aello copilot

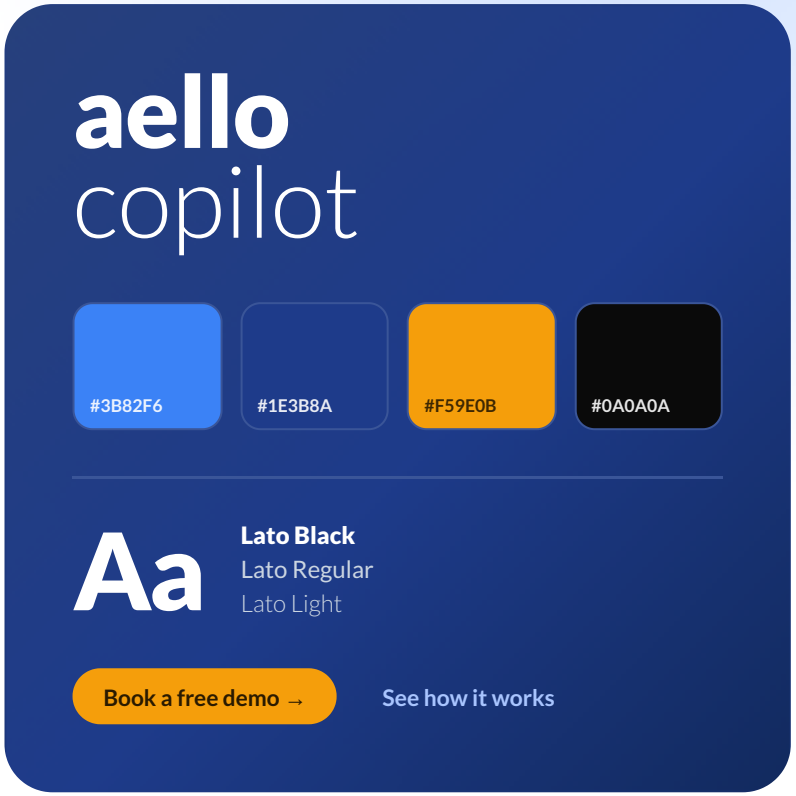
Brand guidelines · v1.1

✓ The sales Copilot for vehicle and machinery dealers

Brand guidelines

Logo, colours, typography, interface and tone of voice: the rules that make every touchpoint look and sound like Aello Copilot.

Logo · Colours · Typography · Interface · Tone of voice · Do & don't



Aéllo Sàrl · Luxembourg · November 2026

The brand

Every lead, every channel, in one place.

Aello Copilot is the sales copilot for vehicle and machinery dealers across Europe. It captures every lead (marketplaces, website, calls, WhatsApp), qualifies it, routes it to the right salesperson and helps the team reply faster, in any language.

30+
marketplaces and channels

<1 min
automatic reply

5
languages

Our personality

Direct	We get to the point. Short sentences, action verbs, zero jargon.
Concrete	Numbers and real cases from the trade: trucks, machinery, vans.
Reliable	A serious tool for professionals. Calm, precise, never flashy.
Approachable	We talk like a colleague who knows the field, not like a brochure.

The name

How we write the brand

The name is “Aello Copilot”: “aello” first, no accent, then “Copilot”. The domain is aello-copilot.com and social handles use @aello_copilot.

✓ **Aello Copilot**	In all copy: emails, posts, presentations.
✓ **aello copilot**	Only inside the logo (lowercase, drawn).
✓ **Aéllo Sàrl**	Only for the legal entity: legal notices, invoices, contracts.
✗ ~~Aéllo Copilot~~	No more accent in the product name.
✗ ~~Copilot~~	Never on its own: it gets confused with Microsoft Copilot.
✗ ~~copilot by aéllo~~	Old name, retired.
✗ ~~Aello-Copilot · AelloCopilot · AELLO COPILOT~~	No hyphen, no single word, no all caps in copy.

Logo

Three versions, one design



Primary · horizontal

Website header, documents, signatures, banners. The default choice.



Stacked (2 lines)

Narrow or square spaces: Brevo emails, profiles, booths, merch.



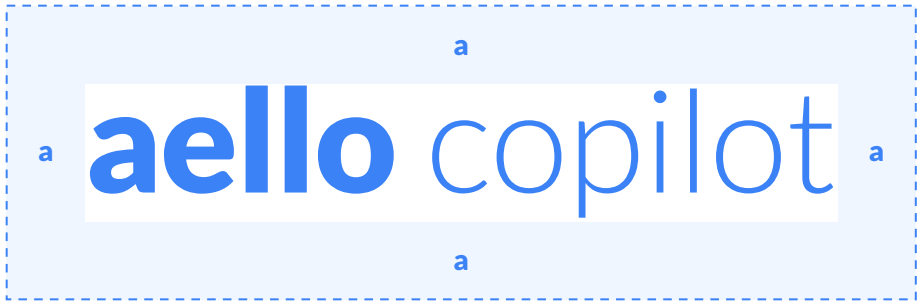
“a” icon

Favicon, app icon, avatar. Never as the main logo.



Logo

Clear space and minimum sizes



Keep an empty space around the logo at least equal to the height of the letter “a”. No text, page edge or image may enter it.

aello copilot

Horizontal
min. 100 px on screen · 25 mm in print

aello
copilot

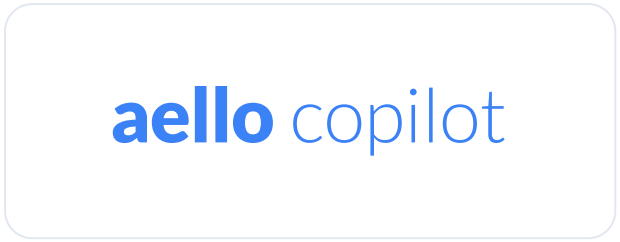
Stacked
min. 56 px · 15 mm

“a” icon
min. 16 px (favicon) · 6 mm

Logo

Logo colours and approved backgrounds

The logo is always one single colour. On a photo, place it on a calm area and pick the version (blue or white) with the strongest contrast.



Blue on white
Default version



Navy on white
Formal documents, print



Black on white
One-colour print, stamps



White on blue
Social media, CTAs, booths



White on navy
Dark website sections, slides



White on black
Video, very dark backgrounds

Logo · don't

What we never do with the logo



Changing the colour

The logo only exists in blue #3B82F6, navy, black or white.



Adding the accent back

Never “aéllo”: the brand is written without an accent, everywhere.



Distorting

Never stretch or squash it. Always resize while keeping the proportions.



Mixing two colours

“aello” and “copilot” always share the same colour.



Adding a symbol

No pictogram, icon or circle next to the wordmark.



Using the old logo

“copilot by aéllo” is retired. It is no longer used anywhere.



Swapping the words

Always “aello” first, then “copilot”.



Using a single weight

The Black / Light contrast is part of the logo: do not make it all bold.



Poor contrast

Blue on navy is unreadable. On dark backgrounds the logo turns white.

Colours

The core palette

Copilot Blue · colour 1
Brand colour: logo, links, accents
#3B82F6 · RGB 59 130 246

Navy · colour 2
Dark sections, cards, strong headings
#1E3B8A · RGB 30 59 138

Amber · colour 4
Primary call-to-action button
#F59E0B · RGB 245 158 11

Ink
Large headings
#0A0A0A · RGB 10 10 10

Text
Body copy
#1F2937 · RGB 31 41 55

Muted text
Subtitles, captions
#5B6473 · RGB 91 100 115

Soft text
Fine print, placeholders
#8A93A3 · RGB 138 147 163

Border
Lines, dividers
#E6E8EC · RGB 230 232 236

Background 2
Alternate sections
#F7F8FA · RGB 247 248 250

White
Main background
#FFFFFF · RGB 255 255 255

Functional colours (colours 3, 5 to 9) · statuses, charts, badges — never in the logo, a gradient or a background

Green · 3
Won, success, active
#10B981 · RGB 16 185 129

Red · 5
Lost, error, urgent
#EF4444 · RGB 239 68 68

Violet · 6
Category, chart
#8B5CF6 · RGB 139 92 246

Lilac · 7
Category, chart
#C084FC · RGB 192 132 252

Teal · 8
Category, chart
#0E7490 · RGB 14 116 144

Black · 9
One-colour logo, print
#000000 · RGB 0 0 0



Sources: “Color palette & font Copilot” doc (colours 1 to 9) and the aello-copilot.com website CSS variables.

Colours

Shades, hover states and tints

Each action colour has a “strong” version for hover and pressed states, and blue has two very light tints for badge, selection and highlight backgrounds.

Blue

- **Tint 2** — Selection background — #DBE7FE
- **Tint 1** — Badges, chips — #EAF1FF
- **Copilot Blue** — Default — #3B82F6
- **Strong blue** — Hover, pressed — #2F6FE0
- **Navy** — Text on tint — #1E3B8A
- **Navy 2** — Gradients, deep backgrounds — #16306E

Amber

- **Amber** — CTA button — #F59E0B
- **Strong amber** — CTA hover — #D98708
- **Ink brown** — Text on amber — #2A1A00

Card gradient

135° linear gradient: #27407C → #1E3B8A → #122A5E

Blues only: never violet or lilac in a gradient.

Shadows

- **Blue shadow** — rgba(59,130,246,.45)
- **Amber shadow (CTA)** — rgba(245,158,11,.5)
- **Neutral shadow** — rgba(0,0,0,.18)

Colours

The dark mode palette

Background
Main background
#080D1B

Background 2
Alternate sections
#0C1426

Background 3
Framed areas
#111B31

Surface
Cards, menus
#131E38

Ink
Large headings
#F4F7FF

Text
Body copy
#E7EDF8

Muted text
Captions
#AEBBD2

Soft text
Fine print
#8595B0

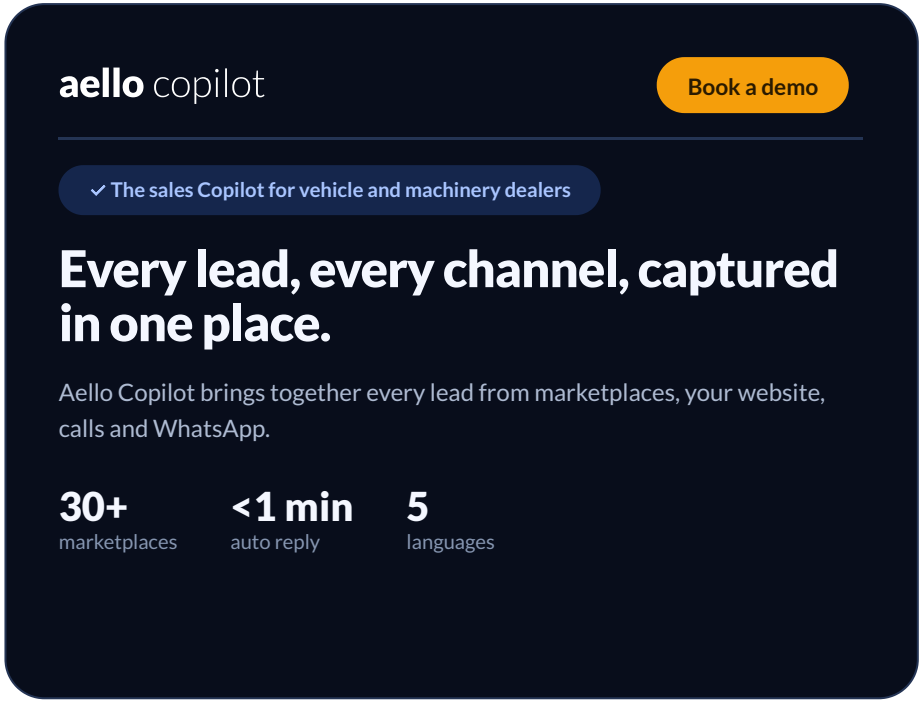
Border
Lines
#243454

Border 2
Active outlines
#2E4066

Blue tint
Badges
#15264C

Light blue
Links, accents
#A9C5FF

Copilot Blue, amber and the functional colours stay the same in both modes. The logo turns white.



Colours

Combining colours well

Do

Book a free demo →

Amber button with very dark brown text (#2A1A00)

The problem
You generate leads everywhere.

Navy background, white text, small amber label

Dark grey body copy, blue link →

Copilot Blue for links and accents

Won Lost New

Functional colours for statuses only

Card gradient: blues only (#27407C → #1E3B8A → #122A5E)

Avoid

Book a demo

White text on amber: contrast too low

Blue text on navy

Blue on navy: unreadable

Demo Trial Contact

Several buttons in different colours competing

Rainbow gradient

Multicolour gradients, neon, off-palette colours

NEVER violet or lilac in a gradient, a card or a background

Typography

Lato, and nothing else

Every lead, every channel.

H1 · Lato Black 900 · 56–64 px · tracking −3% · line height 1.05

Reply faster, in any language.

H2 · Lato Black 900 · 32–40 px · tracking −2%

Leads everywhere

H3 · Lato Bold 700 · 18–20 px

Leads come in from marketplaces, your website, the phone and WhatsApp. Aello Copilot brings them together in one place.

Body · Lato Regular 400 · 16–18 px · line height 1.6 · #1F2937

THE PROBLEM · The sales Copilot

Eyebrow label · Lato Bold 700 · 12–13 px · amber or blue

Aa

Light 300 Regular 400 **Bold 700** **Black 900**

- ✓ Headings in Black, short and tight
- ✓ Body copy in Regular, left aligned
- ✓ Fallback font: Arial / Helvetica
- ✗ Other fonts (Poppins, Montserrat, Inter…)
- ✗ Whole paragraphs in capitals or justified
- ✗ Light for small text (under 16 px)

Interface

Website building blocks

Book a free demo →

Primary button

Amber, pill shape, Lato Semibold 600. One per screen.

See how it works

Secondary button

Light grey outline, navy text, white background.

See all marketplaces →

Link

Copilot Blue, bold, always followed by an arrow.

✓ The sales Copilot for vehicle and machinery dealers

Badge / eyebrow

Very light blue pill, small bold text.

30+

marketplaces

Key figure

Large Lato Black with a short grey caption.

The problem

You generate leads everywhere.
The ones that slip away are lost sales.



Navy card

135° gradient #27407C → #1E3B8A → #122A5E, 24 px rounded corners, icons in 8 px rounded square tiles.

- ✓ Plenty of white space, one idea per block
- ✓ Rounded corners: pills (buttons), 24 px (cards)
- ✓ Real Aello Copilot product screenshots
- ✓ Thin icons, one single colour
- ✗ Square buttons or several amber CTAs side by side
- ✗ Heavy shadows, bevels, 3D effects
- ✗ Cliché stock photos (handshakes, open-plan offices)
- ✗ Multicolour icons or emojis in the interface

Tone of voice

How we speak

Short sentences. Action verbs.	✓ Every lead, every channel, in one place.	✗ Our innovative omnichannel prospect management solution enables you to optimise…
Talk about the customer outcome, not the tech.	✓ Reply in under a minute, even at night.	✗ Our proprietary AI engine built on next-generation LLMs…
Concrete numbers.	✓ 78% of buyers choose the dealer who replies first.	✗ Loads of customers are extremely happy.
The language of the trade.	✓ Your Mascus, Truck1 and AutoScout24 leads in one inbox.	✗ Your multichannel interactions in a unified hub.
Friendly, but professional.	✓ You're losing sales without knowing it. We'll show you where.	✗ Dear valued customer, we are honoured to present…

Same rule in every language (EN, FR, NL, DE, ES, IT, PT): translate the meaning, not the words, and keep sentences short.

Do & don't

The essentials on one page

Do

- Write “Aello Copilot”, without an accent
- Use the supplied logo files (Drive), never redraw them
- Blue logo on light backgrounds, white on dark ones
- Lato everywhere: Black for headings, Regular for body copy
- One amber button per screen, with dark text
- Navy for strong sections, plenty of white space
- Short sentences, concrete numbers, the language of the trade
- Real imagery: dealerships, trucks, machinery, product screenshots

Don't

- “Aéllo Copilot”, “Copilot” on its own or “copilot by aéllo”
- Distorting, recolouring or adding a symbol to the logo
- Blue logo on navy, or on a busy photo
- Other fonts, running capitals, justified text
- White text on amber, CTAs in several colours
- Violet or lilac in a gradient, a card or a background — never
- Jargon (“innovative omnichannel solution”), empty superlatives
- Microsoft Copilot visuals, robots, AI brains, stock clichés

Applications

In practice

aello copilot

Firstname Lastname
Job title
+352 000 000 000
firstname.lastname@aello-copilot.com
aello-copilot.com

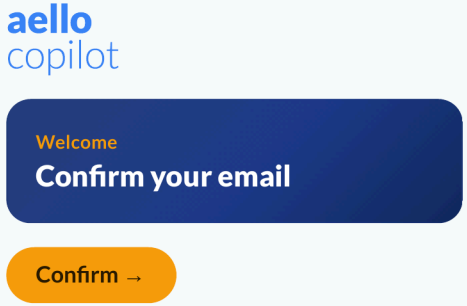
Email signature

Stacked logo on the left, blue rule, name in navy. One template for the whole team.



Social media

Profile picture: white stacked logo on blue (or the “a” icon). Name: Aello Copilot · @aello_copilot.



Emails (Brevo)

Stacked logo top left (120 px), navy block, amber button.

Where to find the files

Media kit: **aello-copilot.com/en/media-kit** (logos in SVG + PNG, every version and colour, and these guidelines in English and French).
Questions? contact@aello-copilot.com