PRESS AND BRAND

Brand guide

Everything you need to show Glede in a campaign, an article or a presentation. These are the files we use ourselves, and they are updated when the product changes.

Updated November 2026 · All files: glede.app/en/presse

LOGO

The logo and the symbol

Use SVG or PDF where you can. They are vector files, scale without loss and open in Illustrator, Figma and InDesign. The PNG files have a transparent background.



Black · On light backgrounds



White · On dark backgrounds and photos



Orange · On white or dark backgrounds

The symbol is the D in the logo. It stands alone in the app icon and where space is tight.



Black · On light backgrounds



White · On dark backgrounds and photos



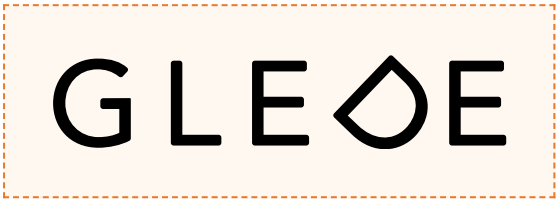
Orange · On white or dark backgrounds

USING THE LOGO

How to use the logo

Space around the logo

Keep at least half the logo height clear on every side. No text or other logos inside that space.



Minimum size

Logo: at least 80 px wide on screen and 20 mm in print. Symbol: at least 16 px.

The name

Write Glede with a capital G and the rest in lower case, in headings too. The company is Glede Norway AS.

Avoid

- stretching, squeezing or rotating the logo
- colours other than black, white and Glede orange
- shadows, outlines and other effects
- busy backgrounds that make the logo hard to read
- redrawing the logo or typesetting it in a font

COLOURS

The colours

Glede orange is the main colour. Use it for what matters most, and let warm white and plenty of space do the rest.

Glede orange
#FF8C38 · RGB 255 140 56
Main colour: buttons, links and accents

Light orange
#FFB347 · RGB 255 179 71
Gradient partner for Glede orange

Dark orange
#E67A2E · RGB 230 122 46
Orange text on light backgrounds

App orange
#FF9A15 · RGB 255 154 21
The app icon background

Dark
#1A1A2E · RGB 26 26 46
Headings and text

Warm white
#FFF8F0 · RGB 255 248 240
Backgrounds

The gradient

Glede orange to light orange at 135 degrees. Used on buttons and surfaces that should stand out.
#FF8C38 → #FFB347

We have not defined CMYK or Pantone values. Get in touch before printing and we will agree on the right value together.

TYPEFACE

The typeface: Mulish

Glede uses Mulish on the website, in the app and on the business platform. It is free and openly licensed (SIL Open Font License).

Give a gift that suits everyone

Mulish 400 600 **700** **800**

We use weight 400 for body text, 600 and 700 for buttons and subheadings, and 800 for large headings.

APP ICON

The app icon

Use the app icon when you refer to the Glede app, for example next to the App Store and Google Play badges.



SOUND AND FILM

The sound logo

The sound a recipient hears when a gift arrives in the Glede app: a soft thump and a warm, rising chord. 1.3 seconds.

Missing something?

Need a format we do not have, or wondering how something may be used? Get in touch and we will help. glede.app/en/kontakt-oss