The look.
The feeling.

The colors, type, and details behind The Proper Volume. A practical reference for the studio, the stage, and everything we share.

Make every person at the microphone feel like a headliner.

People first. A welcoming stage, a shared song, and room for every kind of voice.

Care in the details. Clear sound, carefully timed lyrics, and visuals that support the singer.

A little atmosphere. Color, light, and a sense of occasion. Let the people remain the focus.

01 / THE CORE PALETTE

Recognizably TPV.

These are the five original brand colors. The website adds navy, paper, and deeper accent variations so the same identity works at night and in daylight. Match the hex values for digital work; printed color depends on paper, ink, and the printer profile.

TPV Blue

#0EB7FF RGB 14 / 183 / 255

Lead with blue or use it for signature graphics, highlights, and actions on dark backgrounds.

TPV Purple

#601CE9 RGB 96 / 28 / 233

Lead with purple or use it in logo blocks, graphic fields, and backgrounds with white type.

TPV Pink

#FF007F RGB 255 / 0 / 127

Lead with hot pink for an artist or project, or use it for emphasis and lively accents.

Warm Cream

#FFFFF3 RGB 255 / 255 / 243

Brand artwork, warm backgrounds, and a comfortable alternative to white.

White

#FFFFFF RGB 255 / 255 / 255

Logo lettering, clear space, and type on strong purple backgrounds.

02 / DAY & NIGHT

Day. Night. Still TPV.

Website values are generated from the shared SCSS foundation. Use the core palette for brand artwork, and the theme values for website surfaces and actions.

Role / token	Night	Day
Page background	#090E18	#FDFEF8
Panel background	#101724	#F3F2E9
Primary text	#F4F2E9	#1C1A18
Supporting text	#B9C2D0	#625E58
Blue text and actions	#0EB7FF	#1765A6
Purple accent	#601CE9	#423F9F
Pink accent	#FF007F	#C30068
Decorative blue	#0EB7FF	#3A82CA
Decorative purple	#601CE9	#423F9F

Pair colors with care.

For normal text, use a contrast ratio of at least 4.5:1. Large text needs at least 3:1. Check the actual foreground and background together; a brand color is not automatically a readable text color.

Night text	#F4F2E9 / #090E18	**17.22:1**
Night blue	#0EB7FF / #090E18	**8.49:1**
Day blue	#1765A6 / #FDFEF8	**6.01:1**
White on purple	#FFFFFF / #601CE9	**7.39:1**

These sample pairs meet the normal-text threshold. Use blue for small text on navy, and white type on signature purple fields.

Source: W3C / WCAG 2.2 contrast guidance

03 / TYPOGRAPHY

Type with character.

Nunito Sans is the current website and PDF family. Regular body copy, extra-bold headings, and clear hierarchy keep the experience approachable.

NUNITO SANS / 800

A song to make.
A night to remember.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 & ! ?

Professional sound, thoughtful visuals, and a welcoming stage. The details should help people feel at home in the music.

Headings	800 / Extra bold
Body	400 / Regular
Emphasis	700 / Bold
Actions	900 / Heavy

The original type direction.

Avenir Next and Novecento Sans Wide Bold belong to the original identity. Existing artwork can keep them; new website copy uses Nunito Sans. Use the supplied artwork for the logo rather than rebuilding it with typed text.

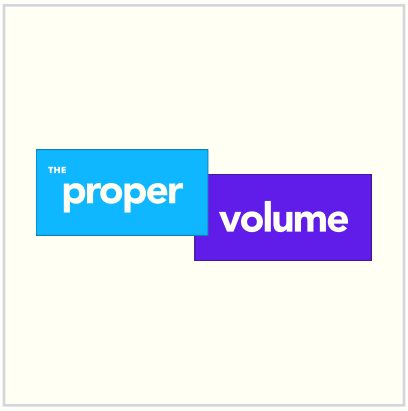
04 / LOGO VARIATIONS

Choose the color for the moment.

The Proper Volume adapts its primary color to the artist, event, or creative project. Blue, pink, and purple can each lead: pair a supplied logo with the color that fits the work, while preserving the original artwork and its clear space.



Purple and blue



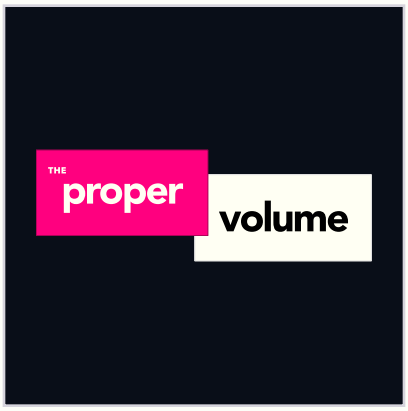
Blue and purple



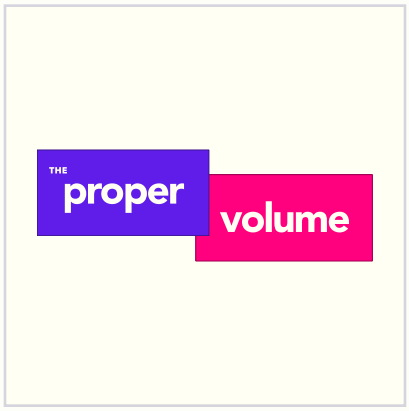
Blue and pink



Blue and cream



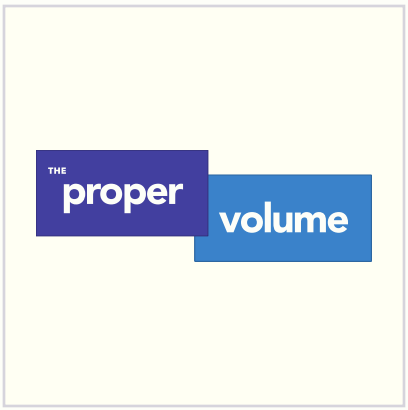
Pink and cream



Purple and pink



Purple and cream



Daylight website mark

04 / LOGO USAGE

Keep the blocks. Give them space.

Download the original vector artwork from the web guide. Use the supplied SVGs to preserve the mark’s lettering, spacing, and proportions.

- Keep the two blocks, lettering, proportions, and relative positions intact.
- Leave clear space of at least one quarter of the full mark's height on every side.
- Use the vector SVG for crisp scaling. Keep the full mark at least 160 CSS pixels wide on screen; increase it when surrounding detail competes.
- Place the logo on a quiet field. Keep it away from lyric lines, faces, and busy photography.
- Do not stretch, rotate, recolor individual letters, add effects, or rebuild the mark. Choose a supplied color combination for the artist or project.

Logo files: thepropervolume.com/brand-guide/#logos

05 / PHOTOGRAPHY & ATMOSPHERE

The people. The moment.

The experience is the image. Favor real performances, shared moments, and details from the room.



Lead with the people and the shared moment.



Use light and detail to establish the atmosphere.

- Favor real singers, expressive moments, and the room around them.
- Keep skin tones believable and preserve detail in dark spaces. Blue, purple, and pink light should feel present, not painted over the image.
- Crop with breathing room around faces and microphones. Put copy in a quiet area or on a separate solid panel.
- Choose imagery that people have agreed can be shared. Keep lyric displays and performance content clear of competing graphics.

06 / VOICE & APPLICATION

Sound like a person.

Confident about the work. Welcoming to the singer. A little playful when the moment calls for it.

Warm and welcoming

There is room for your voice.

Avoid: Only the best singers belong here.

Clear and useful

Tell us the song and the original version you have in mind.

Avoid: Unlock a revolutionary, next-level sonic experience.

Playful, in small doses

Your next favorite is worth making.

Avoid: Shouting, forced jokes, or a paragraph full of emojis.

Write The Proper Volume in public copy; TPV is useful after the full name or where space is limited. Use sentence case for headings, the Oxford comma in lists, and short, direct calls to action. Keep social announcements to one paragraph, usually two or three sentences.

Let the details support the song.

- Give type and photography room. Use one clear focal point before adding decoration.
- Build with the website's shared buttons, cards, spacing, and type scale. Blue, pink, or purple may lead to suit the artist or project; use one clear primary action and keep secondary actions visually quieter.
- Use waveform lines, paired blocks, and subtle light as supporting motifs. Avoid placing decoration across text or lyrics.
- Keep focus visible, labels descriptive, and motion optional. Honor reduced-motion preferences and never rely on color alone.

Web edition 2.1.5. This PDF is a dated snapshot of the guide and website palette. The web guide reflects current color tokens.

07 / THE COMPONENT SYSTEM

From source to screen.

The website follows an atomic structure: shared foundations, small interface parts, larger compositions, templates, and pages. This inventory is extracted from the SCSS modules at build time.

Foundations

6 modules

Core colors, day/night palettes, fonts, and accessibility rules.

scss/00-foundations/_tokens.scss

Atoms

7 modules

Buttons, type, links, icons, and small controls.

scss/01-atoms/_buttons.scss

Molecules

8 modules

Fields, navigation groups, cards, headings, and color swatches.

scss/02-molecules/_form-field.scss

Organisms & blocks

20 modules

The header, footer, catalogs, gallery, and atmosphere blocks.

scss/03-organisms/_site-header.scss

Templates

2 modules

Containers, grids, and responsive page composition.

scss/04-templates/_layout.scss

Pages

9 modules

Specific public and administrative layouts built from the shared parts.

scss/05-pages/_brand-guide.scss

One edit. Shared results.

Foundation values drive the compiled CSS, web swatches, theme examples, typography notes, and this PDF. Component notes live with their SCSS modules. Production serves compiled CSS and the generated documentation data.

Explore the searchable pattern library on the web guide.

08 / INTERFACE REFERENCE

Headings and text

The website’s shared patterns, behavior, and available treatments.

Page heading / H1 — One main page title, usually paired with an eyebrow and lead. It uses the largest responsive heading scale.

Section heading / H2 — Introduces a major section or featured message; may pair with supporting copy.

Card and subsection heading / H3 — Names a service, article, feature, or smaller topic within a section.

Article subheadings / H4–H6 — Use semantic levels for deeper article structure when needed. The shared visual scale focuses on H1–H3; lower levels inherit their context.

Eyebrow and lead — The eyebrow is a short context label above a heading; the lead introduces the page in larger body text.

Footer headings — Group links under Discover, The Studio, Plan an event, and Support.

08 / INTERFACE REFERENCE

Buttons and calls to action

The website’s shared patterns, behavior, and available treatments.

Primary / filled — Blue-filled .button for the most important action, including song requests and event inquiries.

Secondary / outline — Blue-outlined .button--secondary for supporting actions, downloads, and external destinations.

Text action — .button--text removes the fill and border for a lower-emphasis action.

Quiet action — .quiet-link pairs a low-key text link with an arrow, such as the closer-look link on the homepage.

Copy control — .copy-button copies useful text, such as the Bitcoin address, with a status message.

Icon controls — The request, theme, menu, close, social, and edit controls use recognizable icons, accessible labels, and tooltips where appropriate.

Form action — Submit buttons use the primary button style; disabled, error, success, and focus states communicate status.

08 / INTERFACE REFERENCE

Links and navigation

The website’s shared patterns, behavior, and available treatments.

Inline and prose links — Links in body copy preserve the reading flow; use descriptive text and visible focus.

Main navigation and submenu — Menu links identify the current page; expandable groups organize related destinations.

Footer links — Grouped, text-based links make the major site sections easy to scan.

External and download links — External destinations use a directional icon and open separately; downloads use a download icon.

Anchor and FAQ permalinks — In-page links move to a section; FAQ permalinks address individual questions.

Social and resource links — Social destinations use labeled icons; resource cards combine an icon, title, description, and link.

Pagination and catalog links — Page links expose browseable library pages; individual file links identify their format.

Skip link — The keyboard-accessible skip link moves directly to the main content.

08 / INTERFACE REFERENCE

Effects and motion

The website’s shared patterns, behavior, and available treatments.

Fog and stage lighting — Drifting fog and slow beams evoke a karaoke stage: the atmosphere frames the singer and makes the moment feel like a performance. Keep text legible and the person at the center.

Parallax artwork — Microphone and sound-wave motifs shift subtly with scrolling to create depth.

Scroll reveals and masonry — Content fades into view; photo and project cards use an adaptive masonry arrangement while retaining reading order.

Home intro and logo blocks — The introductory transition moves toward the main content. Logo blocks can be dragged, and horizontal gestures cycle logo colors.

Sticky header and menu — The header and its controls transition as the user scrolls; the expanded menu slides and fades into place.

Theme transition — Day and night themes switch with a brief reveal when the browser supports it.

Dialogs and photo viewer — The request dialog and image viewer use a brief entrance and backdrop transition.

Accordions — FAQ answers and navigation groups expand and collapse with motion where supported.

Hover, focus, and tooltips — Buttons, arrows, navigation items, media cards, and the wordmark respond to interaction; icon labels appear as tooltips.

Reduced motion and pause — Respect reduced-motion preferences and provide the atmosphere pause control. Content and essential actions remain available without animation.