volo

AI Captions & Translations for Live Events

Brand Guidelines

Volo helps people connect at events by making understanding effortless and inclusive. These guidelines keep our visuals clear, welcoming, and recognizable across every format — from mobile screens to stage displays.

Together they ensure our brand always feels clean, welcoming, and unmistakably Volo.

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01 Brand Strategy

Volo brings human understanding and smart technology together to make events welcoming for all.

We believe every attendee should have effortless access to live content, no matter their language, hearing needs, or tech comfort. Volo eliminates friction with no downloads, no setup, and no barriers, so everyone can focus on what matters: connection and accessibility runs in our blood.

02 Personality

Our voice is confident yet approachable: clear, concise, and always audience-first. We speak directly to the challenges event organizers face and the moments attendees care about. Our brand avoids jargon and distracting visual complexity. Visually, our style is modern and unobtrusive, ensuring the focus remains on the speaker and the conversation. Volo enhances rather than competes with the event experience.

INTUITIVE
INCLUSIVE
SEAMLESS
RELIABLE

3 Core Pillars

Inclusion
Volo empowers human-first communication, ensuring every voice is heard and understood.

Empowerment
Volo gives organizers of tech integration off your hand, so you can concentrate on content and connection.

Performance
Volo delivers real-time transcriptions, translations, and TTS audio with enterprise-grade reliability.

Sample Copy

Inclusion & Accessibility
Removes language and hearing barriers to welcome international attendees, non-native speakers, and hearing-impaired participants who previously couldn't fully engage with your content.

Real-Time Information
Volo delivers live technical descriptions, Attendees receive live transcription and translation, Organizers see what's being said, Speakers, maintaining the flow and tone of your event.

Ease of Use
Attendees directly scan a QR code to access all features, No app downloads, no account creation, No setup, Just open your phone's camera and point it at a screen or broadcast to start live captions.

Why Choose an App Based Solution?
Traditional alternatives — dedicated hardware, audio equipment, or manual transcriptionists — are expensive, complex, and certainly not scalable. Volo's browser-based, zero-install approach makes accessibility accessible, removing the costs to better engagement and a frictionless experience at a fraction of the cost.

03 Logo

The Volo logo embodies the brand's core values of clarity, connection, and movement.

Designed with a bold, angular "V" form, it subtly evokes the shape of a speech bubble—maintaining speech precision, and the effortless delivery of ideas across audiences. The name "volo" derives from the Latin root meaning of "voice," which translates to "flight," mirroring the brand's mission to break down communication barriers and help messages travel freely.

The gradient of cool, modern purples adds depth and dynamism, reflecting the brand's forward-thinking ethos—whether, refreshing Volo's brand of cutting-edge technology with a human-centered experience.

Primary Lockup

volo

Clearspace

Secondary Lockups

volo

Incorrect Usage

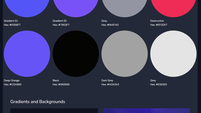
04 Color

Volo's color palette balances vibrancy with clarity, creating a visual language that feels both modern and approachable. The primary purple anchors the brand, while the palette soft orange and forest green emphasizes, symbolizing innovation and seamless communication.

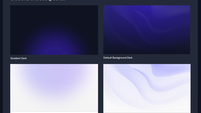
Supporting tones include a pale violet, which offers a softer, more inviting accent, and a range of neutral grays that add depth, flexibility, and balance.

Primary Palette

Secondary Palette



Gradients and Backgrounds



05 Typography

Volo's typography balances clarity and professionalism with a modern yet timeless look, supporting readability and commitment to clarity, inclusion, and empowerment.

Aa

Nunito Sans is our primary brand typeface for design and marketing. Rounded terminals and balanced proportions create a friendly, approachable tone that feels modern without being precious. Its broad weight range performs across headlines, subheads, and long-form copy in both digital and print.

Inclusive Sans is used in the app for captions and translations. Its open forms and high x-height support clear character shapes (0/O, 1/l/I) preventing legibility at small sizes and in variable lighting. Consistent spacing and weight keep it readable for hearing-impaired participants reading during live sessions.

Nunito Sans expresses the brand, while Inclusive Sans ensures real-time readability—an intentional pairing that prioritises accessibility alongside from marketing touchpoints to on-site accessibility.

Primary Typeface

Nunito Sans

Secondary Typeface

Inclusive Sans

Sizing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Simplify Access.
Amplify Engagement.

Type Name - Weight | 60px Leading | 2% Tracking

Volo provides multiple tools to help every attendee stay engaged and feel included in the event.

Type Name - Weight | 22px Leading | 2% Tracking

Remove language and hearing barriers to welcome international attendees, non-native speakers, and hearing-impaired participants who previously couldn't fully engage with your content.

Type Name - Weight | 20px Leading | 2% Tracking

Volo delivers live technical descriptions, Attendees receive live transcription and translation, Organizers see what's being said, Speakers, maintaining the flow and tone of your event.

Type Name - Weight | 20px Leading | 2% Tracking

06 Art Direction

Volo's art direction blends modern simplicity with human connection, and the power of technology with trust. Our visuals are clean, approachable, and designed to highlight our technology. Visuals are purposeful, inviting, and never cluttered. We prioritize real people, real connections, and the significant impact our tech enables.

Event Centric Imagery
Capture the energy, diversity, and connection happening at events. Focus on moments where people are engaging with the technology, collaborating, and spaces that bring people together.

People in Mobile Devices
Show people using their smartphones. Focus on attendees naturally interacting with our technology in real settings.

Product Spotlight
Feature the Volo interface (live caption mode, translation, or TTS) on screens, with a focus, thus the experience in action.

Intuitive, Accessible Storytelling
Show people using the app in real-world situations, such as sitting, using voice commands, or using the app in a meeting.

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