Brand guidelines
This is a guide that will help you understand the elements that comprises Volumio
Primary logo - variation
Trademark

Volumio and Volumio logo are a registered trademark of Volumio SRL, a company registered in Italy (VAT ID: IT07009020483).

You may only use the Volumio trademark to:

• Describe a genuine Volumio product or service;

• To state that another product is compatible with or can be used with a Volumio product or service;

Any use of the Volumio trademark must be accompanied by “Volumio is a registered trademark of Volumio SRL”.

Volumio® is a registered trademark of Volumio SRL
Trademark in copy

Registration mark
Use a baseline registration mark (®) after Volumio® in a headline and in the first appearance within body copy. Trademark statement Recognition of the Volumio brand’s company origin is accomplished through the use of the mandatory trademark ownership statement. It must be in legible text on every communication.
Do's logo

Below is correct design components to keep in mind when talking about Volumio.

✅ Do: Lock up the Volumio logo on top of the tagline.

✅ Do: Use the lock-up provided to you by the marketing team
**Don’ts**

Below is incorrect design components to keep in mind when talking about Volumio.

1. Don’t: Lock up the Volumio logo below the tagline.

2. Don’t: Use the Volumio logo in one color.
Do's_Brand and product name

Below is the correct spelling of everything Volumio related

- VOLUMIO
- Volumio
- MYVOLUMIO
- MyVolumio
- VOLUMIO PRIMO
- Volumio Primo
Don’ts_Brand and product name

Below is the incorrect spelling of everything Volumio related

- volumio
- volumio primo
- myvolumio
- primo volumio
- my volumio
Typography_Website

The fonts used on the website are Oswald and Inter.

You can find them in Google Fonts

Oswald → https://fonts.google.com/specimen/Oswald?query=oswald#standard-styles
Inter → https://fonts.google.com/specimen/Inter?query=inter
The font used on the products of Volumio is Roboto thin with a custom O.
Color palette

Volumio green

HEX #51B289
RGB 81 178 137
CMYK 68 6 60 0

HEX #45403F
RGB 69 64 63
CMYK 64 62 60

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 47

HEX #41515F
RGB 65 81 95
CMYK 75 56 42

HEX #F4F4F4
RGB 244 244 244
CMYK 5 4 4 0

Website
Volumio on Social Media
Volumio SRL
Borgo Albizi 15
Firenze