gluon

COLLATERAL DESIGN SYSTEM · 2026

HOW GLUON LOOKS ON PAPER AND SLIDES.

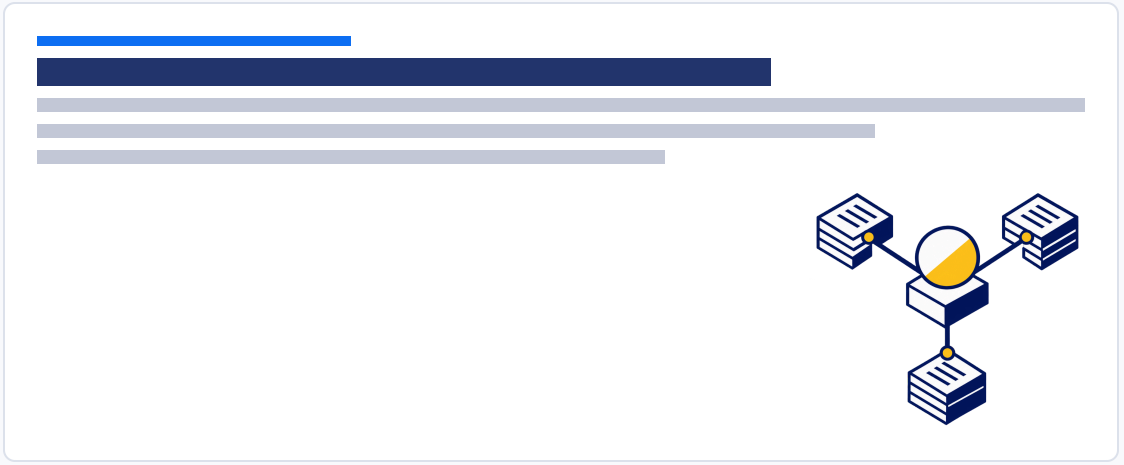
DERIVED FROM GLUON WEBSITE AND PRODUCT TOKENS

V1 · 23 SEP 2026

Space opens.
Paper explains.



Space carries the promise: covers, section breaks and the one big statement. Always the star backdrop, always white type with one cyan word.



Paper carries the proof: how it works, numbers, tables and drawings. Cream ground, white cards, hairlines and blue ink.

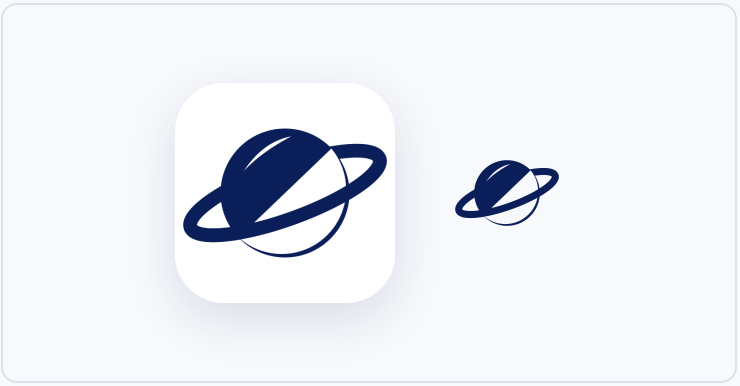
The orb and the wordmark.
Blue ink on light, white on blue.



Blue ink lockup on paper and white. The default.



White lockup on navy, electric blue and space.



App icon for avatars and square spots; the orb alone as a small footer mark.

- ✓ Clear space of half the orb's width on every side.
- ✓ Smallest orb: 16 px on screen, 5 mm in print.
- ✓ Wordmark always lowercase Space Grotesk 600.

- ✗ No tile, outline, glow or gradient on the orb in a lockup.
- ✗ No colours other than navy ink and white.
- ✗ The retired G tile never returns.

Five grounds, three accents.
One accent per page.

Space
#060A13 · covers

Navy
#0A1E5C · trust, closing

Electric
#0B2FC2 · one CTA band

Paper
#F8F9FC · content

White
#FFFFFF · cards, tables

Ink
#121829 · body

Muted
#647089 · line two

Blue
#0D6EF2 · accent on light

Cyan
#9BDFFB · accent on space

Signal
#FFC21A · accent on navy, CTA

Pink
#E53F89 · rationed

Gradients only come from the space backdrops. Everything else is flat. Values are read from `brand/tokens.css` and the website's `global.css` at build time.

Three faces, one job each.

DISPLAY

Space Grotesk Bold · -0.04em · 1.04

Connected. Governed. Useful.

BODY

Switzer Regular and Semibold · 1.5

Gluon connects business context, permissions and source evidence in one knowledge foundation, so your people and AI can work from **the same understanding.**

LABEL

IBM Plex Mono Medium · capitals · 0.08em

03 / TRUST IS THE FOUNDATION

BOOK A DEMO ↗

Slides: statement 66 to 80 pt, title 40 to 44, body 16 to 18, stat 54 to 60. A4 print: title 30 to 34 pt, body 9.5 to 10.5. TTFs to install are in `marketing/fonts/`.

Two lines. The second one turns.

01 / GOVERNED KNOWLEDGE FOR PEOPLE & AI

Your company's knowledge.
Connected. Governed. Useful.

On light: the second line in muted ink.

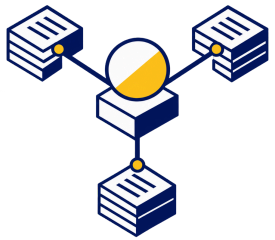
03 / TRUST IS THE FOUNDATION

Connected doesn't mean wide open.

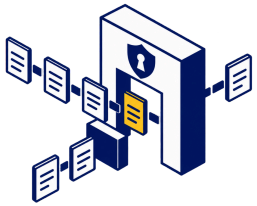
On navy or space: one word takes the accent.

Every title has a numbered mono eyebrow above it. Statements on space are set in capitals. Headings say what the reader gets; the wit lives in the body copy.

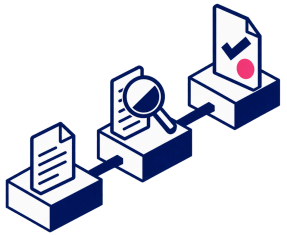
Blue ink explains.
Type does the talking.



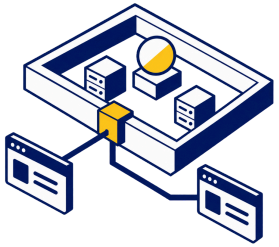
Connected knowledge



Governed access

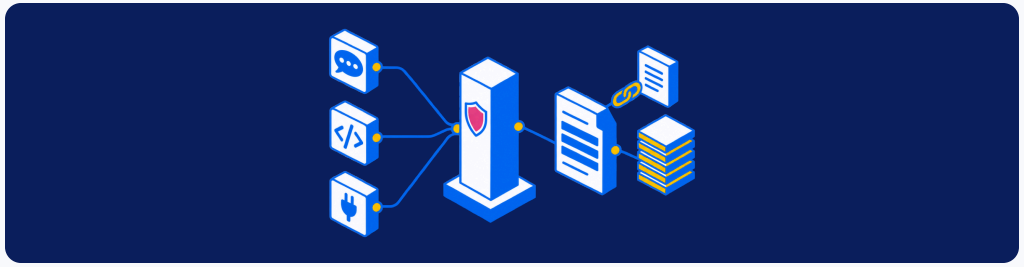


Reviewed publishing



Deployment boundaries

Navy outlines, white or solid navy faces, isometric volumes, one yellow or pink accent, no text and no people. On paper the drawing sits on the ground; on navy use the recoloured permission-path drawing or a white card. Brief: `brand/ILLUSTRATION.md`.



A small kit, used the same way everywhere.

1	26	0
permission path for chat, API, MCP and desktop	kinds in the GOL ontology language	answers without a source

01 Access checked before knowledge is retrieved.

02 Sensitive fields masked by policy.

03 Answers connected to their sources.

BOOK A DEMO ↗ READ THE DOCS EUPL-1.2 ON-PREM

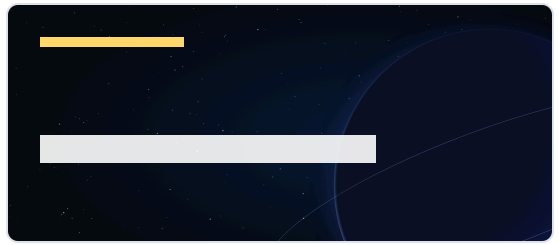
01

See the connections.

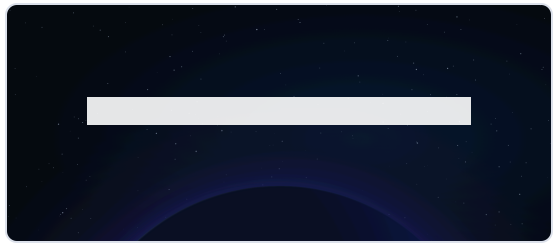
Map your business in its own language. Connect people, contracts, projects and the knowledge between them.

SURFACE	PERMISSION	AUDIT
Chat	Same policy decision	Hash chained
API and MCP	Same policy decision	Hash chained

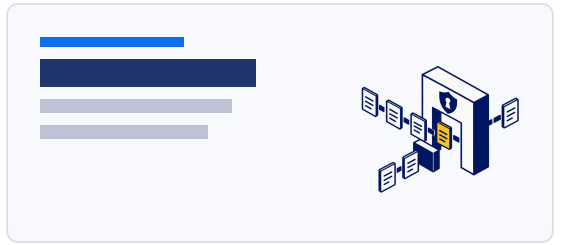
Eight slide templates.
16:9, 0.7 in margins, eyebrow on top.



Cover · space



Statement · planet

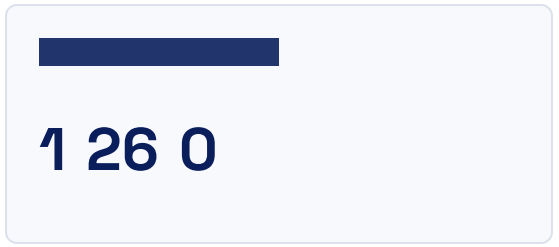


Content with drawing

Three cards



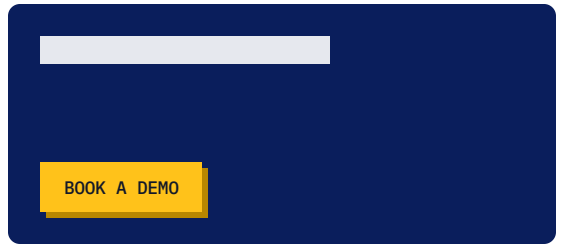
Numbered proof · navy



Stat row



Hairline table



Closing · CTA

Plain headings.
The edge lives in the body.

WRITE

- ✓ Headings that say what the reader gets: "See it on your own data".
- ✓ Concrete numbers with their source over adjectives.
- ✓ A long sentence that builds, then a short verdict.
- ✓ Domain, Object, Link, Action: the words the product uses.

AVOID

- ✗ Em dashes, and "seamless", "robust", "unlock", "elevate", "effortless".
- ✗ A product that does things by itself: "The ontology designs itself".
- ✗ More than one "X, not Y" contrast per page.
- ✗ DDD vocabulary (aggregate, bounded context) in collateral.

Change the source.
Rebuild everything.

01 Tokens: brand/tokens.css and the website's global.css.

02 Mark: web/apps/website/src/assets/orb-silhouette.svg.

03 Drawings: website illustrations and brand/empty-states.

04 Run: uv run marketing/src/build.py. Guide: marketing/README.md.