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Colors

The chromatic system **is built on a restrained grayscale** chosen for its clarity and balance, allowing every interface to remain neutral, readable, and **visually calm in all contexts**

Colors

Pure white
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0
H0 S0 L100

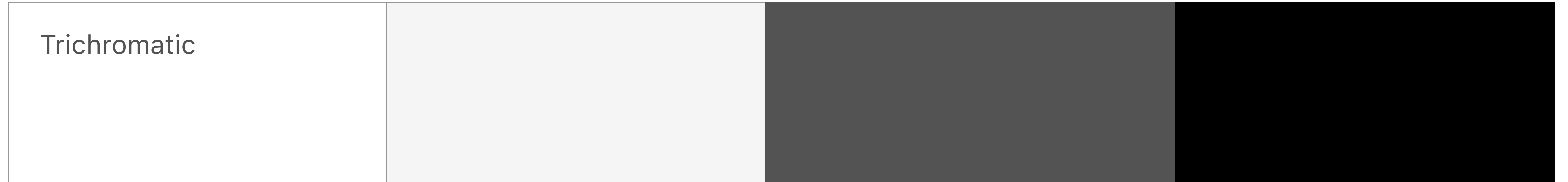
White Smoke
#F5F5F5
R245 G245 B245
C0 M0 Y0 K4
H0 S0 L96

Cold Dark Gray
#535353
R83 G83 B83
C0 M0 Y0 K67
H0 S0 L33

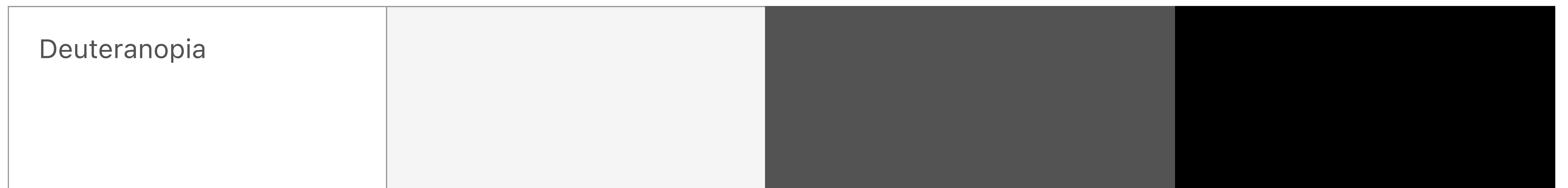
Black
#000000
R0 G0 B0
C0 M0 Y0 K100
H0 S0 L0

The color palette is carefully selected **to remain consistent across all forms of color-blindness**, ensuring that visual meaning, contrast, and hierarchy are preserved for every viewer.

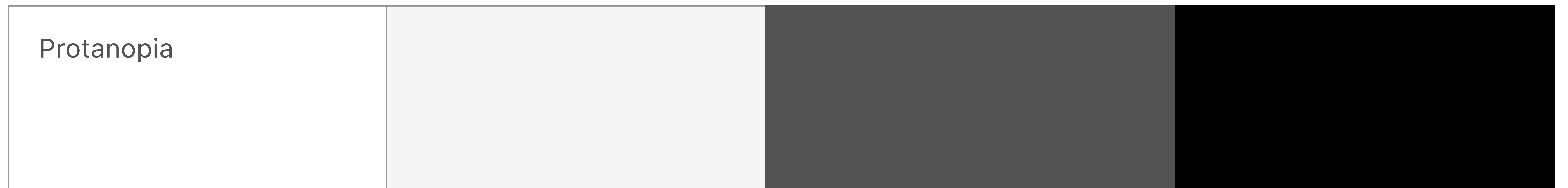
Trichromatic



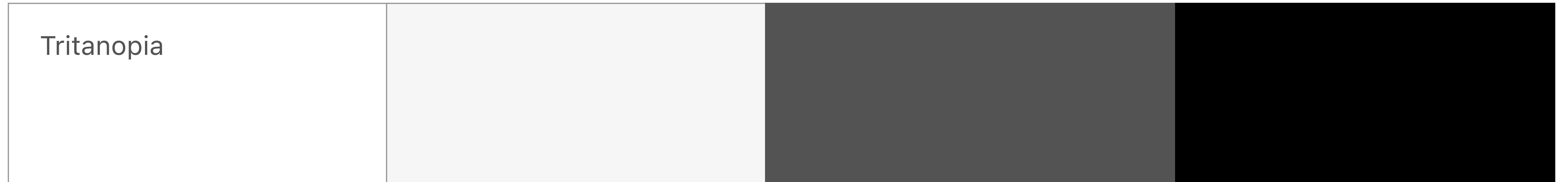
Deuteranopia



Protanopia



Tritanopia



Color-blind

Typography

SF Pro is chosen for **its clarity and structural balance**, offering a versatile rhythm that **supports both interface precision and a calm, readable visual tone**.

SF Pro

SF Pro Thin
SF Pro Light
SF Pro Regular
SF Pro Medium
SF Pro Semibold
SF Pro Bold

A large, bold, white sans-serif font letter 'A' is positioned above a smaller, regular weight white sans-serif font letter 'a'. Both letters are set against a solid black rectangular background.

SF Armenian preserves the elegance and fluid geometry of the script, ensuring a coherent typographic voice that aligns with the identity's bilingual foundations

Typography

SF Armenian

SF Հայերեն Բարակ
SF Հայերեն Թեթև
SF Հայերեն Սովորական
SF Հայերեն Միջին
SF Հայերեն Կիսաթանձր
SF Հայերեն Թանձր



Logo – Short Version

The logotype combines **the articulations of the Armenian Ո** and **Փ**, highlighting their formal relationship and **expressing my Armenian roots** at the core of the identity.

Ո = R

Փ = B

Ոomain

ruՓens

RնՄԵՆ

ՈՌԵԲԵՆԱ

The **clear space** that surrounds the standard logo is **defined by 50% of the height of the logo**.

Clear space



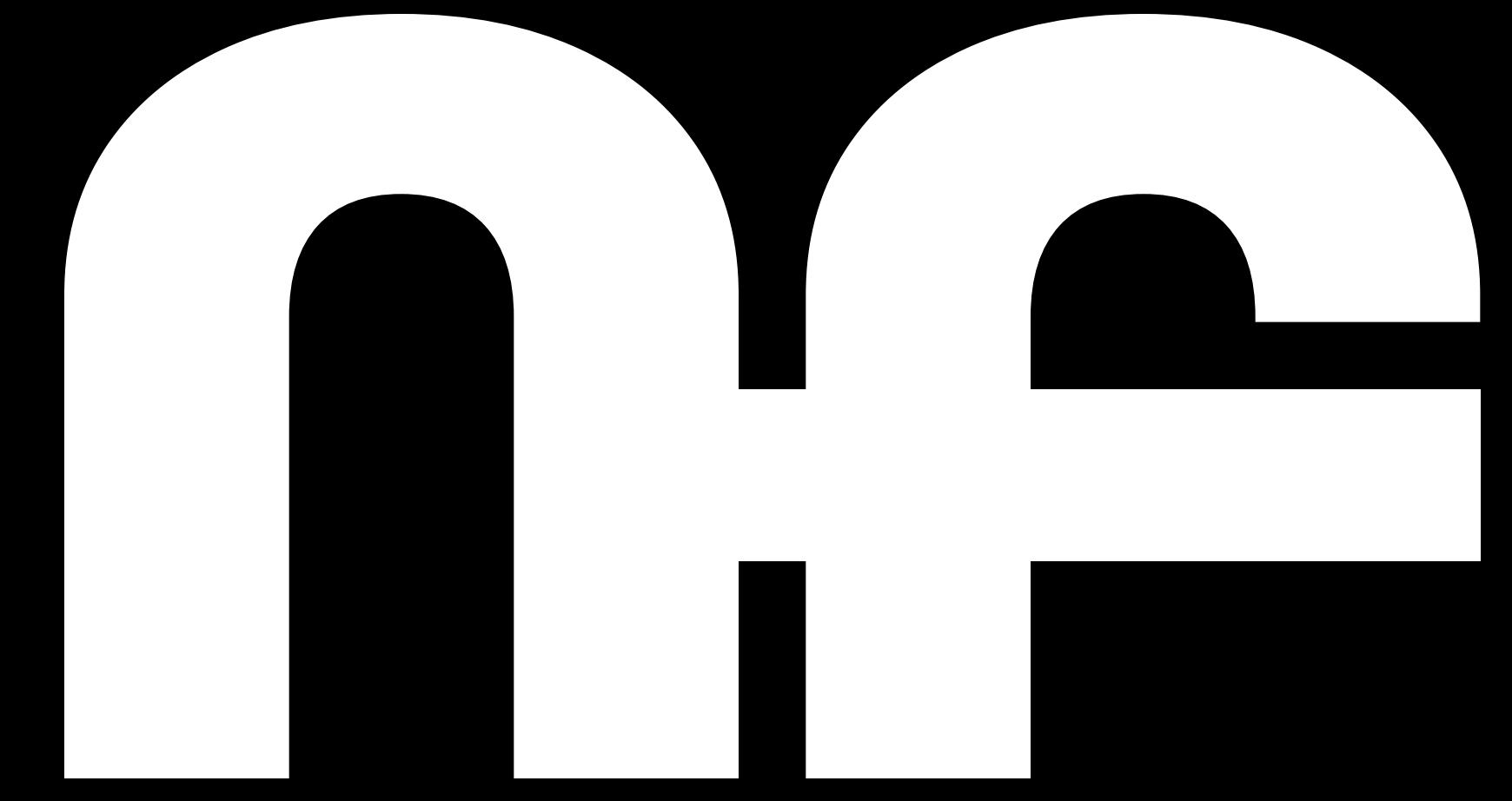
The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and** **unmistakably readable in every visual context.**

Standard



The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and** **unmistakably readable in every visual context.**

Monochrom



The logo **must retain its original orientation and contrast**, ensuring that its structure remains stable, readable, **and visually coherent in every application**.

0° Horizontal



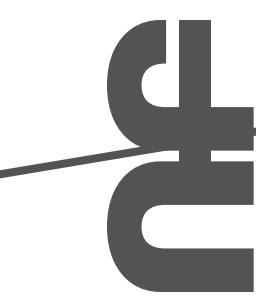
180° Horizontal – Invert



90° Vertical – Down



-90° Vertical – Up



Light version on white/light background



Dark version on black/dark background



White version on white/light background



Black version on black/dark background



Misuse & Orientation

Its design **relies on precise proportions and balanced curves**, making any alteration to its angle, color, or geometry **harmful to the clarity of its visual identity**.

Re-colour



Use as hero



Rotate 45°



Invert



Distort



Distort



Contrast



Contrast



Misuse

Logo – Extended Version

The **clear space** that surrounds the extended logo is **defined by 100% of the height of the logo**.

Clear space



The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and** unmistakably readable in every visual context.

nf | Romain Rubens

nf | Romain Rubens

Standard

The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and** unmistakably readable in every visual context.

nf | Romain Rubens

nf | Romain Rubens

Monochrom

The logo is displayed only on backgrounds that provide strong, reliable contrast, ensuring its shape remains clear, stable, and immediately readable in every setting.

Light version on white/light background



Dark version on black/dark background



White version on white/light background



Black version on black/dark background



Misuse

Its design **relies on precise proportions and balanced curves**, making any alteration to its angle, color, or geometry **harmful to the clarity of its visual identity**.

Use as hero

nf | Romain Rubens

Re-colour

nf | Romain Rubens

Invert

ns | Romain Rubens

Distort

nf | Romain Rubens

Distort

nf | Romain Rubens

Contrast

nf | Romain Rubens

Contrast

nf | Romain Rubens

Misuse

Legal & Usage Terms

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Identity Ownership & Updates

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UX/UI-Designer - Interaction

 | Romain Rubens