wialon

BRAND GUIDELINES

2026

MARKETING DEPARTMENT

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Introduction

Wialon is the ultimate solution for fleet digitalization, designed to streamline operations and enhance efficiency for various fleets — from cars and trucks to heavy vehicles and machinery. It has entered the national markets of over 160 countries, with millions of vehicles being tracked worldwide. The Wialon community, the largest association of telematics and IoT experts, brings together over 2,700 partner companies, 700 hardware manufacturers, and hundreds of 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.

Main logo

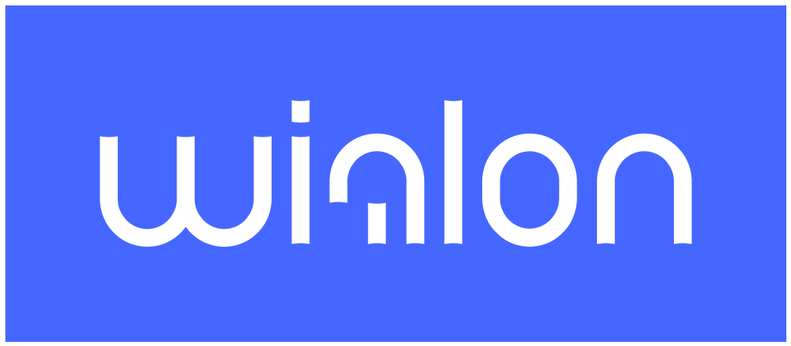


Logo colours

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.







Thumbnail mark

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 or black.

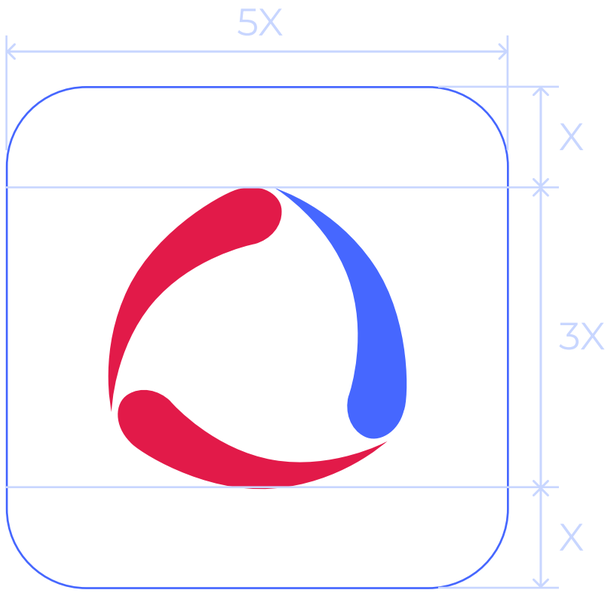
Thumbnail mark in the Wialon logo is used in the following cases:

1. Compact digital formats

- Icons and avatars – in social media, corporate messengers, and apps.
- Favicon – in browsers and web applications.
- Minimalist branding – in the corner of presentations, infographics, videos, and promotional materials.

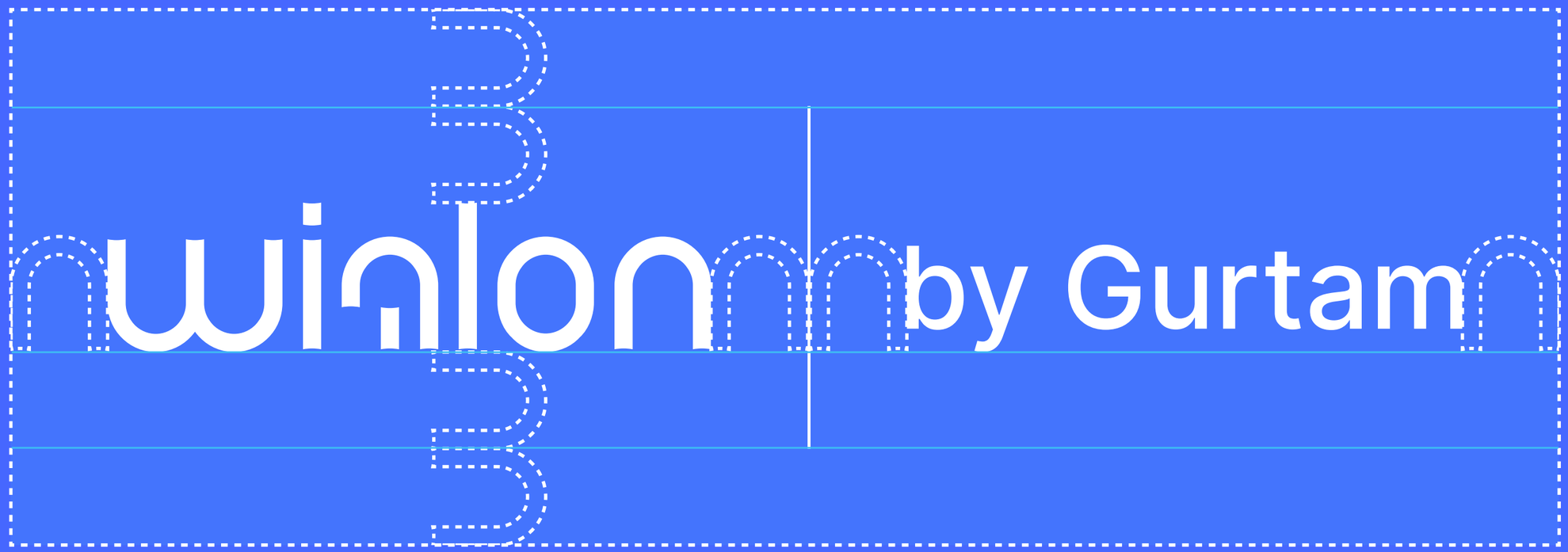
2. Image-based and premium applications

- Award products – featured on trophies, medals for partners.
- Corporate gifts – used for engraving on souvenirs, clothing, and accessories.
- Exhibition materials – placed on badges, etc.



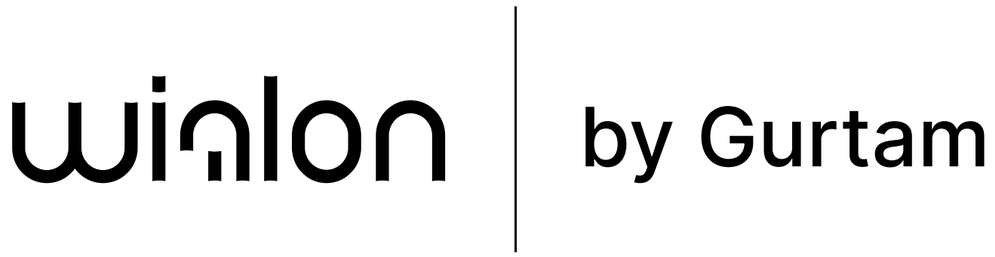


Additional logo



Additional logo

This logo is used for co-branding purposes.







RGB palette

Blue
RGB 70 103 255
HEX #4667FF

Dark Blue
RGB 5 5 93
HEX #05055D

Ultramarine
RGB 18 47 161
HEX #122FA1

Dark Navy
RGB 26 30 57
HEX #1A1E39

Accent Blue
RGB 61 189 244
HEX #3DBDF4

Red
RGB 226 26 74
HEX #E21A4A

Accent BG
RGB 71 140 255
HEX #478CFF

BG
RGB 200 214 255
HEX #C8D6FF

CMYK palette

Dark Blue
CMYK 100 94 34 35

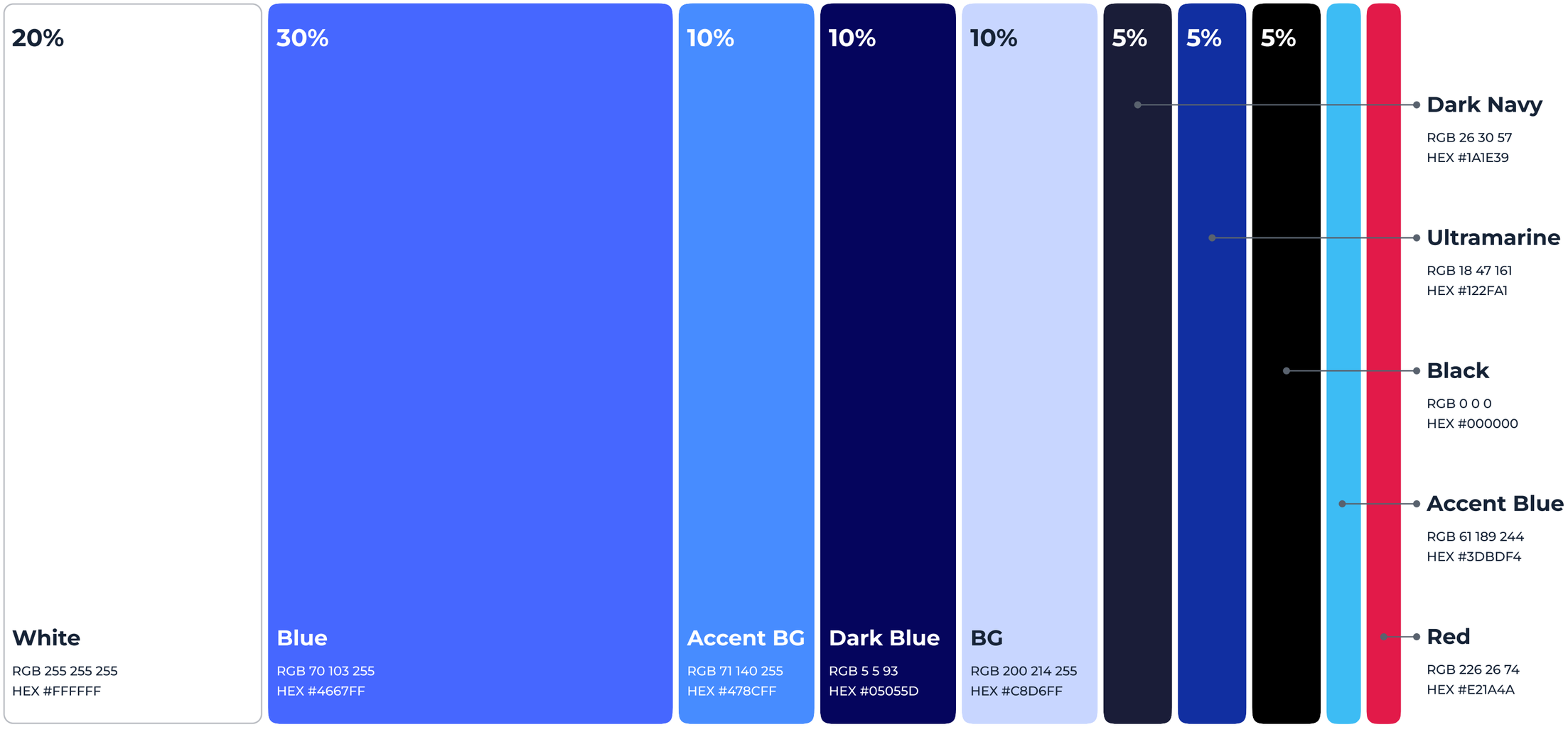
Ultramarine
CMYK 100 90 0 0

Accent Blue
CMYK 64 4 0 0

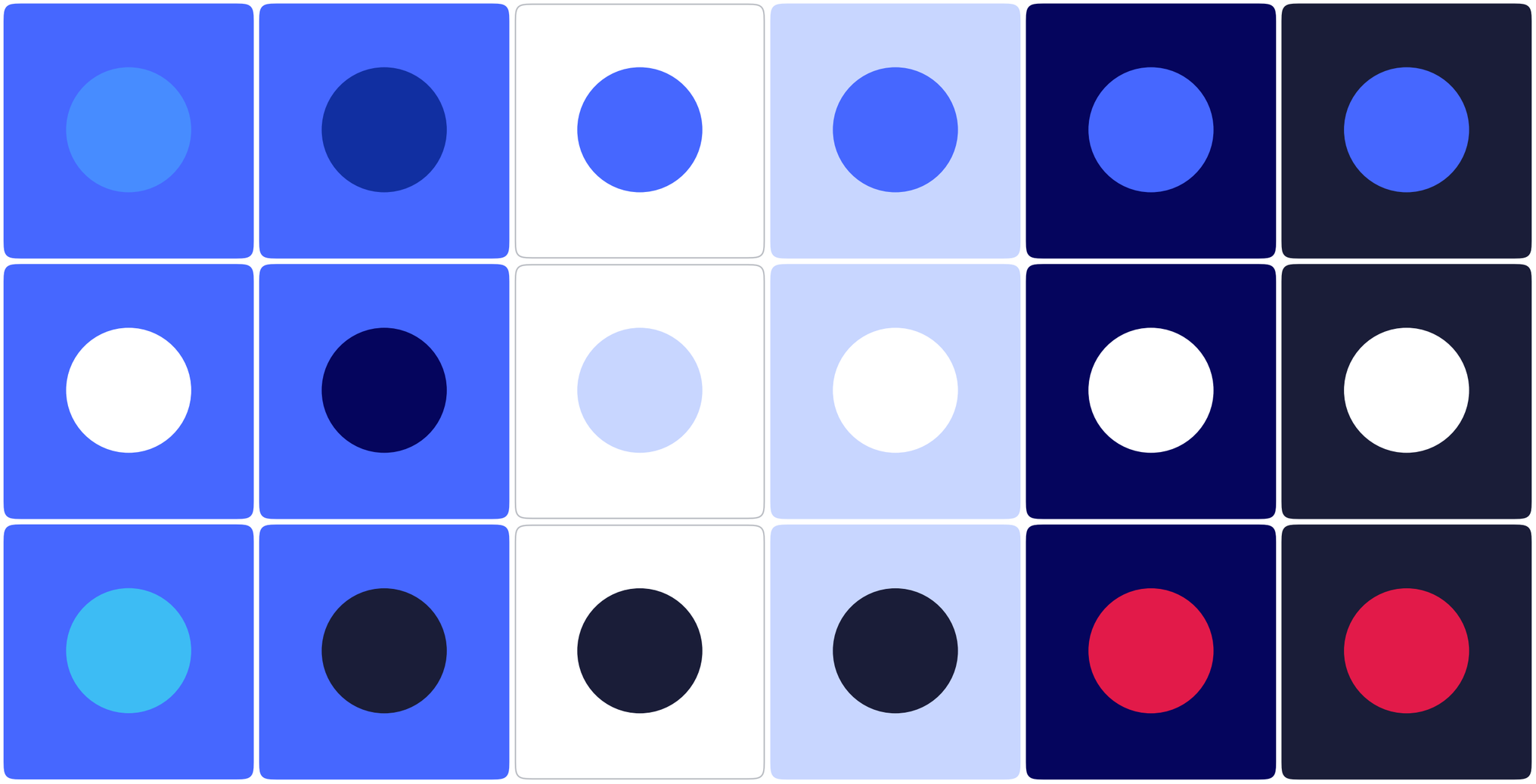
Red
CMYK 0 100 57 0

BG
CMYK 24 13 0 0

Color hierarchy in the composition



Color pairings



RGB gradients

Main

Light

Dark

Dark Navy

Ultramarine
RGB 18 47 161
HEX #122FA1

Blue
RGB 70 103 255
HEX #4667FF

Accent Blue
RGB 61 189 244
HEX #3DBDF4

RGB 49 78 255
HEX #314EFF

RGB 113 249 239
HEX #71F9EF

Ultramarine
RGB 18 47 161
HEX #122FA1

Blue
RGB 70 103 255
HEX #4667FF

Dark Blue
RGB 5 5 93
HEX #05055D

Ultramarine
RGB 18 47 161
HEX #122FA1

CMYK gradients

Main

Dark

Dark Navy

Ultramarine
CMYK 100 90 0 0

Accent Blue
CMYK 64 4 0 0

Dark Blue
CMYK 100 94 34 35

Accent Blue
CMYK 64 4 0 0

Dark Blue
CMYK 100 94 34 35

Ultramarine
CMYK 100 90 0 0

Black & white color RGB

White
RGB 255 255 255
HEX #FFFFFF

Light
RGB 227 228 230
HEX #E3E4E6

Light
RGB 187 190 196
HEX #BBBEC4

Secondary
RGB 114 120 131
HEX #727883

Action
RGB 90 98 111
HEX #5A626F

Primary
RGB 23 35 54
HEX #172336

Black
RGB 0 0 0
HEX #000000

Typography

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.

The **Roboto** font family is used as an additional font.

Aa

Montserrat

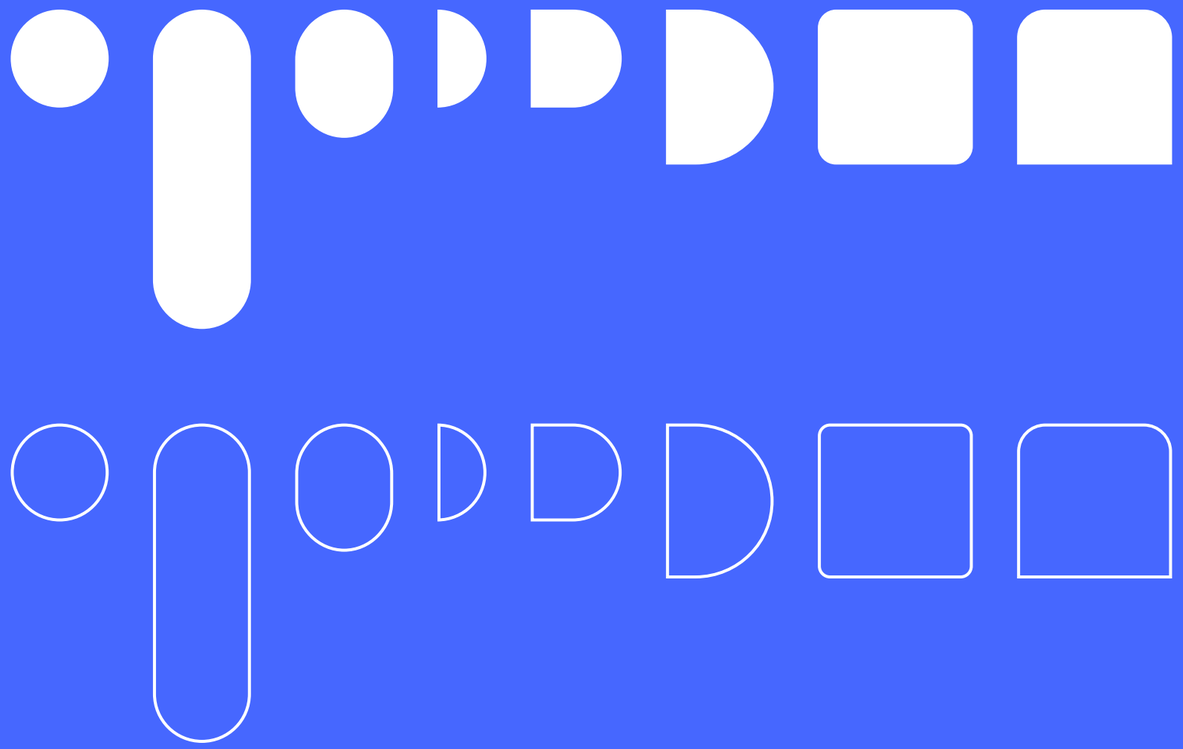
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&**(:><?

Aa

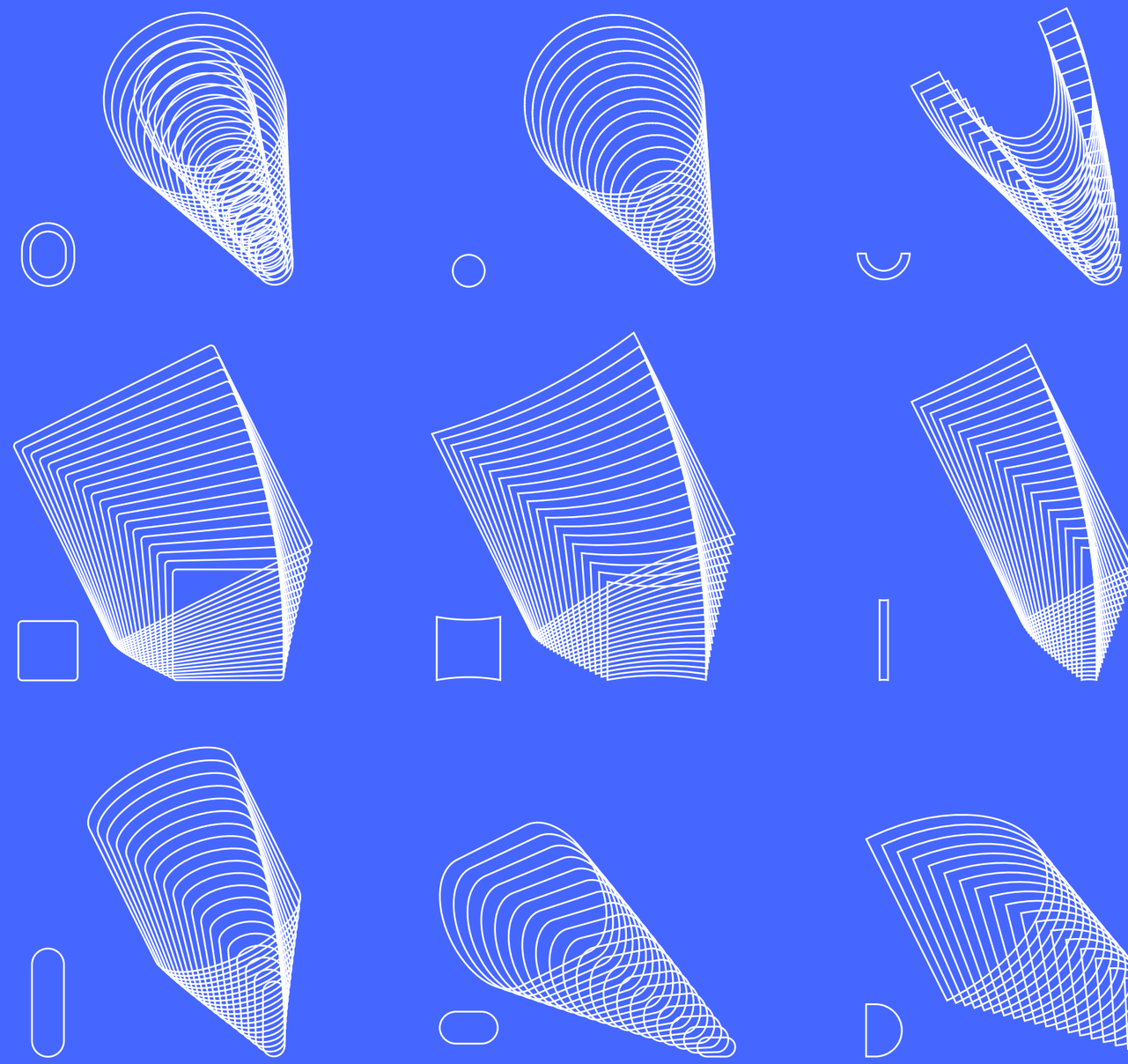
Roboto

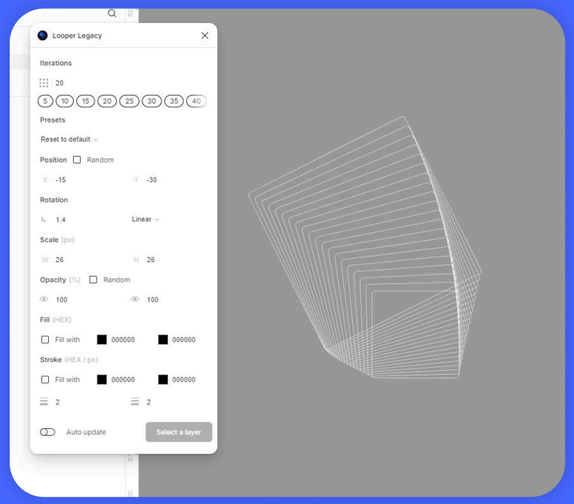
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&**(:><?

Geometric elements

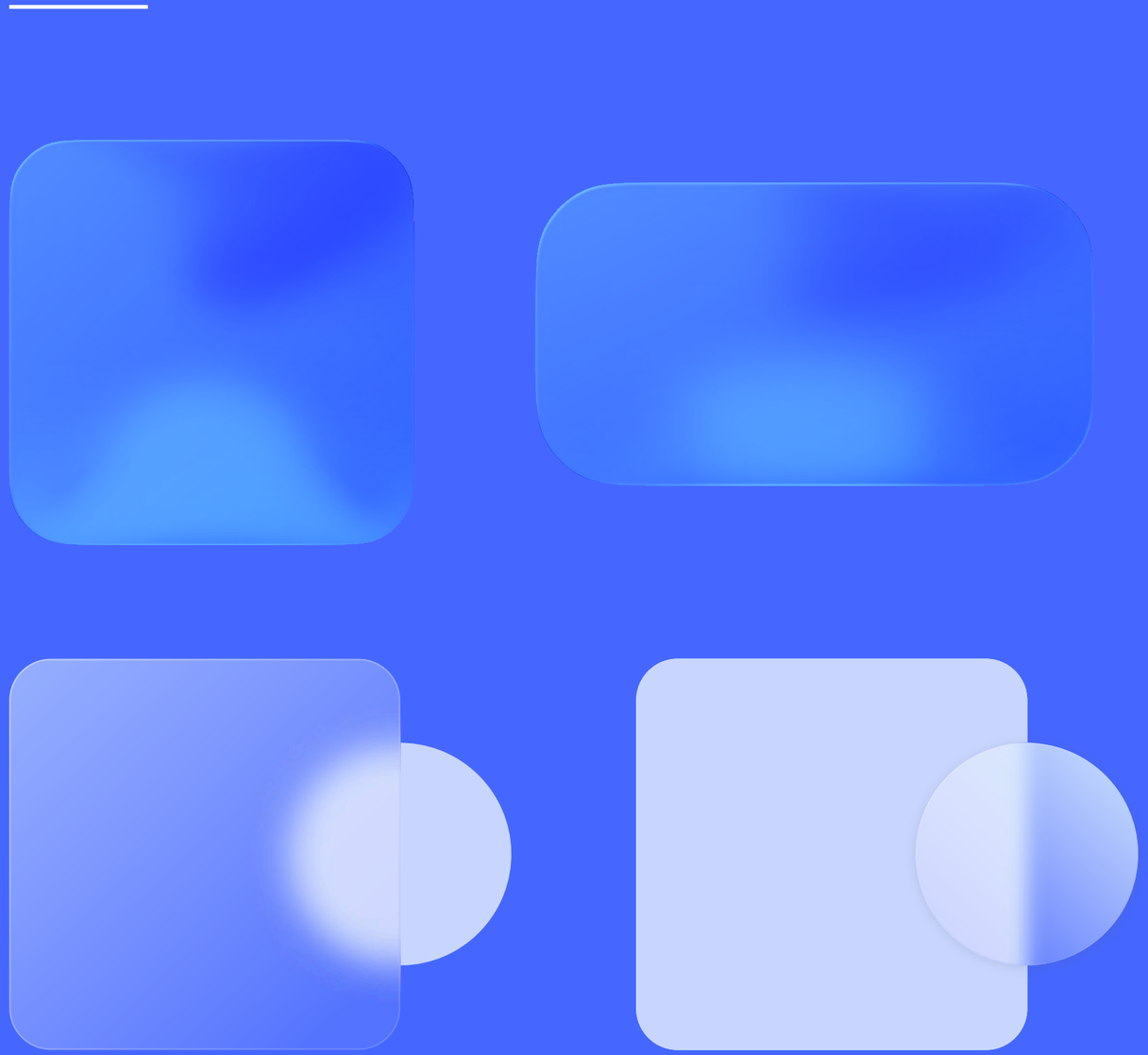


Loopers




Looper Legacy
Iterations
20
5 10 15 20 25 30 35 40
Presets
Reset to default
Position Random
X -15
Y -30
Rotation
1.4
Linear
Scale (px)
W 26
H 26
Opacity (%) Random
100
100
Fill (HEX)
Fill with 000000 000000
Stroke (HEX / px)
Fill with 000000 000000
2
2
Auto update
Select a layer

Glass



Loopers usage

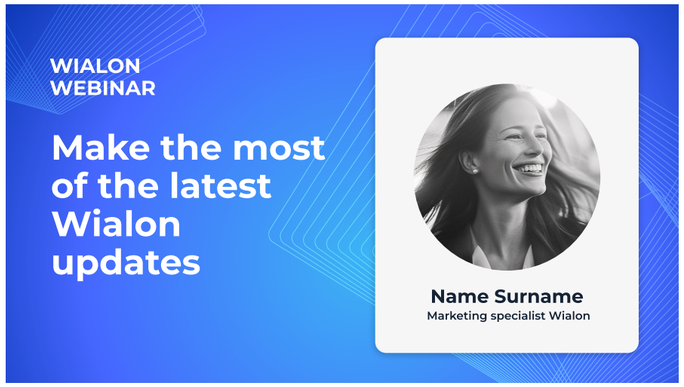
Using a composite loopers element, you can create patterns of different complexity for graphic materials.



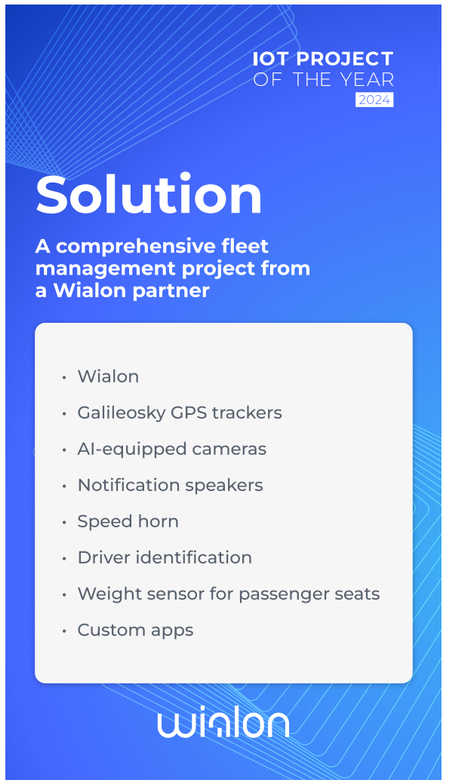




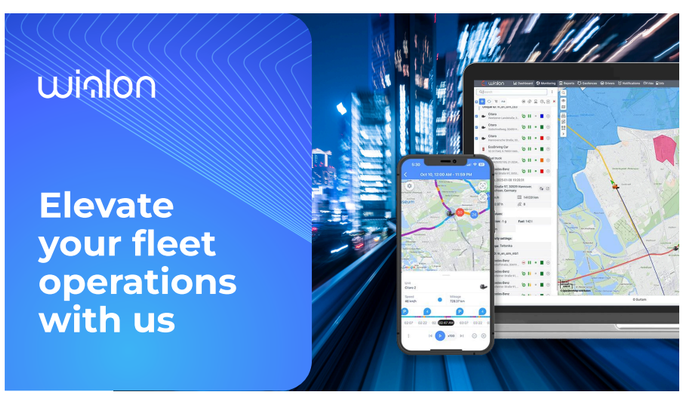
Examples of design materials













Examples of design materials



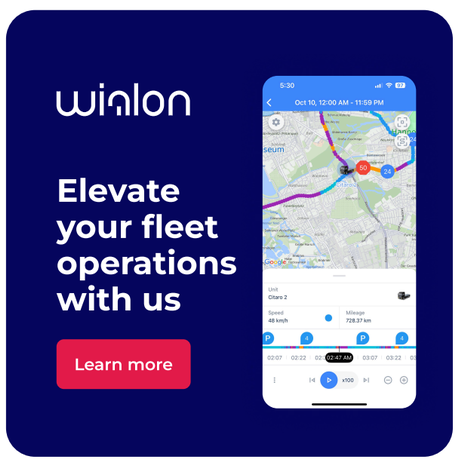








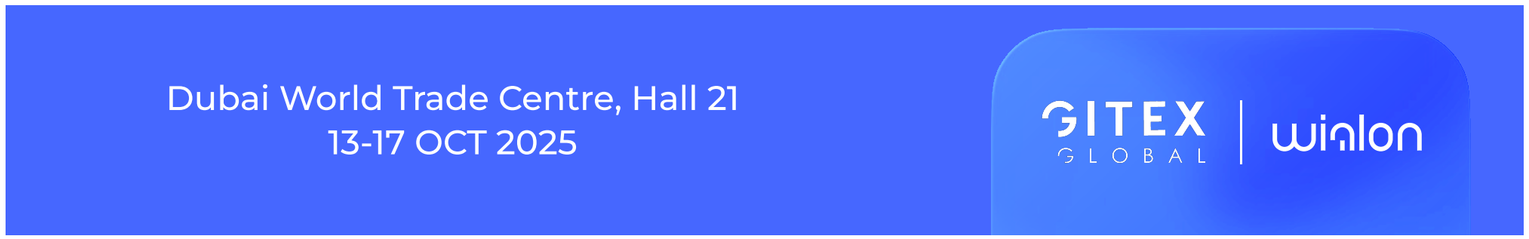






Examples of design materials











Wialon Platform logo



Logo colours

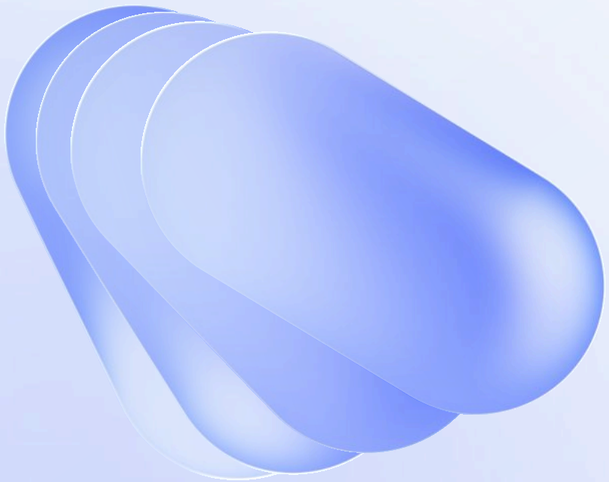








Graphic elements



Full reveal: Sept 16

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Full reveal: Sept 16

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Sept 16





Compliance

Access to EU driver compliance features:

- Tacho
- Tacho data storage for 5 years

€1 device / month

Standard

Everything included in the Track & Trace plan, PLUS:

- Drivers
- Driver mobile app
- Dual use (private trips)
- Driver behavior monitoring
- Checklists
- Task desk

Data storage: 1 year

€2 device / month

Wialon Platform Studio	Wialon Platform FleetSpace	Wialon Driver
Service provider view	Customer view	Driver view



Examples of design materials











Icons

