CONTROL SIGNAGE

CENTRALIZED DIGITAL SIGNAGE PLATFORM

LOGO OPTIONS

BY THIZ

MOOD BOARD STRUCTURE



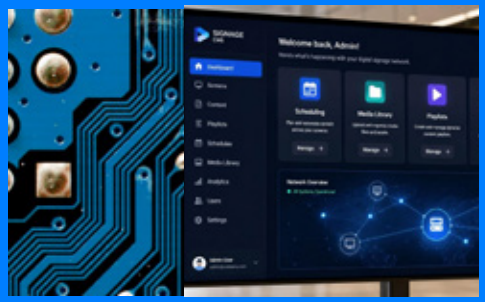
DIGITAL SCREEN FRAME

+



MULTI-SCREEN

+



CONNECTIVITY

+



CONTROL

COLOR PALETTE

The ControlSignage color palette combines Electric Blue, Digital Cyan, and Pure White to express innovation, connectivity, reliability, and simplicity. Designed for a modern digital signage management platform, these colors reflect the relationship between intelligent technology, centralized control, and seamless digital communication.

OPTION 01

CONTROLSIGNAGE

Meaning behind the logo

1. The C-shaped screen symbol

The large, open rectangular shape on the left represents both the letter C in Control and a digital display screen. It symbolizes the screens your software manages.

2. The connected circuit line

The curved line above the word CONTROL, with a circular node, resembles a digital circuit or signal pathway. It represents connectivity, automation, and centralized control.

3. The open screen structure

The open-ended shape suggests flexibility and continuous communication between the software and connected digital signage displays.

4. The typography

The futuristic geometric lettering represents modern technology, software innovation, and precision.

OPTION 02

CONTROL SIGNAGE

Meaning behind the logo

1. Pixel-based C symbol — Digital Control

The arrangement of small squares creates an abstract letter C, representing Control. The pixel elements also symbolize digital screens, media content, and the digital signage ecosystem.

2. Connected pixels — Multiple Screen Network

Each square can represent an individual digital display connected to a centralized management platform.

Together, they communicate the concept of one system controlling multiple screens.

3. Circular formation — Centralized Management

The circular arrangement suggests a unified network, continuous connectivity, and synchronized communication between connected displays.

4. Pixel movement — Dynamic Content Distribution

The varying positions of the squares create a sense of movement and digital transformation, representing content being distributed, updated, and managed across multiple screens.

OPTION 03

CONTROLSIGNAGE

Meaning behind the logo

1. CONTROL — Power and Management

The word CONTROL is displayed in bold white typography, representing the platform's primary purpose: giving users complete control over their digital signage screens, content, and schedules.

2. SIGNAGE — Digital Display Technology

The word SIGNAGE, displayed in dark navy blue, represents the digital display network managed by the software.

Together, the two words communicate a clear message: Complete control over digital signage.

3. Unified platform concept

The white L from CONTROL flows visually into the dark blue S of SIGNAGE. This suggests that control and digital signage operate together as one integrated system.

OPTION 04

CONTROL SIGNANGE

Meaning behind the logo

1. CONTROL — Centralized Management

The bold typography represents authority, reliability, and the ability to manage multiple digital displays from a single software platform.

2. SIGNAGE — Digital Display Technology

The word SIGNAGE is enclosed within a rounded rectangular outline representing a digital signage screen.

This visually communicates the platform's main function: controlling and delivering content to connected displays.

3. Circular Node — Smart Connectivity

The small circular element at the top-left of the screen frame represents a digital connection point.

It symbolizes communication between the central software system and connected digital screens, including remote control, synchronization, and content distribution.

4. Continuous Screen Outline — Unified Ecosystem

The screen border wraps around SIGNAGE, suggesting a connected and integrated digital environment.

The open section near the bottom-left visually connects the screen frame with the typography, reinforcing the idea of seamless integration.

OPTION 05

CONTROL
SIGNANGE

Meaning behind the logo

1. Screen outline — Digital Signage Technology

The rounded rectangular outline on the left represents a digital display screen. It directly communicates the purpose of ControlSignage as software for managing digital displays.

2. CONTROL — Centralized Screen Management

The bold navy-blue word CONTROL represents the software's core functionality: allowing users to control, schedule, and manage content across multiple screens from one platform.

3. SIGNAGE — Content Delivery

The white word SIGNAGE represents the digital content delivered to connected screens. Its prominent placement emphasizes the platform's role in displaying and distributing visual media.

4. Extended L — Connection and Integration

This is the most interesting design element.

The letter L in CONTROL extends horizontally across the logo, creating a visual connection between the software's control functions and digital signage.

It symbolizes:
- Seamless connectivity between software and screens.
- Centralized content distribution.
- A unified digital signage ecosystem.

5. Two-tone screen border — Control and Content

The dark navy upper border and white lower border visually connect the two words.

This can represent the relationship between the management system (CONTROL) and the displayed content (SIGNAGE).

OPTION 06

CONTROLSIGNAGE

Meaning behind the logo

1. The highlighted O — Digital Control Interface

The cyan square surrounding the O is the most distinctive feature of this design.

It can represent a digital screen, software control button, or interactive dashboard interface.

The small circular dot inside can symbolize an active connection, control point, or system status indicator.

2. CONTROL — Centralized Management

The word CONTROL represents the software's ability to manage digital signage screens, schedule content, and operate multiple displays from one centralized platform.

3. SIGNAGE — Digital Content Distribution

The word SIGNAGE represents the screens and digital advertising content managed by the software.

Together, the two words communicate a complete digital signage management solution.

4. Thin Geometric Typography — Modern Software Technology

The futuristic letterforms communicate precision, innovation, efficiency, and a modern digital experience.

The horizontal extension from the L helps connect the two lines visually, suggesting integration between control and signage.

OPTION 07

CONTROLSIGNANGE

Meaning behind the logo

1. CONTROL — Centralized Management

The bold white typography represents the software's primary purpose: giving users complete control over digital screens, content scheduling, and display operations from a single workspace.

2. SIGNAGE — Connected Digital Displays

The cyan typography represents the digital signage network. Its placement inside the screen-shaped frame communicates how the software connects with and manages digital displays.

3. Perspective Screen Frame — Digital Connectivity

The angled rectangular outline suggests a digital screen viewed in perspective.

Its expanding shape can also symbolize scalability, content distribution, and the ability to manage a growing network of displays.

4. Circular Node — Central Connection Point

The small cyan circle positioned along the upper line represents a digital connection or control point.

It symbolizes the communication between the centralized software platform and connected digital signage screens.

5. Open Frame — Seamless Integration

The intentional gaps in the left portion of the frame suggest an open, connected digital ecosystem rather than an isolated screen.

This supports the idea of flexible screen connectivity and remote content management.

OPTIONS Rev 2

A

CONTROL SIGNAGE
INTELLIGENT DIGITAL SIGNAGE MANAGEMENT

B

ControlSignage
INTELLIGENT DIGITAL SIGNAGE MANAGEMENT

C

ControlSignage
INTELLIGENT DIGITAL SIGNAGE MANAGEMENT

D

CONTROL SIGNAGE
INTELLIGENT DIGITAL SIGNAGE MANAGEMENT

E

ControlSignage
INTELLIGENT DIGITAL SIGNAGE MANAGEMENT