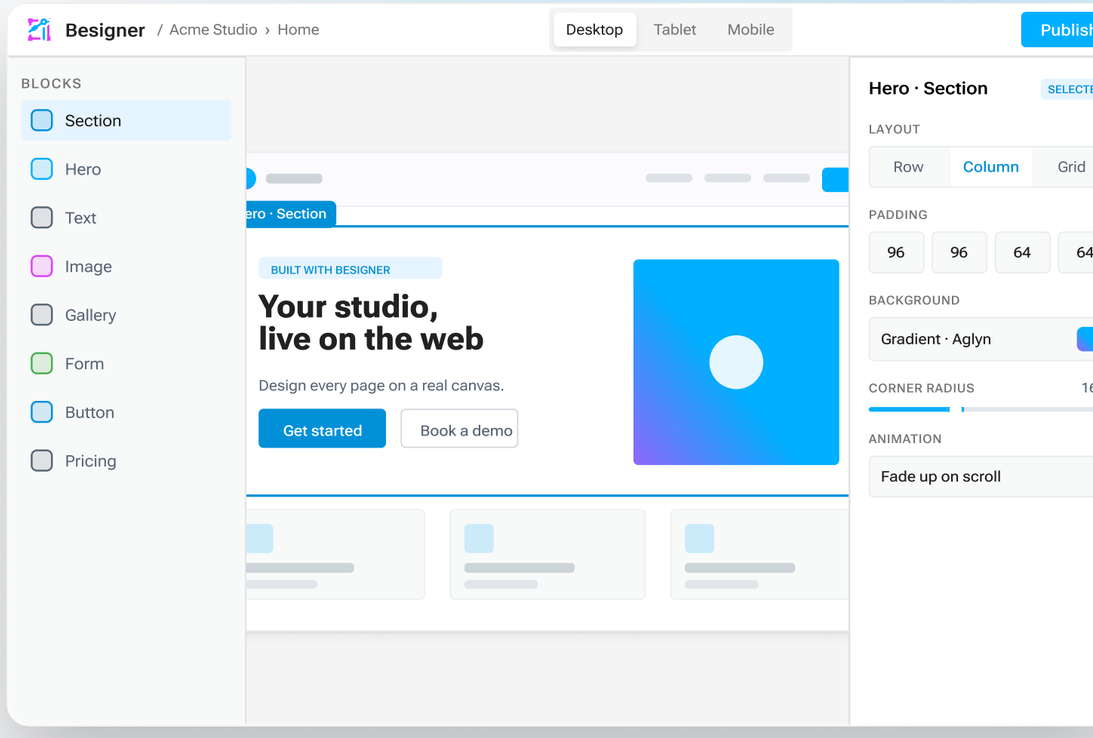
aglyn

Brand Guidelines

Version 1 · August 2026

aglyn.com/press



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One lockup, drawn once



The mark

A multicolor glyph — pink and blue are structural, not decorative. It never changes color.

The wordmark

“aglyn” set in Raleway Medium at −4.12% tracking, converted to outlines. It exists only as artwork — never re-typed.

The pair

Mark and wordmark ship together as one file per background. Assembling them by hand is the #1 brand error.

02 · VARIANTS

Pick by background, never by taste



Light backgrounds

Colored lockup — the default.



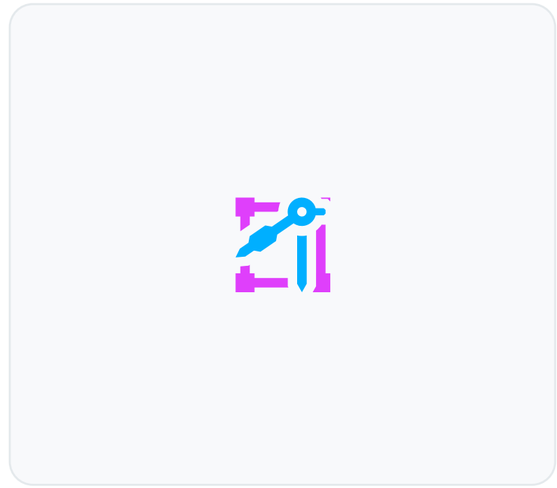
Dark backgrounds

Colored mark, white wordmark.



Saturated color

All-white lockup only.



Mark only

Avatars & favicons, 16 px+.

Single-color black exists for one-color print and engraving only — never on screen.

03 · CLEAR SPACE

Give it room to breathe

clear space = mark height

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Clear space

Keep at least the mark's height free on all four sides — text, edges, and other logos stay outside it.

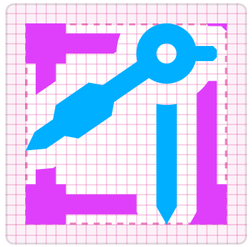
Minimum size

24 px tall on screen · 10 mm in print for the full lockup.

Below minimum

Switch to the mark-only file (16 px minimum). Favicons use the supplied icon set.

Built on a grid



The mark is drawn on a 24×24 grid — 20×20 of artwork with a 2-unit blank margin baked into every file. Scale it in multiples of 24 px for pixel-perfect edges.

04 · MISUSE

Four ways to break it (don’t)



✕ Don’t re-type the wordmark in any font



✕ Don’t stretch, squash, or rotate



✕ Don’t recolor or flatten the mark



✕ Don’t use the colored lockup on low-contrast color

If a use case isn’t covered here, ask — info@aglyn.com answers brand questions quickly.

Every product, the same voice

- aglyn besigner
- aglyn documentation
- aglyn forms & inbox
- aglyn workflows
- aglyn analytics
- aglyn crm
- aglyn ai
- aglyn console
- aglyn commerce
- aglyn media
- aglyn plugins
- aglyn marketing
- aglyn datasets

Product words follow the same recipe as the wordmark — supplied as files, never assembled.

The product's palette, verbatim

Primary
#00B0FF · App accent & primary actions
RGB 0·176·255 CMYK 100·0·0·0 Pantone 801 C

Secondary
#E040FB · Highlights & secondary accents
RGB 224·64·251 CMYK 0·100·0·0 Pantone 807 C

Tertiary
#404C5C · Slate chrome & surfaces
RGB 64·76·92 CMYK 73·54·35·47

Tertiary · dark
#7C8CA3 · Lifted slate for dark UI
RGB 124·140·163 CMYK 56·38·23·5

Info #1878CD

Success #4CAF50

Warning #FFAB40

Error #E32C27

Surface #F8F9FA

Background #F5F5F5

Primary dark #0077AD

Primary dark · dark mode #4DC8FF

Brand gradient · 242° #00B0FF → #7A5CF0 55% → #E040FB
Print (CMYK): 100·0·0·0 held to 15% → 70·80·0·0 at 50% → 0·100·0·0 from 80%, so it ends on the logo's pink

Source of truth: console.theme.ts. CMYK is for coated stock (GRACoL 2006), press-proofed on 20 pt matte cards and Super Matte vinyl stickers (Oct 2026). Pantone 801 C and 807 C are fluorescent spot inks for flat color only. Full breakdowns: aglyn.com/press.

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Dark grounds, from the same theme

Background · dark mode
#161C21 · Page ground in dark mode
RGB 22·28·33 CMYK 90·40·25·100

Paper · dark mode
#2A3440 · Cards & panels in dark mode
RGB 42·52·64 CMYK 85·63·41·68

Surface · dark mode
#202934 · Raised surfaces in dark mode
RGB 32·41·52 CMYK 96·72·40·77

Tint primary · dark #193D55

Tint secondary · dark #571E61

Tint tertiary · dark #333B44







Source of truth: console.theme.ts, dark scheme. Use the on-dark lockup on these grounds (colored mark, white wordmark). The three tints are fills for icon tiles and badges, with white text. CMYK is for coated stock (GRACoL 2006).

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07 · TYPE

Two typefaces, two jobs

Aa

ABCDEFGHIJKLM abcdefghijklm 0123456789

Raleway

Brand & lockups — wordmarks, social images, and collateral like this document.

Medium (lockups, –4.12% tracking) · Bold (titles)

Aa

ABCDEFGHIJKLM abcdefghijklm 0123456789

Roboto Flex

Product & web — the console, published-site defaults, and aglyn.com.

Black · ExtraBold · Bold · SemiBold · Regular · Light

08 · NAMING

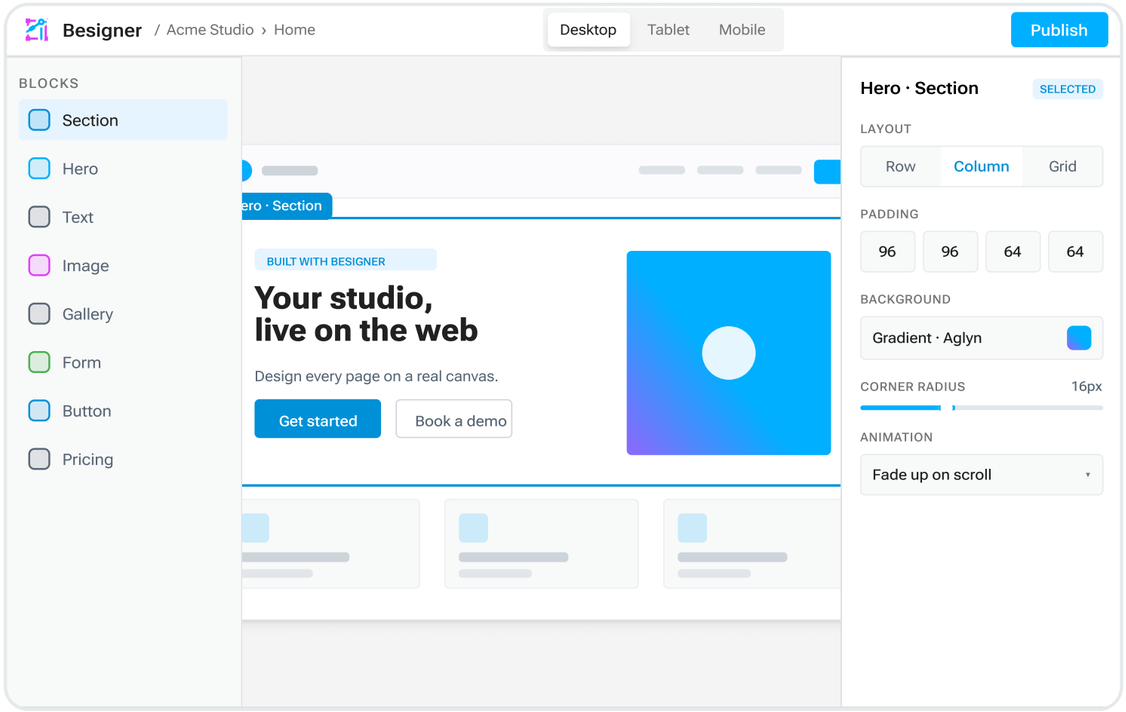
Write it like we do

Aglyn	The platform and the company. Capitalized in prose; lowercase only inside the logo.
Besigner	The visual builder. Capitalized in prose — exactly the same rule as Aglyn.
Aglyn Console	The management app. “The console” on second reference.
Products	Commerce, Forms & Inbox, Media, Workflows, Plugins, Analytics, Marketing, CRM, AI, Datasets.

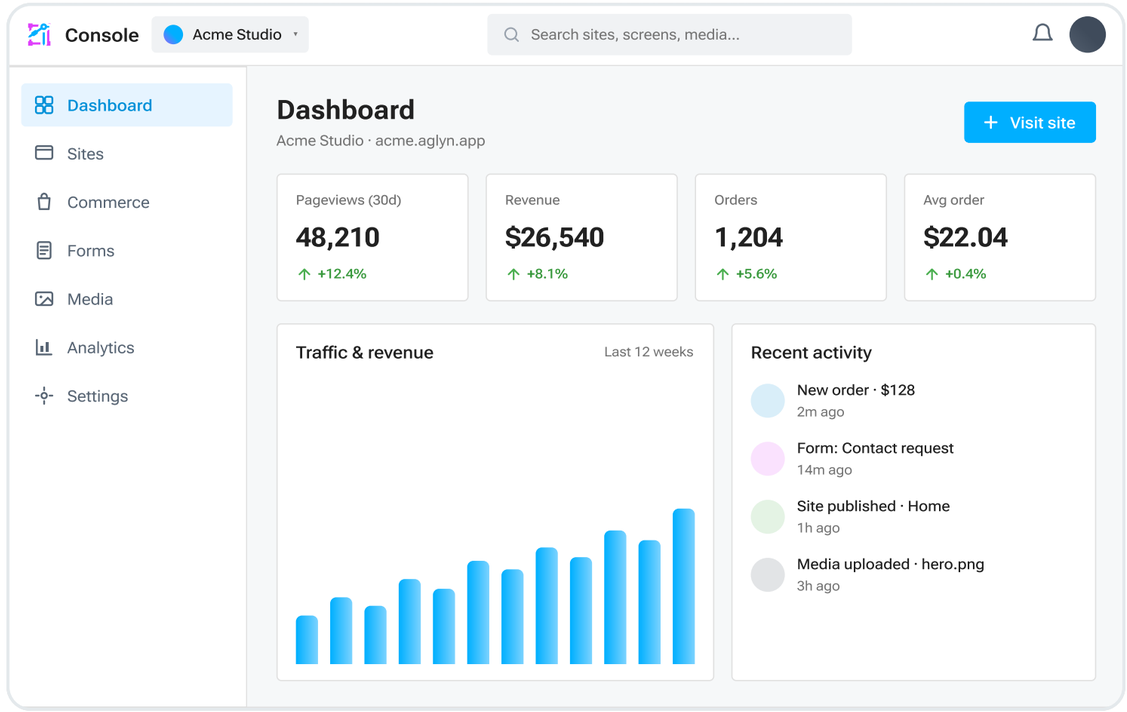
“Aglyn is an open-source website platform — design, ship, and run your entire web presence from one place.”

The approved one-liner — use it verbatim.

Real product, unmodified



Besigner — canvas



Aglyn Console — dashboard

Screenshots ship as supplied — no recoloring, cropping into UI, or fake data. Fresh captures of any surface: info@aglyn.com. Images are illustrative beta mockups — some details or features may differ from the shipping product; confirm specifics before quoting.



Questions, requests, or a use case we didn't cover:

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