

Glide

Brand Guidelines
Version 1.1



Welcome to the Glide Brand Guidelines

In this book, we'll explain how to give things the Glide touch.
By building an understanding of the Glide identity system, all the
things you make at Glide will feel connected and consistent.

Let's jump into it, shall we?



👋 Hey I'm Tom, the art director here at Glide.
Email tom@heyglide.com if you have any questions

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Note
Like the Glide product, these guidelines are always evolving. Any new updates must be documented and communicated internally.

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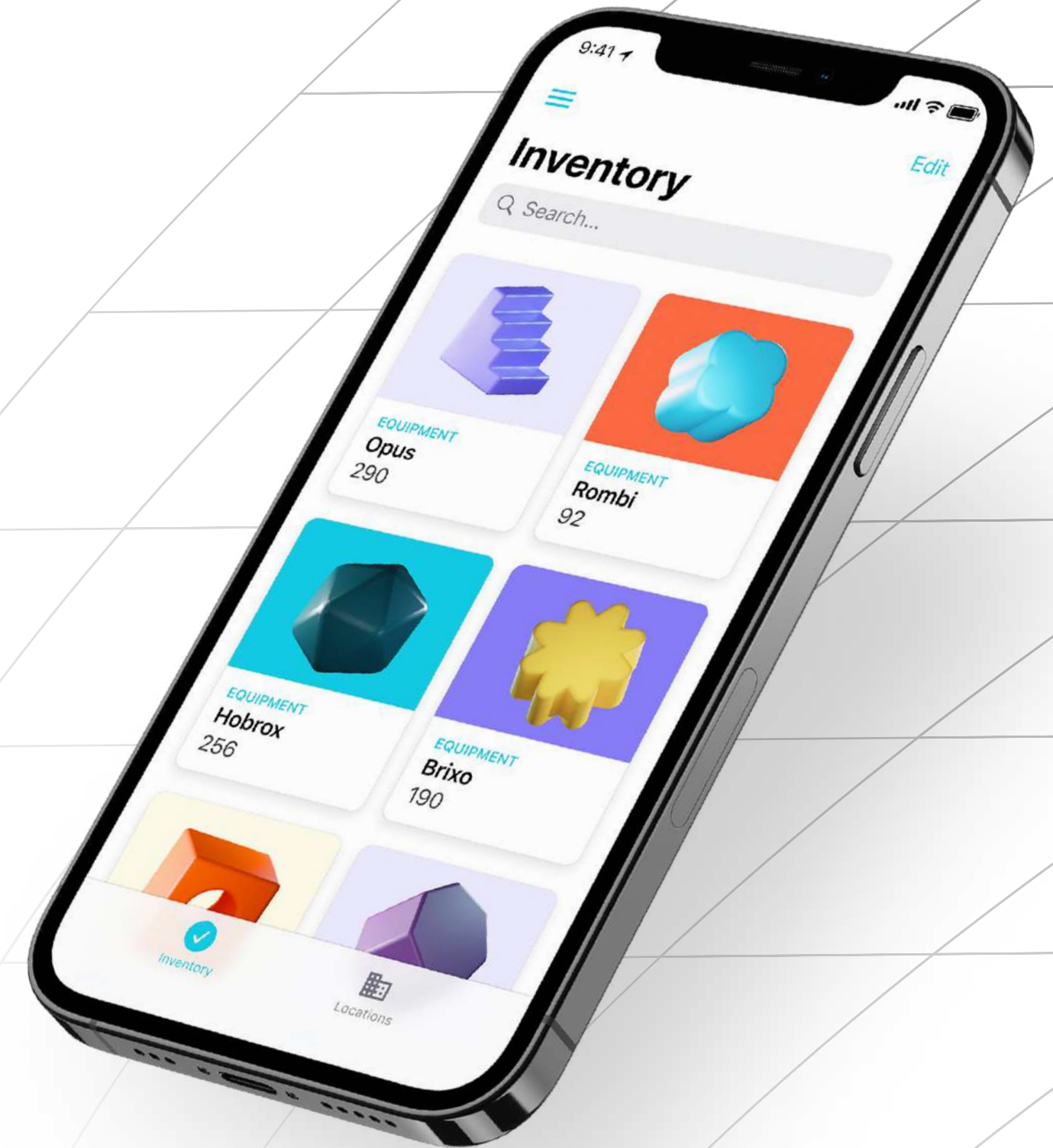
Usage

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About Glide

Glide is a **delightful tool** to turn data into apps and websites

[Visit Website](#)



Brand essence

The unstoppable
genius



The core of the brand from which everything else is built upon.

Our vision

Free the world's
genius  from
clunkiness

The ultimate dream and driving force behind Glide.

Our mission

Empower  a
billion software
makers by 2030

What Glide tangibly aims to achieve and how.

Visionary

Ambitious, idealistic,
cutting-edge, bold

Uplifting

Vibrant, enthusiastic,
motivational, positive

Intelligent

Knowledgeable, curious,
resourceful, articulate

Logo & Symbol

Our logo

Inspired by the energy and movement sports logos, the Glide logo reflects the uplifting Glide building experience.

Its italicised central characters give it a **sense of motion**, whilst the G and E characters **provide stability**.

When to use

We use this logo almost everywhere. The only places we use our symbol are for avatars and icons.



Logo clear space

Our logo loves space. When laying out the Glide logo, please make sure you use at least one 'G space' on all of its sides.



Glide Symbol

What is it exactly? We don't really know, and don't want to know.

For us, it visually encapsulates our 'visionary, uplifting and intelligent' brand personality.

It's not a bolt, nor a butterfly, it's simply a feeling captured by our design team.

When to use

The symbol is used mainly for avatars, but can also be used to punctuate bodies of text (as shown on page 15).



Logo Rules

Logo and symbol

The symbol and the logo must never be used next to each other.

No effects

Do not add any effects to the logo. If the logo feels as if it needs colour, add it to its environment, rather than the logo itself.

Exceptions

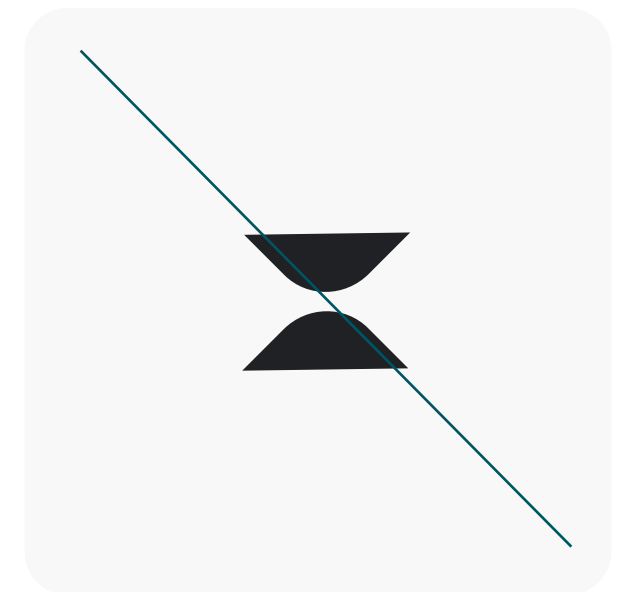
The logo can be manipulated for various creative exercises such as T-shirts and stickers. Check any manipulations with our design team before publishing.



Do not put symbol next to logo.



Do not add fills or effects to the logo.



Do not rotate the symbol.



Do not colourise the logo.



Do not twist or rotate the logo

Website navigation



T-shirt



Avatars



Open graph image



Glide's mission is to create a billion new software developers by 2030.

Anchoring body copy



Made with **Glide**

Product tags

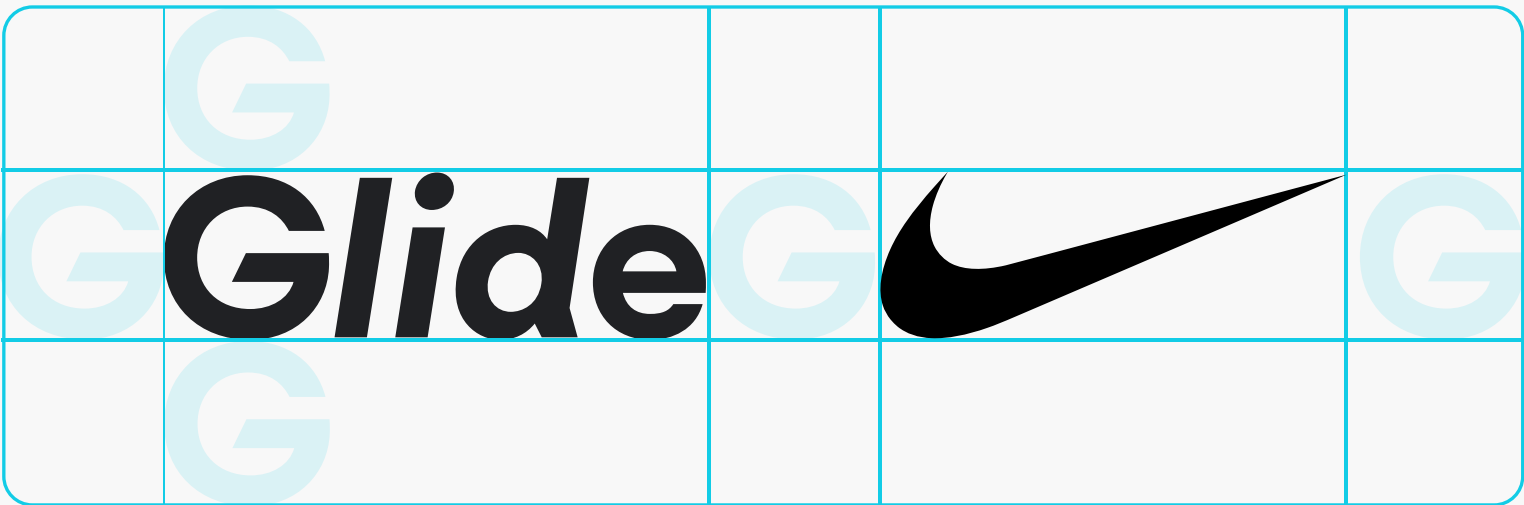
Partner Lockups

Spacing

Please ensure that each partner lockup has the equivalent 'G' spacing around each logo.

Sizing

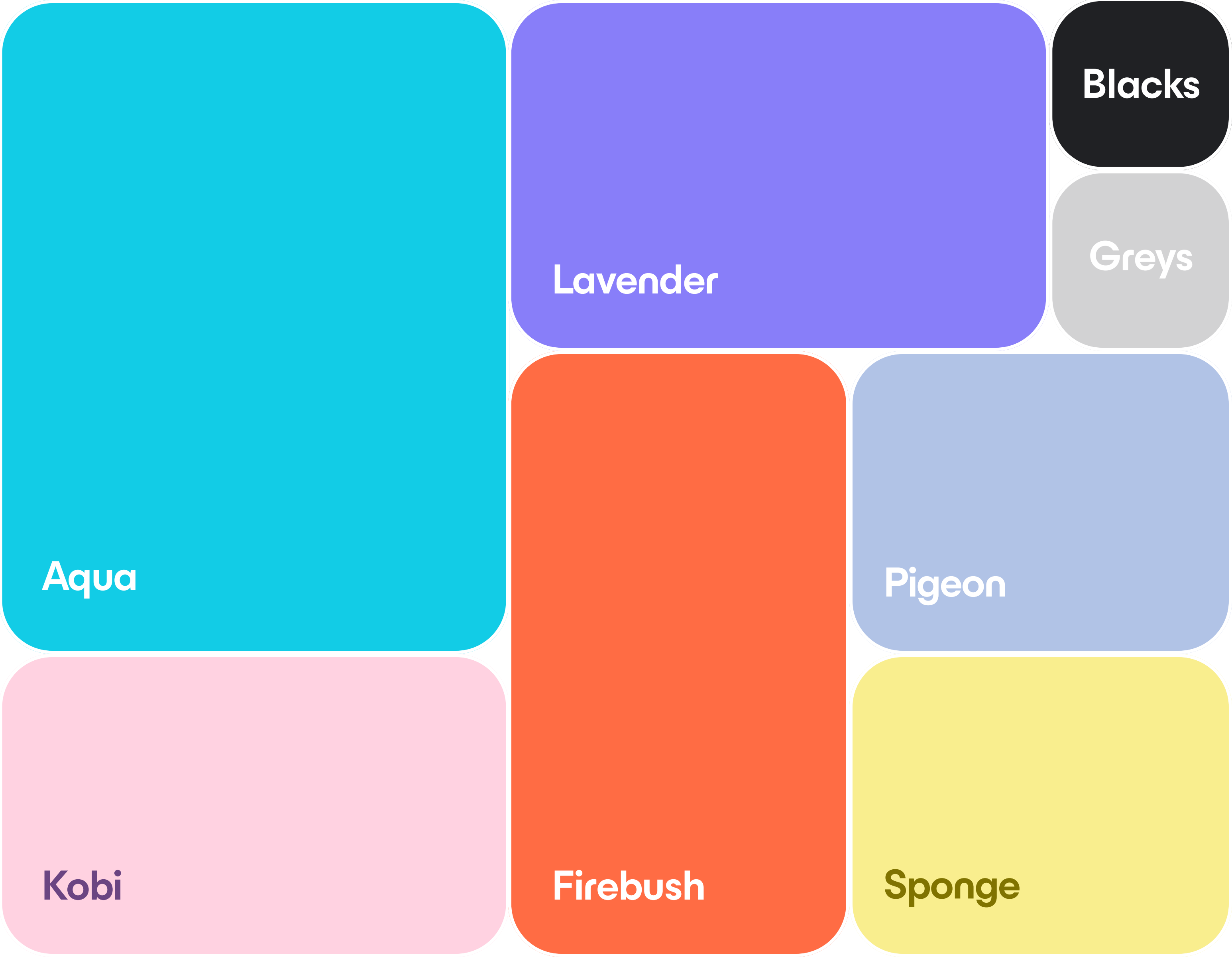
The two (or more) logos used next to Glide must be the same Y height, or where not possible (i.e. when using vertical logo), a 1:1 ratio.



Color

Core colors

The Glide color scheme is our most ownable asset. Whilst Aqua is our primary color, please try and use all the colors in an even way to ensure the brand feels diverse.



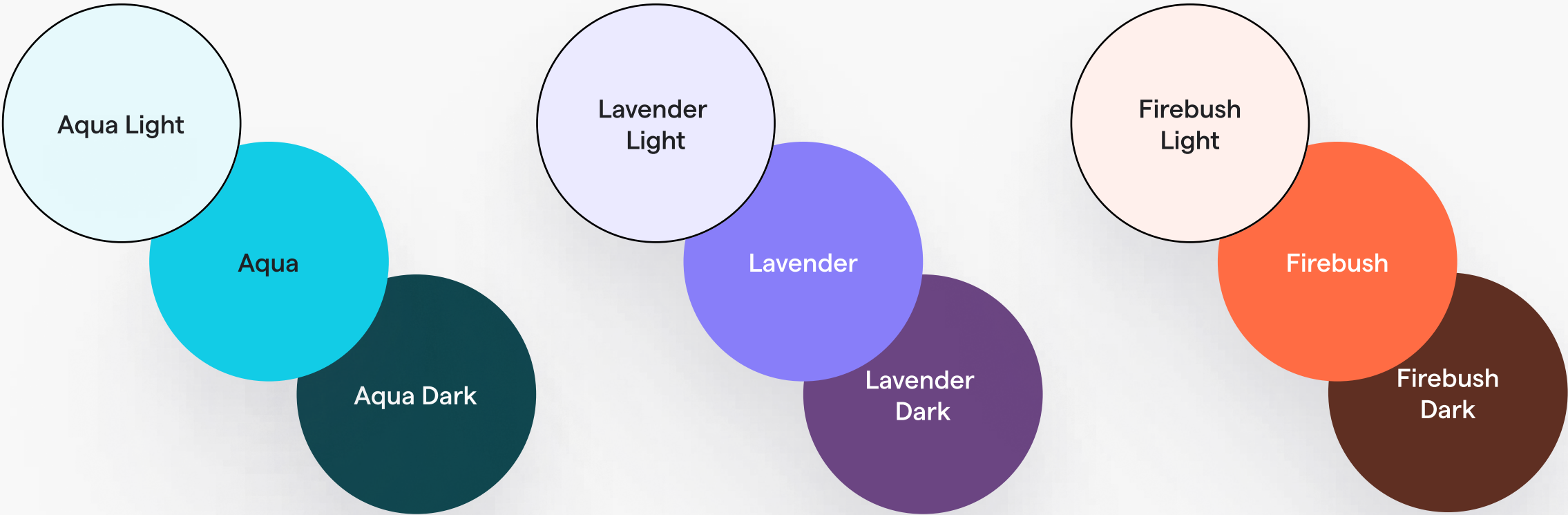
Hex Values

<div>Aqua Light E6F9FC</div>	<div>Firebush Light FFFOEC</div>	<div>Lavender Light EBEAFF</div>	<div>Pigeon Light E9FOFF</div>	<div>Kobi Light FFF1F6</div>	<div>Sponge Light FEFCE8</div>
<div>Aqua 12CCE5</div>	<div>Firebush FF6C44</div>	<div>Lavender 887EF9</div>	<div>Pigeon B1C3E6</div>	<div>Kobi FFD2E1</div>	<div>Sponge F9EE8E</div>
<div>Aqua Dark 10474F</div>	<div>Firebush Dark 5F2F22</div>	<div>Lavender Dark 2C2855</div>	<div>Pigeon Dark 374664</div>	<div>Kobi Dark 6B4582</div>	<div>Sponge Dark 807300</div>

Color combos

Tints

For more functional uses of the Glide palette (i.e. UI), stick to single tint color combinations.

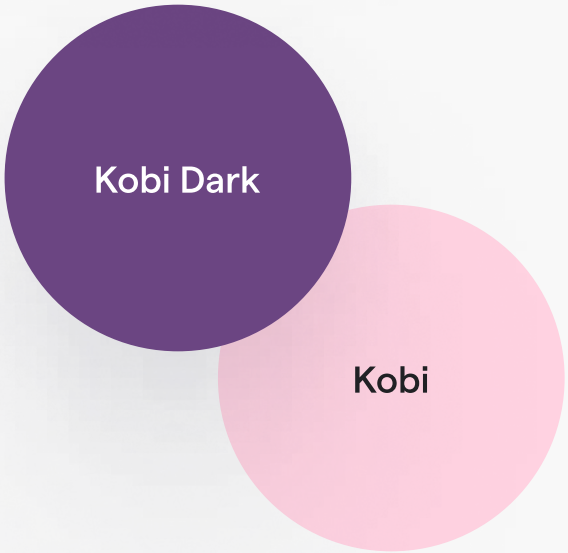
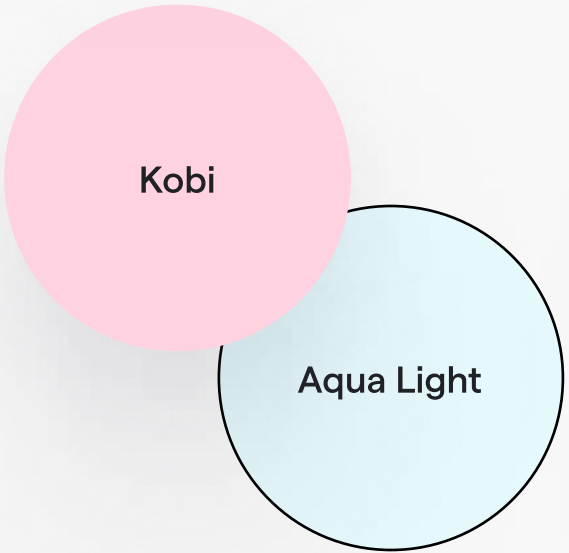
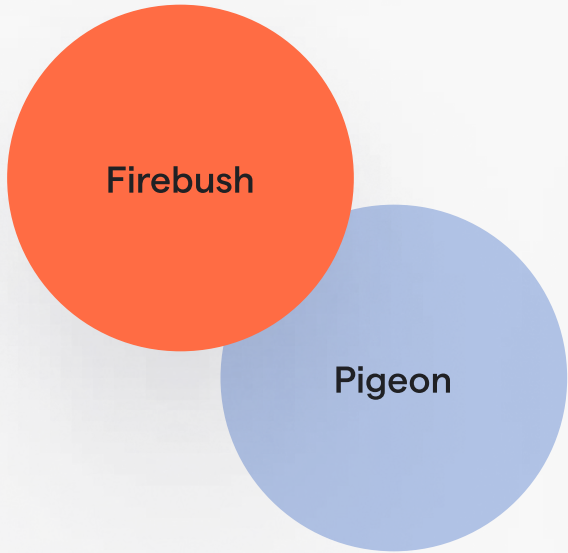
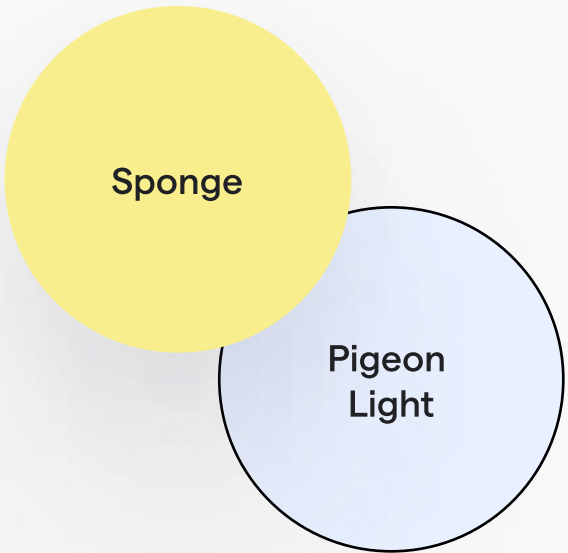
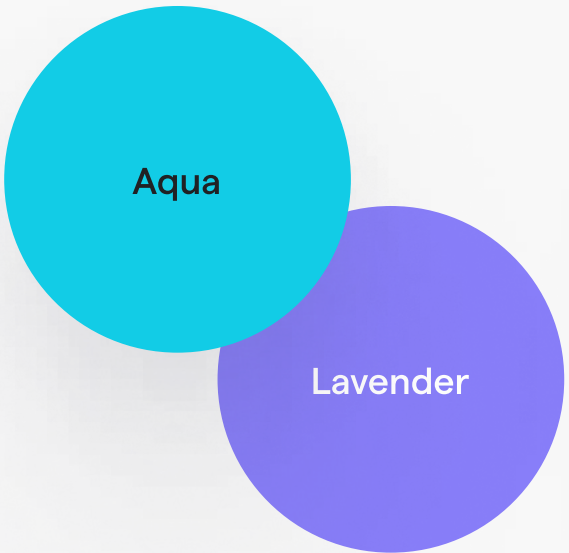
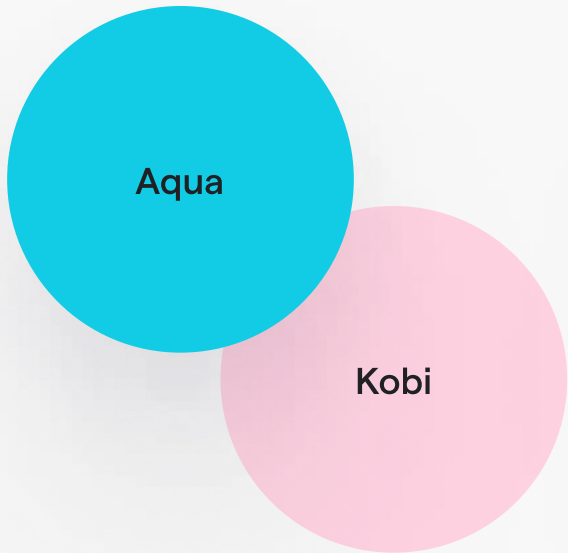


Color combos

Complements

For more creative executions, pairing complementary colors work well when making artistic elements such as gradients.

Note
Only pair Firebush with Firebush tints, Pigeon or Neutrals.



Enterprise colors

Glide enterprise uses a toned down and more professional palette. It draws inspiration from the core brand colours, but they **do not share the same hex values**.

Teal

#007D8E

Aubergine

#856798

Teal Dark

#015561

Typography

ES Build

Unstopp
Genius

Unstoppable
Genius

Unstoppable
Genius



Typography

Primary typeface

Our primary brand font is ES Build by Extraset. It’s big, bold and friendly, and is used for headlines.

Secondary typeface

Our secondary brand font is Matter by Displaay Foundry. Matter is used with less intensity, and should only be used for body copy and subtitles.

Fallback typefaces

Whenever it’s not possible to use our brand fonts, ES Build should be replaced by Poppins Black, and Matter should be replaced by Inter.

[Download our fonts here](#)

ES Build

ES Build Semibold (reduced letter spacing)

This is a subtitle

Matter Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec non urna non nunc euismod efficitur quis at odio. In hac habitasse platea dictumst. Nam a arcu at quam sagittis efficitur.

Matter Regular

Typography

Things to avoid

Long headlines

ES Build does not work for long bodies of text. If headlines are over 10 words, consider reverting to Matter at a smaller size.

Multi-coloured text

Never use more than two colours in a headline. Black and one colour is OK.

ES Build at small scale

For smaller text, use Matter only.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec non urna non nunc euismod efficitur quis at odio.

Overly long headlines



Multi Coloured Text

Using multiple text colours at once



ES Build small scale

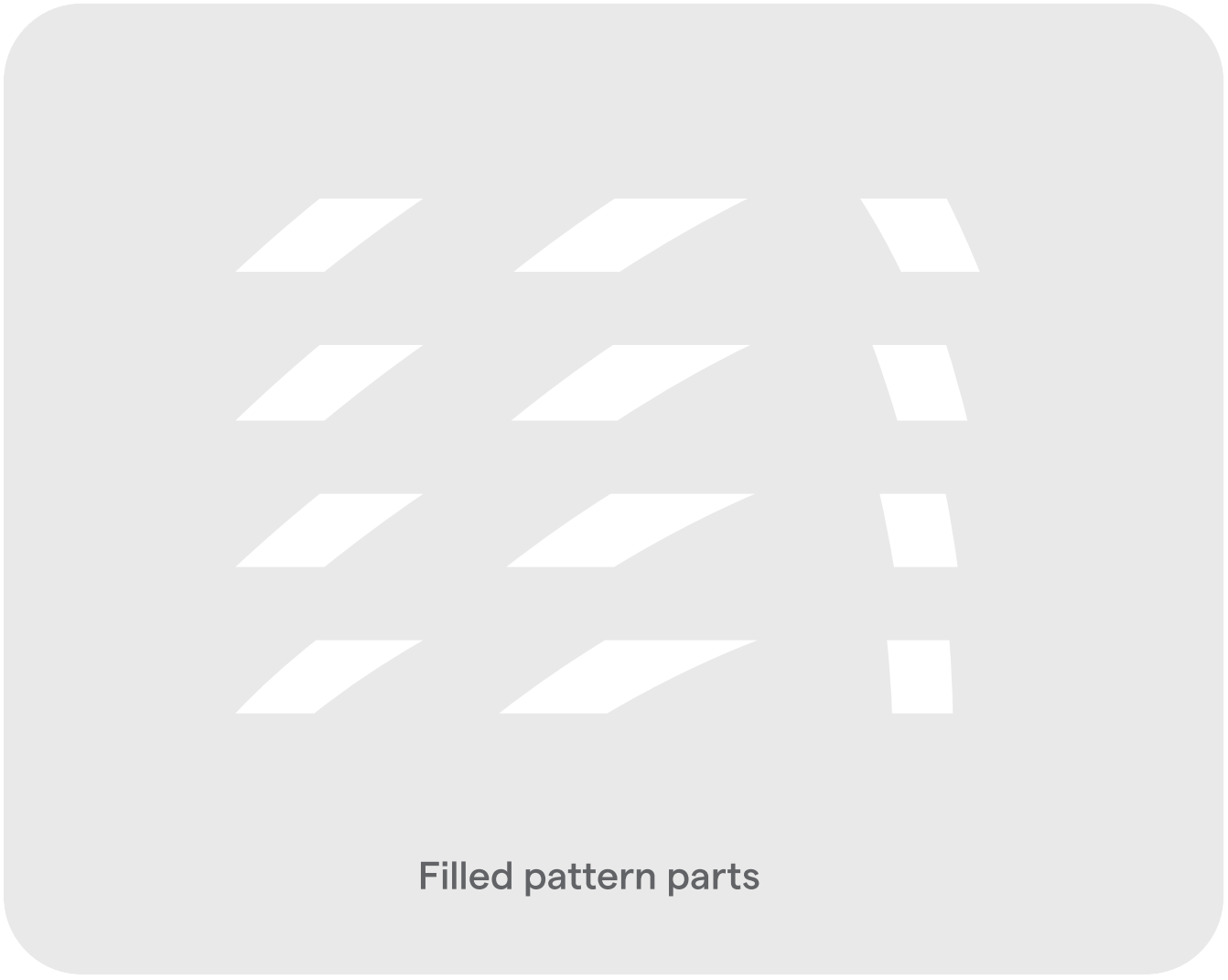
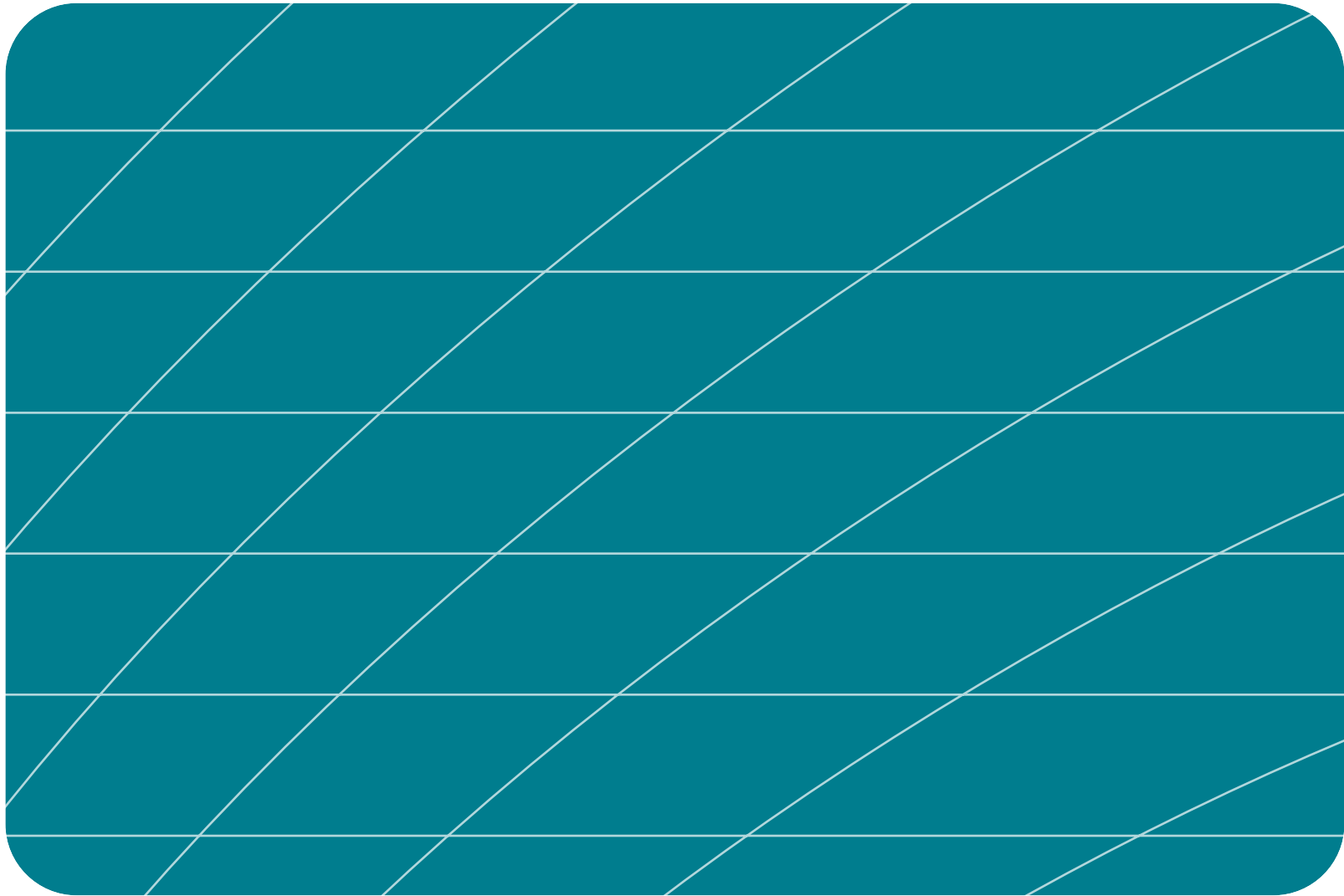
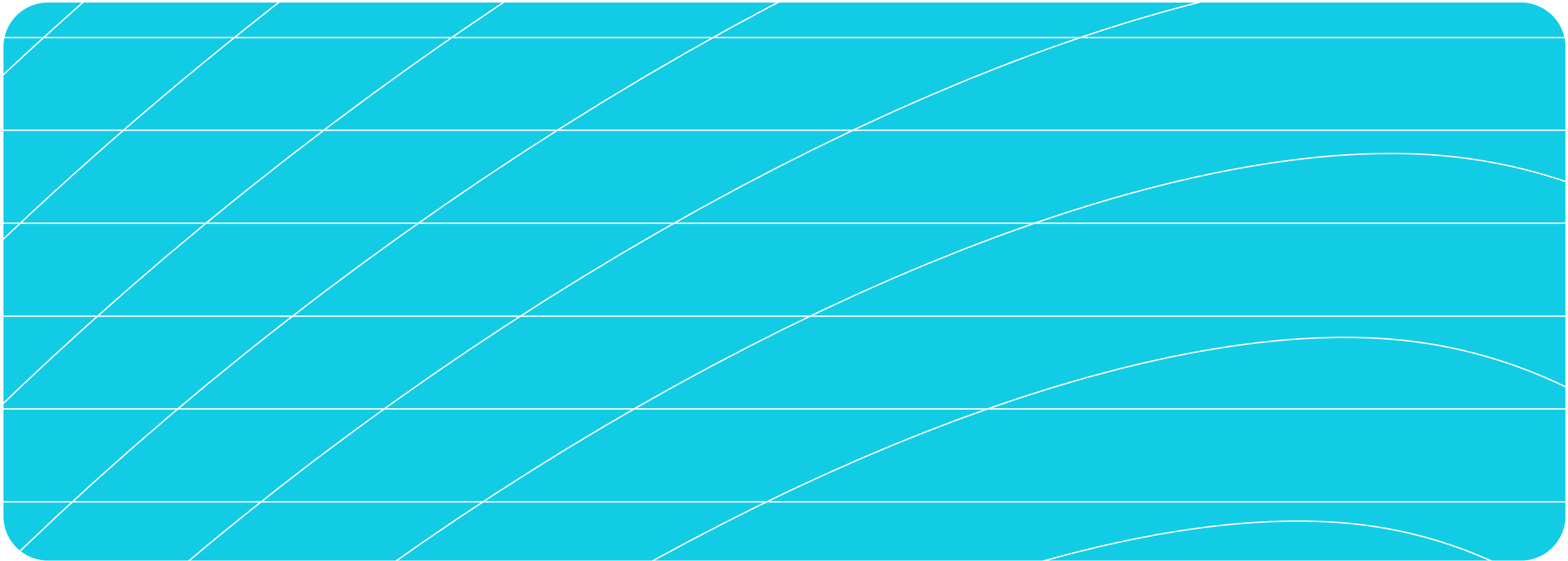
Using ES build at small scales

Assets

2D Pattern

The grid pattern serves as the skeleton of Glide’s 2D visual language. When using the grid pattern, ensure that it is a background element and does not overpower the foreground elements.

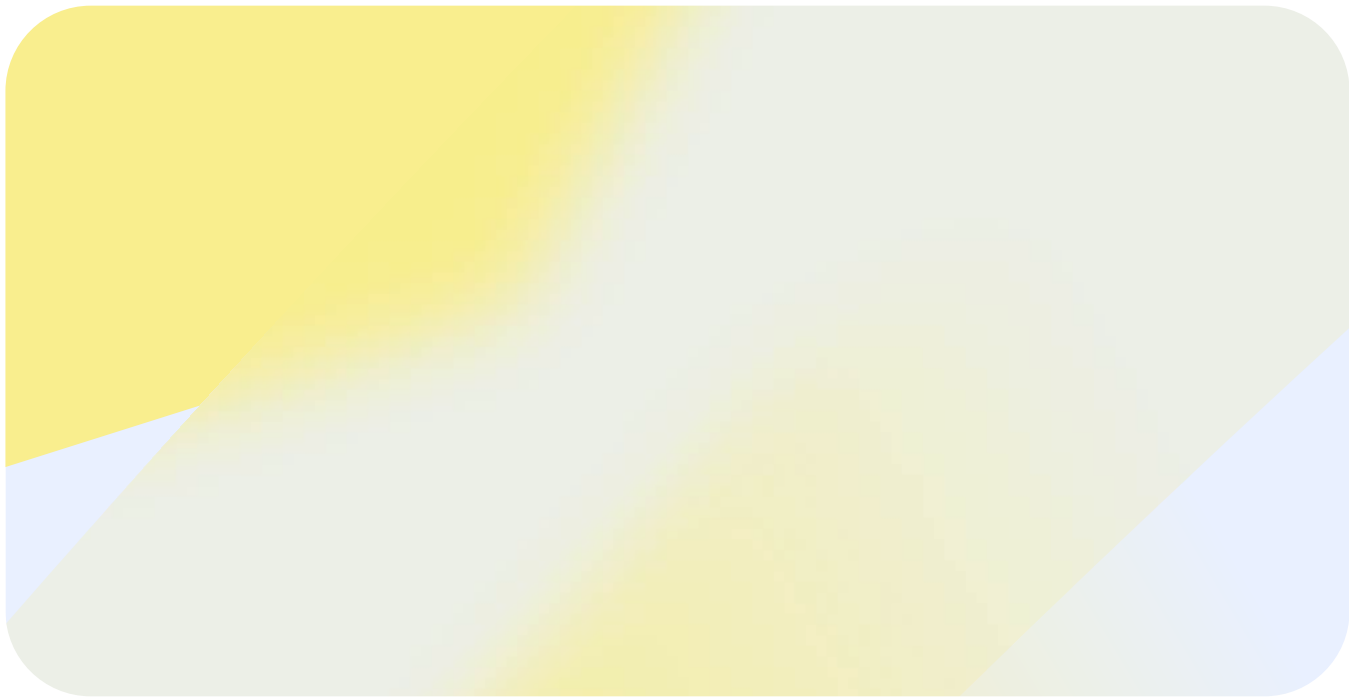
The grid pattern is a key visual when designing for Glide Enterprise.



2D Gradients

The Glide gradients use **filled pattern parts** in interesting colour combinations.

These visuals form a versatile image bank for use in areas such as the blog and experts wallpapers.



3D Data Shapes

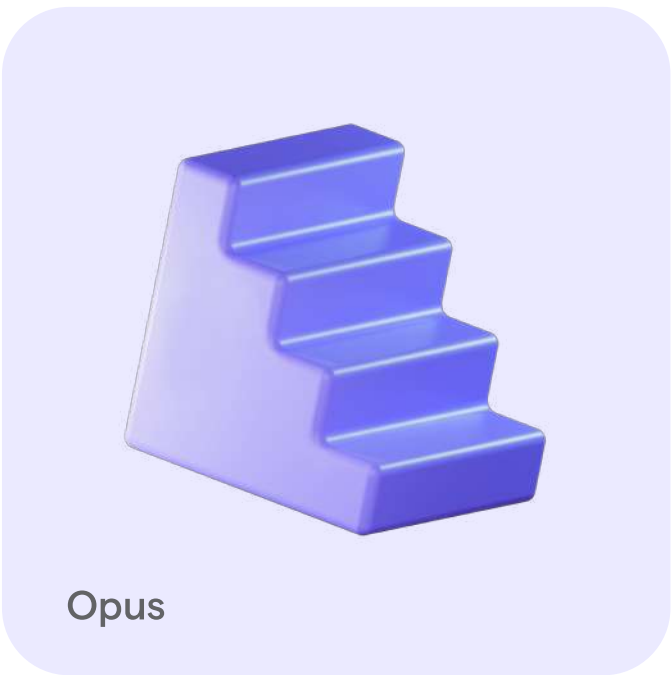
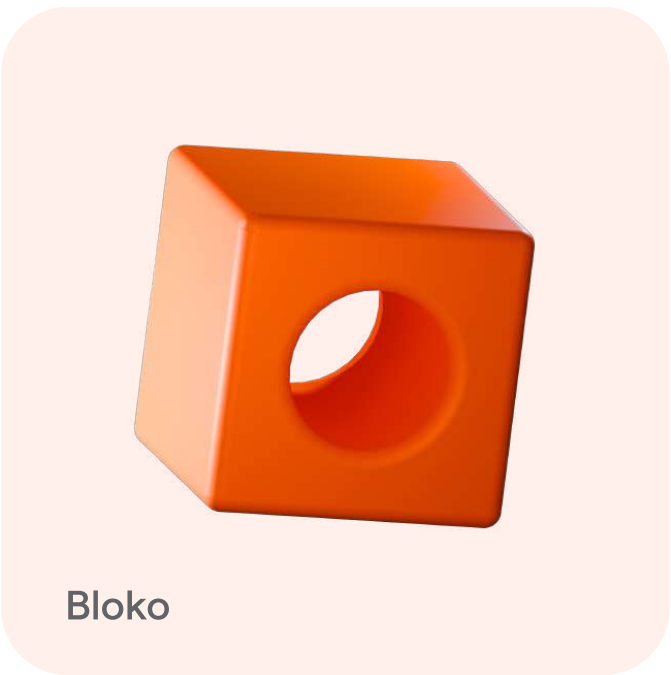
The 3D data shapes are a fun way to bring Glide’s data to life. Each shape represents a piece of information at a micro scale.

Icons

The 3D data shapes can be used as icons. They will always be abstract, so avoid using them to illustrate literal content.

Naming

When adding new shapes and names, take the first 4-5 letters of the 3D shape and form a fun two-syllable word.

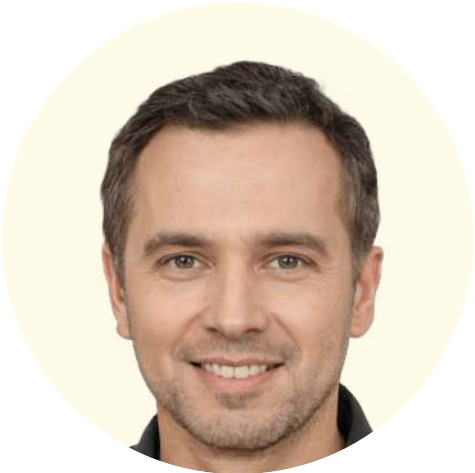


Avatars

General
Our Avatars have been selected to represent the diverse Glide community.

Fun fact: they are all images generated completely by AI.

[add names]



App icons

Apps for Work

This icon style is used for all the Glide Apps for Work (AFW). It is a consistent style and all new Apps for Work icons should feel part of the same family.

Colour

All Apps for Work icons contain one colour and must contain both black and white shapes.

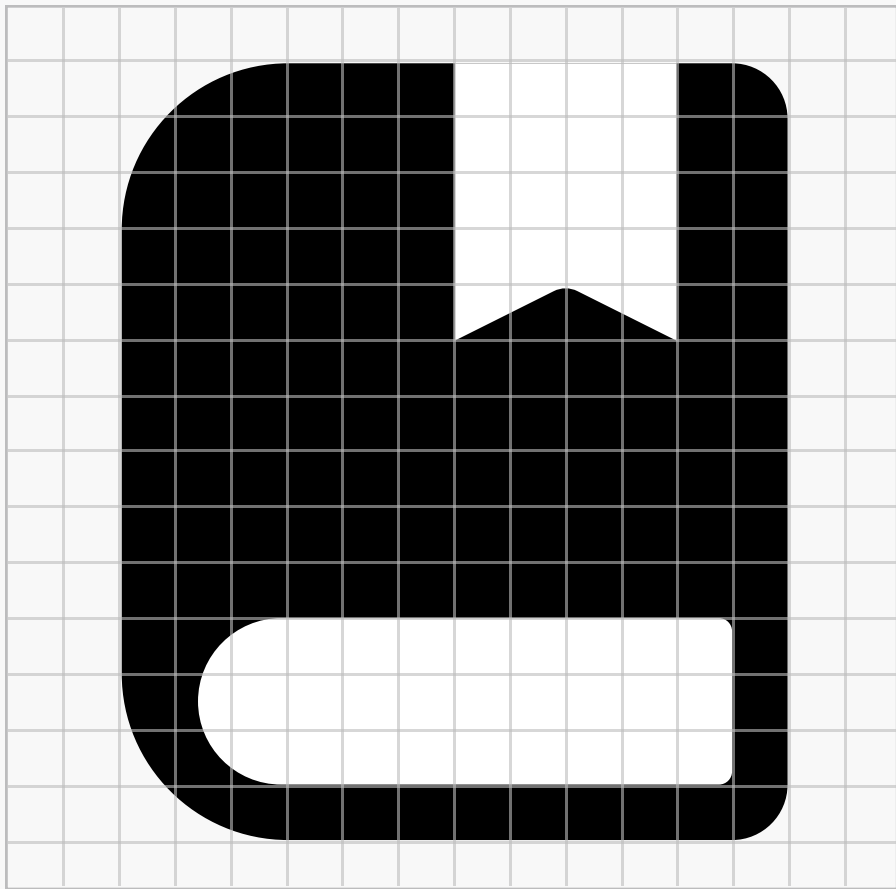


App icons

Apps for Work construction

First, draw icons on a 160x160 grid. Then, place them into an app frame with a coloured background.



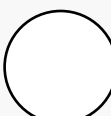
Ensure that the spacing and scale of the icons are always consistent.



160x160 grid



Icon positioning

-  BG colour
-  Black
-  White

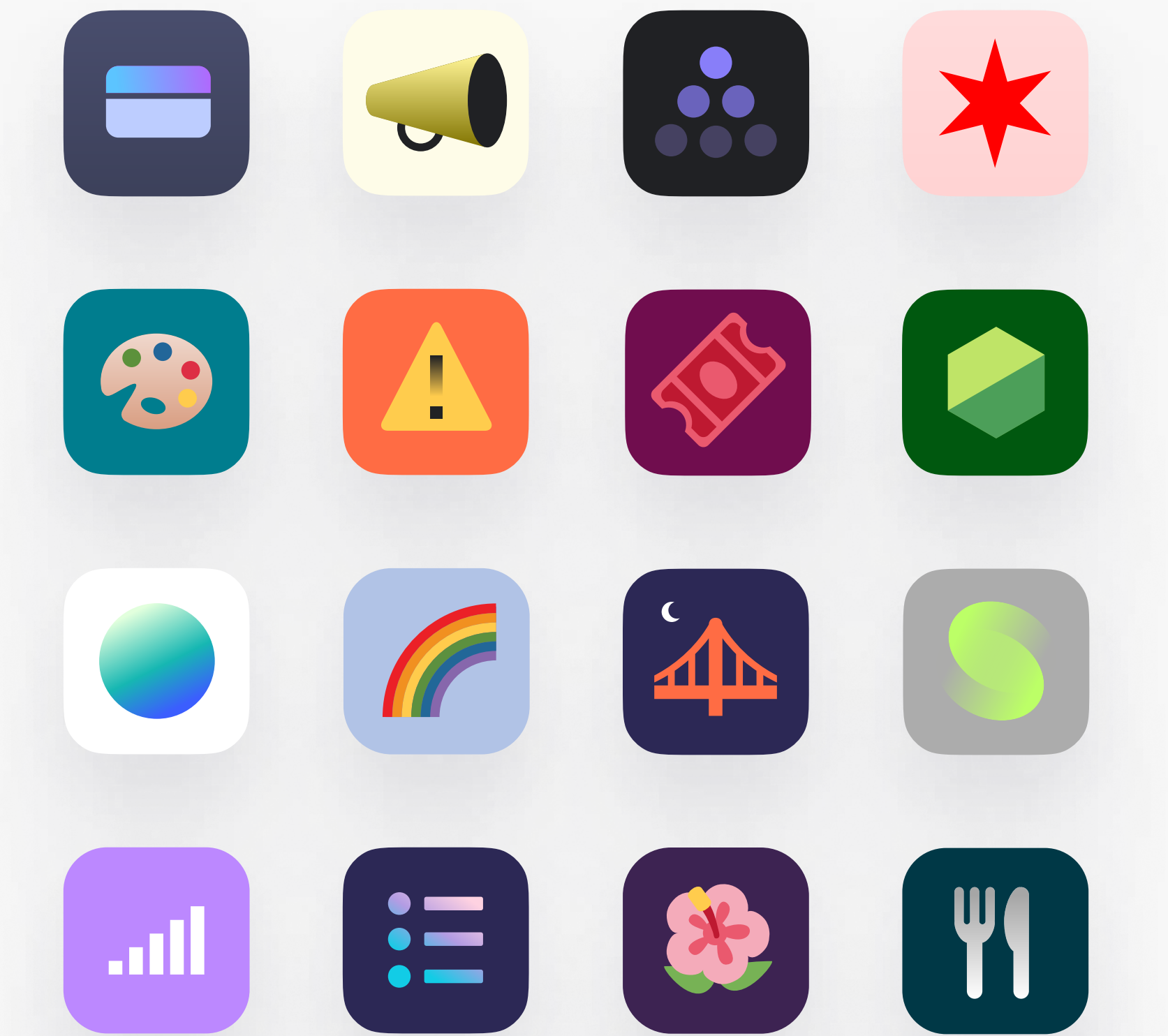
App icons

Freeform icons

This icon style is freeform, and can be used to represent all the other Glide apps.

Design notes

- Always use 2D shapes when designing freeform icons.
- Keep the colourways simple and appropriate for the icon subject.



Usage

Glide

Templates ▾

Pricing

Enterprise

Jobs

More ▾







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Sign Up

Powerful apps from spreadsheets

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Get started

Name	Stock	Image
Opus	22	
Rombi	491	
Hobrox OT-3	1512	
Brixo	941	
Opter	14	
Opus	190	



Glide

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Accelerate your success with Glide Enterprise

High quality custom Enterprise software, delivered in days not months, for a fraction of the typical cost.

Get in touch

Lorem ipsum dolot set amet

Full Name

Work email

Company name

Company website

Let's talk

Enterprise features

The quality of the Enterprise, delivered at the speed of a startup.

Built for the Enterprise

Ongoing app support



Lisa Timbillah

North Carolina, USA

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Etiam et leo sed lectus

Book a call



Pablo

London/Austin

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Etiam et leo sed lectus

Book a call

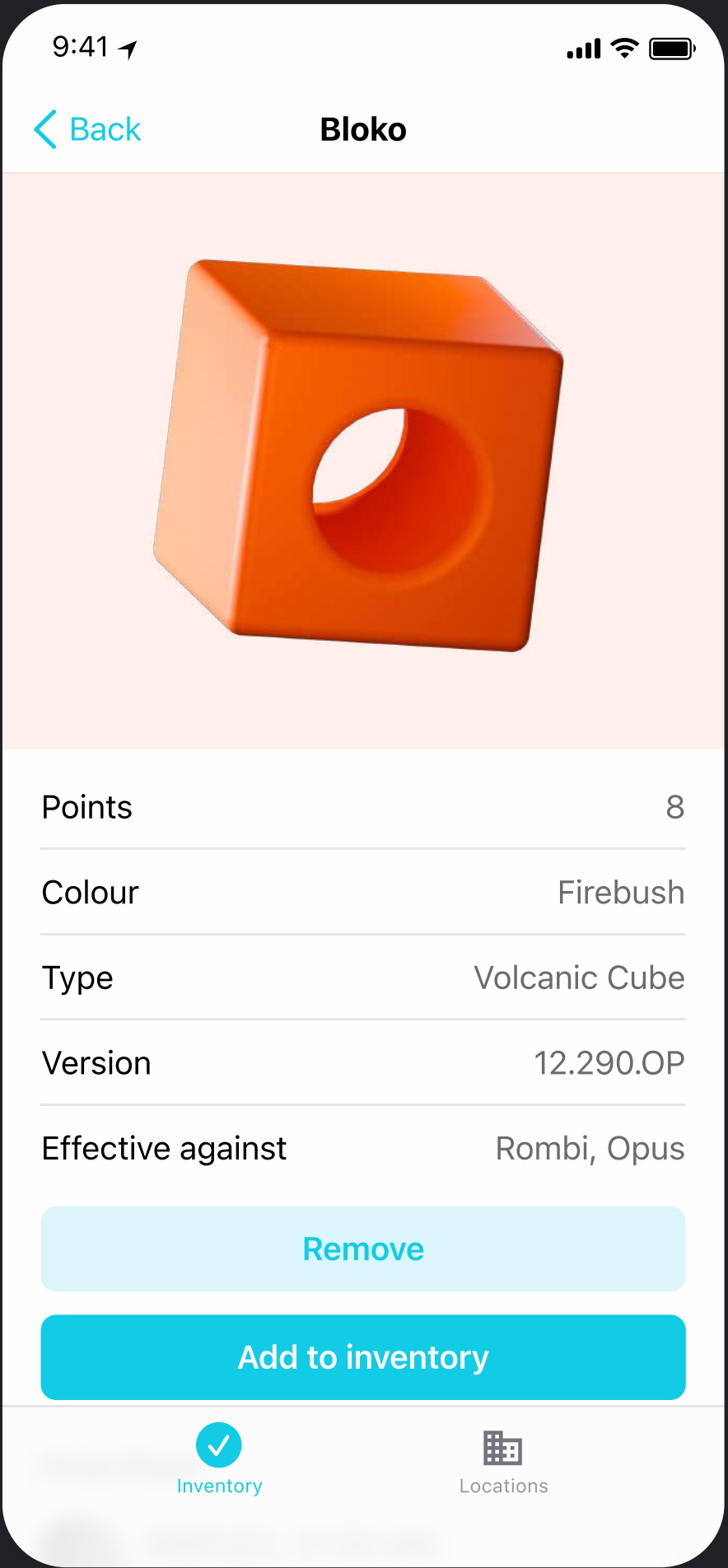
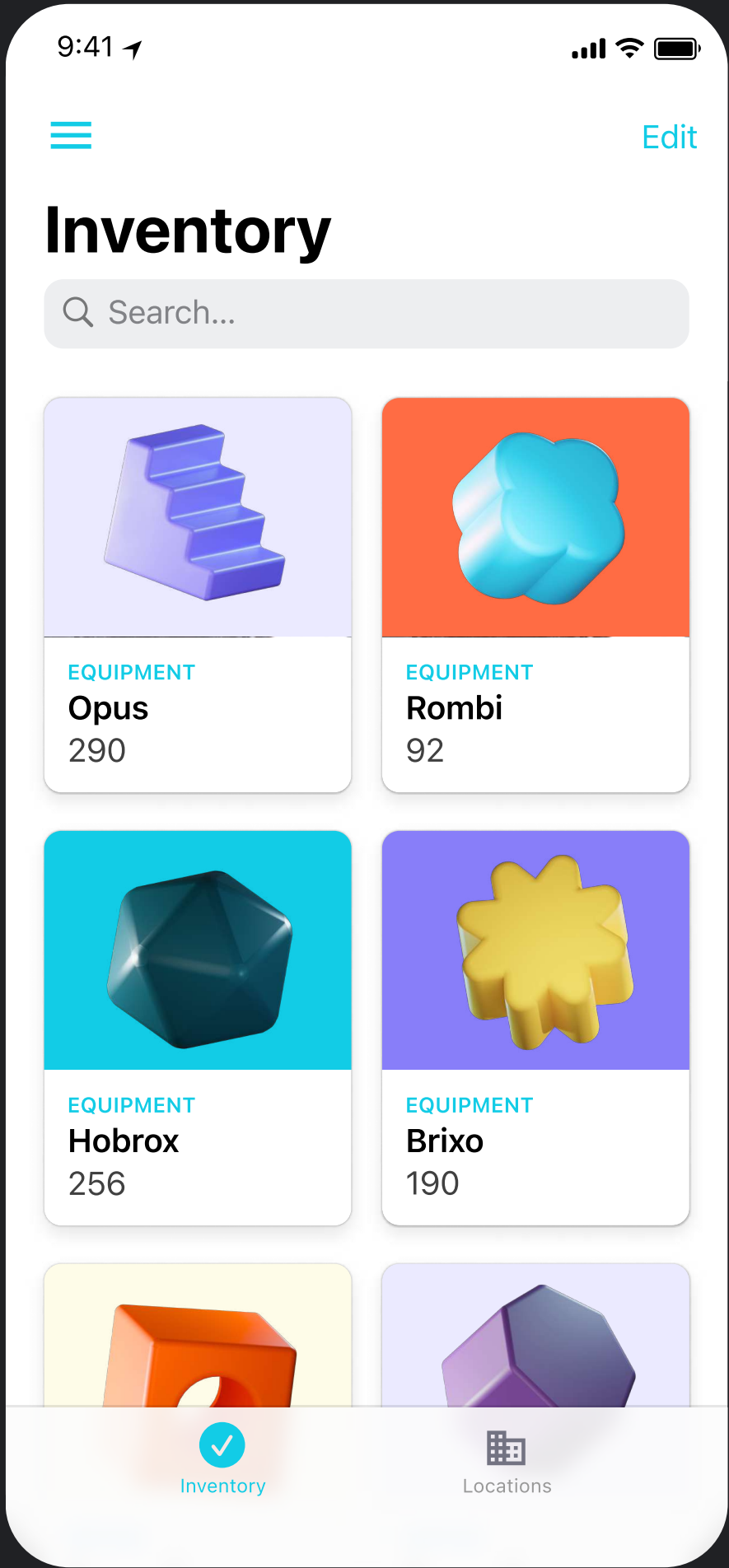



Amit Sarda

India

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Etiam et leo sed lectus

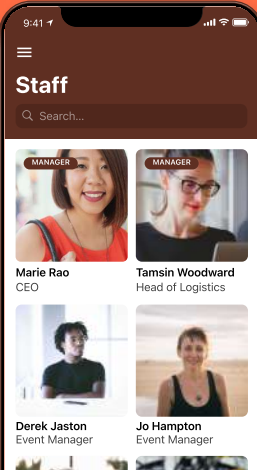

Book a call






Build a directory app

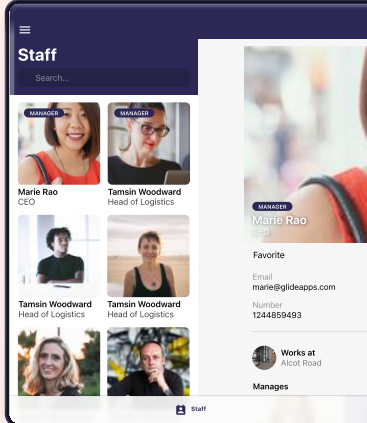

Subtitle line here






Introduction to components

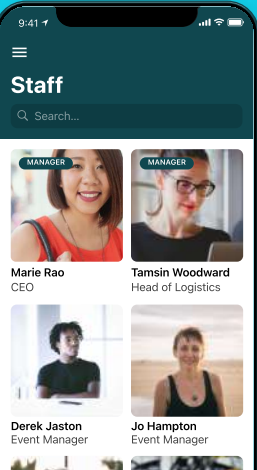

Subtitle line here






App Menu

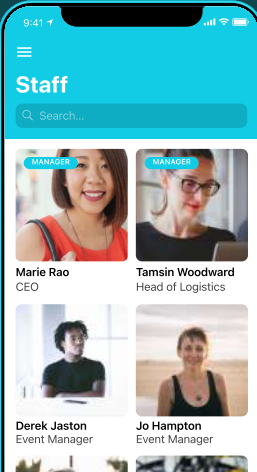

Subtitle line here






Inspections app

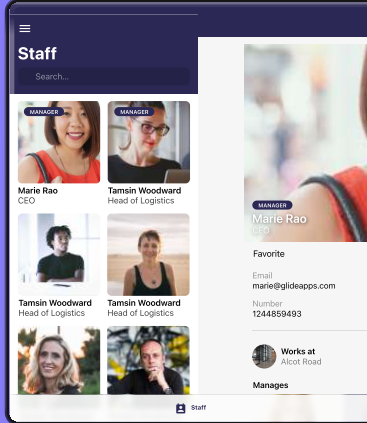

Subtitle line here






App Menu

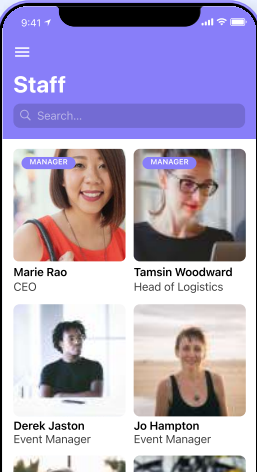

Subtitle line here





App Menu

Subtitle line here
two lines





**We can't wait to see
what you build**

glideapps.com