

winalon

BRAND GUIDELINES

2025

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.

wialon

wialon

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.

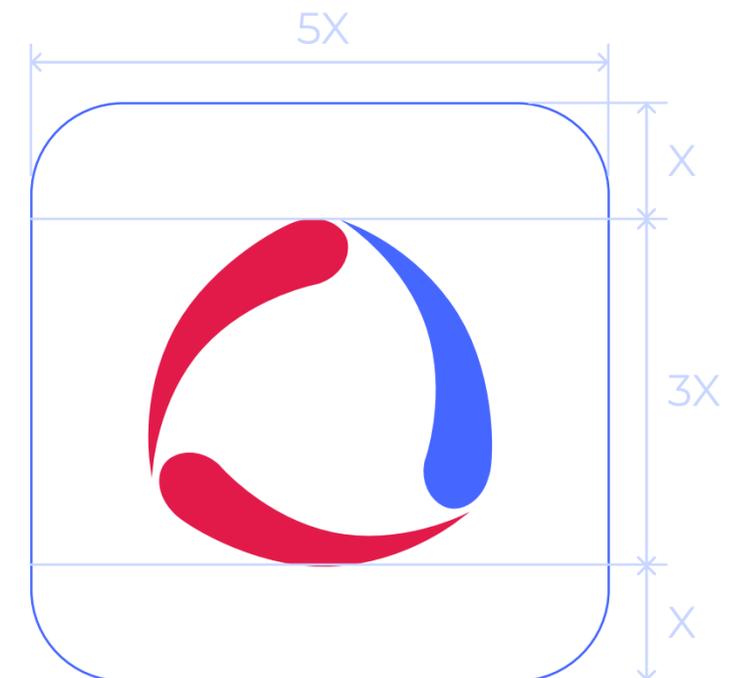
Thumbnail mark in the Wialon logo is used in the following cases:

1. Compact digital formats

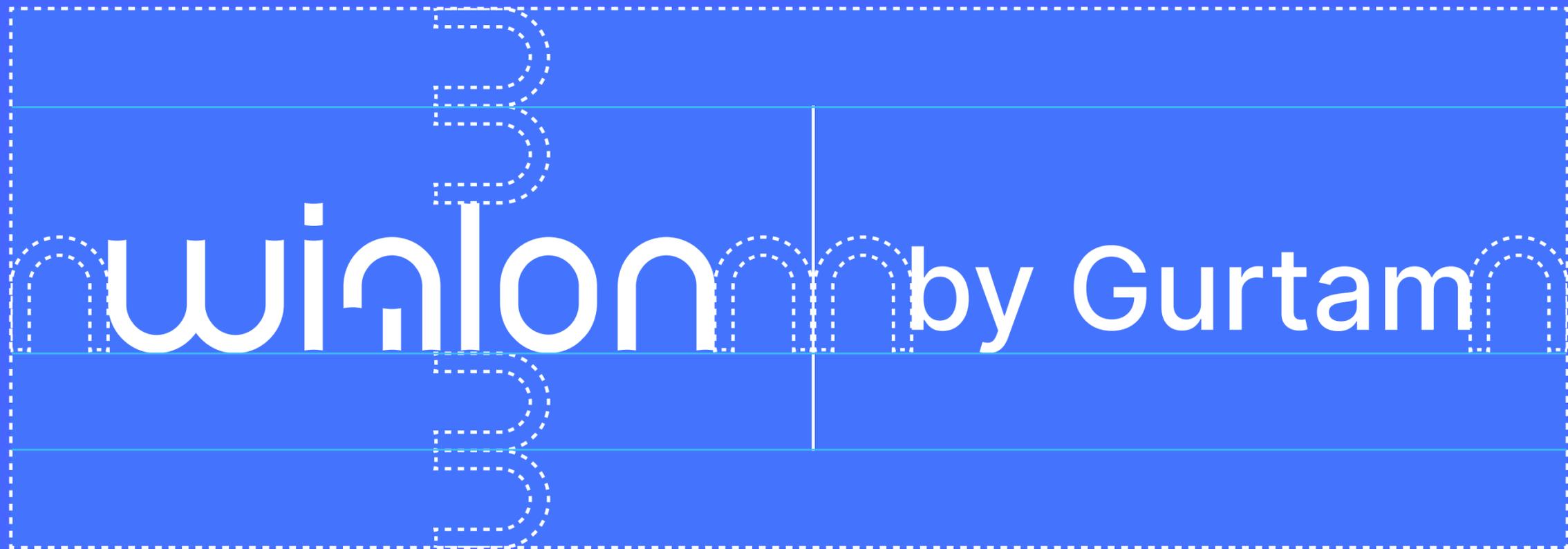
- Icons and avatars – in social media, corporate messengers, and apps.
- Favicon – in browsers and web applications.
- Minimalist branding – in the corner of presentations, infographics, videos, and promotional materials.

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



Logo by Gurtam

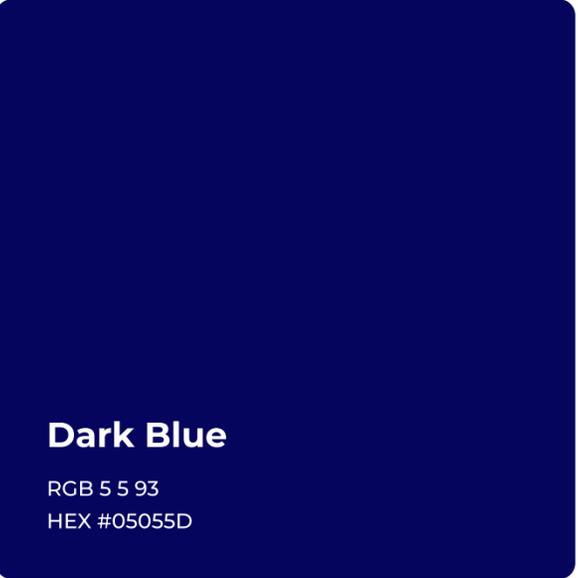
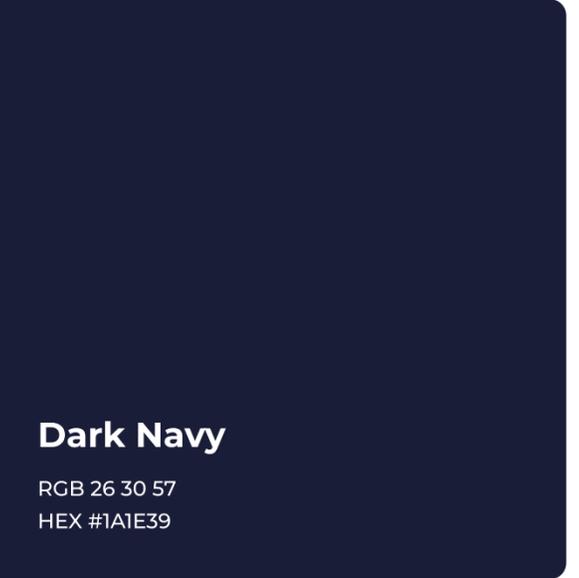
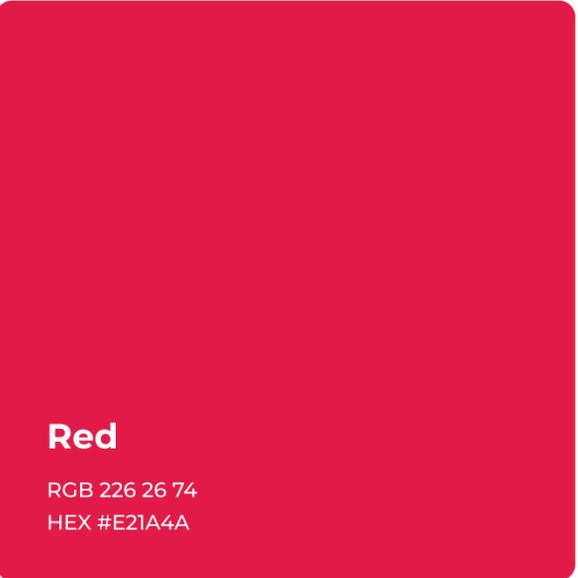
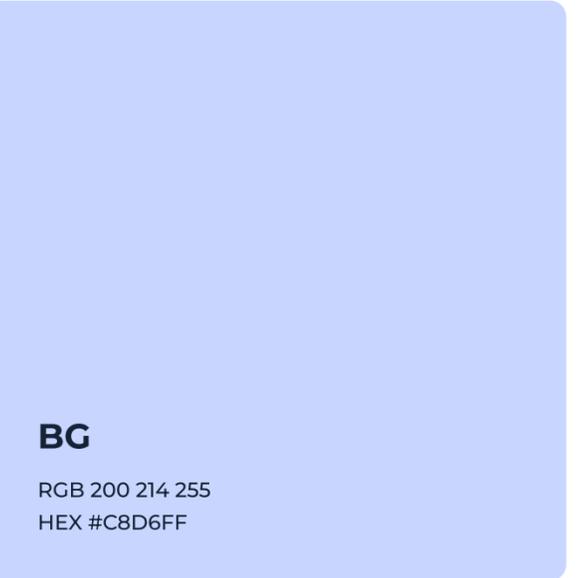
This logo is used for co-branding purposes.

winalon | by Gurtam

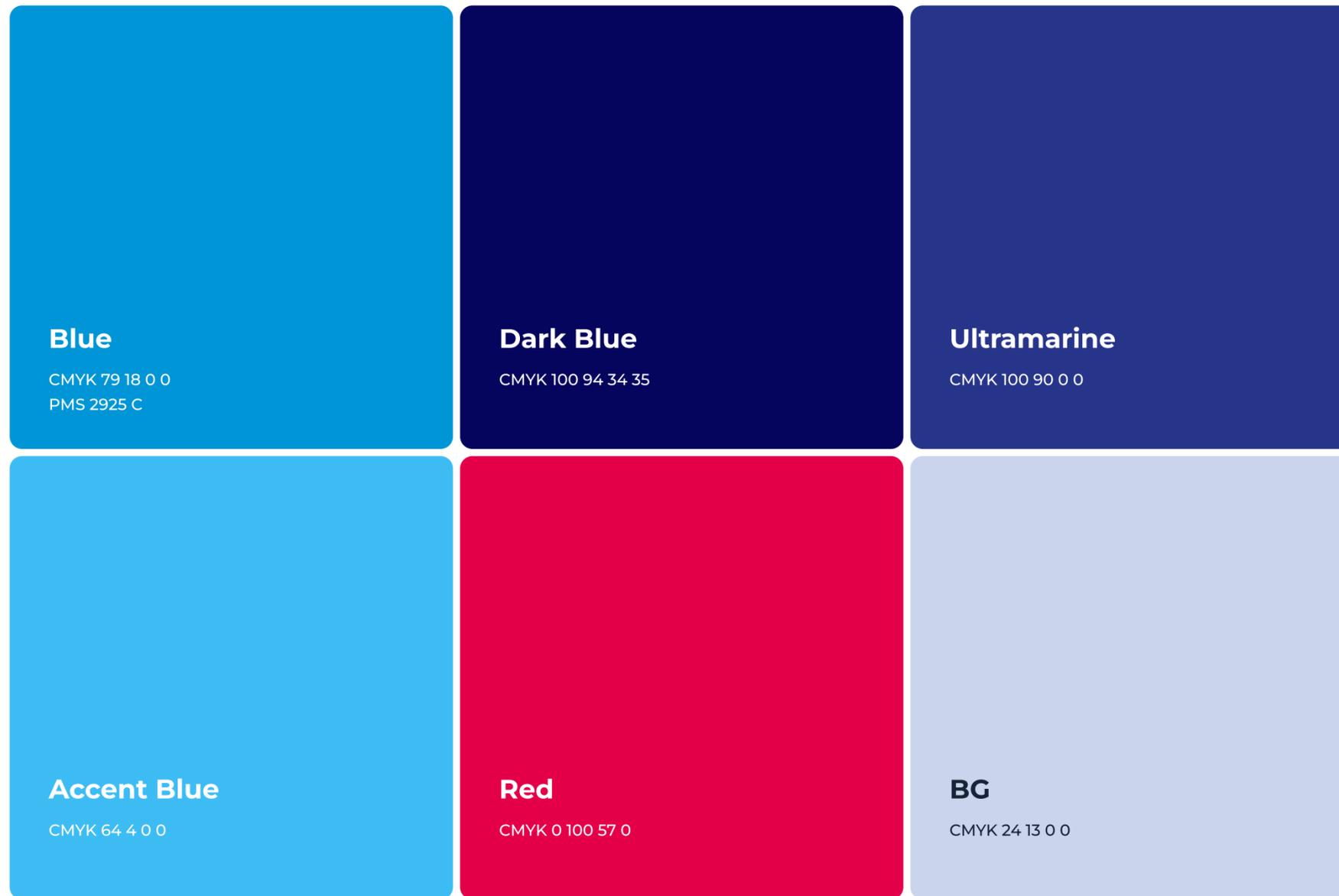
winalon | by Gurtam

winalon | by Gurtam

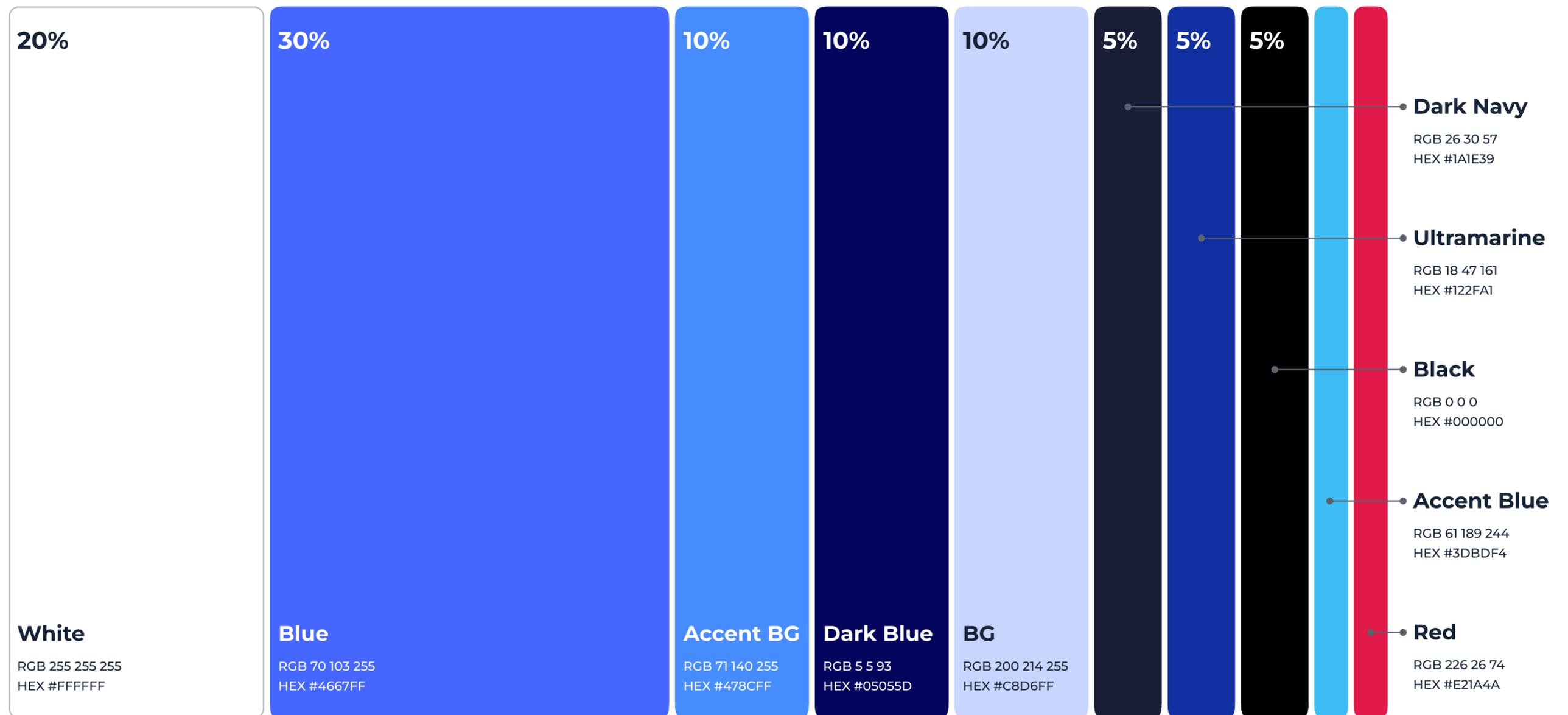
RGB palette

 <p>Blue RGB 70 103 255 HEX #4667FF</p>	 <p>Dark Blue RGB 5 5 93 HEX #05055D</p>	 <p>Ultramarine RGB 18 47 161 HEX #122FA1</p>	 <p>Dark Navy RGB 26 30 57 HEX #1A1E39</p>
 <p>Accent Blue RGB 61 189 244 HEX #3DBDF4</p>	 <p>Red RGB 226 26 74 HEX #E21A4A</p>	 <p>Accent BG RGB 71 140 255 HEX #478CFF</p>	 <p>BG RGB 200 214 255 HEX #C8D6FF</p>

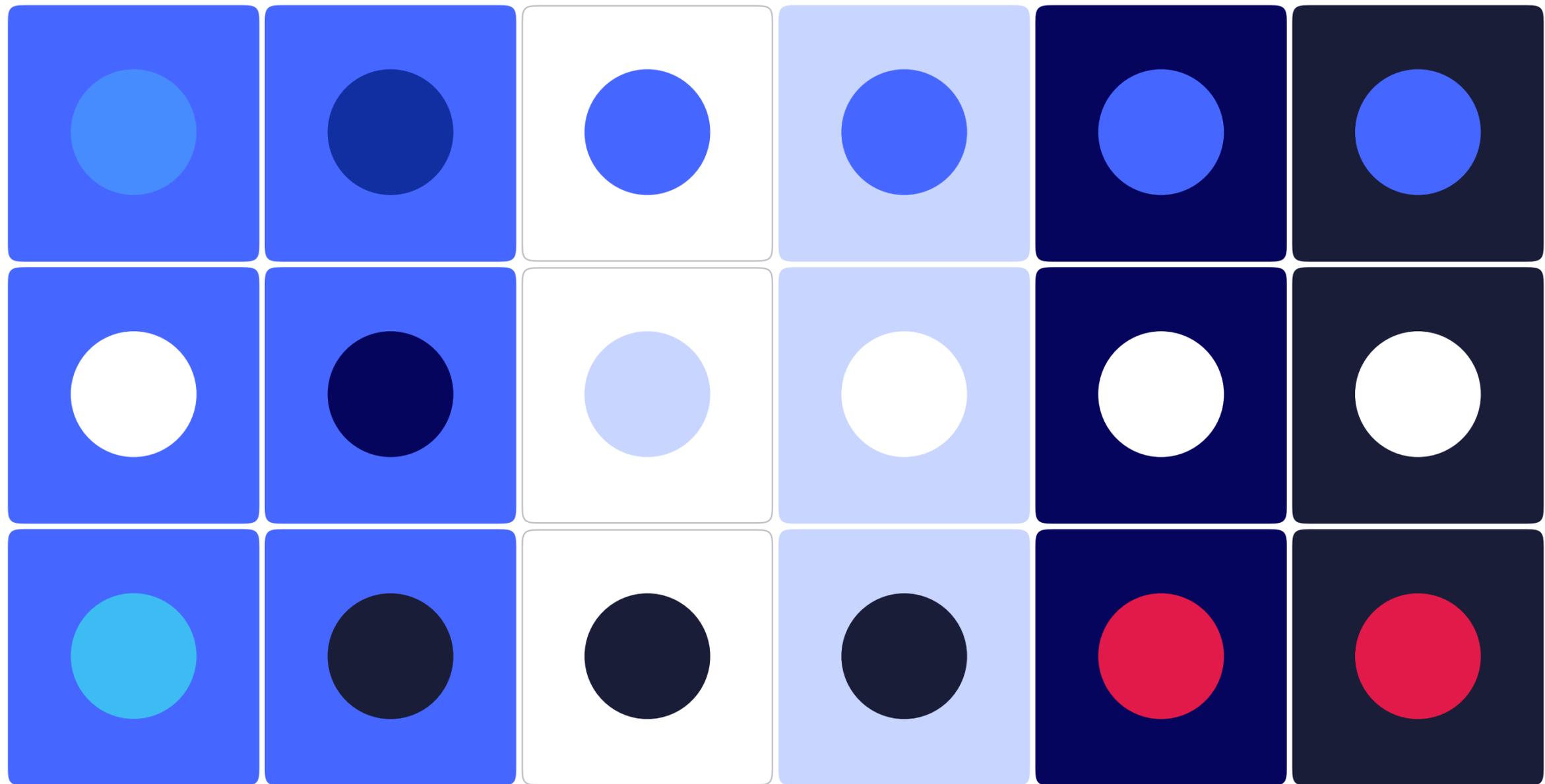
CMYK palette



Color hierarchy in the composition



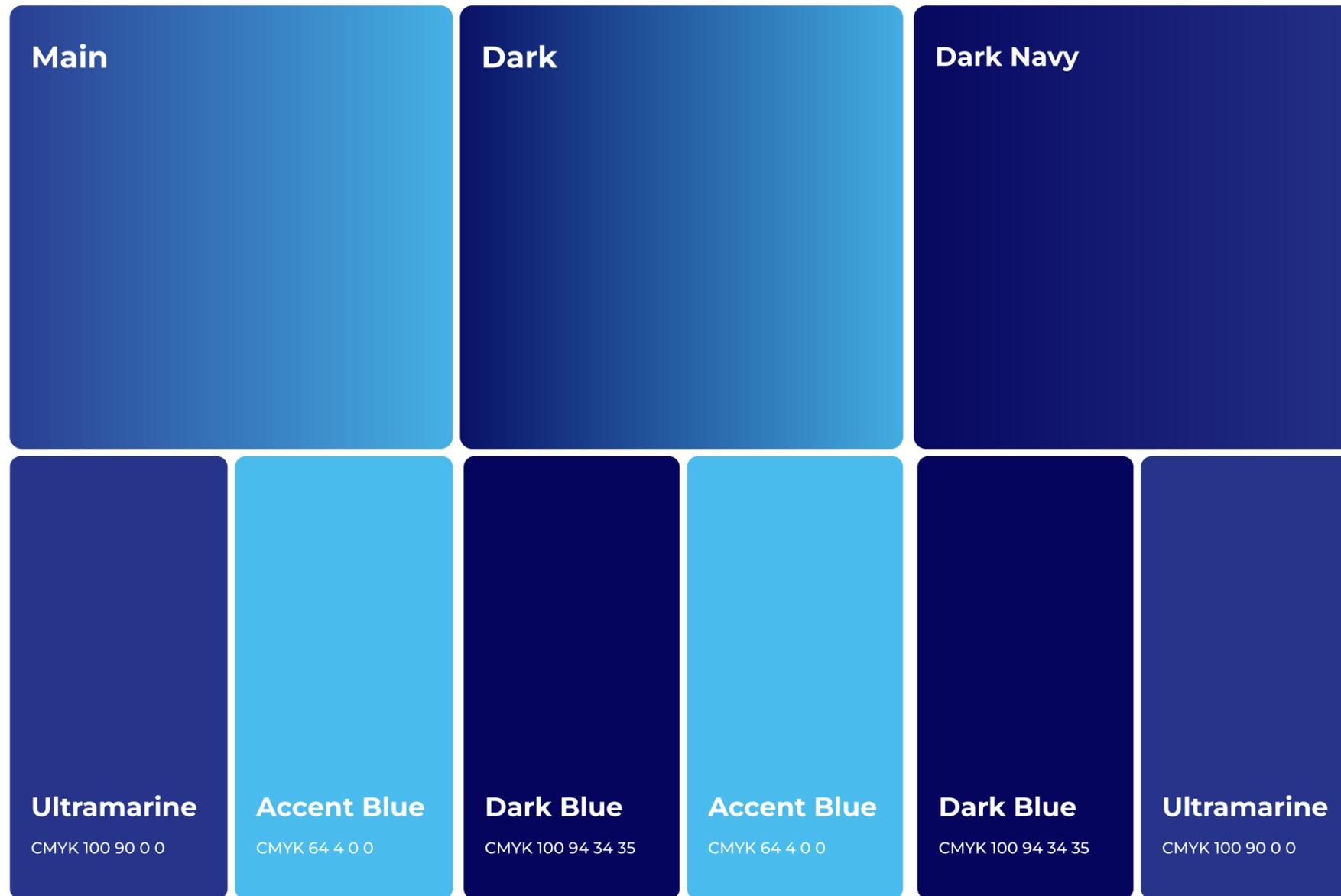
Color pairings



RGB gradients

Color Name	RGB	HEX
Ultramarine	18 47 161	#122FA1
Blue	70 103 255	#4667FF
Accent Blue	61 189 244	#3DBDF4
Light	49 78 255	#314EFF
Dark	113 249 239	#71F9EF
Dark	18 47 161	#122FA1
Blue	70 103 255	#4667FF
Dark Navy	5 5 93	#05055D
Ultramarine	18 47 161	#122FA1

CMYK gradients



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.

Aa

Montserrat

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

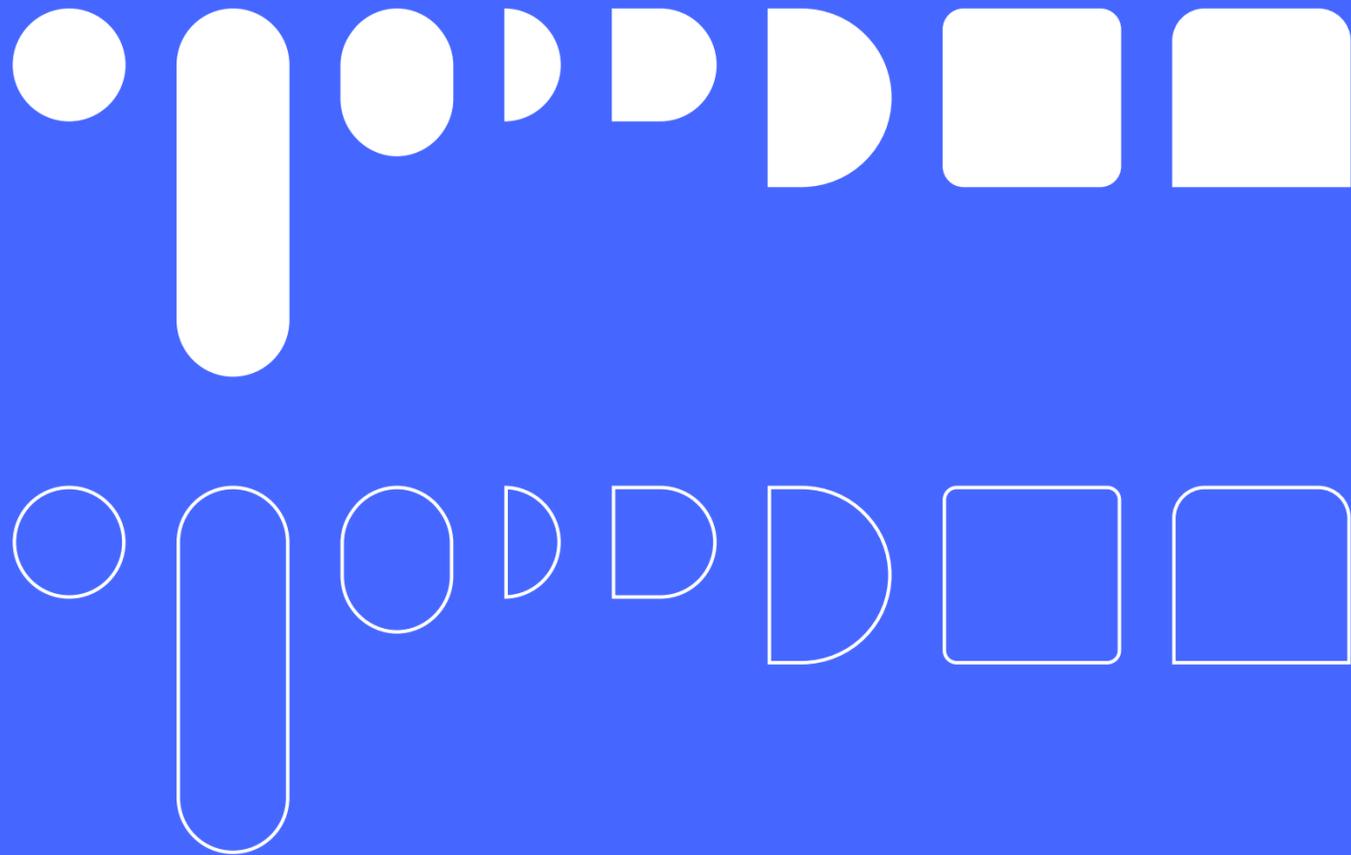
The **Roboto** font family is used as an additional font.

Aa

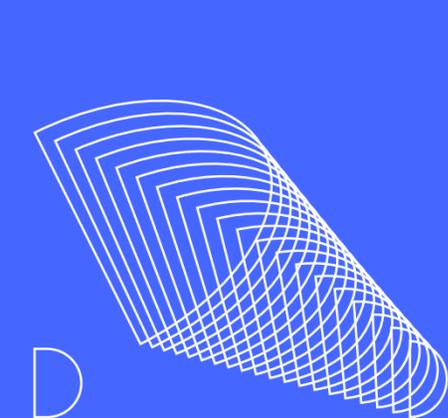
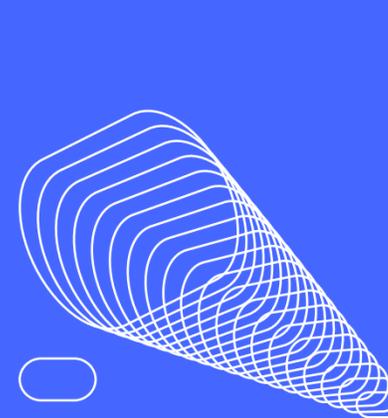
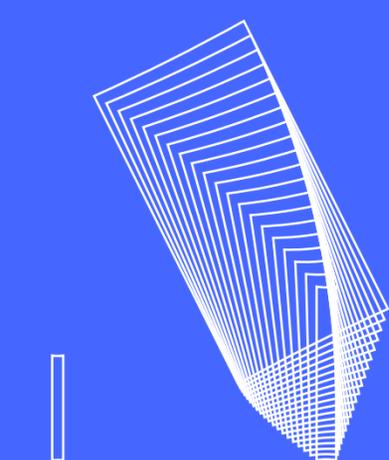
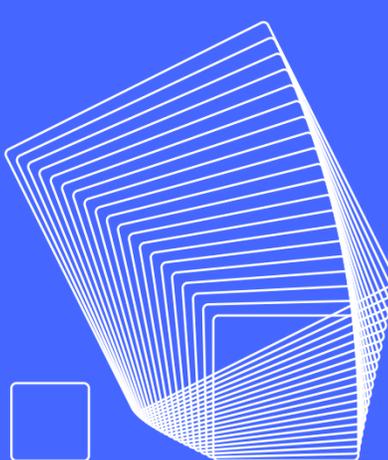
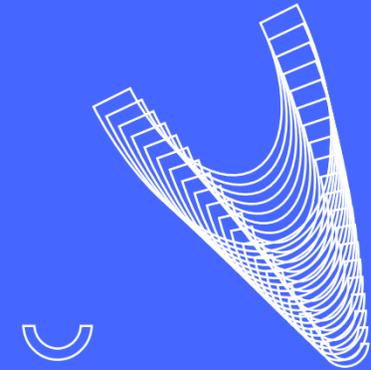
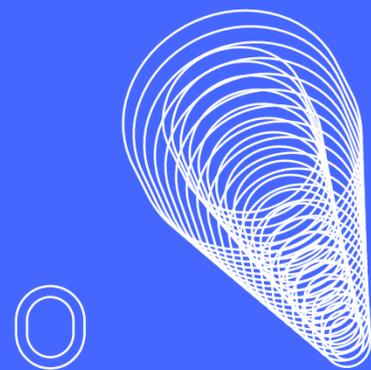
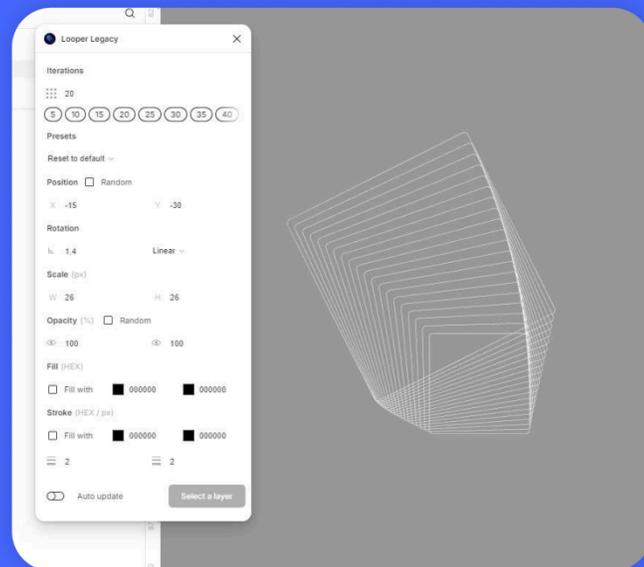
Roboto

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

Graphic elements

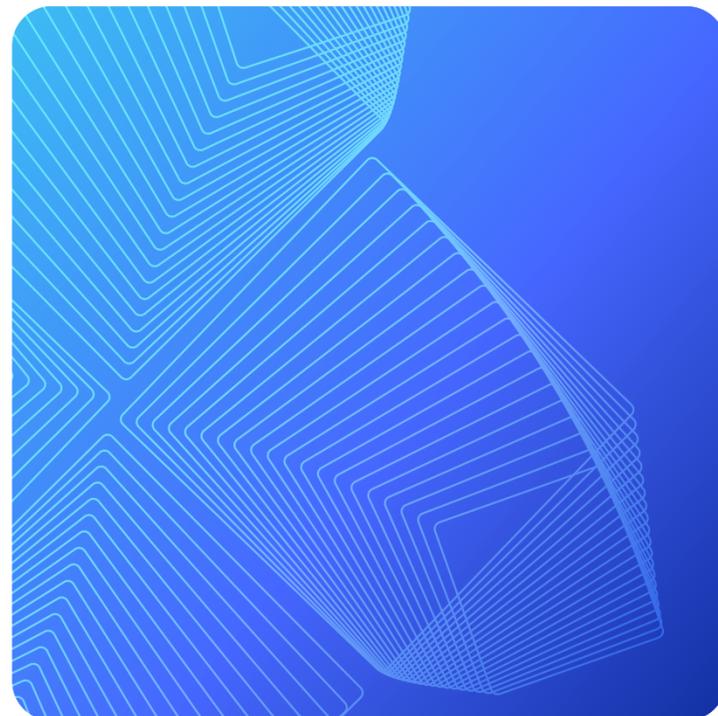


Loopers



Loopers usage

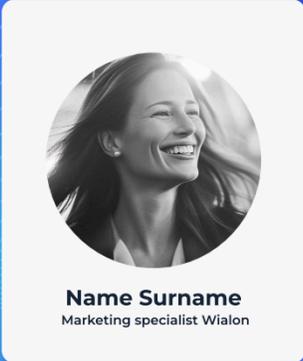
Using a composite loopers element, you can create patterns of different complexity for graphic materials.



Examples of design materials

WIALON WEBINAR

Make the most of the latest Wialon updates



Name Surname
Marketing specialist Wialon

WIALON WEBINAR



Make the most of the latest Wialon updates

IOT PROJECT OF THE YEAR 2024

Solution

A comprehensive fleet management project from a Wialon partner

- Wialon
- Galileosky GPS trackers
- AI-equipped cameras
- Notification speakers
- Speed horn
- Driver identification
- Weight sensor for passenger seats
- Custom apps

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Elevate your fleet operations with us



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Discover what's new in Wialon

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Discover what's new in Wialon

Examples of design materials

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Solution
A comprehensive fleet management project from a Wialon partner

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Solution
A comprehensive fleet management project from a Wialon partner

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Learn more

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Solution
A comprehensive fleet management project from a Wialon partner

Learn more

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Elevate your fleet operations with us

Learn more

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Shift your focus to integrating telematics data

Read more real-life stories of how Wialon and our partners helped businesses grow with fleet digitalization:
wialon.com/en/case-studies

Icons

