showcase smart things without referencing any specific brand. The objects appear as if floating effortlessly in space.

These objects have been selected to span the vast array of categories of products that use Matter. When selecting imagery for use, be sure that the object is congruous with the topic of the collateral.

Selecting icons

Iconography and usage

Icons and iconographic illustrations are useful in functional scenarios as a tertiary element to quickly visually express an idea. Never use iconography as a core element in brand collateral.

Taking cues from the light and airy characteristics of our typography, our icon style features thin strokes, geometric forms, and sharp corners. Icons should be straightforward, descriptive, and simplified.

We have curated a library of icons from Noun Project. If additional icons are needed, they can either be drawn to match the style or sourced from coordinating collections on Noun Project.

Guidance for use:

- Scale icon to match stroke thickness to font weight
- When using multiple icons, all line weights should be consistent
- Align icons to the grid
- Use Night-colored icons on Day colorways, and vice versa
- Never use as watermarks or overlap with text
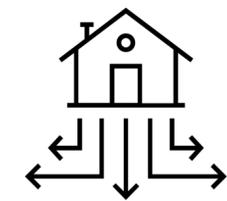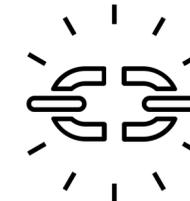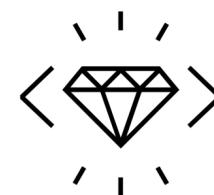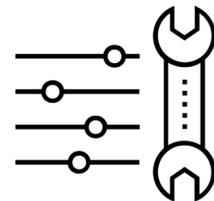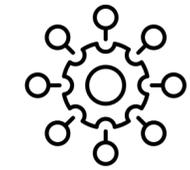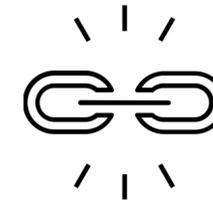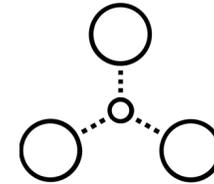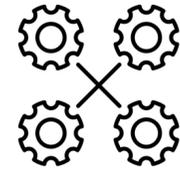
Applications for certified products

On-pack badging

Add a badge to external packaging to indicate a product is Matter Certified.

Currently, the prefered option is our Matter Logo Lock-up badge. As this badge doesn't contain any clarifying language, its use should be restricted.

The badge is available in positive and reversed colorways, featuring our Day and Night core brand colors. One-color black and white versions of the badge are also available, for use when color printing is not an option. In all cases, the badge should be placed on a background with opposing contrast.

Minimum size

Do not reduce the badge beyond this height.

Print   5 mm

Clear space

The clear space—minimum area kept free of other elements—is equal to double the width of the letter "r" in the wordmark.

minimum
height: 5mm

suggested
height: 8mm

Primary Setup Code

Every Matter Certified end-device must include a Primary Setup Code either on the device, in the accompanying in-box documentation, or in some cases on a display or via an app.

A Primary Setup Code is a distinct graphic object that includes the Matter logo/lockup, mandatory numeric setup code, and optional QR setup code. All variants on this page are acceptable for use as a Primary Setup Code.

Note: Two versions of the numeric setup code can be used, with 11 digits for standard setup or with 21 digits for custom setup. Please refer to the Matter specification for more detail.

Design

The Alliance provides templates for the variants shown here. It is recommended to use the largest versions, with more compact versions provided for flexibility. In cases where the setup code needs to be constructed manually, see the below guidance.

Numeric code specifications:

- CSA Digits font is required (provided by the Alliance)
- Digits are monospaced
- Min 6pt font size (scale setup code proportionately)
- For 11 or 21-digit codes, the first row spacing is 4-3-4
- For 21-digit codes, the second row spacing is 4-3-2-1
- QR code width should be that of the Numeric code

QR Code specifications:

- ISO-IEC 18004
- Quiet zone on all sides of 3mm (larger) 2mm (smaller)
- Use of larger dimension codes for recognition recommended

General specifications:

- The Matter logo lockup should be the width of the QR code
- Use Day color as the background, or white as alternate
- Use border of 1pt when near other items, if background does not provide sufficient contrast, or printing in monochrome
- Do not change the relative scale of the elements

22 x 31 mm

22 x 33 mm

3 mm

31 x 12 mm
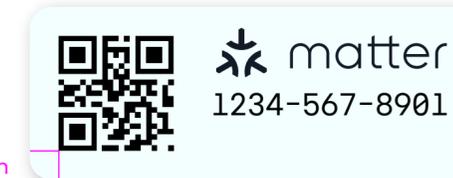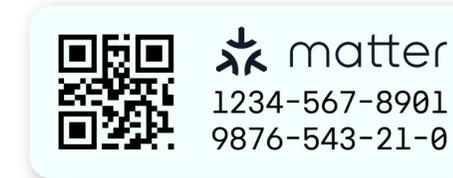
With 1pt (0.35mm) Border

2 mm

20 x 9.5 mm
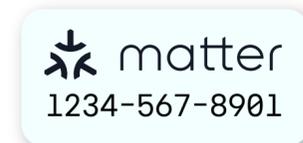
20 x 11.5 mm

25 x 7 mm
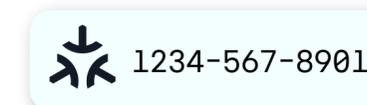
1.5 mm corner radius
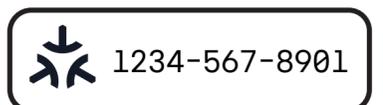
QR and Numeric code are for illustration only.
Please refer to the Matter specification for details on generating and formatting setup codes.

Secondary Setup Code

In addition to the Primary Setup Code, a Secondary Setup Code may be used when applied to the product itself. The design parameters of the Secondary Setup Code are flexible, to accommodate a wide variety of products and physical limitations.

Design

The following recommendations provide guidance for constructing a Secondary Setup Code. These allow for vendor-specific variations, keeping with brand guidelines as much as possible.

Numeric code recommendations:

• CSA Digits font is recommended (provided by the Alliance)

• Digits are monospaced

• 6pt font size recommended

• For 11 or 21-digit codes, the first row is 4-3-4

• For 21-digit codes, the second row is 4-3-2-1

QR Code recommendations:

• ISO-IEC 18004

• Quiet zone of 4 modules recommended, 2 modules minimum

General specifications:

• When used, may be used only on a physical product, and in addition to the Primary Setup Code

• Must indicate that the Secondary Code is a Matter setup code (lockup, logo, or text with the word Matter, title case or all caps)

Considerations for all Setup Codes

• Avoid shiny surfaces; matte is best

• Avoid porous, bumpy, or wrinkled substrates

• Consider useability risks e.g. could the Setup Code wear over time, or get damaged during product installation?

• Manufacturer is responsible for ensuring the QR is readable by popular devices and apps

1234
567
8910

matter 1234-567-8910

Matter: 1234-567-8910-9874-543-21-0

1234-567-8901

1234-567-8910

Articulating voice & messages

Our voice tactics

Voice is how we say what we say. It helps our audiences hear, recognize, and remember us. These tactics are stylistic writing guides to bring out our lively, effortless, and wise personality in everything we type and say.

Lively

- Think yes, not no—our positivity is contagious
- Encourage others to try something new with words like "imagine" and "enjoy"
- Embrace the occasional exclamation

- Break up copy with interjections and questions; follow a long sentence with a short, snappy quip
- Liven the tempo by repeating words or sounds

Effortless

- Talk like a friend; if you wouldn't say it, don't write it
- Use top-of-mind word choices; the thesaurus is not your friend

- Favor informal over formal expressions
- Create a dialogue through conversational language

Wise

- Show our smarts by telling stories people can relate to
- Use industry-specific language selectively
- Keep your rhythm quick and punchy

- Strive for brevity and get to the point
- Drop an interesting fact or insight when you can
- Use compelling examples to prove a point

E-commerce description

The e-commerce description is illustrative, meant to guide copy that explains what it means for a smart device to be made with Matter. Vendors and consumers rely on this copy to help illustrate the benefit of purchasing one product versus another.

Works with[1] all your devices made with Matter

Enabled with Matter, your smart thermostat will work with other smart devices built on this **industry-unifying technology**[2], including voice-enabled assistants, straight out of the box. **Just turn it on**[3], and you'll enjoy secure, reliable connectivity, **today and well into the future**[4].

1. There's an assurance and know-how captured in this title, especially in "Works with all your devices" that makes it feel **wise**.

2. "Industry-unifying technology" should serve as a repeatable phrase for us. It speaks to the **interoperability** message because it's bringing an entire industry together. It also gives off a feeling of trust, with the full force of an industry behind us, alluding to the **security** message.

3. "Just turn it on" is an example of how we talk like a friend, an example of our **effortless** voice at work.

4. Speaking to the longevity of the technology is a helpful way to get at the **reliability** message.

Point-of-sale "owned" space

This first party copy is designed primarily for physical spaces, ones where consumers will likely be. For this reason, we flex the copy to feature themes more top of mind for consumers.

We belong together[1].

Smart devices enabled with Matter work together **seamlessly**[2], so the enjoyment won't stop **no matter which brand you choose**[3]**,** now or in the future

Give your devices some company[4], with Matter, the new foundation for connected things.

1. In consumer-facing interactions, we can dial up the **lively** voice, as we do here in a warm, welcoming headline that shows our positivity is contagious.

2. "Seamlessly" is a strong word choice that highlights the **simplicity** and **reliability** messages coming together.

3. Talking about brands can help put **interoperability** in perspective for consumers, since they often think about brands on the outside more than technology on the inside.

4. We're dialing up the dialogue, using conversational language to give off the **effortless** feeling. In this case, we're using this informal tonality to speak to **interoperability**.

Our brand expressions

matter

The new symbol of connectivity

Things with the Matter mark connect
with more devices, more reliably.

Stack Diagrams

matter

About
Products

Contact
Instagram

Look for the mark
that matters

Appliance

Entertainment

Security

Got a question?

Contact our Marketing Team
marketing@csa-iot.org