

WhoTextsMore

Brand identity

Give your chat a second look.

Version 1, 6 November 2026. Results shown are sample data.

A second look

We show you the pattern. What it means is yours to decide.

The logo is a glance. The language observes, then steps back. Layouts set two sides next to each other. Motion is one short look across.

Positioning

For people who wonder how a WhatsApp conversation really balances, WhoTextsMore turns an exported chat into a clear picture of who sends more, who starts the day and how replies change over time. It analyses the chat in your browser, so the chat content stays on your device.

Why this idea

A second look is what people already do with a chat. It is also honest: the product helps someone look again, and it never tells them what they will find. The logo's raised lid gives the idea a shape that carries through to the charts.

Foundation

Observe, never accuse

Describe what people did. Never say why they did it.

Write "Sam replied in 23 minutes on average."

Do not write "Sam is losing interest."

Show the working

Every number says what was counted. Every privacy line says what it covers.

Name the period, the unit and the data behind a result.

Do not use a claim that needs a footnote to stay true.

Stay beside them

Be good company. Be light before the result and calm once it appears.

Use wit on marketing surfaces.

Do not joke on results, errors or payment screens.

Functional benefits

- See who sent more, who sent the first message of the day and how replies compare
- Keep chat content on your device, with no account
- Start free, then pay once if you want the full report

Emotional benefits

- Curiosity answered with something concrete
- Less guessing about a conversation that is on your mind
- Being treated as someone who can make up their own mind

Tagline

Give your chat a second look.

Also: Your chat, at a glance. / See the pattern. You decide what it means.

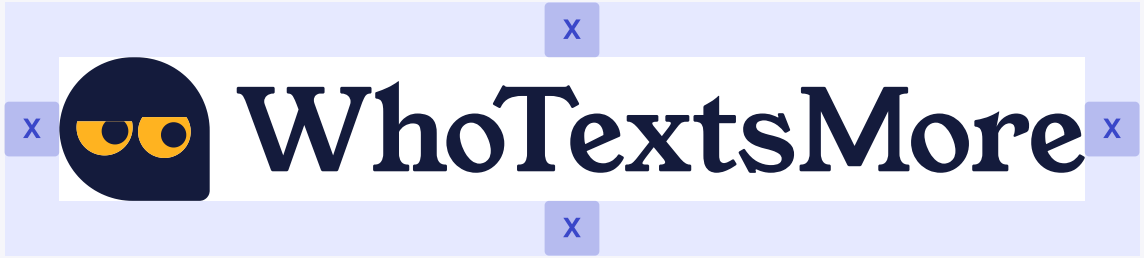
It says what the product does, it matches the mark, and it makes no claim about what the chat will reveal. "Your chat, at a glance" is a good short line for app stores. "See the pattern. You decide what it means." suits privacy and results pages, where the promise matters most.

Logo family



Top row: primary lockup. Middle: stacked compact lockup, symbol, wordmark. Bottom: single-colour versions and the simplified small symbol.

Logo rules



X is the width of the left eye, which matches the wordmark's x-height. Keep X clear on every side. The logo sits at the top left of a page or header, or centred in a square space.



Primary lockup
24 px high, 155 px wide



Stacked lockup
44 px high



Wordmark
16 px high



Symbol
32 px and larger

Small symbol
16 to 31 px



Do not stretch



Do not mirror. The glance runs right.



Do not recolour



Do not rotate



Do not add effects



Do not place the dark logo on Midnight



Do not swap the expression in the logo



Do not add anything inside the clear space

Colour

Midnight
#141B3C RGB 20 27 60
Logo, text, primary action in light mode, page in dark mode

Marigold
#FFB320 RGB 255 179 32
Logo, brand field, first participant, primary action in dark mode

White
#FFFFFF RGB 255 255 255
Cards, text on dark, eyes in the dark logo

Iris 300
#A8B4FF RGB 168 180 255
Second participant, information on dark

Iris 600
#3A47C9 RGB 58 71 201
Focus ring and information on light

Neutral 50
#F6F6FA RGB 246 246 250
Page ground, light

Neutral 100
#ECEDF5 RGB 236 237 245
Sunken ground, light

Neutral 200
#DADDEA RGB 218 221 234
Dividers, light

Neutral 500
#5C6484 RGB 92 100 132
Muted text and control borders, light

Neutral 600
#4A5272 RGB 74 82 114
Secondary text, light

Neutral 800
#1E2650 RGB 30 38 80
Cards, dark

Neutral 950
#0E1330 RGB 14 19 48
Data surface and wells, dark

Green 700
#1B6B44 RGB 27 107 68
Success, light

Red 700
#B3261E RGB 179 38 30
Error, light

Marigold 700
#8F5600 RGB 143 86 0
Warning, light

Midnight and Marigold come straight from the logo. Neutrals carry a little of Midnight's blue. Marigold is a fill, never text on white.

Colour in use

Light

Page #F6F6FA
Text #141B3C
Action #141B3C

Dark

Page #141B3C
Text #FFFFFF
Action #FFB320

Hero, light

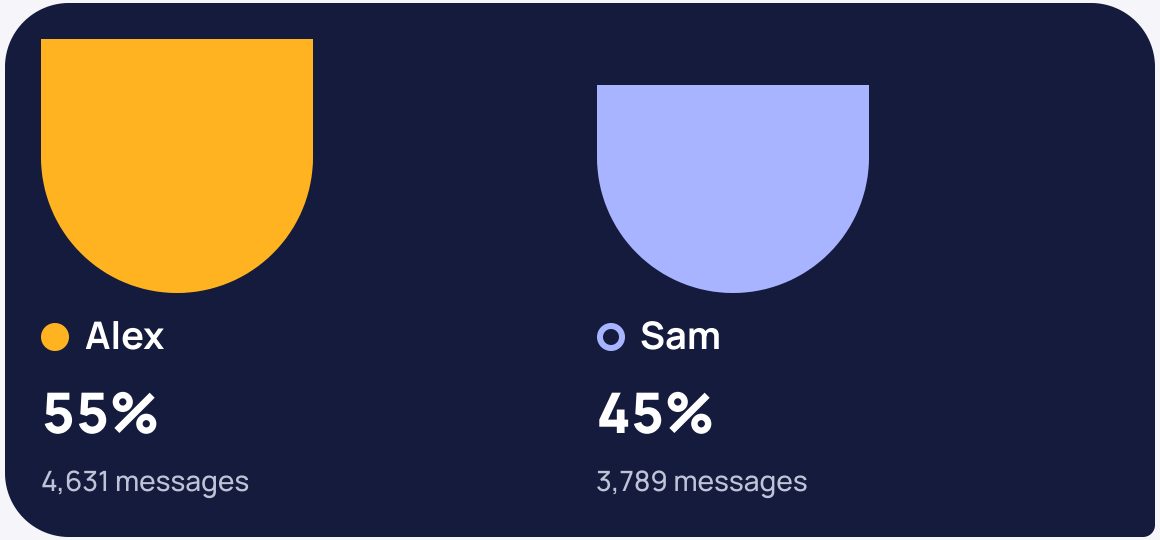
Midnight text on Marigold

Data surface, dark

Light mode uses Midnight

Worst measured pairs: text 4.98:1, interface 4.01:1.

Two people, one fair chart



- The first person is always solid, left and Marigold.
- The second is always a ring, right and Iris.
- Names sit beside every value, so colour is never the only cue.
- Marigold and Iris 300 appear only on the data surface. Charts on white use their darker shades, #8F5600 and #3A47C9.
- Never use green, red or a winner style for a person.

Typography

Young Serif

Headlines and large numbers, 24 px and above. Latin only: in Cyrillic and Greek, headings fall back to Manrope 800.

Manrope

Everything else, with tabular figures for values. Arabic and Hebrew use system fonts.

Style	Font	Desktop	Mobile	Line	Weight	Tracking	Use
display	Young Serif	72	44	1.04	400	-0.015em	Hero headline
h1	Young Serif	52	36	1.08	400	-0.01em	Page title
h2	Young Serif	36	28	1.14	400	-0.005em	Section title
h3	Young Serif	24	24	1.22	400	0em	Card title. Smallest Young Serif size.
statXl	Young Serif	72	56	1	400	-0.01em	Headline statistic
stat	Manrope	28	26	1.15	800	-0.01em	Metric value. Tabular figures.
title	Manrope	18	18	1.35	700	0em	List and metric titles
bodyL	Manrope	19	17	1.55	500	0em	Lead paragraph
body	Manrope	16	16	1.55	400	0em	Body copy
label	Manrope	15	15	1.3	700	0em	Buttons and controls
small	Manrope	14	14	1.5	500	0em	Helper text, chart labels
caption	Manrope	13	13	1.4	600	0em	Captions and legal notes. Smallest size.

Shape and layout



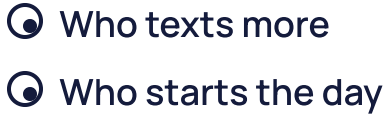
Tail corner. Three round corners and one tight one, 7:1 like the logo. It marks things that speak or act: buttons, insight notes, data panels. Plain panels use 16 px on all corners.

Spacing. 4, 8, 12, 16, 24, 32, 48, 72, 104 px.



Raised lids. The logo's two lid heights become the comparison chart. A flat top carries the value and a round base sits on the baseline.

Grid. 12 columns, 1200px content, 640px reading width, gutters clamp(20px, 4vw, 48px).



Pupil dot. A dot set low and right in a ring. It marks lists and leans towards what comes next.

Composition. Character on the left, looking right at the headline or action. Two sides always sit next to each other. Two shadows only.

Icons and illustration

choose-file · on-device · sample · compare · messages

first-of-day · reply-time · trend · late-night · double-text

timeline · longest-gap · premium · locked · share

download · help · info · check · alert

25 icons in the package. 24 px grid, 2 px stroke, round caps and joins, currentColor. Containers share the logo's tight lower-right corner.



Illustrations use only bubbles, lids and pupils, in Midnight, Marigold and White.

Photography

Optional. Hands and phones in natural light. No real chats on screen, no staged couples, no stock smiling at phones.

Voice

Plain first

Say the useful thing in ordinary words. Wit comes second, if there is room for it.

Dry, never mean

The joke is on the situation, never on a person in the chat.

Exact about limits

Say what a number shows and what it cannot show.

Surface	How it sounds	Example
Marketing and social	Light and curious. One small smile per screen.	Give your chat a second look.
Instructions and privacy	Plain, exact and complete. No humour.	Your chat is read in this browser. Its messages and names are not sent to our server.
Results and interpretation	Calm and descriptive. Numbers first, limits close by.	Alex sent 55% of the messages. That shows who wrote more often, not why.
Errors, payment and support	Direct. Say what happened and what to do next.	We could not confirm your price. Check your connection and try again.

Statistics describe behaviour. They never establish feelings, honesty or intentions. Avoid: truth, exposed, caught, chasing, red flag, toxic, desperate, proves, really feels, losing interest.

Character



Curious

Marketing, empty states, social. The logo pose, used as illustration.



Attentive

During analysis. Lids level, eyes on the work.



Pleased

When results are ready. A small smile, once.



Calm

Errors, guidance, sensitive results. Level lids, no raised brow.

The character is an illustration. The logo keeps one expression and the bubble never changes. Only eyes change, and expressions never appear in a lockup.

Leave it out of payment forms, card details, legal pages, and beside any figure about a real person. On a sensitive result it may sit beside a guidance note, in the Calm expression only.

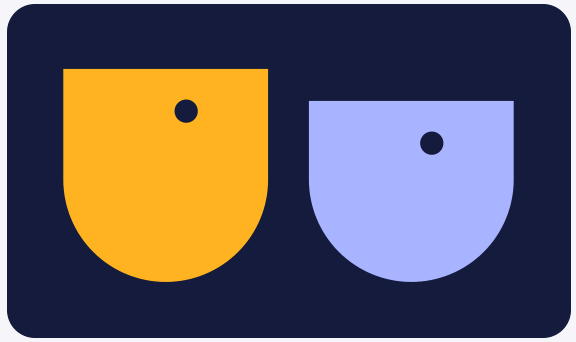
Motion



Attentive eyes follow real steps



Eyes widen as the last step ends



Pupils close, eyes stretch



The eyes are now the two bars

The glance

420ms, cubic-bezier(0.3, 0.9, 0.2, 1). Lids settle, pupils look right, and it ends on the exact logo pose. Once only.

Other durations: fast 120ms, base 200ms.

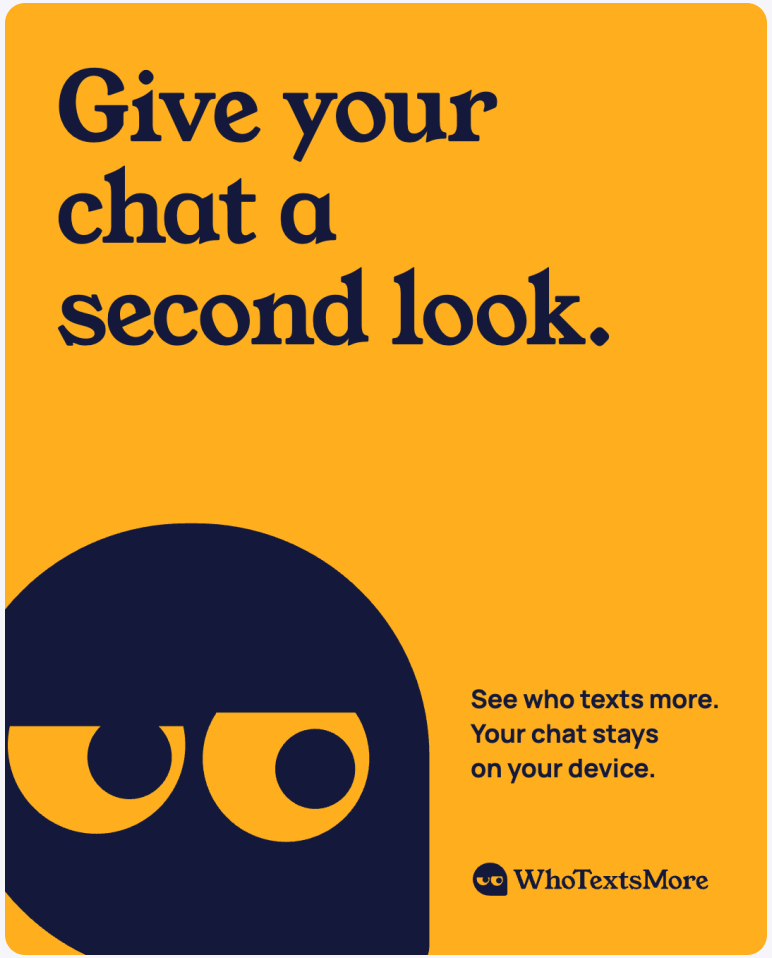
Analysis to result

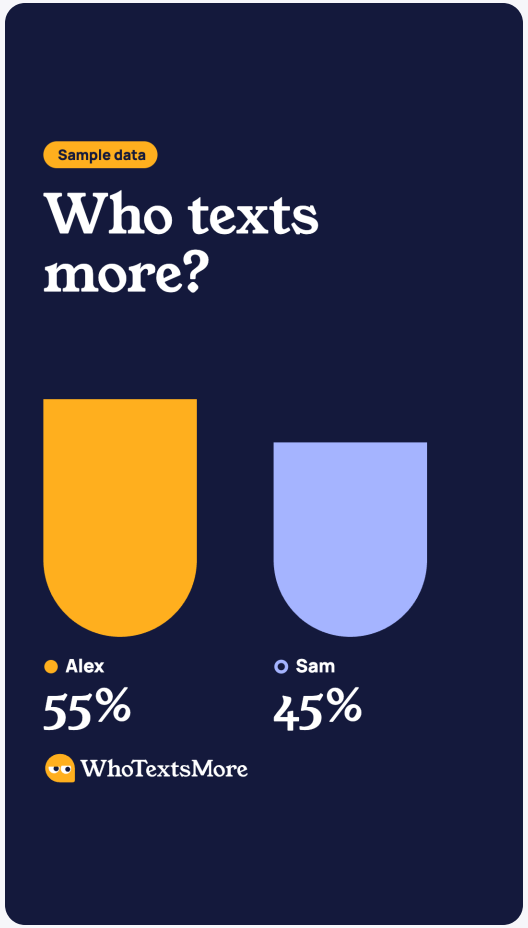
640ms. Steps follow real events. No added delay, no invented percentages, no looping.

Reduced motion

Go straight to the end state with no movement. The step text still updates, so nothing is lost.

Social templates









Feed 1080 × 1350, story 1080 × 1920, link preview 1200 × 630, avatar 1080 × 1080.