Mahjong Socialite

Brand book

How Mahjong Socialite looks, sounds and shows up. 2026 edition.

Who we are

Mahjong Socialite is a free website for learning and playing American Mahjong, alone with friendly computer players or with friends at a private table.

American Mahjong is social, a little glamorous and famously hard to start. There is a card to decode, a Charleston to survive and a table of people who already know what they are doing. We are the friendly way in.

The woman we picture is hosting on Thursday. She wants her table to look lovely, she wants her friends to have a good time, and she does not want to feel behind. Everything we make should leave her more confident than it found her.

What we sound like

Warm. A friend who plays, explaining it across the table.

Clear. Plain words first. A term is explained the first time it appears.

Unhurried. Nobody is rushed, corrected sharply or made to feel slow.

A little dressed up. Good taste, never stuffy. A peony, never a rhinestone.

In one line

American Mahjong, beautifully simple.

The logo











Two tiles, two initials. M in palm green, S in deep peony, set in DM Serif Display and tipped toward each other the way tiles sit when you push them together.

Which one to use. The horizontal logo first. The stacked logo for square spaces. The mark alone only where the name is already close by, such as a profile picture beside the channel name.

On colour. Green name on ivory, white or blush. Ivory name on palm green or a dark photograph. The tiles keep their own colours on every background.

Giving the logo room



Clear space

Keep a margin around the logo at least as wide as one of its tiles. Nothing else comes inside that margin: no text, no edge of the page, no other logo.

Smallest size

The horizontal logo is never narrower than 120 pixels on screen or 1.25 inches in print. Below that, use the mark, which stays readable down to 24 pixels.

120 px

Mahjong Socialite

24 px

Please don’t



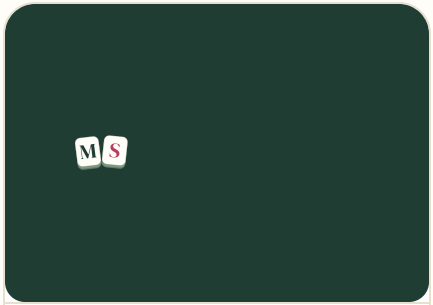
Stretch or squash it



Recolour the name



Tilt it



Put the green name on a dark background



Set it on a busy picture



Add a shadow, outline or glow



Retype the name in another font



Crowd it

Colour

Palm green
#1F3D33
RGB 31, 61, 51

The brand colour. Headlines, buttons, dark backgrounds.

Fern
#2D5647
RGB 45, 86, 71

Hover states and the lighter end of a green background.

Deep peony
#B93D62
RGB 185, 61, 98

The accent. Links, the S in the logo, one thing per layout.

Peony
#D9577A
RGB 217, 87, 122

Decoration and focus rings. Too light for small text.

Blush
#F8E3E0
RGB 248, 227, 224

Soft panels and notes.

Ivory
#FCFBF7
RGB 252, 251, 247

The page. Text on green.

Sage
#7F9A82
RGB 127, 154, 130

Tile backs.

Mat
#EEF2EA
RGB 238, 242, 234

The table that tiles sit on.

Gold
#C59A3E
RGB 197, 154, 62

Fine rules and small ornaments.

Old gold
#86621A
RGB 134, 98, 26

Gold that has to be read as text.

Ink
#22302A
RGB 34, 48, 42

Body text.

Proportion. Mostly ivory and white, with palm green doing the talking. Peony is an accent: one button, one word, one flower. Gold is a hairline, never a fill behind text. For text, use palm green, ink, deep peony or old gold on light backgrounds, and ivory on green. Those pairs all pass the 4.5 to 1 contrast test.

Type

DM Serif Display

Aa Bb Cc Dd Ee Ff Gg 0123456789

Headlines, the name, and numbers worth looking at. One weight, regular. Sentence case, never all capitals, never letter-spaced.

Pull up a chair. It’s Mahjong night.

DM Sans

Aa Bb Cc Dd Ee Ff Gg 0123456789

Everything else: body text, buttons, captions, hand patterns. Regular for reading, semibold for emphasis. Body text is never smaller than 16 pixels on screen. Many of our players are reading without their glasses.

Your Charleston is three passes: right, across, then left. Pass the three tiles you want least.

Both typefaces are by Colophon Foundry and free under the SIL Open Font License, from Google Fonts.

Tiles and pictures





Our tiles are drawn for the site and are the most recognisable thing we own. Show them often, and show them large. They sit on the pale mat, in rows, the way they would on a real table.

Do

- Lay tiles out as real hands or groups: a Pung, a Kong, a pair.
- Let one group overlap the edge of a layout, as if the table carries on.
- Use real screenshots of the game. We offer 14 tile sets, so there is variety.

Don’t

- Scatter tiles at random angles or float them in mid-air.
- Use stock photos of other people’s tile sets, or tiles from other styles of Mahjong.
- Use dragons, lanterns or other shorthand for “Asian”. The game has a long history and we treat it with respect.

How we write

The rules we keep

- Say “American Mahjong”. Capital M on Mahjong, always one word.
- The game’s own words keep their capitals: Charleston, Pung, Kong, Quint, Joker, Flower, Wind, Dragon.
- Our card is “The Socialite Card”. It is original. We never call it the official card.
- Write to one person: “you”, not “users” or “players”.
- Short sentences. A grandmother and a twenty-six-year-old should both enjoy reading it.
- No exclamation marks doing the work of a good sentence. One Mahjong! is allowed when somebody wins.

Like this

“Stuck? Tap a hint and we will show you the three hands you are closest to.”

“Send one link. Your friends sit down with just a first name.”

Not like this

~~“Leverage our AI-powered hint engine to optimise your gameplay!”~~

~~“Wrong move. You should have discarded the 3 Bam.”~~

The line we always include

Mahjong Socialite is independent and is not affiliated with or endorsed by the National Mah Jongg League.

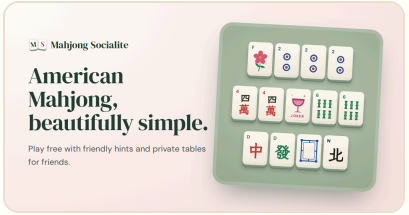
Out in the world



YouTube channel banner



Facebook page cover



Link preview



Square post

Channel art. Palm green ground, reversed logo, the line, the address, and a mat of tiles. Ready-made files for YouTube, Facebook and X are in the press kit.

Video. Every lesson carries the mark and mahjongsocialite.com in the bottom right corner, small and at reduced strength, from the first frame to the last.

Questions. If you are not sure whether something is right, ask. Write to press@mahjongsocialite.com and a person will answer.