

2026



**brand
guidelines**

Welcome to the Volume Brand Guidelines.

This guide will outline the visual identity of Volume from 2026 onwards and into the future.

You'll find everything you need to help our brand stand out from the crowd.

To access downloadable assets, you can visit our [brand portal](#).

STAND OUT. BE SEEN.



About Products Support

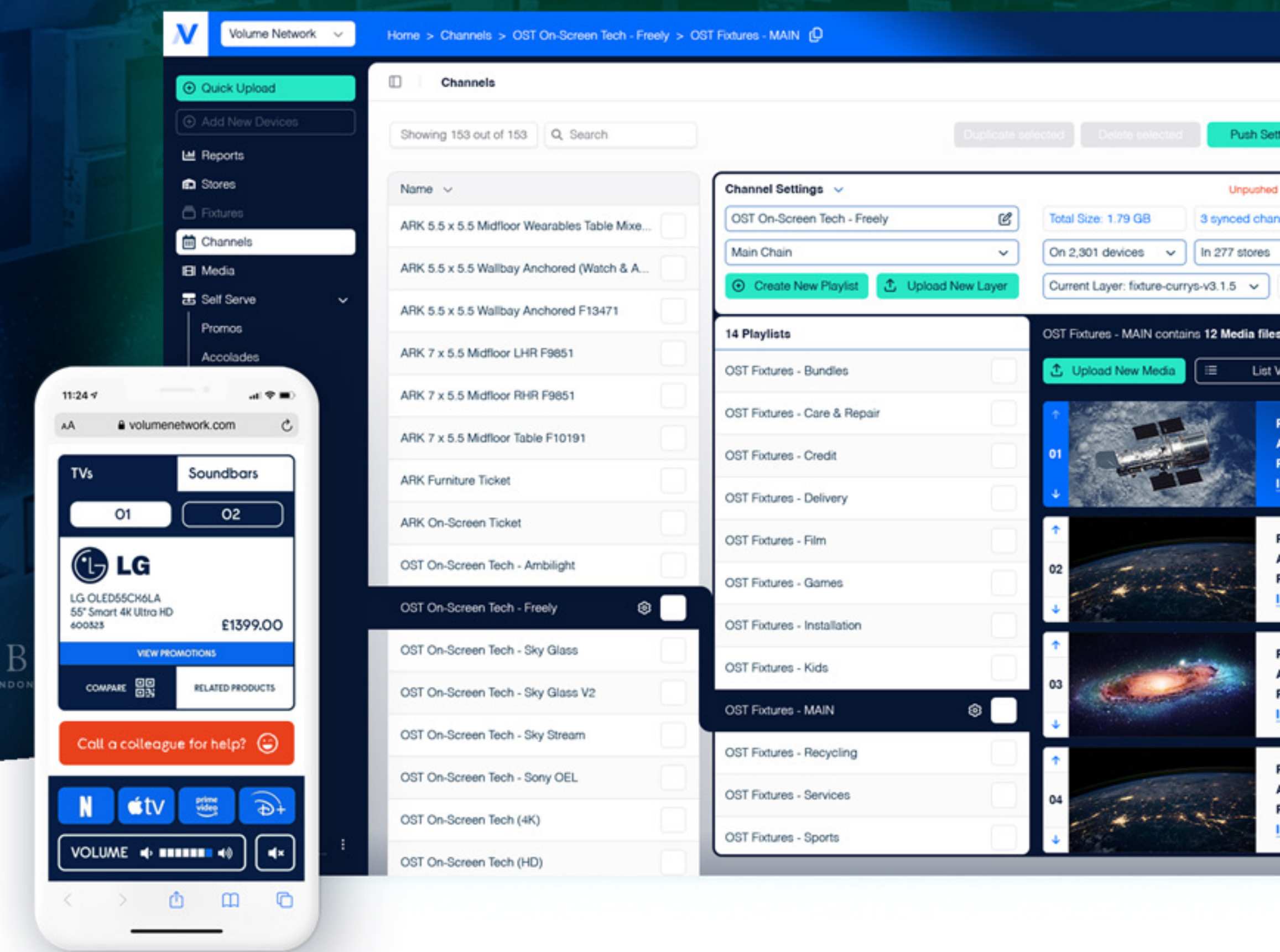


Login

Stand out. Be seen.
Experts in digital signage.

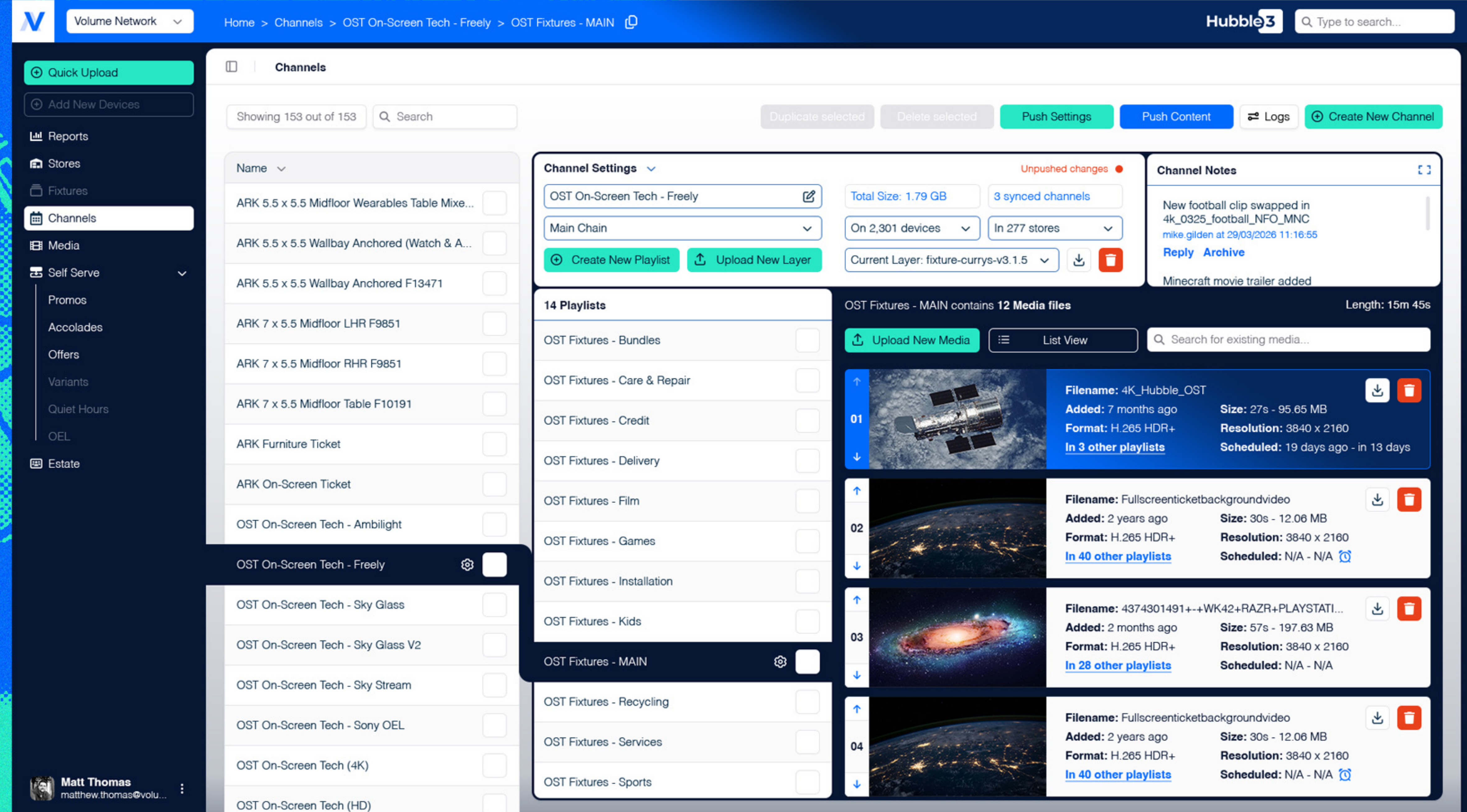
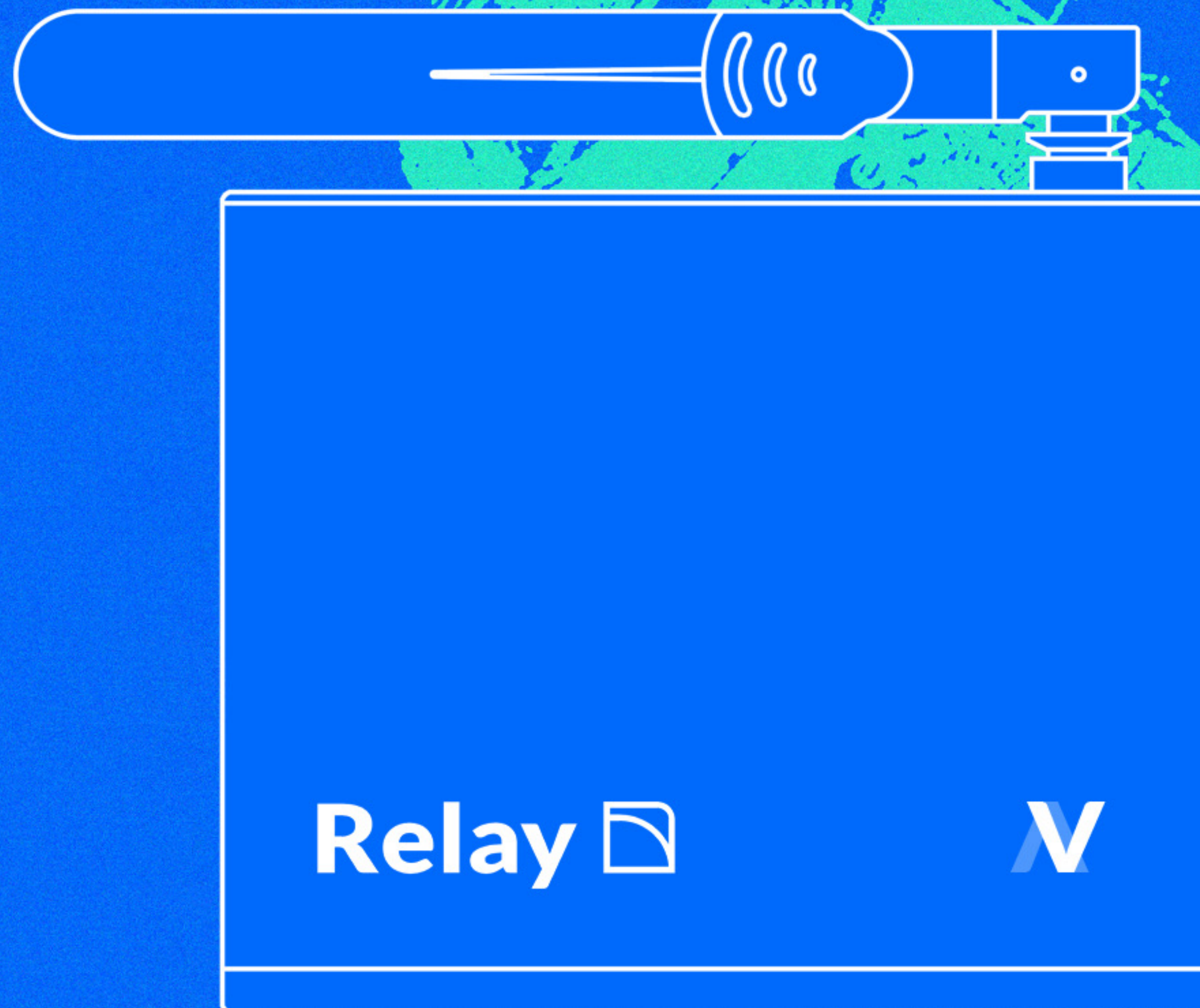
Learn more

SONY VISA SAMSUNG Harrods BOSS HOB



Ready to be seen?

Hi, we're Volume Network. We're the UK's fastest-growing provider of digital signage solutions for retail, leisure and hospitality venues.



Contents.

5 Logo

- 6 Attributes
- 7 Safe Zone
- 8 Colourway Matrix
- 9 Logo & Lockups
- 10 App Icons

11 Colour

- 12 Volume Blue
- 13 Primary Colours
- 14 Colour Worlds

15 Typography

- 16 Typeface
- 17 Typeface Overview
- 18 Don'ts

19 Iconography

- 20 Icon Types
- 21 Marketing Icons

22 Illustration

- 23 Overview

LOGO

1.0 Attributes.

The Volume logo is the primary visual icon of our identity. It combines the uppercase V mark with the lowercase name, all in Lato Black.

The blue gradient is at a 24° angle, matching the initial stroke of the uppercase V mark.

The gradient moves from our new dark blue colour to our new vibrant blue.



1.0 Safe Zone.

The logo's safe zone is equivalent to the height of the 'V' on all sides.



1.0 Colourway Matrix.

8

Gradient Logo

This is the preferred colourway. Use this colourway wherever possible, unless the logo conflicts with the background.

White Logo

For use on dark backgrounds.

Simple Logo

For use at small sizes. Can also be used in monochrome.



1.0 Logo & Lockups.

There are different lockup formats depending on the situation. The Volume and product logos should always have equal visual weight though.

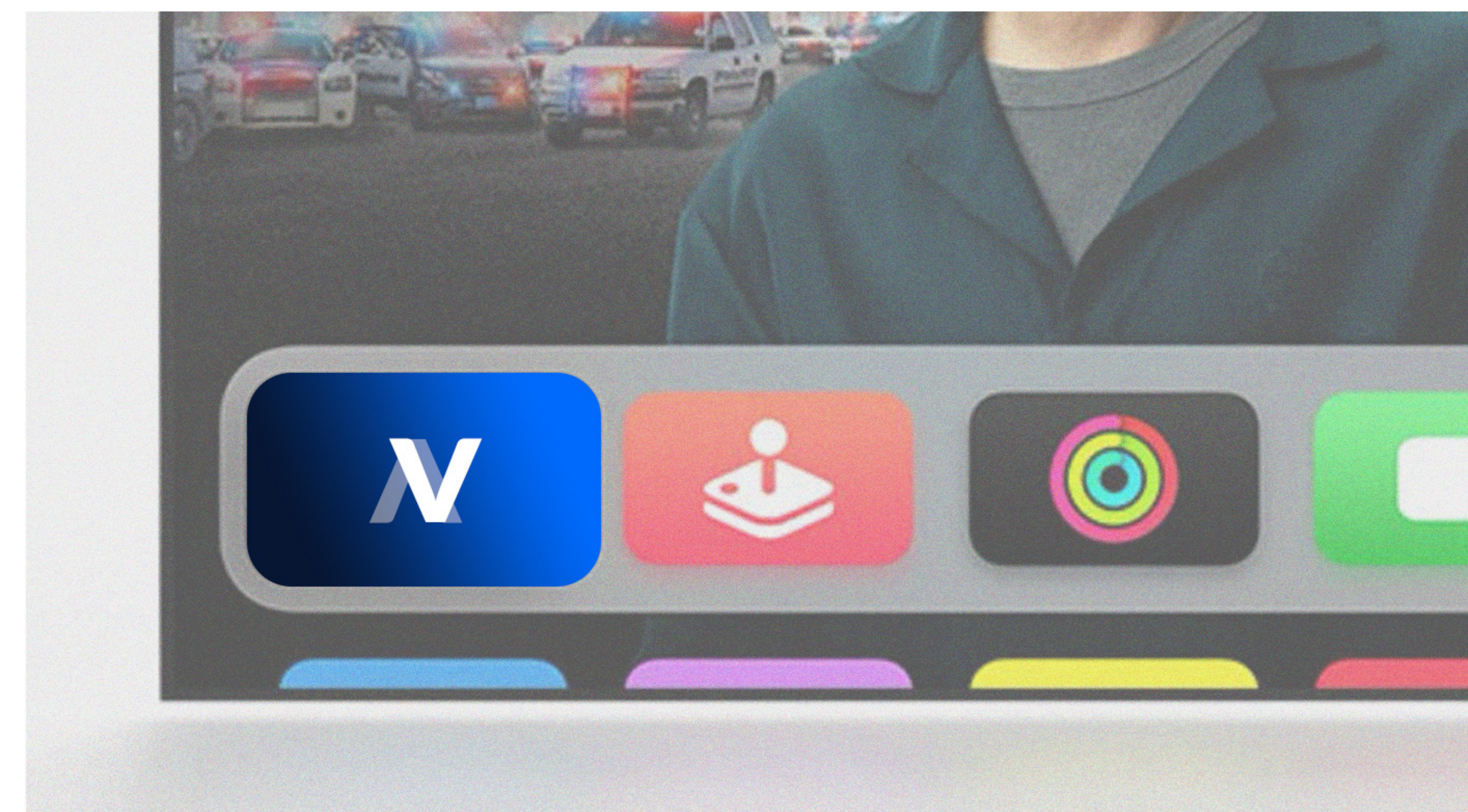
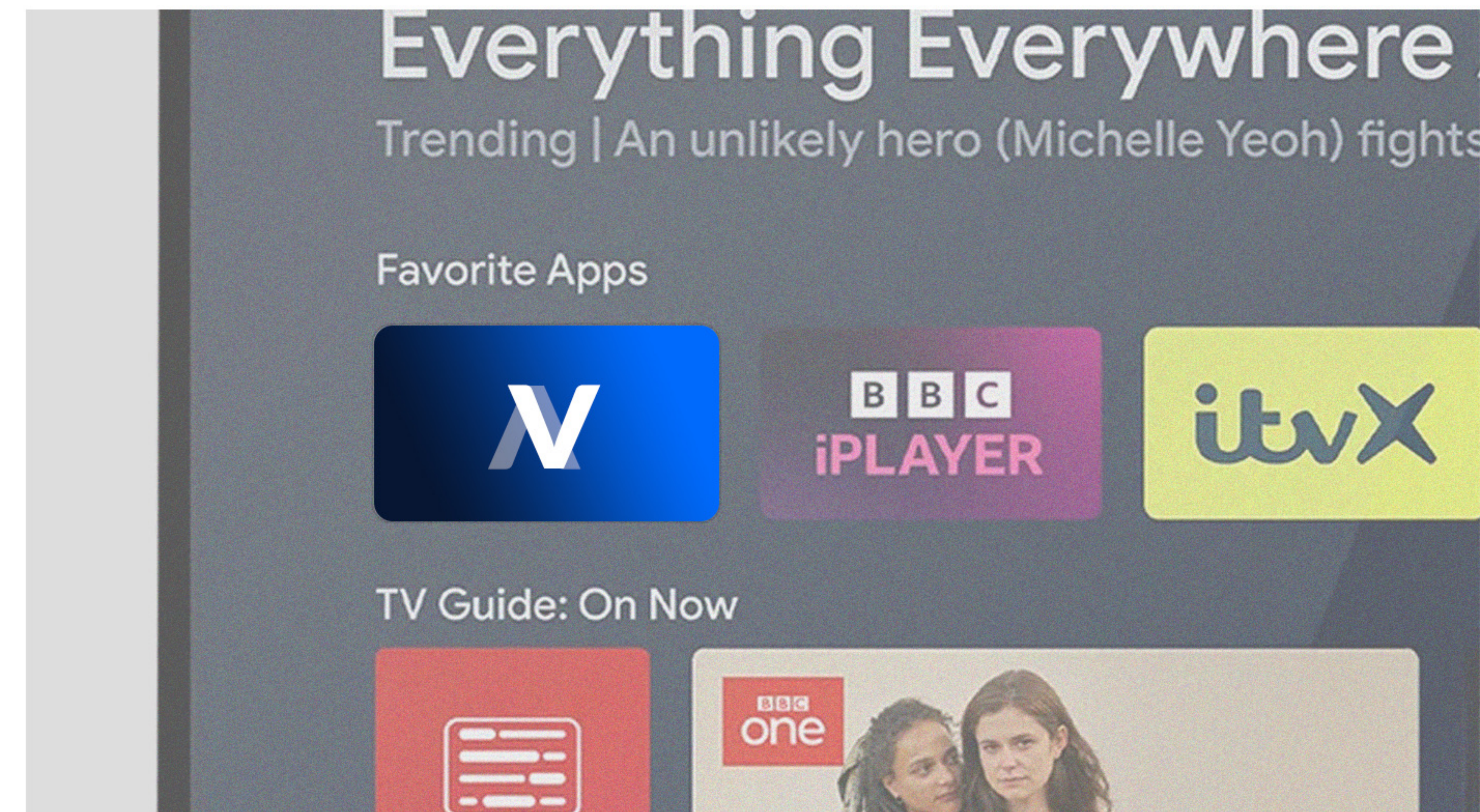


1.0 App Icons.

10

App icons are individually designed, based on specifications, but the light source in the gradient should always come from the top right to align with gradients in our UI.

The following schematic provides guidance on the logo sizing.



COLOUR

2.0 **Volume Blue.**

12

We're in the business of standing out from the crowd. Turning heads. Being seen. That's why our new blue is so vibrant and bold.

Volume Blue

2.0 Primary Colours.

13

Our primary colours form the base of our design system.

Volume Blue

Our primary brand colour represents a bold and confident new direction and helps us stand out from the bland palettes of our competitors.

PANTONE® 2727 C

#006AFC

R 0
G 106
B 252

C 81
M 60
Y 0
K 0

Volume Navy

Our secondary colour is mainly used alongside volume blue.

#061633

R 6
G 22
B 51

C 96
M 85
Y 47
K 62

Dynamic Gradient

A blend of volume blue and navy. Use as a background to create depth and evoke a cinematic quality.

#061633
to
#006AFC

24° angle

70% scale

Volume Green

Should be used sparingly and in moderation.

#28e7c5

R 40
G 231
B 197

Safety Orange

Ask Matt before using.

#E9411C



2.0

Colour Worlds.

Three unique colour worlds allow us to cater for a variety of scenarios.

Marketing

This is the big bold one. Use it when we want to grab attention and engage with customers.

Standard

More measured and balanced. The colour world we use most of the time to show how we get things done.

Business

When clarity and efficiency are key. Use it when we talk about our business, our contracts, and our metrics.

Content Management					
Scale	< 50,000	"Unlimited"	"Thousands"	"1-1,000"	"Thousands"
Scheduling	✓	✓	✓	✓	✓
Approval / Checks	✓	✓	✗	✓	✗
Content Creation					
Templates	✗	✗	✓	✓	✓
Third-party Integration / Widgets	✗	✗	✓	✓	✓
Bespoke / Interactive Content	✓	✓	✓	✓	✓
Users and Security					
User Management	✗	✓	✓	✓	✗
Third-party Access	✓	✓	✓	✗	✗
Roles and Restrictions	✗	✓	✓	✓	✗
SSL and Compliance	✓	✓	✓	✓	✓
SSO and MFA	✓	✓	✓	✓	✗
Campaigns and Promotions					
Scheduled Offers	✗	✓	✗	✓	✗
Multi-channel Campaigns	✓	✓	✗	✓	✗
Ease of Use					
Hardware Agnostic / Flexibility	✓	✓	✗	✓	✗
Plug and Play	✗	✓	✗	✓	✓

TYPOGRAPHY

3.0 **Typeface.**

16

Volume uses the
Lato type family
in all applications.

Any time that a
web safe font is
needed, use Arial.

Lato Bold

Lato Black

Lato Regular

Lato Light

3.0 **Typeface
Overview.**

This is our everyday expression. Clear hierarchy of information ensures ease of use for more effective communication within our brand guidelines.

HEADLINE	Lato Black - Regular	+35%
Conversational Headline	Lato Black - Regular	+20%
Section Header	Lato - Bold	+15%
Subhead	Lato - Regular	+10%
Copy	Lato - Regular	+0%

3.0 Don'ts.

18

Avoid using typography in any of the following ways.



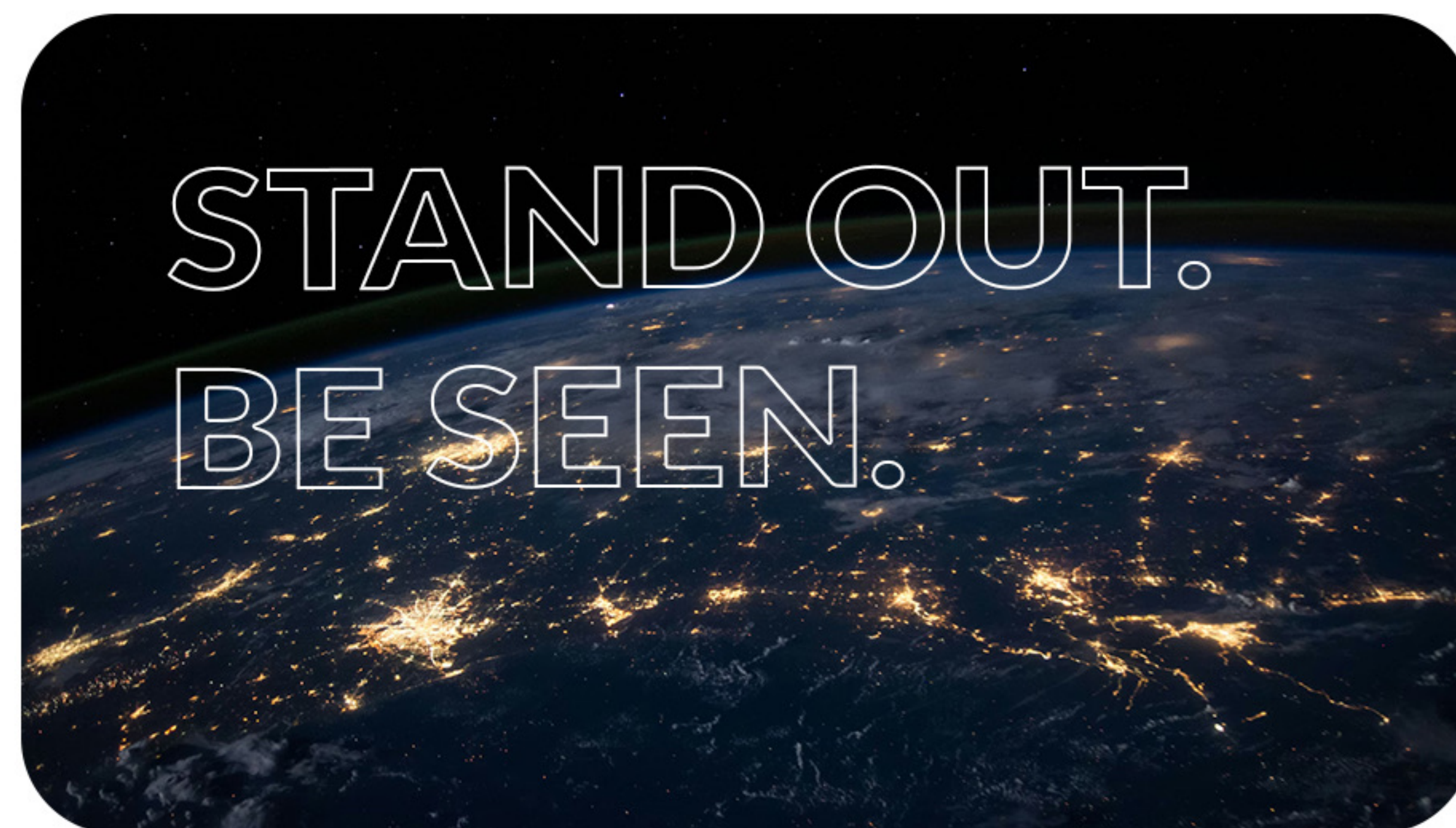
Don't rotate typography.



Don't use multiple content colors on typography.



Don't use the volume gradient on typography.



Don't use outlined text over imagery.



Avoid blocking key features and faces with typography.



Always ensure high contrast when overlaying text on imagery.