

Brand Guidelines

Visual guidelines for Glaido

2025



01

Introduction



Introduction

Welcome to the Glaido brand guidelines, a comprehensive reference that ensures consistency and clarity in all visual and verbal communications.

These guidelines provide the foundation for maintaining a unified and professional identity wherever the Glaido logo appears across digital products, internal tools, and external communications.



02

Construction & Placement

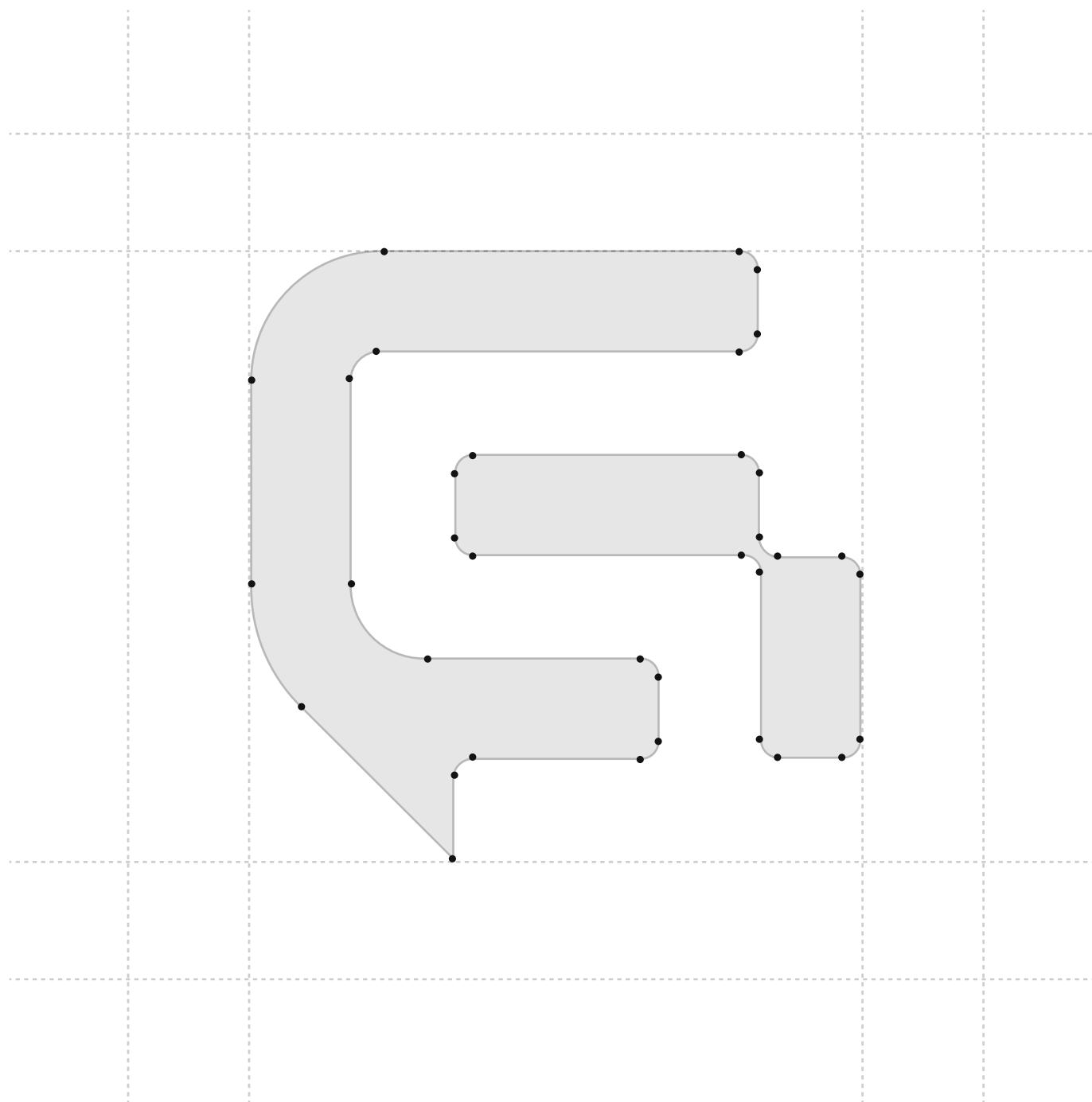
Logo Construction

Clarity Structure Reliable

The Glaido logo is a refined mark that unites communication and technology into a single, memorable shape. Formed as a rounded letter "G" that also functions as a chat bubble, the symbol reflects the core of the Glaido platform, clear, intuitive, and continuous interaction.

Its open structure suggests flow and accessibility, while the precise geometry introduces a modern, tech-forward character. This balance of softness and structure positions Glaido as both approachable and reliable.

The result is a visual identity that embodies clarity, motion, and smart communication, reinforcing Glaido's mission to make information easier to share, understand, and act upon.



Logo Placement

The preferred version features the text positioned horizontally next to the logo, creating a balanced and clean alignment ideal for most uses, including websites, documents, and digital platforms.



Logo Placement 2

The vertical version of the Glaido logo is used in spaces where horizontal placement is limited. It maintains visual balance and brand recognition, making it ideal for social media profiles, app icons, and compact layouts.



03

Use & Misuse

Logo Use

Proper use of the logo is essential to maintaining brand consistency.

The logo should always be used in its original form and placed on approved brand colors to ensure visibility and coherence. Whether placed on a light or dark background, the logo must remain clear and legible. The brand colors provide the flexibility needed to maintain a professional and cohesive appearance across all platforms.



Correct Usage:

- ✓ Place the logo on any of the approved brand colors.
- ✓ Ensure sufficient contrast between the logo and the background for clarity.
- ✓ Maintain the correct logo proportions without distortion.



Logo Misuse

To maintain the integrity of the Glaido brand, avoid the following logo misuses.



- ✖ Do not distort or stretch the logo.



- ✖ Do not use non-brand colors.



- ✖ Do not change the logo and font size in proportion.



- ✖ Do not outline the logo.



- ✖ Do not rotate the logo.



- ✖ Avoid adding drop shadows or other effects.



- ✖ Avoid using gradients on the logo.



- ✖ Do not change the logo's font.



- ✖ Never Separate font from the logo.

04

Color Palette

Color Palette

Lime Green is Glaido's main brand color. It feels fresh, modern, and energetic, helping the brand stand out and communicate clarity. It's used for important highlights, logo applications, and key interface elements.

White gives the brand space and balance. It keeps layouts clean and makes the primary color pop. It's the main background color for most designs.

Black provides contrast and structure. It's used for text, and areas that need a strong visual anchor. It helps the overall palette feel stable and professional.

Lime Green
#BFF549

White
#FFFFFF

Black
#000000

Gradients

When applying gradients, it's important to ensure accessibility, maintain clarity of overlaid content, and stay within the approved color palette.









05

Typography

Typography - Headings

Aa

Inter Display

Regular

Medium

Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Li Ji Kk LI Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ? /)

Typography - Body

Aa

Inter

Regular

Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Li Ji Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ? /)

Thank you!

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