BRAND GUIDELINES · OCTOBER 2026

voati.

Digital work, handled well.

A clear identity for Voati's design, technology, managed services, and the products that sit beneath it.

01 · BRAND STRUCTURE

One short name.

The public brand is **Voati**. The period in the wordmark gives the name confidence and completion. The full company name supports it where context or legal identification is needed.

Primary brand	Voati / **voati.**
Company name	Voati Web Tech
Hosting product	Lantern by Voati
Client workspace	ClientPort by Voati

02 · PRIMARY MARK

Use the wordmark first.





Clear space

Keep empty space around the wordmark equal to at least the height of its square.

Minimum size

Use the wordmark at 90px or wider on screens and 24mm or wider in print. Use the icon below that size.

Approved backgrounds

Use Forest on Ivory, Paper, Mist, or white. Use the white version on Forest and sufficiently dark photography.

Do not

Do not stretch, rotate, recolour, outline, shadow, crop, or remove or round the square.

03 · COLOUR

Grounded, warm, and alive.

Forest carries trust and stability. Leaf and Lime add a precise signal of energy. Ivory keeps the system warmer than a standard technology palette.

Voati Forest
#092A1E · primary

Voati Leaf
#91BD3E · light accent

Voati Lime
#B7E45B · dark accent

Voati Ivory
#FAF8EF · background

Voati Sage
#6F8074 · secondary text

Voati Mist
#EDF1E8 · panels

04 · TYPOGRAPHY

Simple, modern, readable.

DISPLAY · MANROPE 600–700

Handled well.

Headlines, product names, navigation emphasis, and short statements.

BODY · DM SANS 400–600

Clear language makes technology easier to trust and easier to use.

Paragraphs, forms, labels, documentation, and customer communication.

05 · VOICE

Calm expertise.

Speak like a capable person who understands the customer's situation. Lead with the outcome, use familiar words, and explain technical detail only when it helps a decision.

Clear

"We'll move your site and verify it before traffic changes."

Responsible

Say what is happening, who owns it, and what happens next.

Human

Use warm, direct language without slogans that overpromise.

Practical

Connect every feature to a useful customer outcome.

06 · PRODUCT FAMILY

Products belong to Voati.



Give products a distinct symbol and name while retaining “by Voati.” Use Voati’s Forest and Lime throughout shared interfaces so the family remains recognizable.

07 · IDENTITY STORY

Simplicity with meaning.

Voati and Lantern are part of one visual system. Each identity has its own role, while shared colours, geometry, and a precise green accent make their relationship recognizable.



A name that becomes a statement.

Voati's bold, lowercase wordmark feels approachable and modern. Its green square acts as a period: a small, decisive finish that represents completion, confidence, and responsibility for the whole solution.

voati feels like a name. **voati.** feels like a statement.

That sense of completeness carries through our positioning: **Designed. Hosted. Supported.**



An L that connects.

Lantern's symbol centres on an abstract L. Its shape can also suggest a path, a connection, or a structural frame: useful associations for a platform connecting hardware, services, networks, and centralized management.

The green base suggests an active foundation: infrastructure quietly running beneath everything.

These are possible readings of an abstract mark, rather than claims that every association is a hidden symbol.

The point where technology becomes active.

The green accent is the connective element. In Voati, it finishes the wordmark. In Lantern, it grounds the symbol. This recurring device gives the family a recognizable signal of activity and energy.

Use Leaf on light backgrounds and Lime on dark backgrounds, following the approved colour and logo rules above.

Distinct products. One shared foundation.

Voati is the company identity. **Lantern by Voati** is the product identity. Forest green expresses reliability and permanence; white and negative space keep the marks clear; rounded geometry and restrained typography hold the family together.

Lantern can develop its own identity while remaining recognizable as part of Voati.

THE SHORT EXPLANATION

"The idea is simplicity with meaning. Voati's green period represents completion; Lantern turns that same accent into its foundation. They're different identities, connected by one visual system."