R

Brand Identity

Visual Standards & Guidelines

The complete visual identity system for Remova.org - establishing colors, typography, spacing, and design principles for all brand communications and materials.

Version 1.0 • 2025

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Complete guide to Remova's visual identity standards

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Brand Overview

The essence of Remova's visual identity and design philosophy

Mission Statement

Remova.org is the digital shield for global commerce. We protect businesses from data exploitation while maintaining operational efficiency and compliance. Our visual identity reflects trust, security, and professional excellence.

Brand Personality

🛡️ Protective

Strong, reliable defense against data threats

⚡ Efficient

Streamlined solutions without complexity

🎯 Professional

Enterprise-grade quality and reliability

Visual Principles

- **Clarity First:** Every design element should communicate clearly and directly
- **Professional Trust:** Convey reliability through consistent, polished design
- **Security Focus:** Visual elements should reinforce themes of protection and privacy
- **Modern Efficiency:** Clean, contemporary design that feels cutting-edge

- **Accessible Design:** Ensure all materials are readable and accessible to all users

Logo & Symbol

Primary brand mark and usage guidelines

Primary Logo

The Remova logo consists of the distinctive "R" symbol paired with the wordmark. It should be used consistently across all brand applications.

R

Remova.org

Primary on Light

R

Remova.org

Primary on Dark

R

Remova.org

Colored Background

Logo Construction

- **Symbol:** Rounded square with 12px border radius
- **Typeface:** Custom weight based on Geist Sans
- **Proportions:** Symbol height = 1.2x text height
- **Spacing:** 0.5x symbol width between symbol and text
- **Minimum Size:** 24px height for digital, 12mm for print

Logo Don'ts

- Don't change the logo proportions or spacing
- Don't use unapproved colors or gradients
- Don't place on backgrounds with insufficient contrast
- Don't rotate, skew, or distort the logo
- Don't use outdated or low-resolution versions

Color Palette

The complete Remova color system for all brand applications

Primary Colors

#3182CE

Remova Blue

Primary brand color for headers, CTAs, and key elements

Usage: Buttons, links, headers, primary elements

HEX
#3182ce

RGB
rgb(49, 130, 206)

#2B77C7

Remova Blue Dark

Darker shade for hover states and emphasis

Usage: Hover states, active elements, depth

HEX
#2b77c7

RGB
rgb(43, 119, 199)

Slate Gray

#4A5568

Secondary color for text and subtle elements

Usage: Secondary text, borders, subtle elements

HEX
#4a5568

RGB
rgb(74, 85, 104)

Teal Accent

#38B2AC

Accent color for highlights and special elements

Usage: Highlights, special badges, accents

HEX
#38b2ac

RGB
rgb(56, 178, 172)

Secondary Colors

Success Green

#38A169

Success states and positive actions

Usage: Success messages, completed states

HEX
#38a169

RGB
rgb(56, 161, 105)

Warning Orange

#D69E2E

Warnings and caution states

Usage: Warning messages, caution elements

HEX
#d69e2e

RGB
rgb(214, 158, 46)

#E53E3E

Error Red

Error states and critical alerts

Usage: Error messages, critical alerts

HEX	RGB
#e53e3e	rgb(229, 62, 62)

#1A202C

Charcoal

Primary text and dark elements

Usage: Body text, headers, dark backgrounds

HEX	RGB
#1a202c	rgb(26, 32, 44)

Neutral Colors

#FFFFFF

Pure White

Background and content areas

Usage: Backgrounds, cards, content areas

HEX	RGB
#ffffff	rgb(255, 255, 255)

#F7FAFC

Soft Gray

Subtle backgrounds and sections

Usage: Section backgrounds, subtle areas

HEX	RGB
#f7fafc	rgb(247, 250, 252)

Typography

Font families and typographic hierarchy for all brand communications

Font Families

Primary: Geist Sans

The quick brown fox jumps

Used for all body text and headers

Clean, modern, highly readable sans-serif

Mono: Geist Mono

```
Code and technical
content
```

Used for code and data

Monospace for technical accuracy

Typography Scale

XS	The quick brown fox jumps over the lazy dog	12px / 16px / 400
SM	The quick brown fox jumps over the lazy dog	14px / 20px / 400

| BASE | The quick brown fox jumps over the lazy dog | 16px / 24px / 400 |

| LG | The quick brown fox jumps over the lazy dog | 18px / 28px / 400 |

| XL | The quick brown fox jumps over the lazy dog | 20px / 28px / 500 |

| 2XL | The quick brown fox jumps over the lazy dog | 24px / 32px / 600 |

| 3XL | The quick brown fox jumps over the lazy dog | 30px / 36px / 700 |

| 4XL | The quick brown fox jumps over the lazy dog | 36px / 40px / 800 |

| 5XL | The quick brown fox jumps over the lazy dog | 48px / 48px / 900 |

| 6XL | The quick brown fox | 60px / 60px / 900 |

jumps over
the lazy
dog

**The quick
brown
fox jumps
over the
lazy dog**

7XL

72px / 72px / 900

Typographic Hierarchy

H1: Primary Headers (42px/800)

H2: Section Headers (32px/700)

H3: Subsection Headers (24px/600)

H4: Component Headers (18px/600)

Body Strong: Important body text (16px/600)

Body Regular: Standard body text (16px/400)

Caption: Secondary information (14px/400)

Small: Fine print and labels (12px/400)

Spacing & Layout

Consistent spacing system and layout principles

Spacing Scale

All spacing should follow the 8px base grid system for consistency across all designs.

XS	4px (1rem)	
SM	8px (2rem)	
MD	16px (4rem)	
LG	24px (6rem)	
XL	32px (8rem)	
2XL	48px (12rem)	
3XL	64px (16rem)	
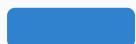
4XL	80px (20rem)

5XL	96px (24rem)

6XL	128px (32rem)

Layout Principles

🎯 Consistency

Use the spacing scale consistently across all components and layouts

📐 Alignment

Align elements to the 8px grid for visual harmony

📱 Responsive

Adapt spacing proportionally across different screen sizes

🎨 Hierarchy

Use spacing to create clear visual hierarchy and grouping

Border Radius Scale

NONE
0px

SM
4px

BASE
8px

MD
12px

LG
16px

XL
24px

2XL
32px

FULL
9999px

Gradients & Patterns

Approved gradient combinations and background patterns

Gradient System

Hero Blue Gradient

Hero Blue Gradient

```
linear-gradient(135deg, #667eea 0%, #764ba2 100%)
```

Hero sections, main headers

Subtle Blue Background

Subtle Blue Background

```
linear-gradient(135deg, #f8fafc 0%, #e2e8f0 100%)
```

Page backgrounds, content sections

Dark Hero Gradient

Dark Hero Gradient

```
linear-gradient(135deg, #1a202c 0%, #2d3748 100%)
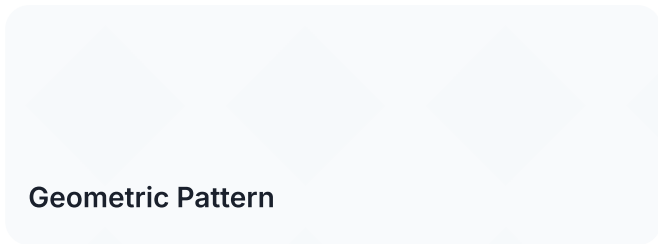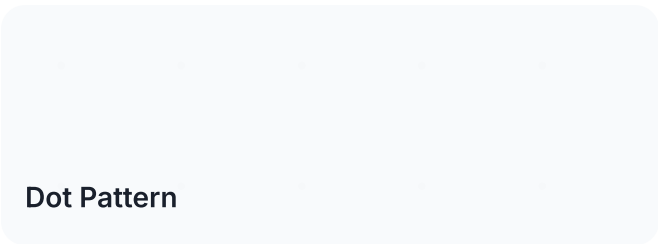```

*Dark sections, footers*

### Warm Accent Gradient

**Warm Accent Gradient**

```
linear-gradient(135deg, #ed8936 0%, #dd6b20 100%)
```

Special CTAs, featured content

Background Patterns

Subtle background patterns can be used to add texture without compromising readability.

Dot Pattern

Geometric Pattern

Component Library

Standard UI components and their specifications

Buttons

Button Variations

Primary Button   Secondary Button   Outline Button

Cards

Standard Card

Clean card with subtle shadow and rounded corners

Colored Card

Card with primary background for emphasis

Form Elements

Input Styles

Text Input

Textarea

PDF Design Rules

Specific guidelines for PDF document design and layout

PDF Brand Standards

Page Setup

ELEMENT	SPECIFICATION	NOTES
Page Size	A4 (210mm × 297mm)	Standard international format
Margins	Top: 20mm, Sides: 15mm, Bottom: 25mm	Extra bottom margin for footers
Safe Area	180mm × 252mm	Content should stay within margins
Resolution	300 DPI minimum	For print-ready quality

Cover Page Requirements

- **Hero gradient background** using approved brand gradients
- **Remova logo** in top-left or centered position
- **Document title** in 48-72px, weight 900
- **Subtitle** in 18-24px, weight 500-600
- **Category badge** with appropriate color coding
- **Metadata** (difficulty, read time, version)

Content Page Structure

Header Hierarchy

- **H1:** 42px, weight 800, primary color, page break before
- **H2:** 32px, weight 700, border-bottom with category color
- **H3:** 24px, weight 600, margin-top for spacing
- **H4:** 18px, weight 600, secondary color

Special Elements

Step Boxes

Numbered steps with category color and clear hierarchy

Warning Boxes

Important cautions with warning color scheme

Success Boxes

Completion indicators with success colors

Code Blocks

Monospace font with subtle background

Footer Requirements

Every page must include:

- **Center:** "Remova.org • [Document Category]"
- **Right:** "Page X of Y" numbering
- **Left:** Document category or section name
- **Style:** 10px Inter, 500 weight, gray color

Implementation Guidelines

Technical implementation and usage guidelines

CSS Variables

Use these CSS custom properties for consistent color implementation:

```css
:root {
--color-primary: #3182ce;
--color-primaryFocus: #2b77c7;
--color-secondary: #4a5568;
--color-accent: #38b2ac;
--color-success: #38a169;
--color-warning: #d69e2e;
--color-error: #e53e3e;
--color-neutral: #1a202c;
--color-base: #ffffff;
--color-baseSecondary: #f7fafc;
}
```

Design Tokens

Standard design tokens for development teams:

TOKEN	VALUE	USAGE
`--font-primary`	Geist, sans-serif	All text content
`--font-mono`	Geist Mono, monospace	Code and technical content
`--radius-base`	8px	Standard border radius
`--shadow-card`	0 8px 25px rgba(0,0,0,0.1)	Card shadows

Accessibility Requirements

WCAG 2.1 AA Compliance

- **Color Contrast:** Minimum 4.5:1 for normal text, 3:1 for large text
- **Text Size:** Minimum 16px for body text, scalable to 200%
- **Focus Indicators:** Visible focus states for all interactive elements
- **Color Independence:** Information not conveyed by color alone

Quality Checklist

Before Publishing

Visual Elements
- ✓ Correct brand colors used
- ✓ Proper typography hierarchy
- ✓ Consistent spacing applied
- ✓ Logo properly placed

Technical Quality
- ✓ High resolution (300+ DPI)
- ✓ Proper file naming
- ✓ Accessibility compliance
- ✓ Cross-platform testing

Contact & Resources

Brand guidelines support and additional resources

Brand Compliance

All brand materials must comply with these guidelines. For questions or approvals, contact the brand team.

Brand Guidelines Support

Need help implementing these guidelines or have questions?

✉️ brand@remova.org
🌐 remova.org/brand

File Assets

Download official brand assets and templates:

Logo Package

SVG, PNG, PDF formats

Color Palettes

ASE, ACO, CSS files

Templates	Font Files
PDF, PowerPoint, Figma	Web fonts and licenses

Protecting Global Commerce

Thank you for maintaining Remova's brand standards

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