

# BRAND GUIDELINES

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2023

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MARKETING DEPARTMENT

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winalon

# Introduction

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**Wialon** is a GPS tracking platform for creating fleet management solutions for any industry. It has entered the national markets of over 150 countries, with millions of vehicles being tracked worldwide. The Wialon community, the largest association of telematics and IoT experts, brings together over 2,500 partner companies, 700 hardware manufacturers, and hundreds of Wialon-based solution developers who work together on next-gen connected solutions.

Wialon maintains clear guidelines for its public presentation, covering the logo, colors, fonts, and more. The logo is a vital part of its visual identity, and these guidelines ensure its consistent use across all communication channels. Here is the description of the logo's main elements, as well as the brand's color scheme that consists of signature shades of blue. The logo's layout including the location of the brand name and the text part of the logo are fixed and not subject to change.



# Additional Logo

Gurtam is a telematics and IoT solution developer, and Wialon is its flagship product. In cases where it is necessary to emphasize the developer's company brand, the Wialon logo is used in a certain way: a tagline is added to the main logo.



LOGO

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## Mono Color Logo

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The Wialon logo is used both in dark color and inversion. The white logo is applied to colored fills. It is best to use the blue gamut of the color fills.

The vivid deep blue color enhances the visual style, being dominant by itself. The contrasting black and white are applied together with the major color. Strict yet vibrant, the color palettes reflect the B2B look and feel of Wialon.



wialon



wialon

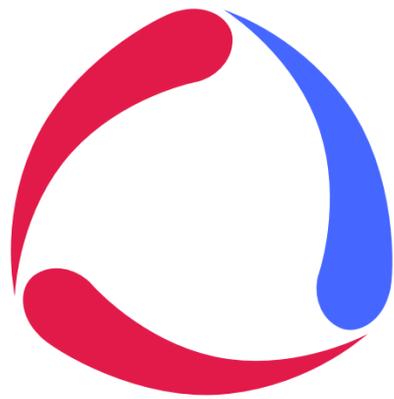


wialon

# Thumbnail Mark

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The color variation of the Wialon sign is placed on a white background. But when placed on a color fill, the sign is painted white.



Basic Mark



Color Background



Dark Background

# Thumbnail Mark

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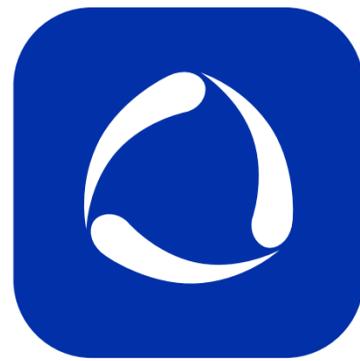
In the Wialon branding case, the logo mark in the form of a graphic element is used only to designate an application icon, an avatar in social media and chats, and a favicon. **The logo mark is also never used together with the wordmark.**



Basic color mark



Web Blue back



Print Blue back



Dark Navy black



Accent Blue back

# Typography

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The **Montserrat font family** is freely available on all platforms and editors, both in graphic editors and Google services. The main advantage of the font is a soft readable form in any style.

Aa

Montserrat SemiBold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%^&\*\*(:><?

Aa

Montserrat Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%^&\*\*(:><?

Aa

Montserrat Light

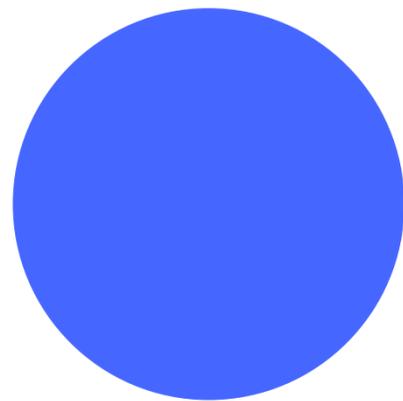
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%^&\*\*(:><?

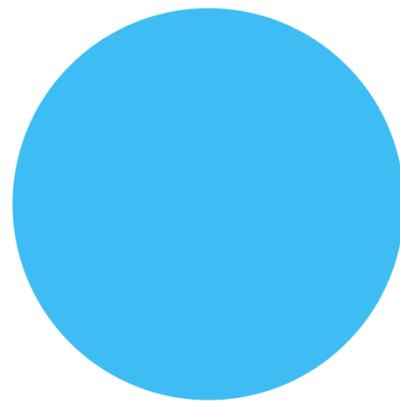
# Colors

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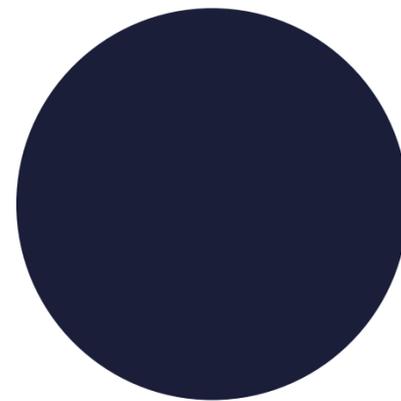
All shades of blue have been designed for use in graphic print and web media. For printed materials, the “Print Blue” shade is preferred. For web materials, use the “Web Blue” shade in most cases.



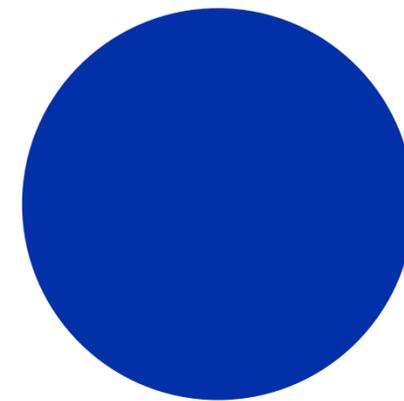
**WEB BLUE**



**ACCENT BLUE**



**DARK NAVY**

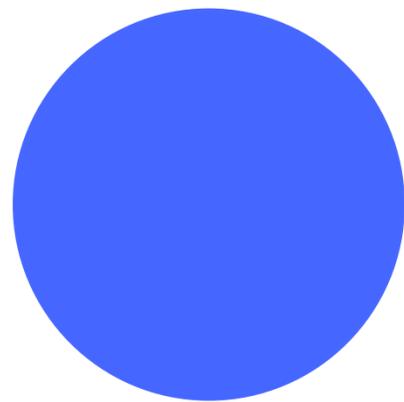


**PRINT BLUE**

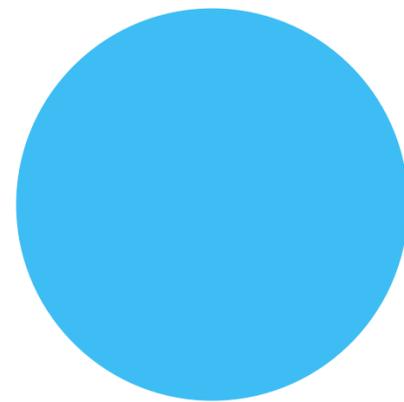
# Color Palette

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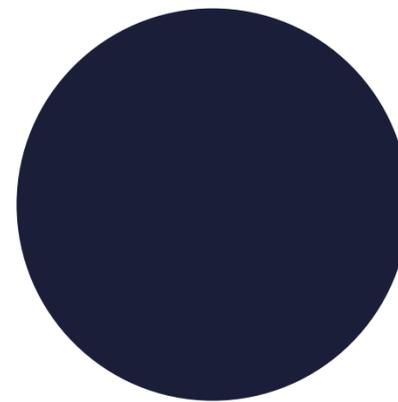
For accents of reflexes and gradients, you should use an additional shade. This shade is called “Accent Blue.” We do not limit you to using white and black fills. In certain cases using the “Dark Navy” shade instead of black is preferable.



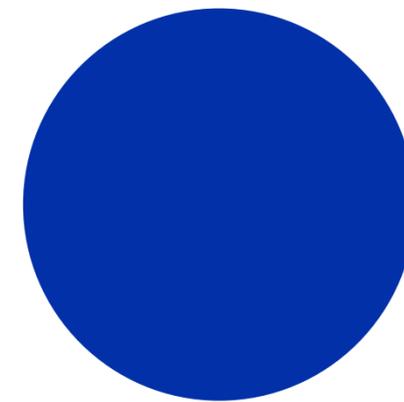
CMYK : 75 \ 63 \ 0 \ 0  
RGB : 77 \ 102 \ 246  
WEB : #4d66f6



CMYK : 62 \ 7 \ 0 \ 0  
RGB : 100 \ 186 \ 239  
WEB : #64baef



CMYK : 91 \ 85 \ 47 \ 56  
RGB : 27 \ 30 \ 55  
WEB : #1b1e37

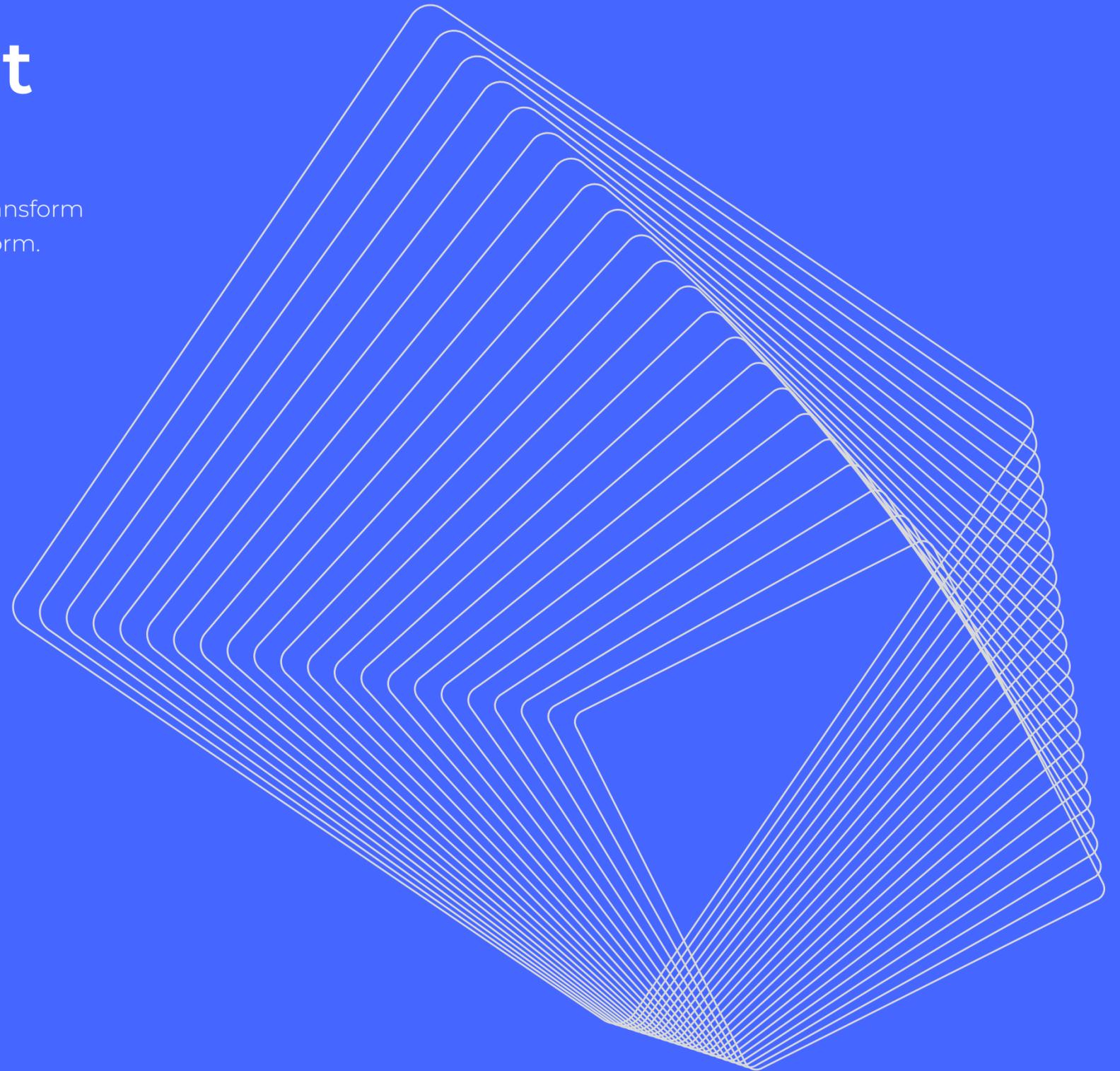


CMYK : 100 \ 90 \ 0 \ 1  
RGB : 18 \ 47 \ 116  
WEB : #122fa1

# Graphic Element

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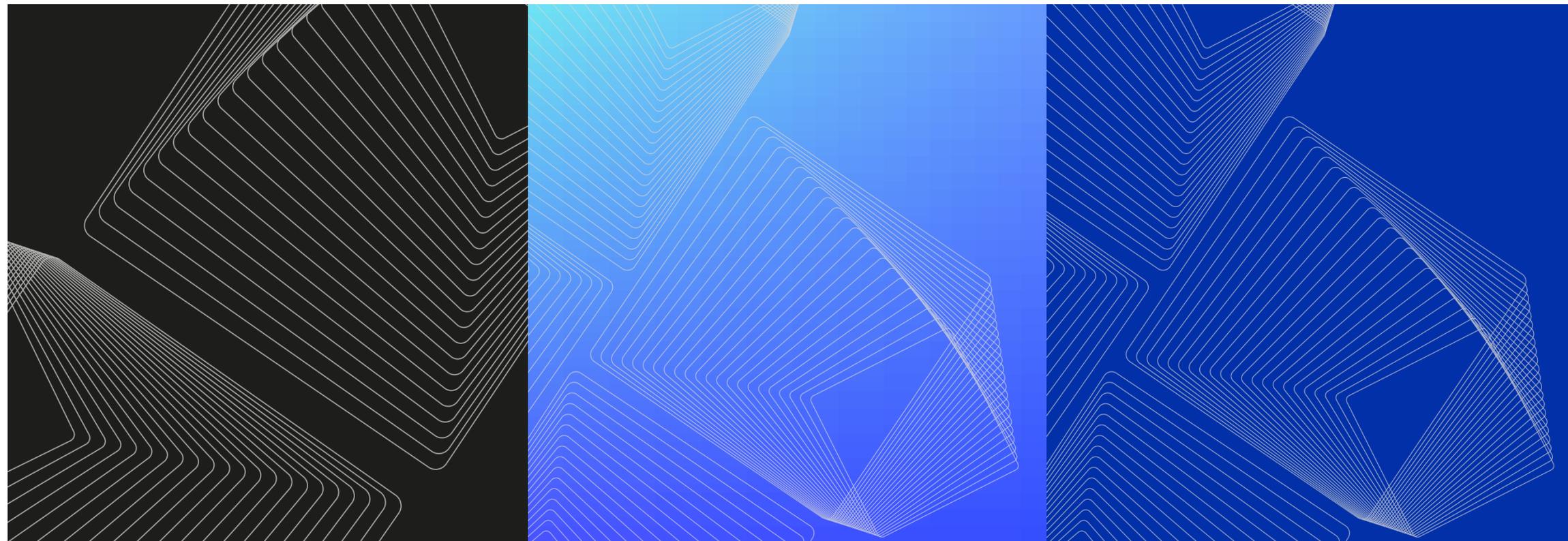
The advantage of a graphic element is its ability to transform in any way, both independently and in a composite form.



# Pattern Usage

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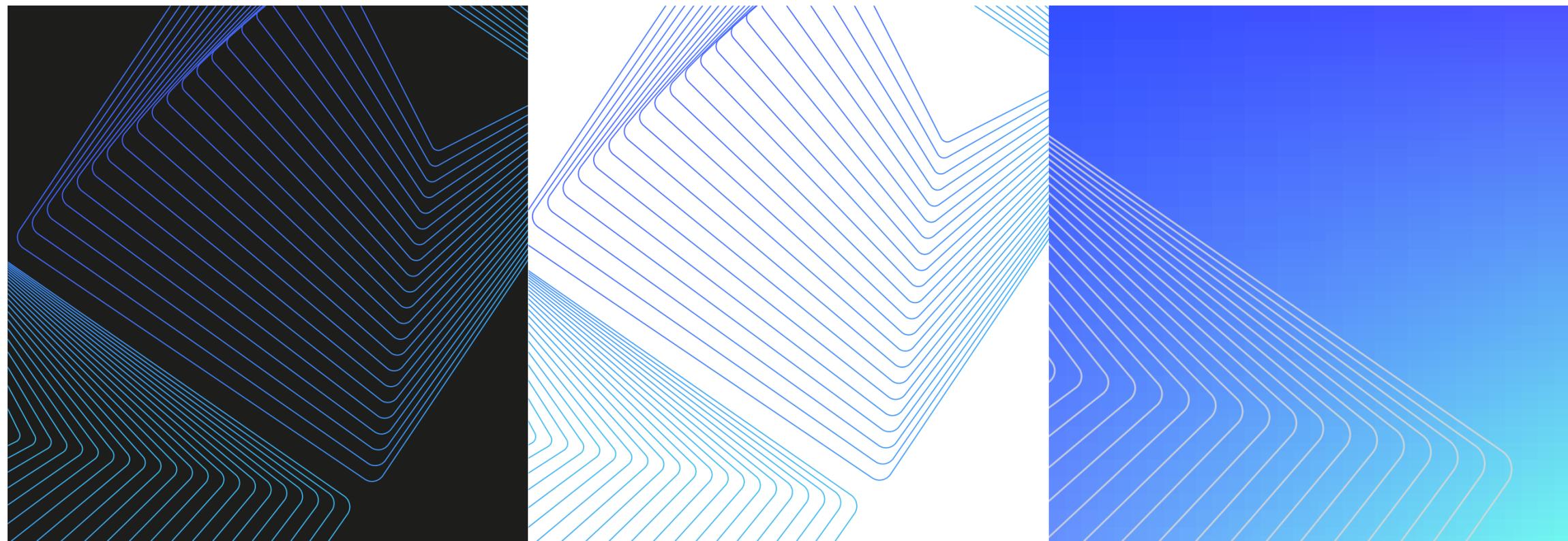
Using a composite graphic element, you can create patterns of different complexity for graphic materials.



# Pattern Usage

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The graphic element can not only be cloned and placed in various ways but can also be colored with any branded fill color. Similarly, graphic elements can be placed on a background of different colors.



# Pattern Usage

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# Pattern Usage

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