



VOICEPAD

BRAND IDENTITY GUIDELINES

BRAND PRINCIPLES

Voicepad is built on high-performance desktop audio management. The core visual language utilizes strict contrast to ensure perfect legibility, a modern aesthetic, and seamless integration into dynamic user interfaces.

SIMPLE

Uncluttered and purposeful. We remove unnecessary visual noise to let the user's audio workflow take center stage.

HONEST

Direct representation. Our design choices clearly communicate system state, routing, and stability without decorative flair.

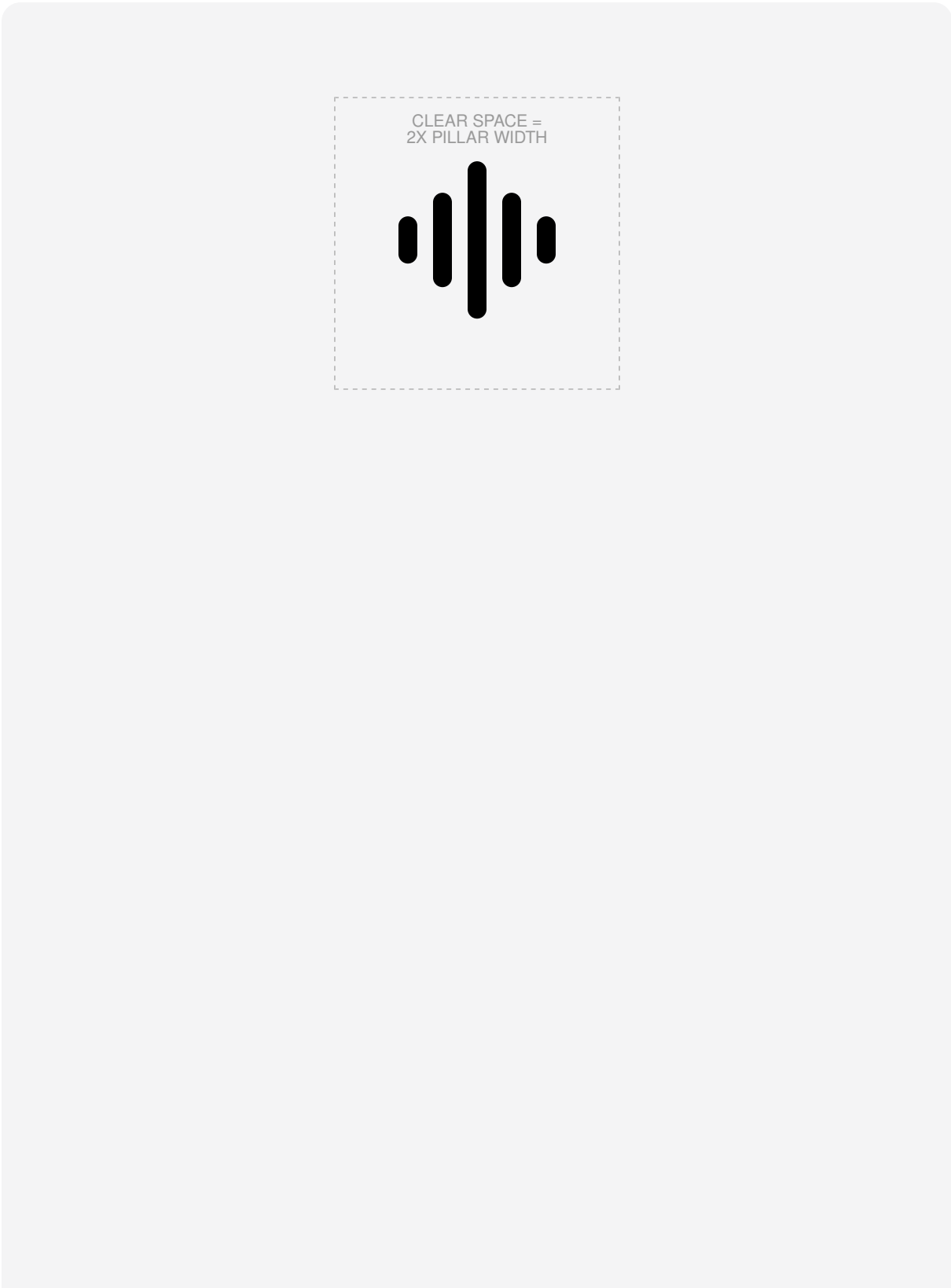
ADAPTIVE

Fluid transition. The identity flexes seamlessly across varying screen densities and high-contrast UI theme modes.

THE MARK



The primary mark is the five-pillar waveform, representing dynamic frequency control, structural stability, and precise audio routing.



VARIATIONS

For standard documents, web layouts, and Light Mode UI. The pure black mark sits cleanly on a white or light-grey canvas.



INVERTED

For terminals, media cards, and Dark Mode UI. The pure white mark provides perfect stark contrast against deep backgrounds.



UNACCEPTABLE USAGE

Maintaining the integrity of the mark requires strict adherence to these rules. Do not alter the logo's geometry, proportions, or assigned colors.



× DON'T RECOLOR

Do not use brand accent colors on the primary logo mark.



× DON'T STRETCH

Do not distort the aspect ratio of the five pillars.



× POOR CONTRAST

Do not use the black mark on dark-grey or black backgrounds.



× DON'T ROTATE

The waveform must always sit horizontally flush.

SYSTEM COLORS

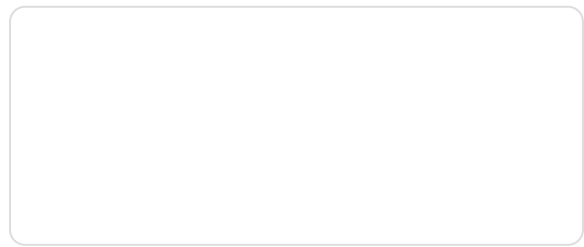
Our palette relies on absolute black and white for core branding, supported by functional interface accents mapped directly from the desktop application environments.

CORE MONO SYSTEM



Pure Black

HEX #000000 | RGB 0,0,0



Pure White

HEX #FFFFFF | RGB 255,255,255

UI ACCENTS & STATES



Indigo Select

HEX #4F46E5
Light UI Selection



Emerald Select

HEX #10B981
Dark UI Selection



Stop Alert

HEX #EF4444
Destructive Actions

TYPOGRAPHY

Clean, structural typography underpins the user interface. We use strict hierarchical weights to ensure data tables, soundpads, and settings panels remain scannable.

Aa

Helvetica Bold

Used primarily for application headers, logo lockups, high-priority buttons, and categorical folder titles in the sidebar.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

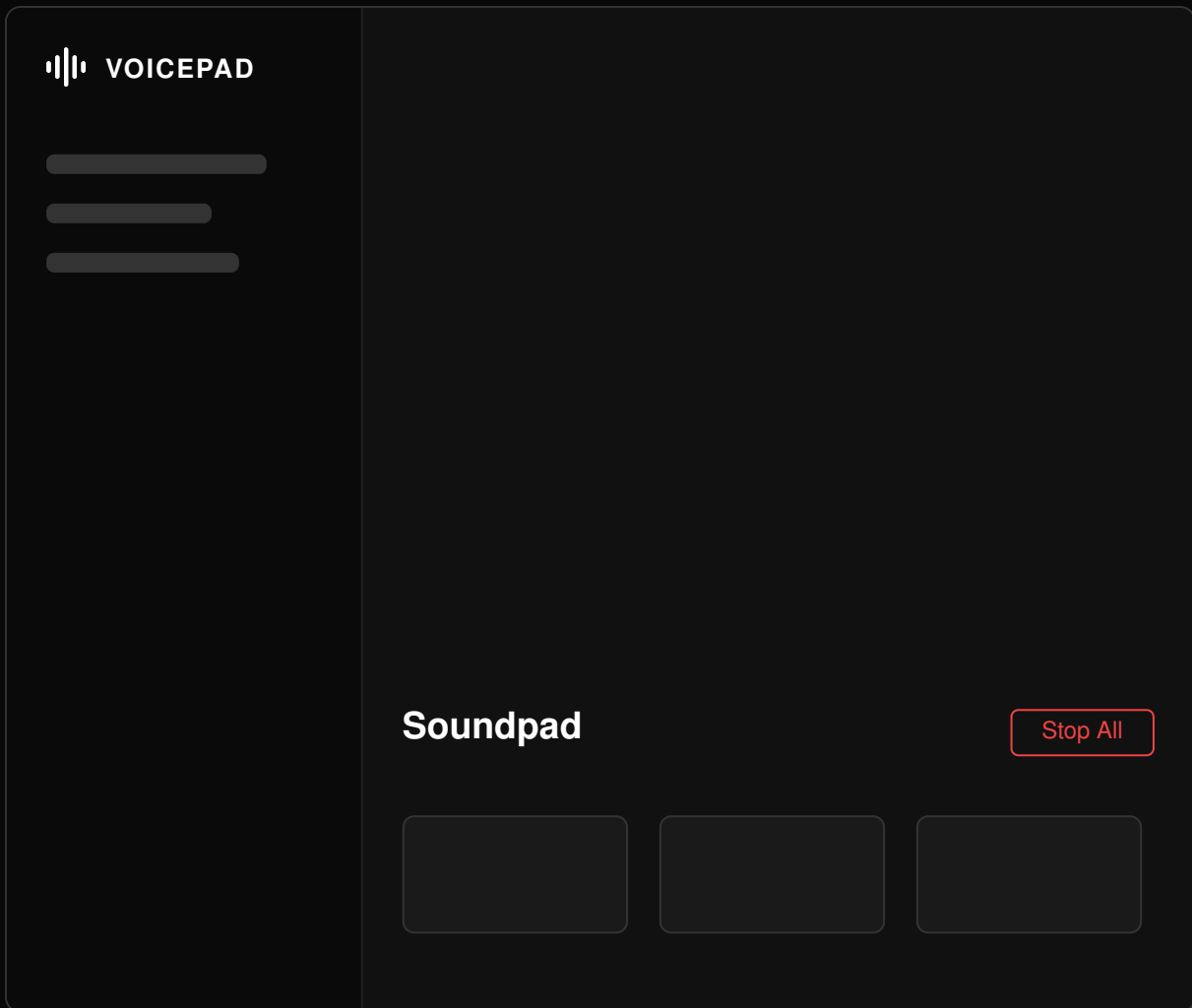
Helvetica Regular

Applied to running lists, soundpad file titles, system info logs, and secondary navigation elements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UI IMPLEMENTATION

Voicepad's desktop architecture forces the brand into two rigid container themes. The identity adapts without altering its geometry.



Note: The UI strictly pairs the Pure White logo with Dark themes, and the Pure Black logo with Light themes. Iconography strokes must match the primary font color.



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DESIGN SYSTEM & IDENTITY GUIDELINES
VERSION 1.0.0 — 2026