

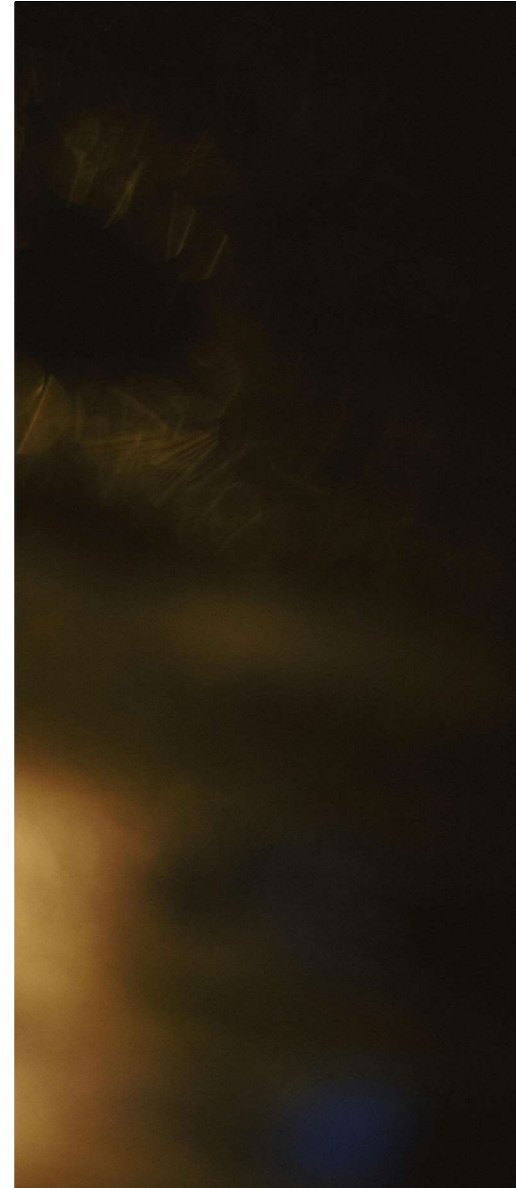


# BRAND STYLE GUIDE

A reference document for consistent use of the Checked Mates brand. Designed to live inside the media kit on the website, and to be shared with designers, developers, press, partners, and venues.

# CONTENT

<b>03</b>	<b>TAGLINE</b> The line at the heart of the brand.	<b>09</b>	<b>TYPOGRAPHY</b> The two typefaces that carry the brand.
<b>04</b>	<b>INTRODUCTION</b> The brand at a glance.	<b>10</b>	<b>IMAGERY STYLE</b> How Checked Mates looks in photography.
<b>05</b>	<b>LOGO GUIDELINES</b> The full logo family and when to use each version.	<b>11</b>	<b>BRAND VOICE &amp; TONE</b> How the brand sounds in writing, re to reach the brand team.
<b>06</b>	<b>USAGE, DO'S AND DON'TS</b> How the logo behaves on different backgrounds and Rules that keep the mark consistent.	<b>12</b>	<b>VOCABULARY</b> The words we use and the words we avoid.
<b>07</b>	<b>COLOR PALETTE</b> Core brand colors and their values.	<b>13</b>	<b>APPLICATIONS</b> The brand across digital and print surfaces.
<b>08</b>	<b>ELEMENTS</b> Graphic motifs drawn from the logo icon.	<b>14</b>	<b>CONTACT WITH US</b> Where to reach the brand team.





FRIENDS INTRODUCING  
FRIENDS WORTH  
KNOWING.

The tagline of Checked Mates.



# INTRODUCTION

**Checked Mates is an invitation-only international social club where friends introduce friends, in person.**

Founded in 2026 by Anita Gajdecki, the club hosts curated evenings in upscale venues across London, Boston, and beyond, bringing together members, featured friends, and the people who vouch for them.

This guide defines how the brand looks, reads, and behaves across every surface it appears on. Use it as a reference whenever you create something with the Checked Mates name on it.



# LOGO GUIDELINES

The brand uses four logo versions. Each one is built for a specific context.



## Stacked lockup

The official Checked Mates logo. Used as the primary mark across most brand surfaces, including the website, print, signage, and any context where the full mark fits comfortably.



## Stacked lockup with city

Used for city-specific events, venue partnerships, and regional communications. The city name sits under the wordmark.



## Primary wordmark

Used in tight horizontal spaces where the stacked lockup does not fit, such as email signatures, footers, and narrow web placements.



## Icon

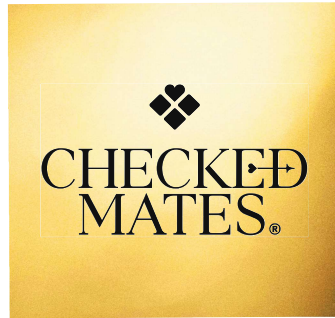
The standalone mark. Used for app icons, favicons, social profile images, wax seals, and any moment where space is tight.

# USAGE

The logo (all four variations) adapts to its background. Choose the version with the strongest contrast and the right level of formality.



**Multi-color logo on background**  
Used in its full original color when the background is neutral and there is enough contrast to keep every element legible.



**Dark logo on light background**  
The preferred version on cream, white, and soft sand backgrounds. Reads quietly and holds detail in print.



**White logo on dark background**  
Keeps the mark crisp without competing with the background.



**Golden logo on dark background**  
Reserved for ceremonial or premium moments such as invitations, member cards, and select event signage. Used sparingly.



**Logo on top of an image**  
Only when the image area behind the logo is calm, dark, and uncluttered. If contrast is low, add a subtle scrim or move the logo to a safer area of the frame.

## DO'S AND DON'TS

### DO

1. Use only the approved logo files.
2. Maintain clear space around the mark at all times.
3. Choose the color variation with the strongest contrast against the background.


### DON'T

1. Stretch, condense, or distort the proportions.
2. Recolor outside the approved palette.
3. Rotate or tilt the mark.
4. Add outlines, strokes, or drop shadows.
5. Place on busy imagery without a scrim.
6. Surround the mark with competing graphics or text.



# COLOR PALETTE

Three core colors carry the brand. Used together with intention, they create a calm, considered surface that feels warm in print and clear on screen.

The image displays three color swatches arranged horizontally. The first swatch is a vibrant golden yellow. The second is a light, warm cream color. The third is a dark, muted charcoal grey. Each swatch is a solid square with its name and hex code printed in a clean, sans-serif font at the bottom left.

GOLDEN  
Hex: #d3a94b

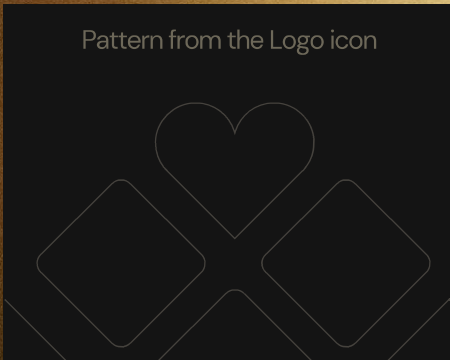
HONEY SAND  
Hex: #e4d6a7

CREAM STONE  
Hex: #141414

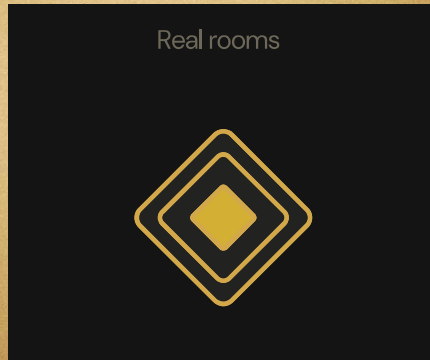
# ELEMENTS

A small family of graphic elements extends from the logo icon. Each one is used as decoration or to give shape to one of the ideas the brand is built around.

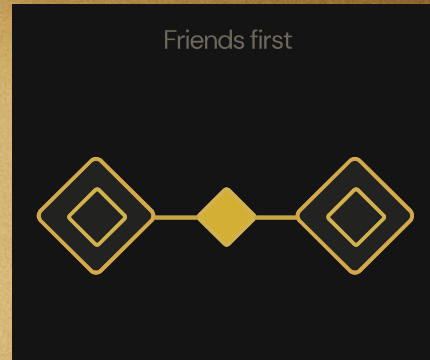
Pattern from the Logo icon



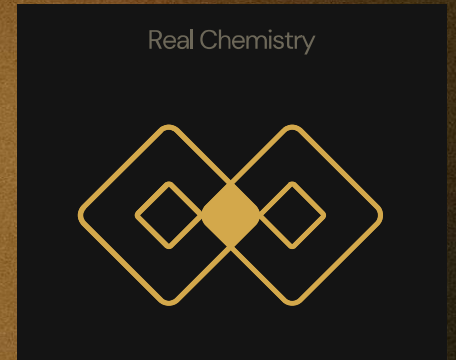
Real rooms



Friends first



Real Chemistry





# TYPOGRAPHY



AA

SONYA

BB CC DD EE FF GG HH II JJ  
KK LL MM NN OO PP QQ RR  
SS TT UU VV WW XX YY ZZ  
.?!/,:()@#%

Aa

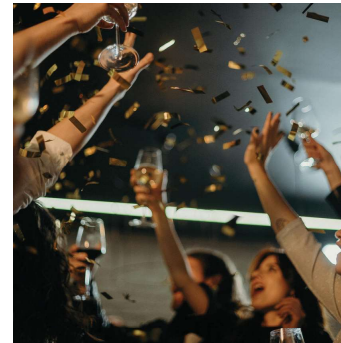
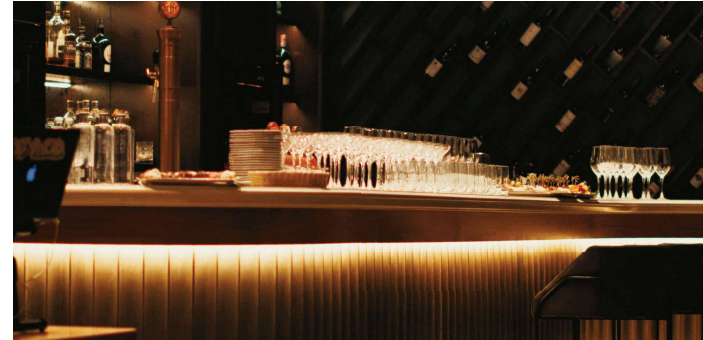
DM SANS

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz .?!/,:()@#%

Two typefaces carry the Checked Mates brand. Sonya is the logo typeface, used for the wordmark and select editorial moments. DM Sans handles every other written surface, from headlines down to fine print.

SONYA  
Use for: the logo and select display moments.

DM SANS  
Use for: headlines, body copy, navigation, captions, UI, and long-form reading.



## IMAGERY STYLE

The Checked Mates image world is fun, warm, candid, and unhurried. Real moments from real evenings. Pairs and small groups in soft, considered light, with the venue itself carrying part of the story.



# BRAND VOICE & TONE

Checked Mates writes the way it hosts. Warm, considered, and quietly confident. The brand never raises its voice; it invites. Every line earns its place, and the language we choose reflects the kind of evenings we host.

Tone flexes by setting. Invitations feel intimate and anticipatory. Press notes stay polished and brief. Community guidelines are clear, kind, and firm. The voice stays the same across every surface; only the volume adjusts to the room.

# VOCABULARY

The words we choose shape how the brand feels. Use the language on the left whenever possible. Stay away from the language on the right.

## WORDS WE USE

Member • Host • Friend • Featured friend • Pitch  
Introduction • Evening • Room • Gathering • Club  
Invitation • Curated • Vouched • In person • Chemistry

## WORDS WE AVOID

User • Swipe • Match • Profile • Dating app  
Singles event • Mixer • Hookup • Algorithm •  
Network Lead

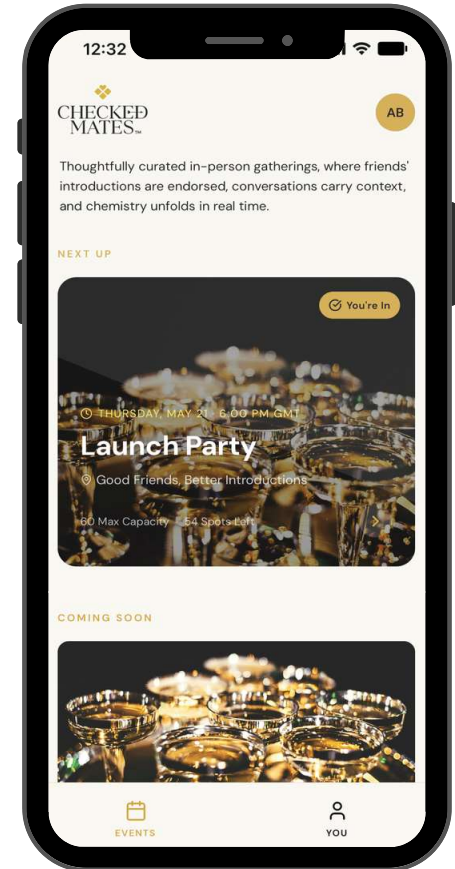
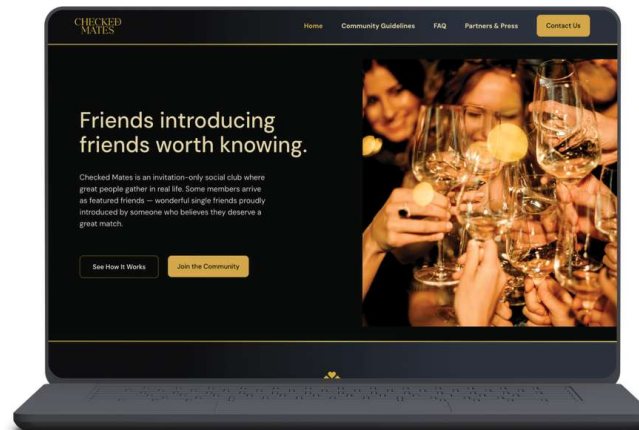
*\*The list is not exhaustive. When in doubt, ask whether the word belongs at a beautifully hosted dinner party.*



# APPLICATIONS

The Checked Mates brand lives across digital and physical surfaces. The website is the first introduction. The app is where members browse curated events and purchase tickets. Email keeps the community close between gatherings. Print and event collateral carry the brand into the room.

Every surface holds the same palette, typography, and voice. The hierarchy stays consistent across formats; the details adapt to context. A welcome email feels intimate. A press one-sheet feels considered. A printed invitation feels personal in the hand.





# CONTACT US

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