

VOLUMIO<sup>®</sup>  
THE MUSIC PLAYER

Brand guidelines

This is a guide that will help you understand  
the elements that comprises Volumio

**Primary logo**

**Correct use of the brand**

**volumio**<sup>®</sup>  
THE MUSIC PLAYER

## Primary logo - variation

VOLUMIO®  
THE MUSIC PLAYER

## Secondary logo

volumio®

## Secondary logo - variation

VOLUMIO®

The image shows a secondary logo variation of the brand name 'VOLUMIO'. The text is rendered in a white, rounded, sans-serif typeface against a dark grey background. The letters 'O' and 'IO' are stylized as open circles. Inside the first 'O' and the 'IO' circle, there is a small, teal-colored vertical bar. A registered trademark symbol (®) is positioned to the right of the final 'O'.

## 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.

### **VOLUMIO® IN A HEADLINE**

First appearance of Volumio® in bodycopy.

Second appearance of Volumio in bodycopy.



## Logo\_Submark



## Logo\_Submark\_variation



## Do's\_logo

Below is correct design componets 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\_logo

Below is incorrect design components to keep in mind when talking about Volu-

- ❌ Don't: Lock up the Volumio logo below the tagline.



- ❌ 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

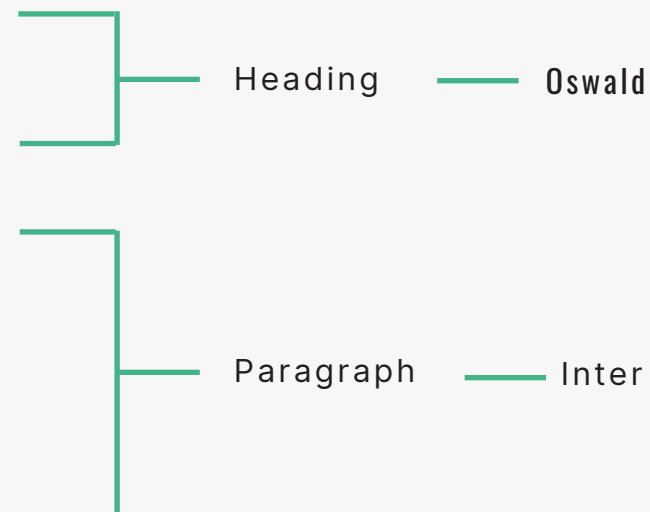
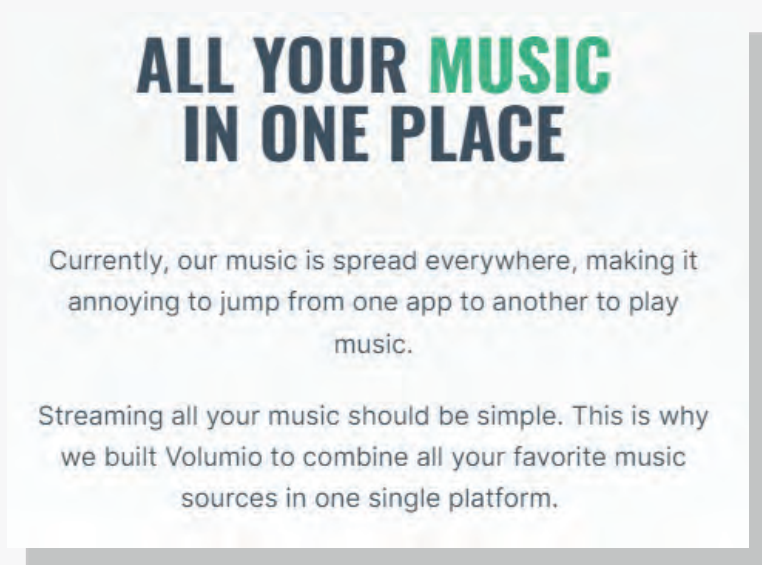
 myvolumio

 primo volumio

 my volumio

## Typography\_Website

The fonts used on the website are Oswald and Inter



You can find them in Google Fonts

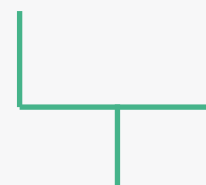
Oswald → <https://fonts.google.com/specimen/Oswald?query=oswald#standard-styles>

Inter → <https://fonts.google.com/specimen/Inter?query=inter>

## Typography\_Products

The font used on the products of Volumio is Roboto thin with a custom O

PRIMO



Custom "O"

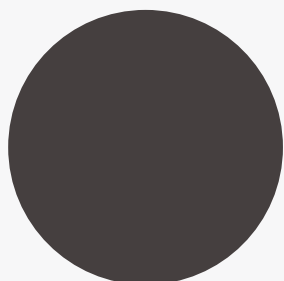


## Color palette

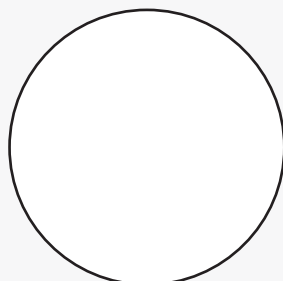


HEX #51B289  
RGB 81 178 137  
CMYK 68 6 60 0

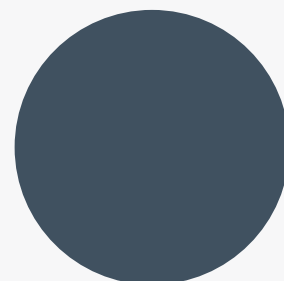
Volumio green



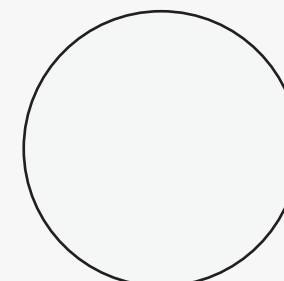
HEX #45403F  
RGB 69 64 63  
CMYK 64 62 60



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



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

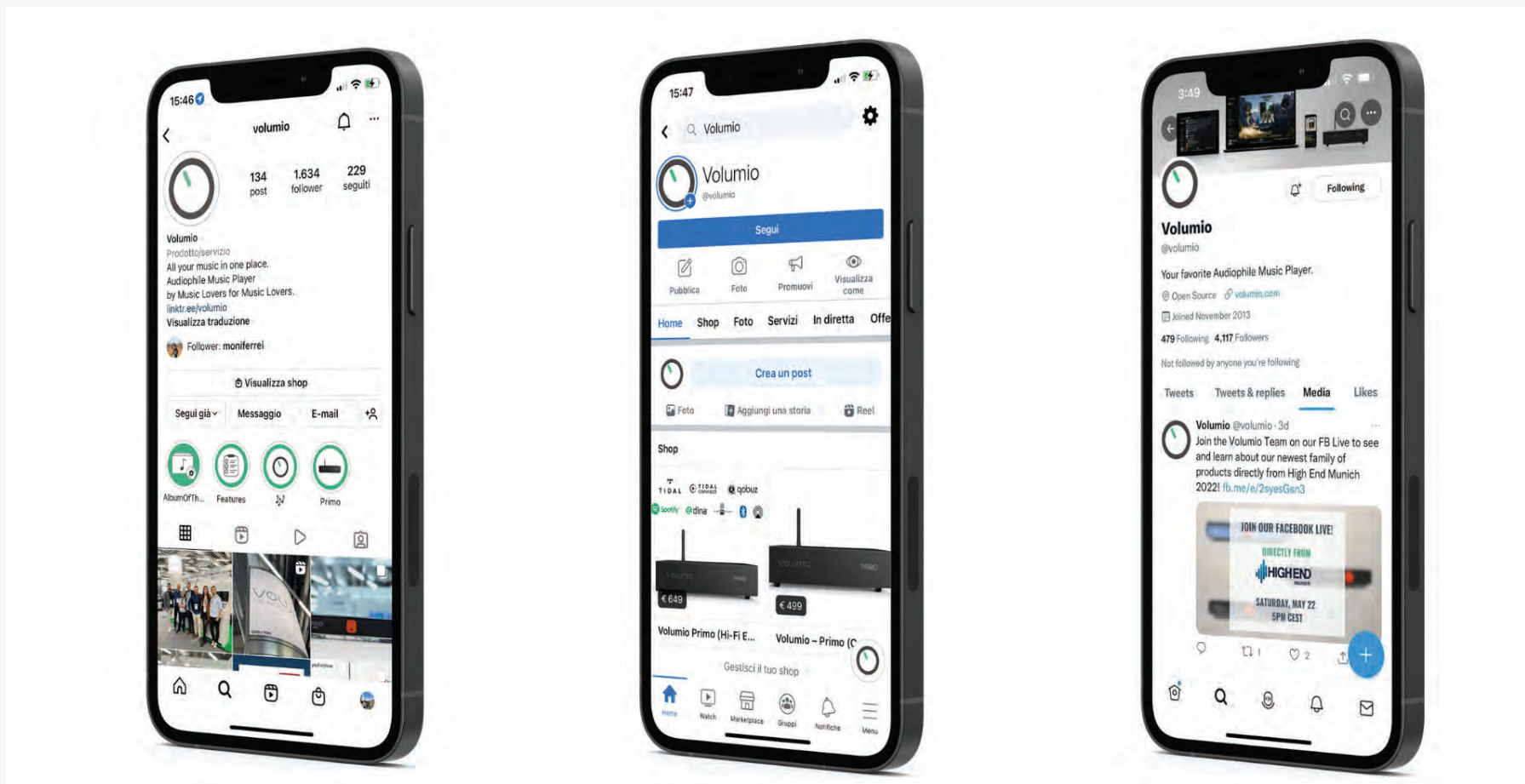


HEX #F4F4F4  
RGB 244 244 244  
CMYK 5 4 4 0

Website



# Volumio on Social Media





Volumio SRL  
Borgo Albizi 15  
Firenze

