



# Brand Toolkit

April 2025

# Logo

## About

Tailscale's logo consists of its icon (nine dots) and wordmark (nine dots + "Tailscale"). Together, they create the minimum viable identity for Tailscale.

The nine-dot icon symbolizes devices connecting in various ways, reflecting the flexibility of a mesh network. Its structured grid nods to early digital communication, like operator switchboards.

The wordmark is set in Reader Pro by Colophon, maintaining a clean, technical aesthetic.



# Logo

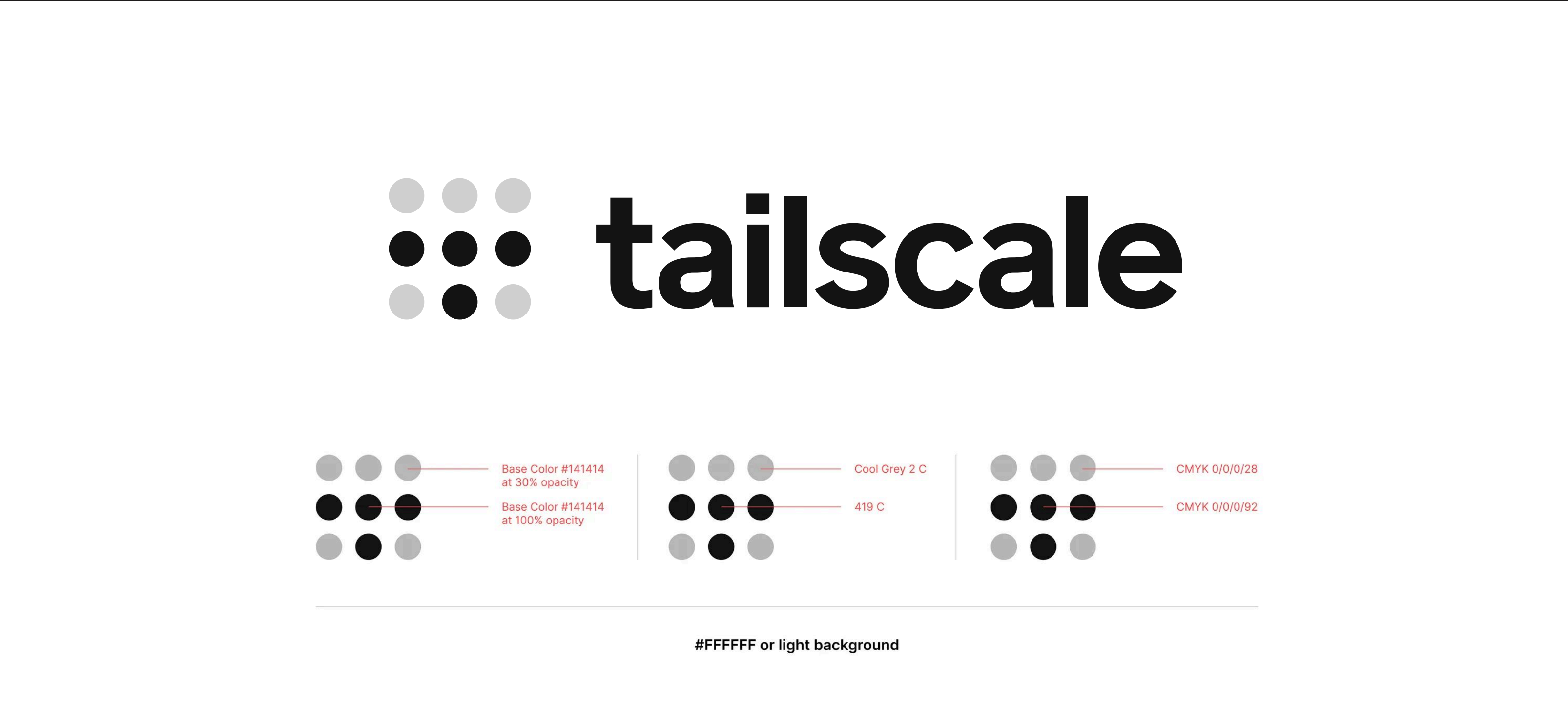
## Color

The logo and wordmark are available in both dark and light versions, selected based on the background color.

The nine gray dots in the logo adapt in opacity to the background. If opacity adjustment isn't possible (e.g., for print materials or swag), use a Pantone spot color or CMYK as a substitute.

Avoid using the logo in single-color formats (e.g., one-color vinyl).

Ensure proper contrast for visibility, and never place the logo on complex backgrounds, including photography or heavy illustrations.



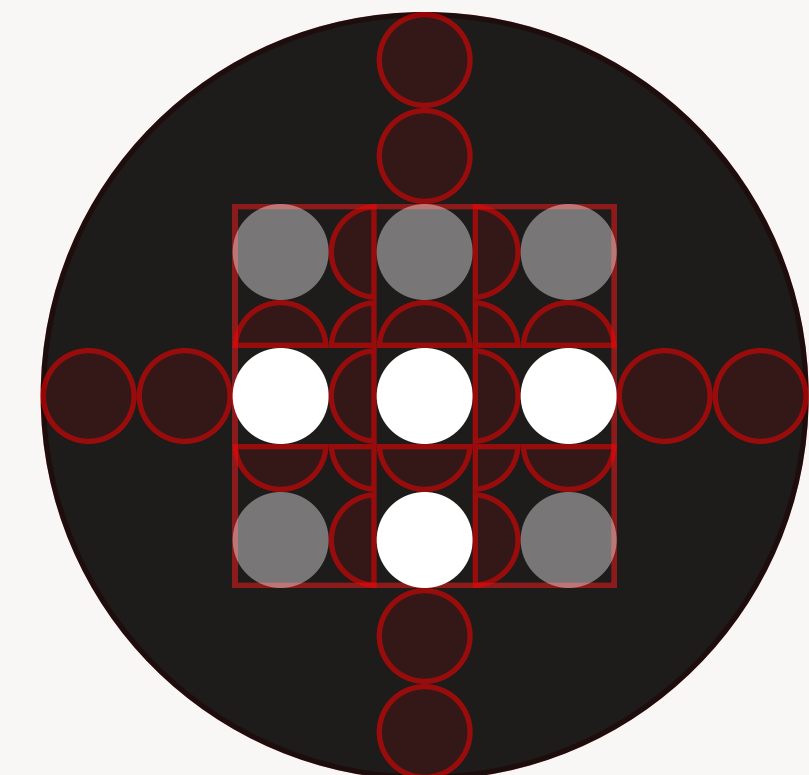
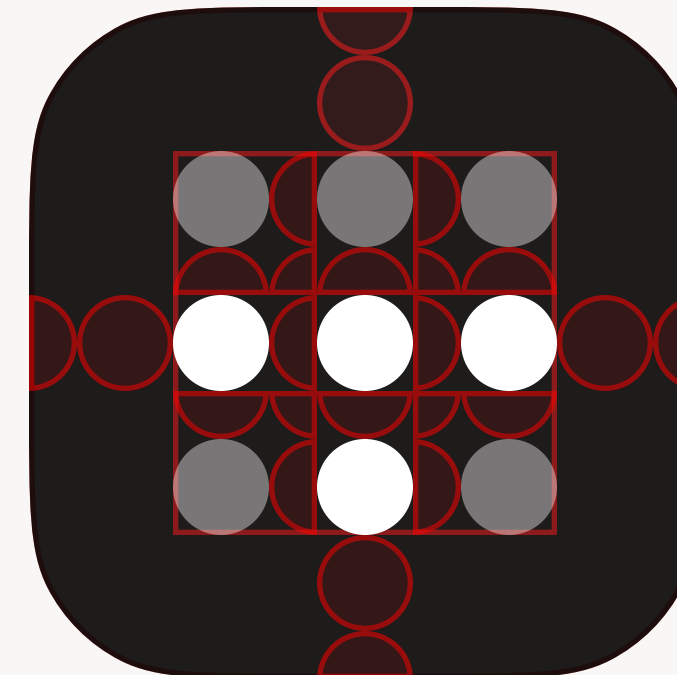
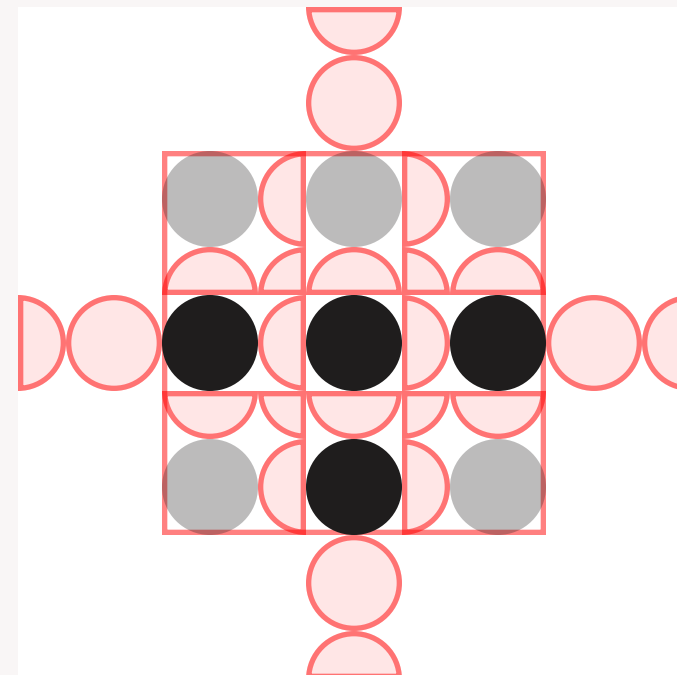
# Logo

## Clearspace

Both the logo and wordmark also require spacing considerations when placed in a layout; this helps ensure adequate legibility, especially when at small sizes.

We generally ensure our logo appears **no smaller** than

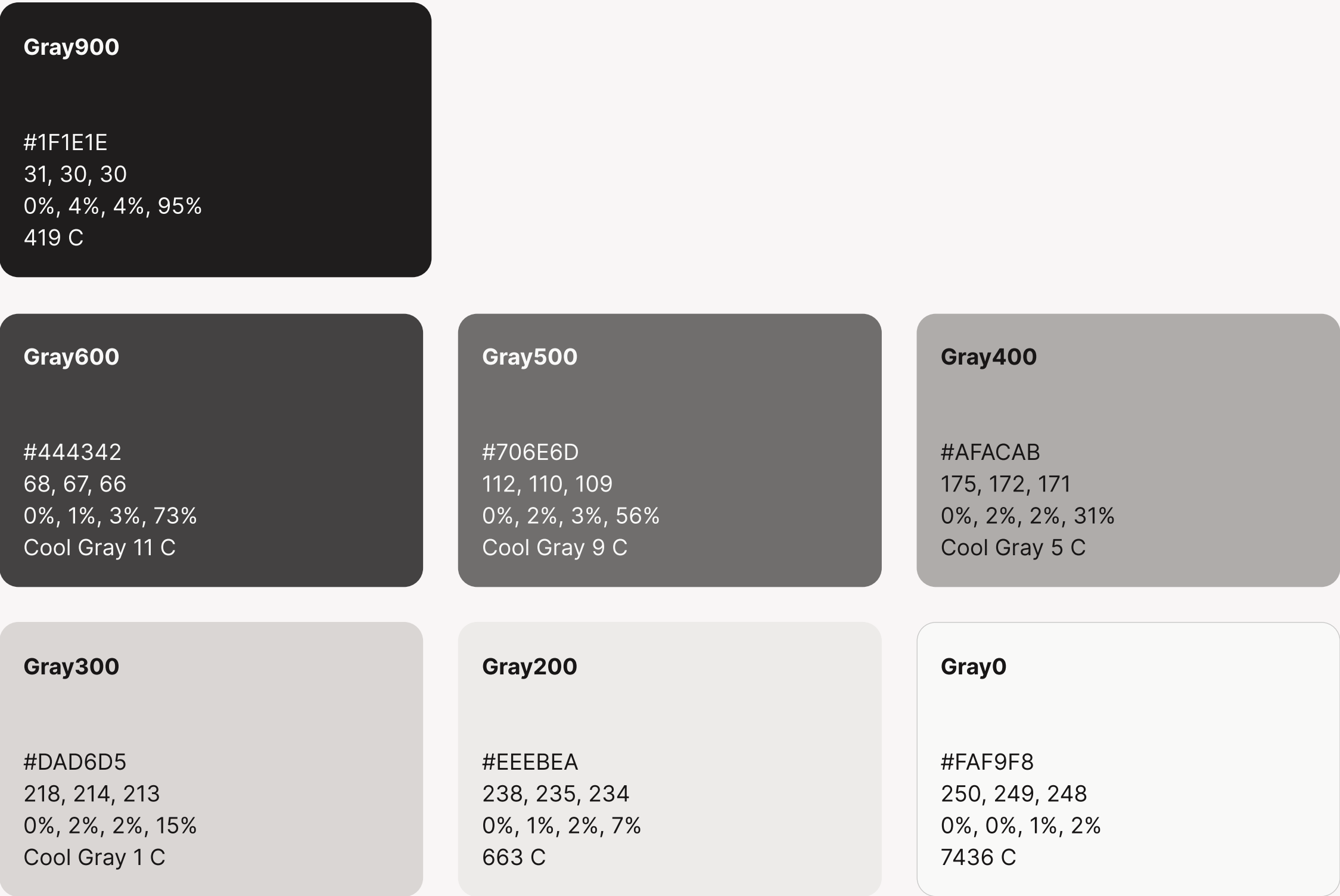
- 48×48 pixels
- 0.5×0.5 inches
- 12.7 × 12.7 millimeters.



# Color

## Core Palette

Tailscale draws from a broad palette, with strong emphasis on a monochromatic scale as the primary “core” for Tailscale, as shown below. These monochromatic colors reinforce Tailscale’s concept as a product — elegant, quiet, helpful, and often running in the background — by leaving visual room to emphasize the actions and other services that run on top of Tailscale.



# Color

## Additional Colors

The rest of Tailscale’s palette spans the gamut between a few primary tones, selected both for their vibrancy and breadth. **Use the 400-range values as your primary accent colors.** These are our accent color core tones and should take priority within each color spectrum.

Use these palettes when highlighting specific areas of Tailscale’s platform or where it shows up in a space — either as function of the product (i.e. supporting graphics within performance ads) or within a space (i.e. placed next to competitors within an event show floor).



<div>Blue900</div> <div>#19224A</div> <div>25, 34, 74</div> <div>66%, 54%, 0%, 71%</div> <div>2767 C</div>	<div>Blue600</div> <div>#3F5DB3</div> <div>63, 93, 179</div> <div>65%, 48%, 0%, 30%</div> <div>2728 C</div>	<div>Blue500</div> <div>#4B70CC</div> <div>75, 112, 204</div> <div>63%, 45%, 0%, 20%</div> <div>7455 C</div>	<div>Blue400</div> <div>#5A82DE</div> <div>90, 130, 222</div> <div>59%, 41%, 0%, 13%</div> <div>2718 C</div>	<div>Blue300</div> <div>#6C94EC</div> <div>108, 148, 236</div> <div>54%, 37%, 0%, 7%</div> <div>7453 C</div>	<div>Blue200</div> <div>#85AAF5</div> <div>133, 170, 245</div> <div>46%, 31%, 0%, 4%</div> <div>7451 C</div>	<div>Blue50</div> <div>#CEDEFD</div> <div>240, 245, 255</div> <div>6%, 4%, 0%, 0%</div> <div>656 C</div>
<div>Green900</div> <div>#082429</div> <div>8, 36, 41</div> <div>80%, 12%, 0%, 84%</div> <div>5467 C</div>	<div>Green600</div> <div>#0D4B3B</div> <div>13, 75, 59</div> <div>83%, 0%, 21%, 71%</div> <div>3308 C</div>	<div>Green500</div> <div>#0E6245</div> <div>14, 98, 69</div> <div>86%, 0%, 30%, 62%</div> <div>3298 C</div>	<div>Green400</div> <div>#09825D</div> <div>9, 130, 93</div> <div>93%, 0%, 28%, 49%</div> <div>3405 C</div>	<div>Green300</div> <div>#1EA672</div> <div>30, 166, 114</div> <div>82%, 0%, 31%, 35%</div> <div>340 C</div>	<div>Green200</div> <div>#33C27F</div> <div>51, 194, 127</div> <div>74%, 0%, 35%, 24%</div> <div>3405 C</div>	<div>Green50</div> <div>#CBF4C9</div> <div>203, 244, 201</div> <div>17%, 0%, 18%, 4%</div> <div>621 C</div>
<div>Red900</div> <div>#420000</div> <div>66, 0, 0</div> <div>0%,100%,100%,74%</div> <div>1817 C</div>	<div>Red600</div> <div>#940821</div> <div>148, 8, 33</div> <div>0%, 95%, 78%, 42%</div> <div>1945 C</div>	<div>Red500</div> <div>#B22D30</div> <div>178, 45, 48</div> <div>0%, 75%, 73%, 30%</div> <div>7621 C</div>	<div>Red400</div> <div>#D04841</div> <div>208, 72, 65</div> <div>0%, 65%, 69%, 18%</div> <div>7417 C</div>	<div>Red300</div> <div>#E46C63</div> <div>228, 108, 99</div> <div>0%, 53%, 57%, 11%</div> <div>7416 C</div>	<div>Red200</div> <div>#F68F87</div> <div>246, 143, 135</div> <div>0%, 42%, 45%, 4%</div> <div>177 C</div>	<div>Red50</div> <div>#FFD3CF</div> <div>255, 211, 207</div> <div>0%, 17%, 19%, 0%</div> <div>698 C</div>
<div>Orange900</div> <div>#3A1607</div> <div>58, 22, 7</div> <div>0%, 62%, 88%, 77%</div> <div>4975 C</div>	<div>Orange600</div> <div>#762B0B</div> <div>118, 43, 11</div> <div>0%, 64%, 91%, 54%</div> <div>7608 C</div>	<div>Orange500</div> <div>#983705</div> <div>152, 55, 5</div> <div>0%, 64%, 97%, 40%</div> <div>1595 C</div>	<div>Orange400</div> <div>#BB5504</div> <div>187, 85, 4</div> <div>0%, 55%, 98%, 27%</div> <div>159 C</div>	<div>Orange300</div> <div>#D97917</div> <div>217, 121, 23</div> <div>0%, 44%, 89%, 15%</div> <div>144 C</div>	<div>Orange200</div> <div>#E5993E</div> <div>229, 153, 62</div> <div>0%, 33%, 73%, 10%</div> <div>7563 C</div>	<div>Orange50</div> <div>#F8E5B9</div> <div>248, 229, 185</div> <div>0%, 8%, 25%, 3%</div> <div>7401 C</div>
<div>Purple900</div> <div>#27103C</div> <div>39, 16, 60</div> <div>35%, 73%, 0%, 76%</div> <div>7449 C</div>	<div>Purple700</div> <div>#502C6B</div> <div>103, 60, 135</div> <div>24%, 56%, 0%, 47%</div> <div>7679 C</div>	<div>Purple500</div> <div>#8052A1</div> <div>128, 82, 161</div> <div>20%, 49%, 0%, 37%</div> <div>7665 C</div>	<div>Purple400</div> <div>#995FC3</div> <div>153, 95, 195</div> <div>22%, 51%, 0%, 24%</div> <div>7442 C</div>	<div>Purple300</div> <div>#AE74D8</div> <div>174, 116, 216</div> <div>19%, 46%, 0%, 15%</div> <div>2562 C</div>	<div>Purple200</div> <div>#BE8FE1</div> <div>190, 143, 225</div> <div>16%, 36%, 0%, 12%</div> <div>2572 C</div>	<div>Purple50</div> <div>#EFDDE</div> <div>239, 221, 244</div> <div>2%, 9%, 0%, 4%</div> <div>7436 C</div>



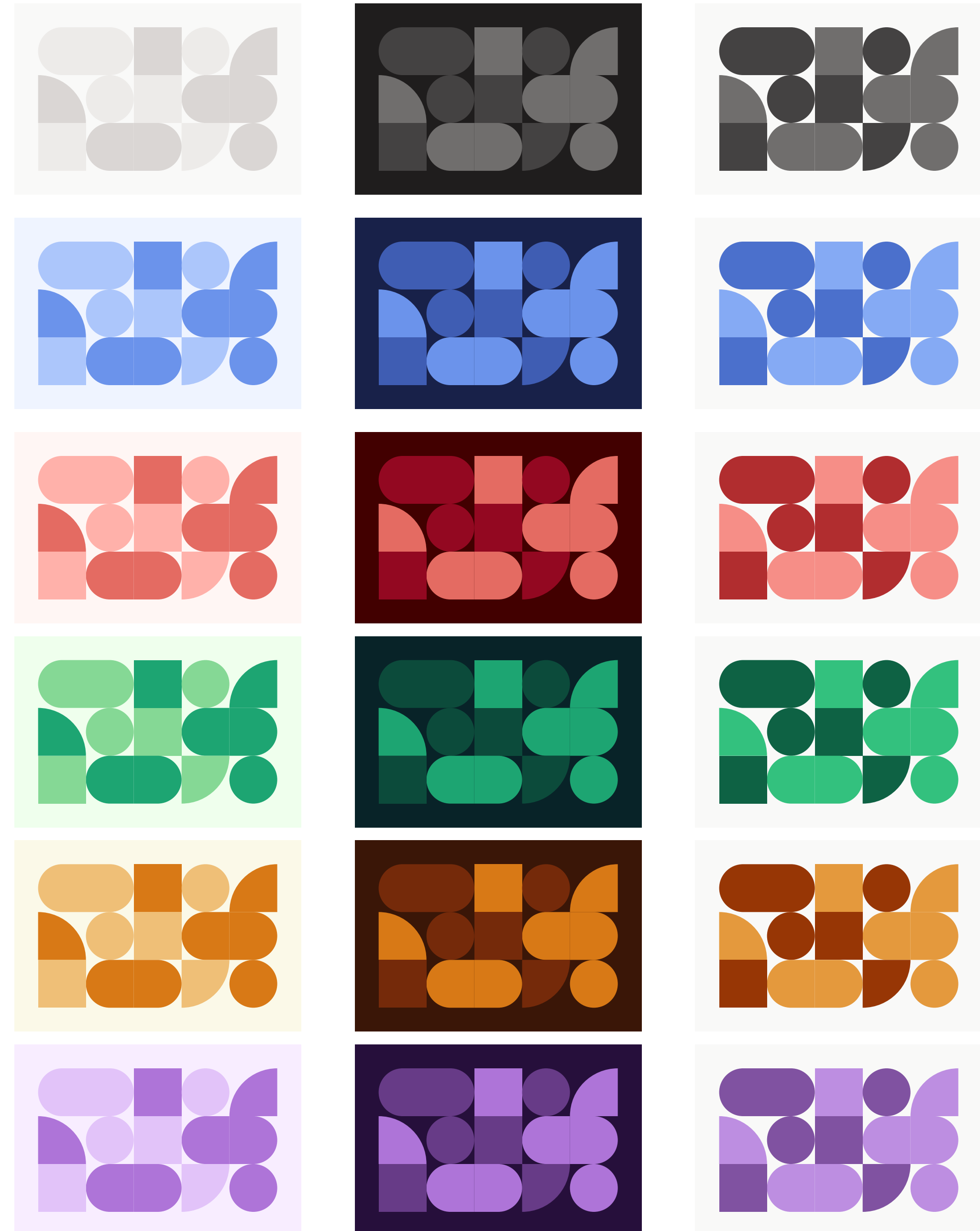
# Color

## Usage

Use no more than three colors per layout.  
**Do not mix color palettes** when creating illustrative elements.

Favor monotone color combinations or a single neutral complement to maintain a clean, confident look.

This approach helps differentiate from competitors (e.g., Google) and ensures the focus remains on the content and product rather than appearing overly playful or childish.



# Typography

## Inter

Tailscale uses Inter as its primary typeface for both body and headline copy. This is applied universally within webpages, decks, and all other marketing materials. You can download Inter here.

Inter was chosen specifically due to it's clean, distinct nature; as a typeface, it embodies confidence through its rigidity but also retains elegance via more humanist curves.

We use a select few weights of Inter:

- Regular: For all uses of body type or paragraph text
- Medium: For most uses of headlines on LPs, or as a complement to large display copy elsewhere

We *never* use Bold or Light.



48pt

## Placeholder h1

16pt

It's the holiday season, which means many of us are traveling to be close to family or loved ones, but that also means being far from our home networks. Tailscale can be a real help on the road, and traveling to familiar and faraway places can be an opportunity to set up connections that can come in handy for the rest of the year. In both cases, though, you may need a little bit of preparation.

16pt

Today we're sharing a few of our suggestions for Tailscale users headed out from home in the next few weeks. We've also adapted this blog post into a video on our YouTube channel, if you prefer to watch it that way!

36pt

36pt

12pt

## Placeholder h2

At Tailscale, we don't want your users (or us) managing a separate list of usernames and passwords, which is why you must use single sign-on with an identity provider to create and manage your network. Until now, that meant you needed to choose from a handful of trusted identity providers including Google, Okta, GitHub, and Azure AD. [Custom OIDC](#), now in beta (and available for everyone), changes all that.

It doesn't matter if you're an enterprise customer with complex identity requirements or a privacy-minded power user self-hosting your own authentication solution — you're now able to use Tailscale with an OpenID Connect (OIDC) compliant identity provider of your choice. Custom OIDC requires a WebFinger endpoint configured on the domain used for authentication, to prove administrative control of the domain, and for identity provider discovery.

New users can set up custom OIDC and sign in at [login.tailscale.com/start/oidc](https://login.tailscale.com/start/oidc), and existing customers can contact our support team to request account migration.



# Typography

## MD IO

MD IO is Tailscale's designated monospaced typeface for displaying code snippets, ACL lists, and product-related screenshots. Designed for clarity and legibility, especially at small sizes and on digital screens, MD IO enhances glyph recognition when reading code.

- MD IO should be used sparingly as a secondary typeface to complement Inter.
- Approved use cases include:
  - Marketing & Technical Diagrams – For tailscale.com, whitepapers, and print materials.
  - Metadata & Secondary Information – Categories, tags on the blog, or specialized landing pages (e.g., VIP event invitations).
  - Code Snippets – Found in the blog, admin console, and knowledge base.

```
1  {
2    "target": ["*"],
3    "app": {
4      "tailscale.com/app-connectors": [
5        {
6          "name": "salesforce",
7          "connectors": ["tag:connector"],
8          "presetAppID": "salesforce"
9        },
10     {
11       // APIs like Salesforce use an IP
12       // allowlist for connecting clients.
13       // This app connector allows employees to
14       // use these APIs without having
15       // to add their own IPs to the allowlist.
16       {
17         "name": "salesforceapi",
18         "connectors": ["tag:connector-salesforceapi"],
19         "domains": ["api.salseforce.com"],
20       },
21     ],
22   },
23
24
25
26
27
```



# Product Representation

## Full Fidelity

For device context—Mac OS task bar, iOS instance, admin panel, terminal window, or Android interface—use realistic native UI elements to provide clear product context, especially for introductions or high-impact moments.

We use ‘Amelie’ as a default user profile to protect customer data. Business use cases feature ‘[tailandscales.com](#),’ while home/personal use cases use ‘ameliepanglin@gmail.com.’

Full-fidelity imagery is best for:

- Landing pages
- KB articles
- App stores
- Blog articles
- Product demos



example.com

Download

Support

Docs

Machines

Apps

Services

Users

Access Controls

Logs

DNS

Settings

☆

Get started

Users

Search by name, owner, tag, version...

Status

Role

137 users

USER	ROLE	JOINED	LAST SEEN				
<div><div></div><div><div>Lewis Baltz</div><div>lewis@example.com</div></div></div> <div>IT admin</div> <div>Sep 15, 2021</div> <div><div>Connected</div></div> <div></div>	<div><div></div><div>Robert Adams</div><div>adams@example.com</div></div> <div>Member</div> <div>Oct 31, 2022</div> <div><div>Connected</div></div> <div></div>	<div><div></div><div>Frank Gohlke</div><div>frank@example.com</div></div> <div>Admin</div> <div>May 18, 2021</div> <div><div>Jul 10, 7:28 PM MST</div></div> <div></div>	<div><div></div><div>Bernd Becher</div><div>bernd@example.com</div></div> <div>Auditor</div> <div>Jul 28, 2024</div> <div><div>Connected</div></div> <div></div>	<div><div></div><div>Hilla Becher</div><div>hilla@example.com</div></div> <div>Auditor</div> <div>Jul 28, 2024</div> <div><div>Connected</div></div> <div></div>	<div><div></div><div>Frank Gohlke</div><div>frank@example.com</div></div> <div>Admin</div> <div>May 18, 2021</div> <div><div>Jul 10, 7:28 PM MST</div></div> <div></div>	<div><div></div><div>Lewis Baltz</div><div>lewis@example.com</div></div> <div>IT admin</div> <div>Sep 15, 2021</div> <div><div>Connected</div></div> <div></div>	<div><div></div><div>Lewis Baltz</div><div></div></div> <div></div> <div></div>

# Product Representation

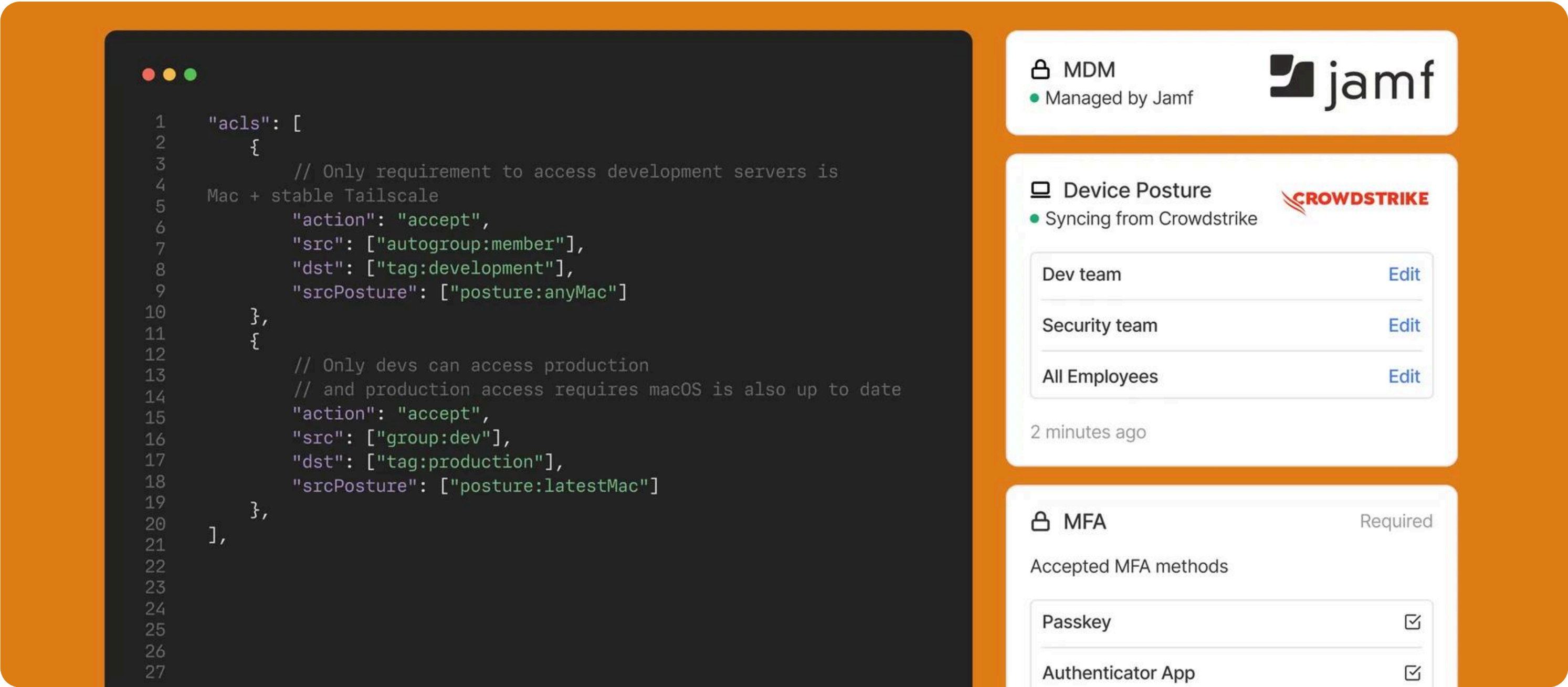
## Minimal Fidelity

When space is tight or UI details would be too small to read, we simplify by removing unnecessary elements and focusing on key features. This abstraction helps highlight specific parts of the product and makes complex topics more digestible.

To reduce visual clutter, we replace text and UI with low-contrast rectangles, limit accent colors, and use a gray-toned palette.

Minimal fidelity mockups work best in spaces with limited real estate or high information density, such as:

- Social posts
- Performance ads
- Landing pages



### Configuration logs

Inspect logs of changes made to your tailnet's configuration settings during the last 90 days. [Learn more →](#)

● Streaming



Actions

Time: 9/01/2023 – 12/31/2023

Action

Actor

Target

TIME	ACTION	ACTOR	TARGET
> Dec18 14:58:23	ACL edited	amelie	—
> Dec 17 09:16:22	User added	tomz	jamie
> Oct 21 17:30:44	Tag assigned	tomz	pangolin
> Sep 04 12:01:55	Delete node	shreya	shreya-kube-2
> Sep 01 12:01:56	ACL edited	amelie	—
> Dec 01 12:01:57	Tag assigned	amelie	amelie-mbp

### Network flow logs

Logs of network activity between devices in your tailnet. [Learn more →](#)

● Logging

Actions

● Streaming



Actions



# Shape Language

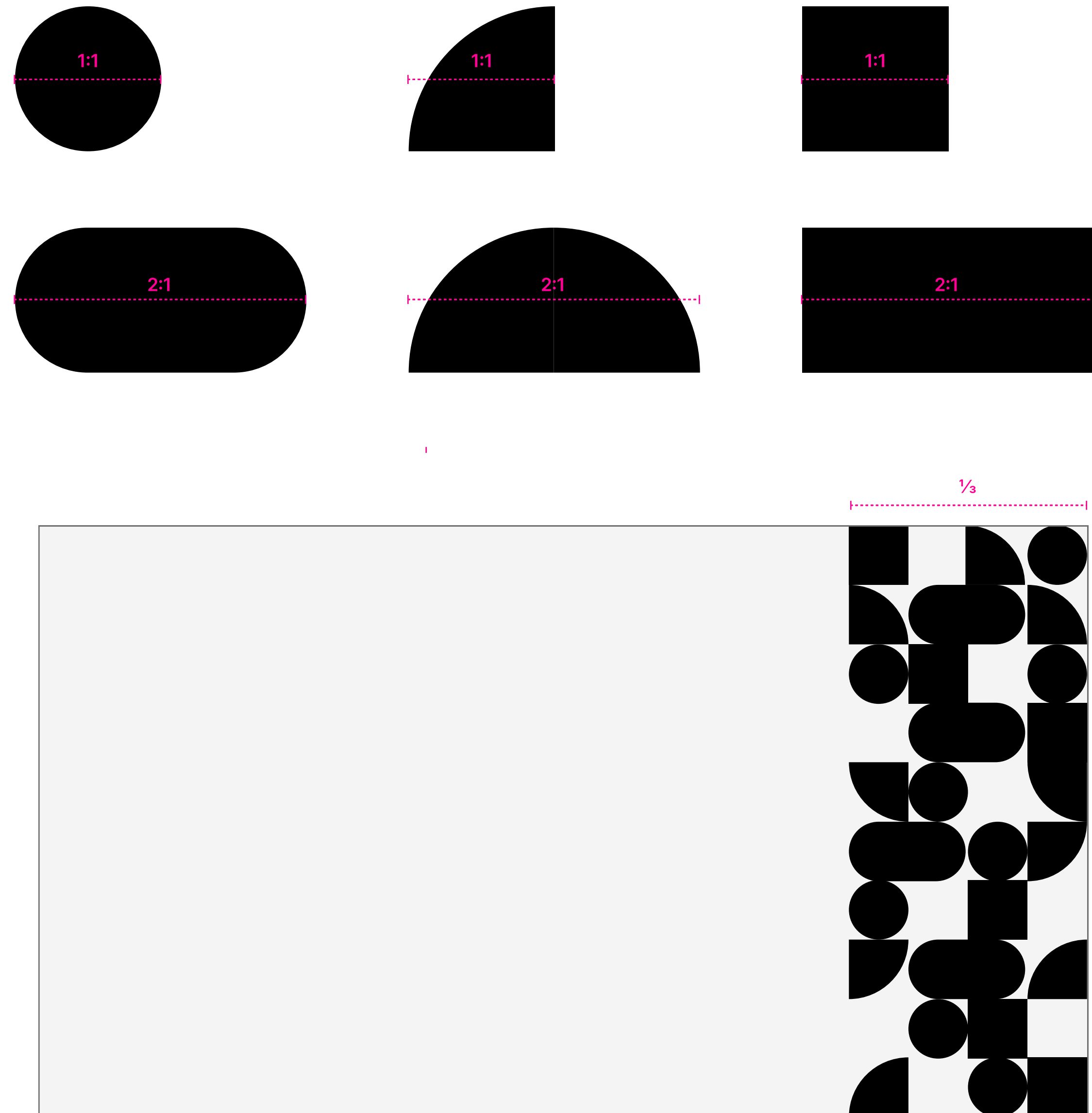
## Minimal Fidelity

Tailscale's shape language is a key visual element, built from a few core shapes that form dynamic patterns and compositions.

The shapes act as fundamental “building blocks” of a network—coming together to form a larger, more complex “mesh.” This reflects Tailscale's flexibility and adaptability, mirroring the diverse ways users configure their own networks.

Shapes should be placed on a 1:1 grid with ample negative space.

- For stand-alone graphics, shapes should cover no more than  $\frac{1}{3}$  (33%) of the grid.
- For background textures, limit coverage to  $\frac{3}{5}$  (60%) or less.
- Maintain uniform shape sizes—do not mix different scales. Avoid overlapping shapes.
- Do not use shapes as containers for other elements.



# Grid

## Setting the Grid

- 16:9 (1920×1080)
- X = 1×1 or 2×2 grid units.  
Choose from two grid options:
  - Perfect grid:  
16 columns x 9 rows.
  - For larger, cropped shapes:  
8 columns x 4.5 rows where  
the first full row starts at  
the margin.

4.25 Rows

Y

.75 Y

8 Columns

16 Columns  
9 Rows

$\frac{2}{5}$

$\frac{1}{3}$

## Filling the Grid

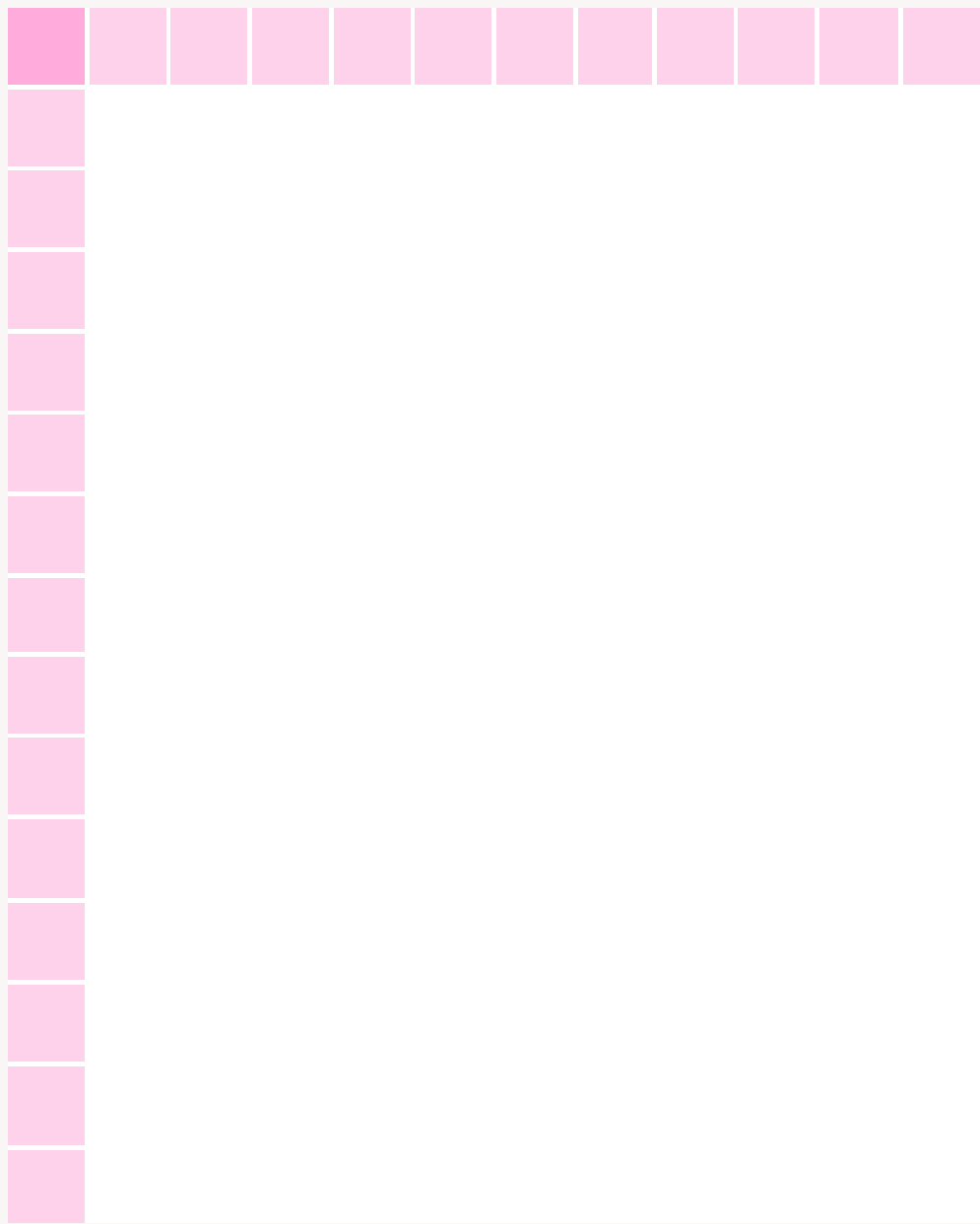
- Maintain ample negative space in the shape grid.
- For **stand-alone graphics**, shapes should cover no more than  $\frac{1}{3}$  (~33%) of the grid.
- For **background textures**, limit coverage to  $\frac{2}{5}$  (60%) or less.

## 0.5 X Margins

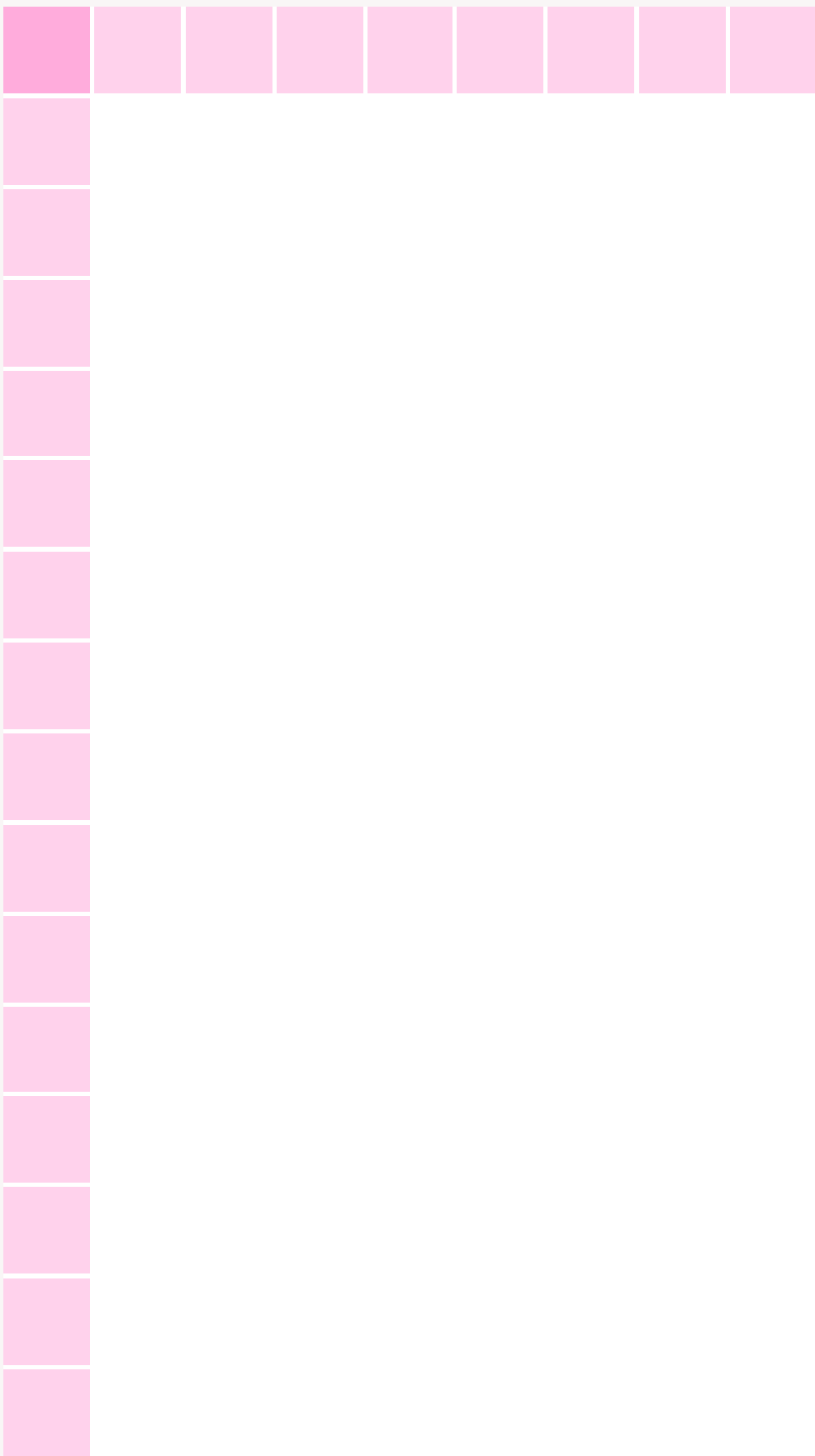
Shapes should split or bleed at the margin, with their top edge aligned and the rest extending off the canvas.



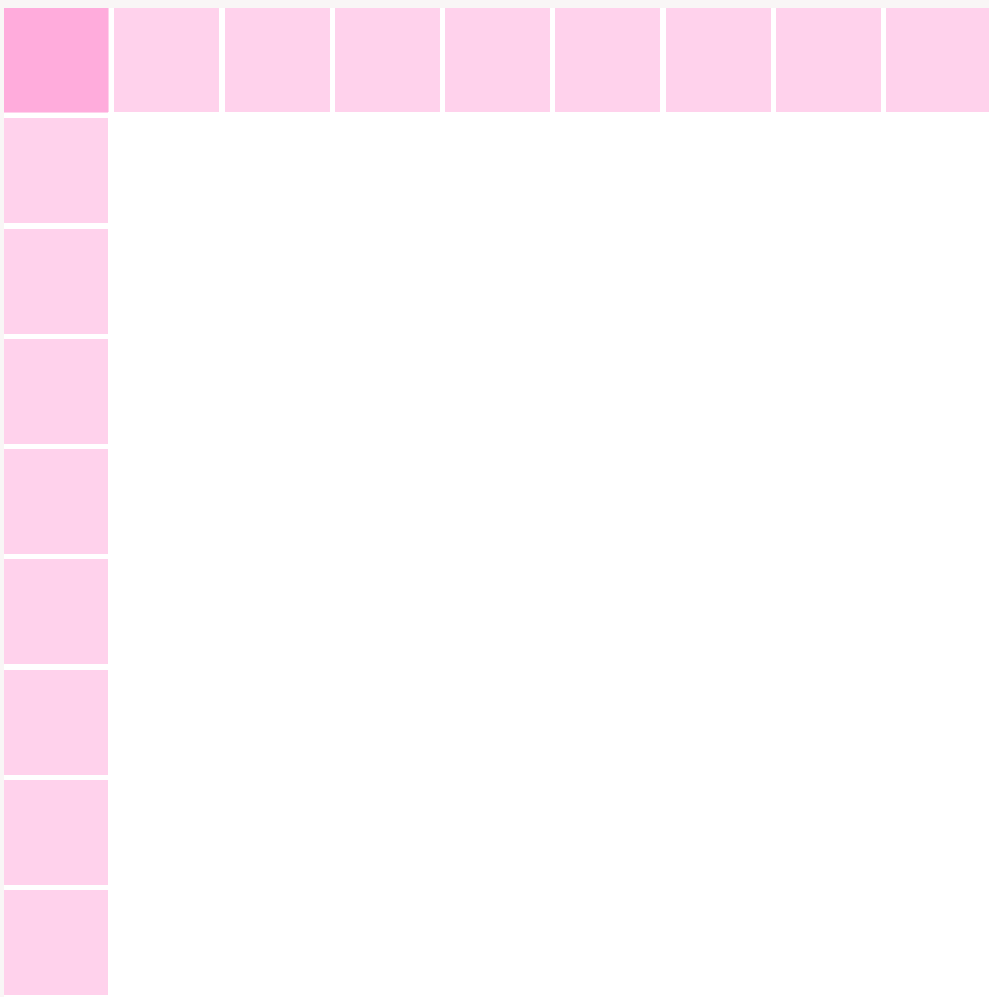
# Grid



Ratio	4:5
Live Area	1080×1350
Columns	12
Rows	15
Unit	90×90



Ratio	9:16
Live Area	1080×1920
Columns	9
Rows	16
Unit	120×120



Ratio	1:1
Live Area	1080×1080
Columns	9
Rows	9
Unit	120×120







**Thank you**