



Brand Guidelines

TWENTY TWENTY FIVE

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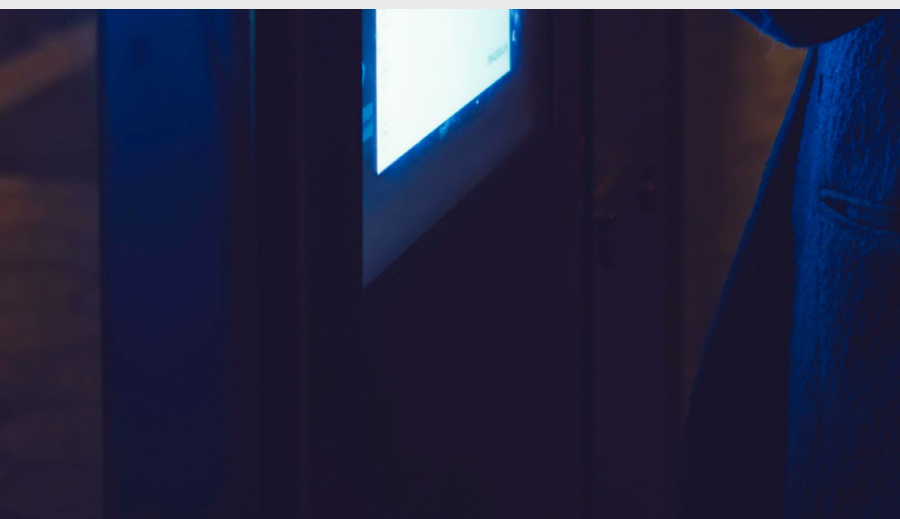
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SECTION 01

Brand Foundation



THE WALLBOARD STORY

Built for the Gap

Wallboard was born out of a clear gap in the digital signage market: most platforms either treat you like an intern (drag-and-drop tools with training wheels) or punish you for scaling (bloated enterprise contracts with mandatory consulting fees).

We're not here to be the cheapest, or the biggest, or the flashiest. We're here to be the smartest choice for serious screen networks—especially if you're running 50 to 1,000 screens and you need enterprise power without the enterprise tax.

WE BUILT WALLBOARD FOR TEAMS THAT WANT:

01. True flexibility without custom development.
02. Enterprise-grade security without IT gridlock.
03. Real-time, data-driven signage that's easy to deploy and manage.

We serve SMBs who think big, mid-market orgs tired of duct tape systems, and enterprise teams who hate being nickel-and-dimed.

OUR TEAM

Actual Humans Built This



VOICE & TONE

What If
Wallboard
Could Talk

VOICE AND PERSONALITY

Wallboard’s voice is our most human feature — our way of showing up, sounding sharp, and standing out. If Wallboard were a person, we’d be the clever engineer who can explain complex systems over coffee without ever reaching for a buzzword. We’re here to simplify the technical, automate the tedious, and have a little fun while doing it.

Our voice is intelligent but never stiff, witty but never snarky, and confident without taking itself too seriously. Whether we’re writing UI tooltips, a sales email, or a LinkedIn post, we sound like the same human behind the screen: approachable, sharp, and just cheeky enough to be memorable.

TONE OF VOICE

Our tone flexes depending on where we’re speaking and who we’re speaking to—but the core of our personality stays consistent. We show up with purpose, personality, and a little polish. Because even smart software deserves a strong point of view.

WE ARE

WE AREN'T

Clever

Complicated

Grounded

Gimmicky

Adaptable

Rigid

Confident

Arrogant

Witty

Dry

Positioning Statement

Wallboard delivers right-sized enterprise power for digital signage networks — combining Fortune 500-grade security, flexibility, and scalability with pricing and support built for growing teams. No bloat. No enterprise tax.

We give mid-sized signage networks everything they actually need (and nothing they don't): powerful content creation, deep data integration, ironclad security, and unmatched deployment flexibility — all in a modern platform you won't need to babysit. Whether you're scaling past 50 screens or managing 1,000+, we help you own your signage without getting locked into overpriced, overcomplicated platforms.

WE BUILT WALLBOARD FOR TEAMS THAT WANT:

- **Right-Sized Enterprise Power**
Enterprise-grade capabilities (role-based access, private cloud, SAML, API integrations) delivered without enterprise friction or cost.
- **No-Code, All-Control**
Drag-and-drop editor meets developer-grade flexibility. Custom layouts, interactive widgets, and real-time data bindings without writing code.
- **Deployment Your Way**
Multi-tenant SaaS, dedicated private cloud, or full on-prem. We support the model that fits your compliance, cost, and control needs.
- **Support That Doesn't Ghost You**
Mid-market deployments matter to us. We treat your 100-screen rollout like the strategic project it is— with hands-on support and real answers.
- **Transparent, Scalable Pricing**
No seat licenses, no forced services, no surprise invoices. Just a clear path to scale with features you can actually use.

TARGET PERSONAS

Who We're
Built For

Wallboard is what happens when you build digital signage tech for the teams doing real work — not just RFP response decks. If your signage needs have outgrown your current toolset, but you're not ready to sell your soul to a Fortune 100 vendor, we're your people.

LET'S DITCH THE ENTERPRISE TAX — AND BUILD SOMETHING SMARTER.

PRIMARY PERSONA

MID-MARKET OPS & IT BUYER

TITLE

VP of Operations, Director of IT, Digital Signage Program Owner

NEED

A secure, reliable, flexible platform that doesn't cost a fortune.

FRUSTRATION

Tired of outgrowing lightweight and rigid tools or fighting enterprise red tape.

WHAT WALLBOARD GIVES THEM

Full control, integration readiness, and peace of mind of enterprise-grade security without the budget battle.

END USER PERSONA

MARKETING & CONTENT TEAMS

TITLE

Marketing Manager, Content Designer, Brand Ops Lead

NEED

Create beautiful, data-driven, dynamic content without calling IT.

FRUSTRATION

Stuck between rigid templates and developers who don't have time

WHAT WALLBOARD GIVES THEM

Creative freedom, interactive tools, and instant publishing with a Canva-style UI

PARTNER PERSONA

RESELLERS & SOLUTIONS PARTNERS

TITLE

AV Integrator, MSP, Digital Experience Consultant

NEED

Flexibility in partnership: some want full control to manage everything; others want to offload support, onboarding, and training.

FRUSTRATION

Most platforms force one model, either they're too locked-down or they expect partners to do everything.

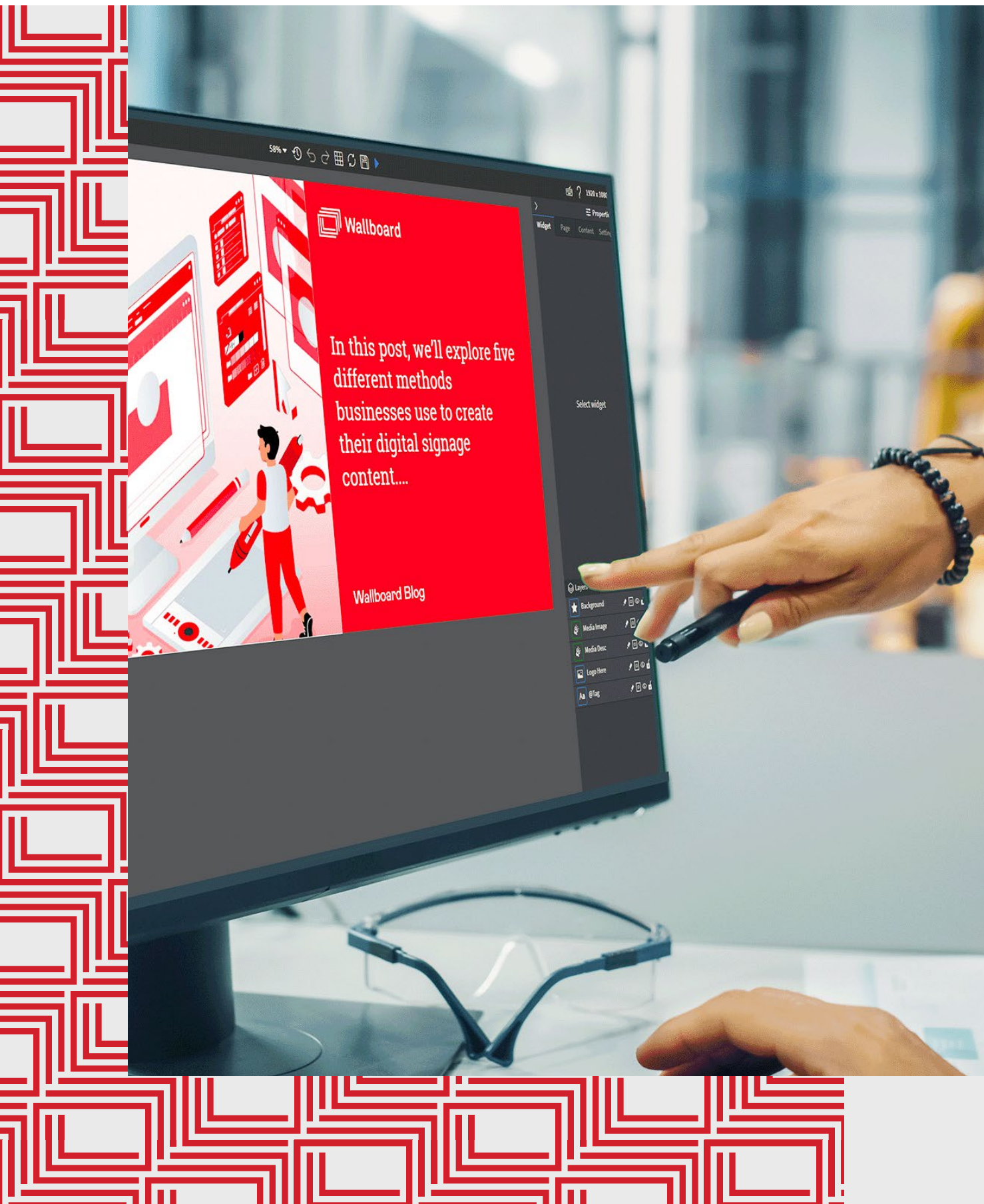
WHAT WALLBOARD GIVES THEM

A partnership model that works both ways. Hands-on partners get full control, branding, and configuration flexibility. Hands-off partners can rely on us to train, onboard, and support their customers directly, without sacrificing quality or trust.



OUR CORNERSTONES

What Do We Stand For



WE ARE

Smart & Human

Wallboard is built by engineers but designed for real people. We blend technical sophistication with real-world usability—pairing smart automation with expert support. It's not about replacing humans with AI. It's about helping humans do more with it.



WE ARE

Flexible By Design

Our platform adapts to your needs, not the other way around. From complex enterprise systems to plug-and-play setups, Wallboard flexes across industries, screens, and user types.



WE ARE

Outside The Box

We're not bound by convention—and neither are our users. Wallboard's open architecture, customizable workflows, and creative toolkit are designed to unlock new ways of thinking about content delivery. From unexpected use cases to delightfully clever automations, we push boundaries.



WE ARE

Engineered For Evolution

We create tools that work today—and evolve for tomorrow. Our platform is future-ready, but always rooted in what our users actually need and use. We believe innovation isn't about being flashy—it's about being useful.

TAGLINES

Clever
Witty
Punchy

USE TITLE CASE & DON'T
USE ANY PUNCTUATION

Hardwired
One-Liners

USE SHORTHAND
WHENEVER POSSIBLE

Automate it
& forget it

IF IT DOESN'T ADD VALUE,
IT'S OUT. NO FILLER. NO FLUFF.

Real-Time
Real Easy

MINIMUM OF TWO LINES
MAXIMUM OF FOUR LINES

What if Your
Screens Were
As Smart as
Your Team

SECTION 02

Visual Identity

VISUAL IDENTITY

Our Logo Suite

The Wallboard logo suite is built for clarity, flexibility, and personality. The logotype, set in sentence case, feels approachable and friendly—especially with the slight tilt in the leg of the “a” and “l,” adding just enough character to reflect our human-first approach. This softness is sharply contrasted by the geometric logomark, whose bold angles bring structure and edge. When paired together in the primary logo, these elements strike a deliberate balance: modern tech meets human touch—exactly what sets our platform apart.

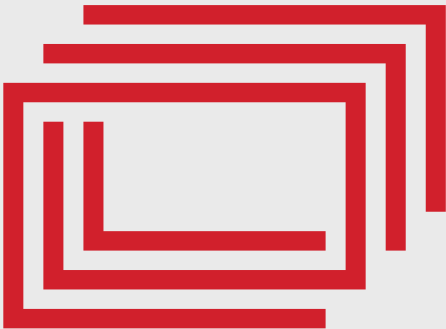
LOGOTYPE

Wallboard

PRIMARY LOGO



LOGOMARK



VISUAL IDENTITY

Color Palette

Wallboard’s color palette is clean, modern, and bold combining sharp contrast with subtle nuance. The core set includes Torch Red, Marigold, Charcoal, Slate, and Ash.

DISCLAIMER

Pantone spot colors, as well as CMYK process colors, are specified for print use, and are based on the recommended base universal Pantone system. The Pantone uncoated swatch codes should only be used when printing on uncoated paper. Likewise, the Pantone coated swatch codes should only be used when printing on coated paper. RGB and HEX values are for use with on-screen and web applications, and are provided for a consistent appearance between different media. These have been derived from our internal design applications.

As various print processes, substrates and screen calibrations all vary and can alter the look of color—even with the specified color formulas—draw-downs should be requested by the chosen printer, and paper samples provided for match when possible. Individual vendors may need to alter these guidelines based on their technology to achieve the Wallboard color standards.

MARIGOLD

RGB: 218/184/76
HEX: #DAB84C
CMYK: 1/21/76/1
PMS: 2006 C / 2006 U

TORCH RED

RGB: 209/32/44
HEX: #D1202C
CMYK: 0/100/100/0
PMS: 2035 C / 2035 U

CHARCOAL

RGB: 21/27/27
HEX: #151B1B
CMYK: 78/57/39/56
PMS: 432 C / 546 U

SLATE

RGB: 115/128/132
HEX: #738084
CMYK: 56/29/8/4
PMS: 2164 C / 2164 U

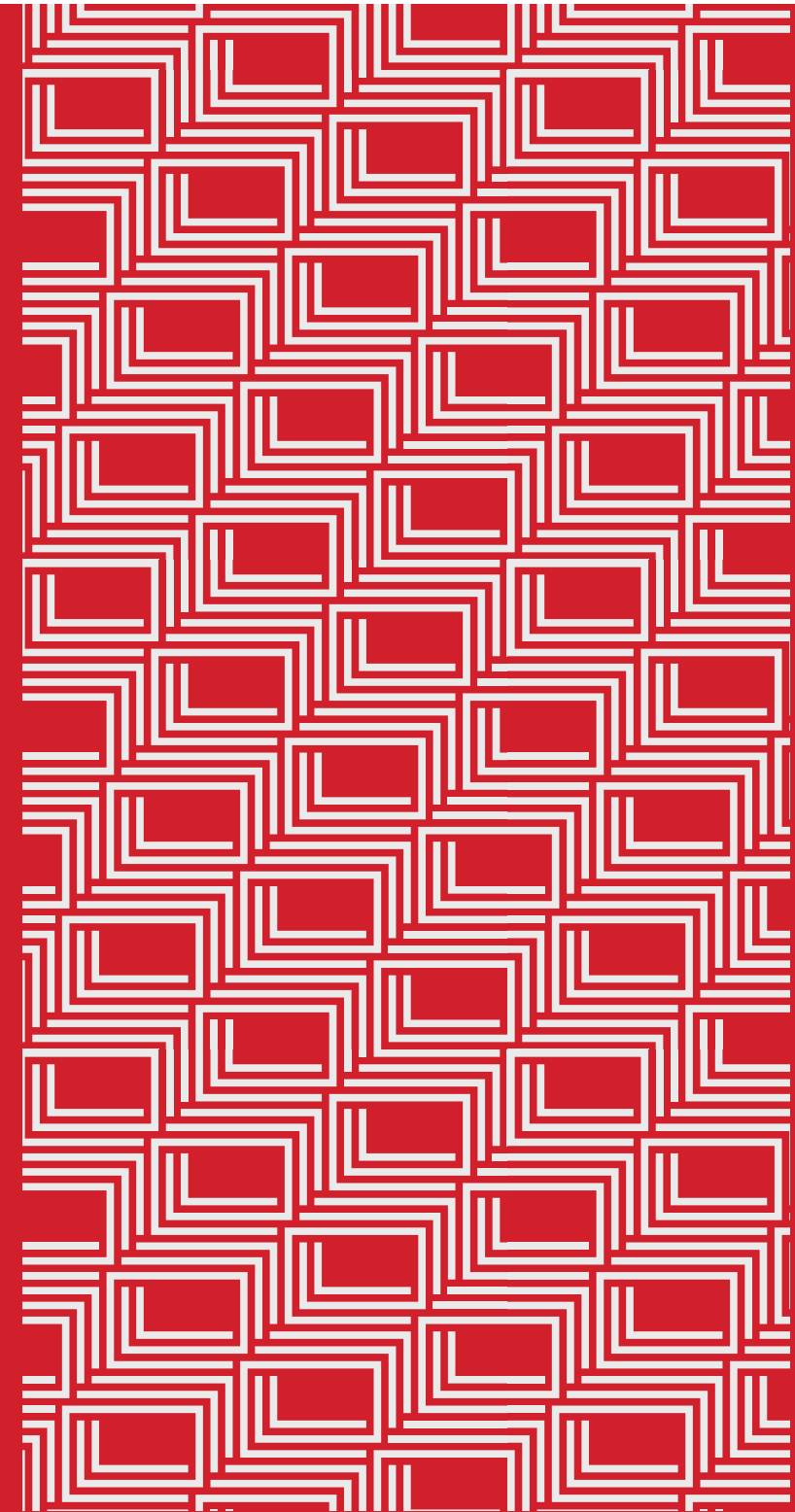
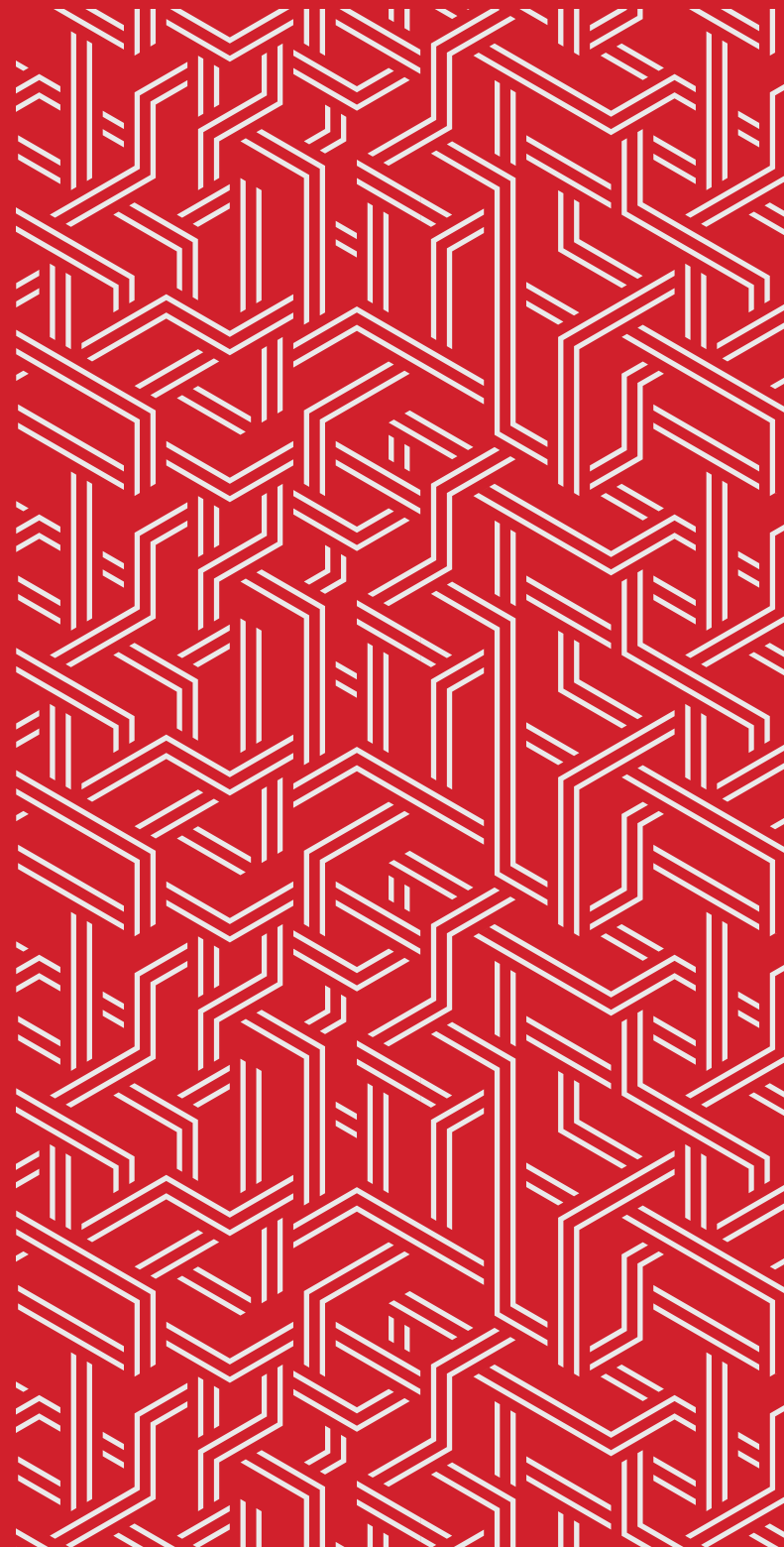
ASH

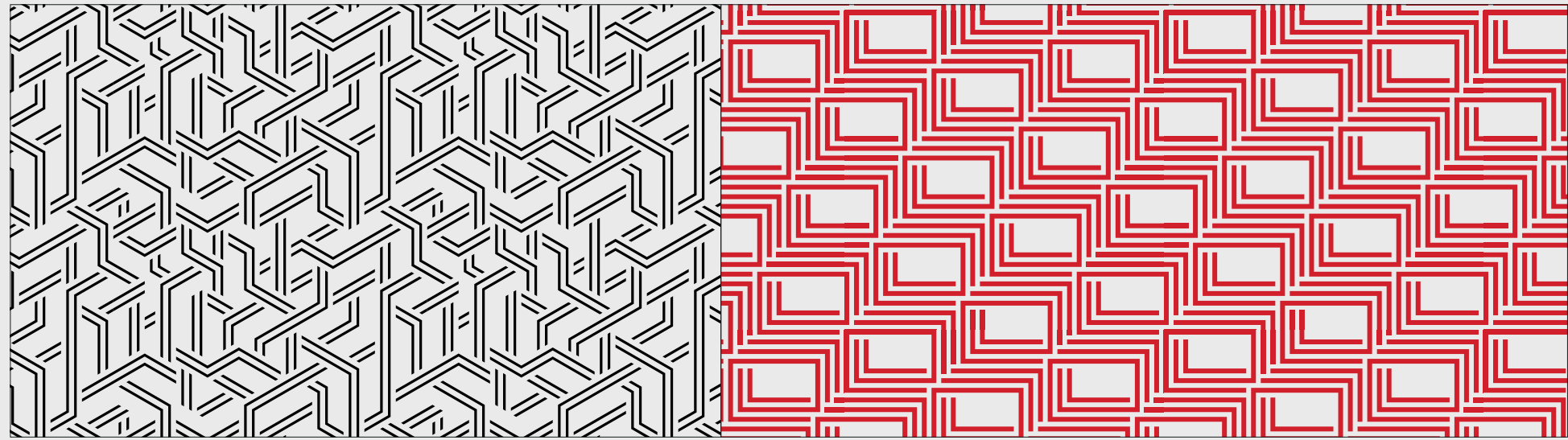
RGB: 234/234/234
HEX: #EAEAEA
CMYK: 5/5/6/0
PMS: 663 C / 9080 U

VISUAL IDENTITY

Brand Patterns

The graphics on the left can be deployed to add visual interest and further express the Wallboard's brand personality. These graphics are to be used as accent elements that support the main brand elements and do not distract from the primary message.

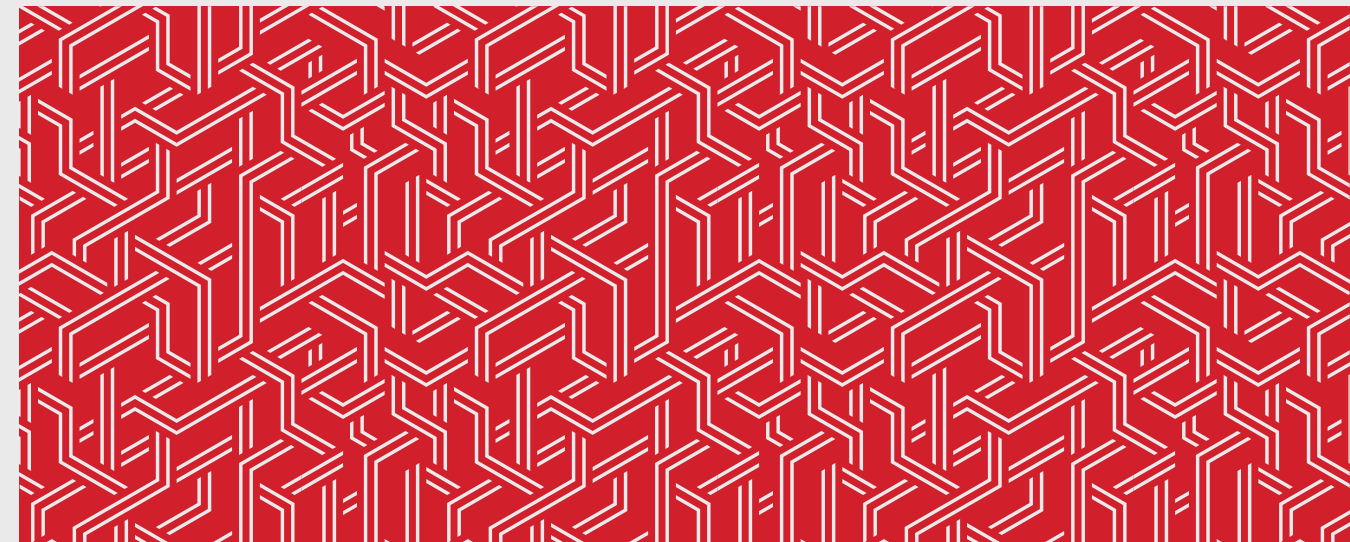




VISUAL IDENTITY

Pattern Overlay

Our patterns should be used with discretion and adhere to the color combinations show on the right: Charcoal and Torch Red may be used on Ash, Ash may be used on Torch Red, and Pure Black should be used on Charcoal.



TITLE | LIBRE FRANKLIN MED | 23 PT | 25 TRACKING | CAPS

Download *Available with Adobe Creative Suite

HEADLINE | SATOSHI BLACK | 80 PT | 70 LEADING | TITLE CASE

Download

LARGE BODY | ROBOTO REGULAR | 15 PT | 50 TRACKING | 18 LEADING

Download *Available with Adobe Creative Suite

SMALL BODY | ROBOTO REGULAR | 11PT | 25 TRACKING | 13 LEADING

DISCLAIMERS | ROBOTO BOLD | 9 PT | 50 TRACKING | CAPS

DO YOU KNOW HOW TO

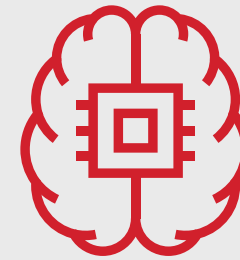
Use Our Typography

Typeface's used should be the ones displayed and used here. A designer should refer to this as a general guide for heirarchy and layout, but may use their discretion based upon layout.

Musanisquo berrum labo. Et quid qui ut qui id eate est quistoribus essit dolo dicabor sinvento comnis es explia dolorep elignam quaeruptate provit, sunti audandant vent landi occullam nit as ab iminciumqui qui dolendae evelibero dest, andigenia sa ped quos rendiam harum aciet idis qui omnimolentur magnam vel imet pero eos dolecus alit aut volut quis deles estibus eum vid moluptam, ex eium quam harum et quis es parunt quiae liquos veliquit.

ICONOGRAPHY

Minimal
Modular
Meaningful



Business Logic



Automation



Scheduling



User Authorization



Sensors

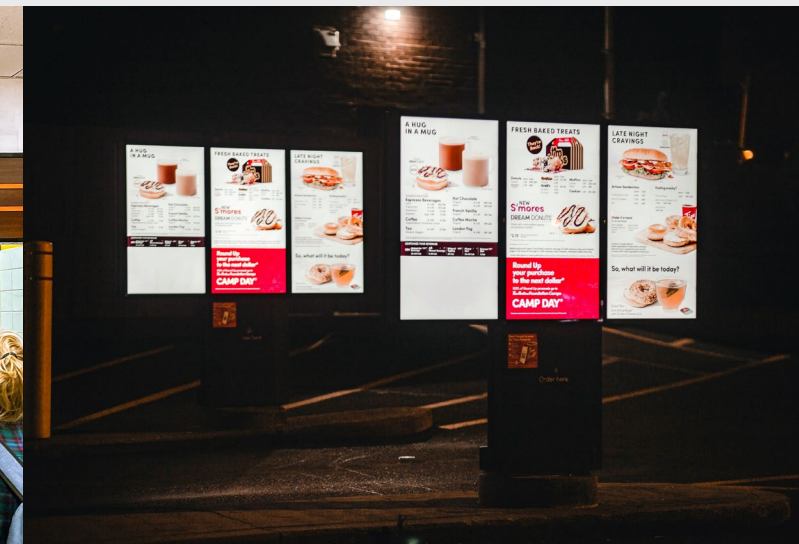


Content Entry

VISUAL IDENTITY

Photo Direction

Photography is an extension of a brand's own able visual palette, and should be approached with as much consideration and attention to detail as other design elements. Photography curated for Wallboard should be captivating, inviting, human-centered, and professional. Our photography should showcase a range of people, services, and portfolio assets that appeal to our target audiences.



Wallboard

We hope that this guideline provides you with enough information to begin creating marketing materials that match Wallboard's brand standards. If you have any additional questions or feedback regarding the Wallboard brand, please reach out to our marketing manager at tharris@wallboard.info.