GL·iNet

Brand Guideline

Oct 2026

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ver.20261021

THE LOGO

Logo

The logo should not be shaded, angled, warped, stretched, ghosted, outlined or used in non-brand colors. The icon can be used independently as long as the logo is also used somewhere else within the layout.

Logo on white background



PNG and SVG formats

Logo on black background



PNG and SVG formats

Logo with website on white background



PNG and SVG formats

Logo with website on black background



PNG and SVG formats

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THE LOGO

Clear Space

A certain amount of space is needed around the logo to prevent it from becom ing cluttered by surrounding artwork, images, or the edge of a page. The clear space zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text or supporting graphics.

Logo



Logo with website



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THE LOGO

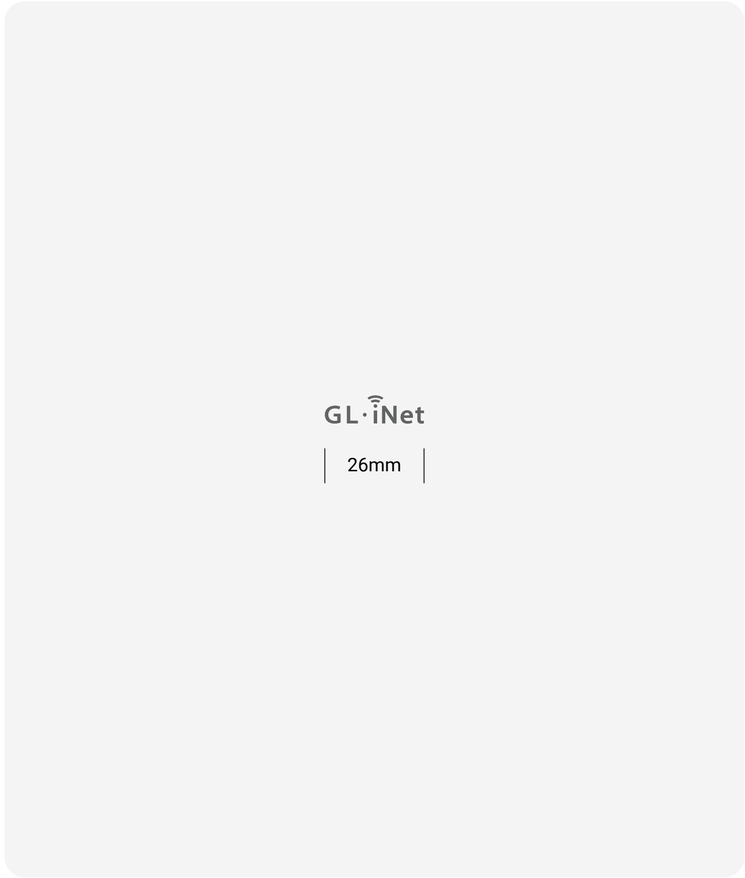
Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. Due to the higher resolution of printed materials versus digital (300dpi versus 72dpi respectively), this version of the logo can be used at small scale without any graphic deterioration.

Digital



Print



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THE LOGO

Logo Misuse

What not to do (don’ts)



Do not outline or apply strokes around the logo



Do not rotate the logo



Do not distort the logo



Do not skew, warp, or shear the logo



Do not apply a gradient to the icon



Do not re-create using any other typeface



Do not use a drop shadow



Do not use a similar background color



Do not pattern fill

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THE LOGO

Logo Use/ Misuse on Images

The logo can be placed on top of back-ground colors and images, but should not obstruct key elements such as human faces or text.

The level of contrast between the logo and the background must be considered. Too little contrast between the two elements will impede legibility. Always choose the logo variation, color, and placement that ensures legibility.



Do



Do not place logo over too busy image cuts or too busy background



Do place logo on a clear background.



Do not place on a similar background color.

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THE LOGO

Partnership / GL.iNet Verified Distributor

Logo with website on white background



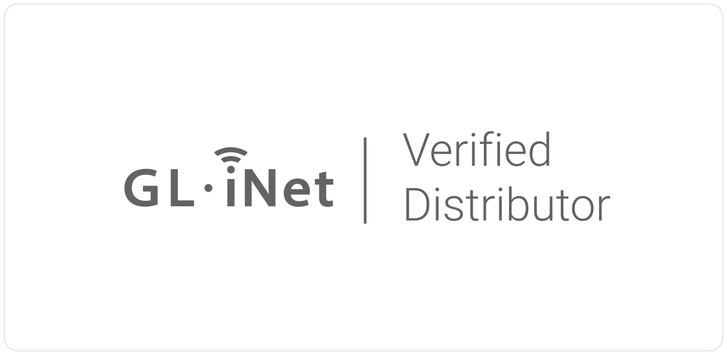
PNG and SVG formats

Logo with website on black background



PNG and SVG formats

Logo with website on white background



PNG and SVG formats

Logo with website on black background



PNG and SVG formats

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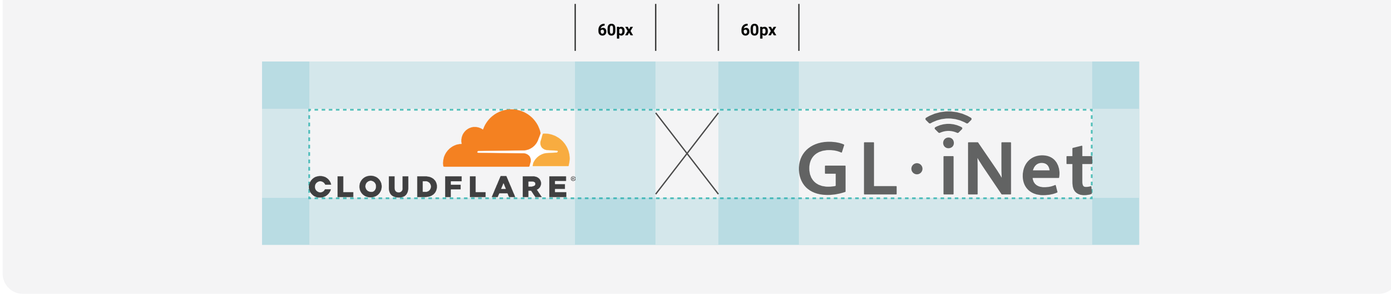
THE LOGO

Partnership Lockup

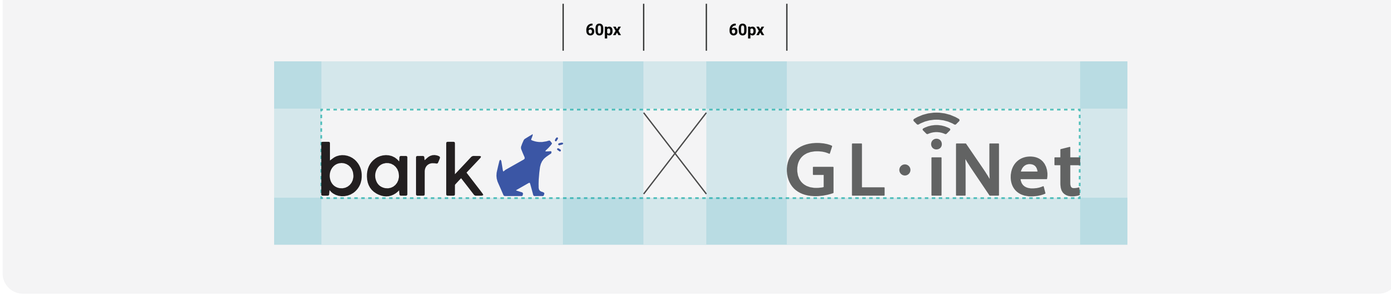
Sometimes, we may need to lockup our logo with another business or partner.

We separate our logo and a partner's logo by the distance of 0.28x. 'x' is defined by the width of our logo. Our partner's logo should never exceed the size height of our symbol, with the exception of small overhanging elements.

Cloudflare x GL.iNet



Bark x GL.iNet



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THE LOGO

App Logo & Icon

Vertical

When to use:
When there is a size restrction.
As favicon



Horizontal

When to use:
In most places. On App.



glinet App



GL-S10 Tool App



GL-S20 Tool App



GLKVM



GoodPAS



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THE LOGO

GoodCloud

Logo on white background





Logo on black background





Icon





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TYPOGRAPHY

Typography

Headline

DIN 2014 use as title.

Demi

Bold

Aa DIN 2014

Paragraph

Roboto use as paragraph.

ExtraLight	Regular	**Bold**
ExtraLight Italic	*Italic*	***Bold Italic***
Thin	**Medium**	**ExtraBold**
Thin Italic	***Medium Italic***	***ExtraBold Italic***
Light Italic	**SemiBold**	**Black**
Light	***SemiBold Italic***	***Black Italic***

Aa Roboto

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TYPOGRAPHY

Typography

Paragraph

Roboto Condensed as notes.

Thin	Regular	**Bold**
Thin Italic	*Italic*	***Bold Italic***
Light	**Medium**	**Black**
Light Italic	***Medium Italic***	***Black Italic***

Aa Roboto Condensed

Product Name

Regular
e.g. Mango, Shadow, White

Aa Planer

Bold
e.g. Flint 2, Spitz AX

Aa Bahnschrift

Bold
e.g. Flint 3, Comet

Aa Roboto

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TYPOGRAPHY - THE LOGO

Product Name Logo

“AX” Series

e.g. Spitz AX (GL-X3000), Slate AX (GL-AXT1800), Puli AX (GL-XE3000)





“Plus” Series

e.g. Spitz Plus (GL-X2000)



“Pro” Series

e.g. Comet Pro (GL-RM10)



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PALETTE OVERVIEW

Color

Primary colors

The principal color palette is comprised of the Ahriman Blue, Island Aqua, grey, and light grey.

Ahriman Blue

RGB — 23 162 184
CMYK— 77 17 24 0
HEX—#17a2b8

Island Aqua

RGB — 44 178 174
CMYK— 73 5 37 0
HEX—#2cb2ae

Grey

RGB — 84 87 91
CMYK— 3 0 0 80
HEX—#54575b

Light Grey

RGB — 247 247 247
CMYK— 2 1 1 0
HEX—#f7f7f7

Secondary colors

Purplish Blue

RGB — 101 57 244
CMYK— 74 75 0 0
HEX—#6539f4

Bluebonnet

RGB — 30 20 255
CMYK— 86 76 0 0
HEX—#1e14ff

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PALETTE OVERVIEW

Gradients

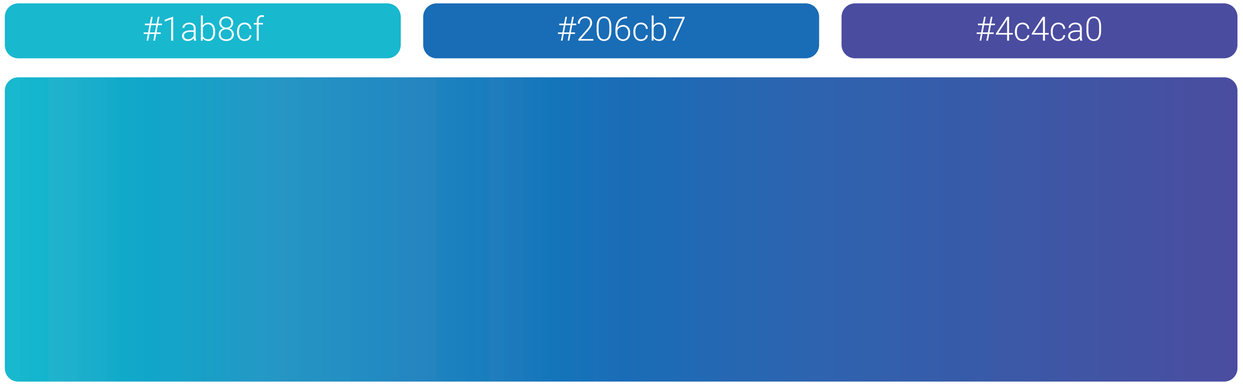
Gradient A

#1dafac | #00a1c1 | #008ccd



Gradient B

#1ab8cf | #206cb7 | #4c4ca0



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MARKETING SAMPLES

Company Profile

Short Version

GL.iNet is a leading provider of innovative routers and networking solutions. From compact travel routers to cutting-edge remote KVMs, GL.iNet delivers award-winning networking technology designed for performance and security.

Long Version

Founded in 2010, GL.iNet is a leading provider of innovative routers and networking solutions. From compact travel routers to cutting-edge remote KVMs, GL.iNet delivers award-winning networking technology designed for performance and security.

GL.iNet gives people and organizations the power to connect with confidence. By putting control in the hands of users, GL.iNet supports the productivity and collaboration that shape a Good Life.

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