

Logo guidelines

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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**

<div>Pure white #FFFFFF R255 G255 B255 C0 M0 Y0 K0 H0 S0 L100</div>	<div>White Smoke #F5F5F5 R245 G245 B245 C0 M0 Y0 K4 H0 S0 L96</div>	<div>Cold Dark Gray #535353 R83 G83 B83 C0 M0 Y0 K67 H0 S0 L33</div>	<div>Black #000000 R0 G0 B0 C0 M0 Y0 K100 H0 S0 L0</div>
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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

Aa

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

SF Armenian

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

Կա



Logo – Short Version

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

Ռ = R

Բ = B

Ռomain

ruԲens

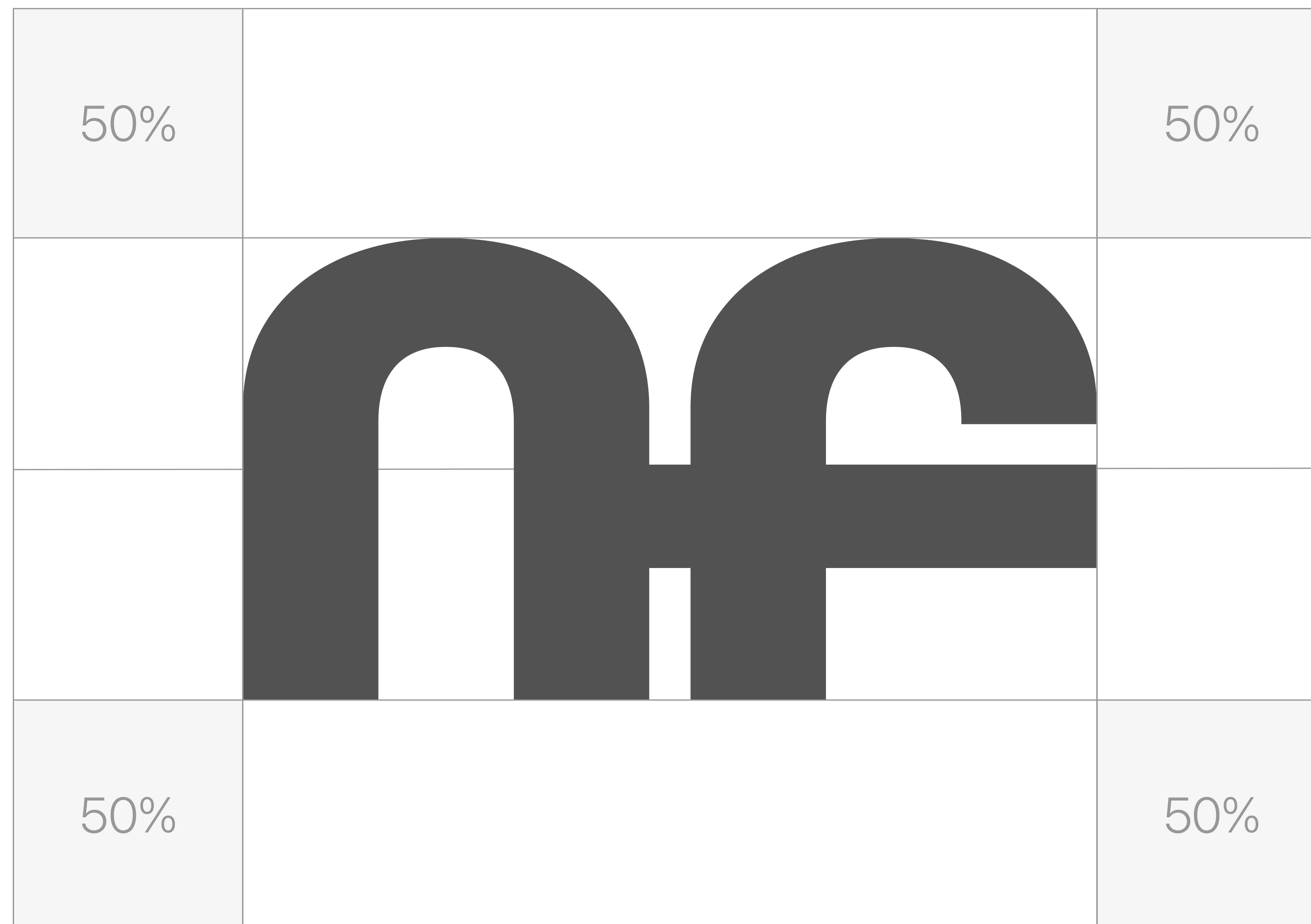
Rոմեւ

ՌոԼԲեւս

ՌՌՄԵՆ ՌՌԻԲԵՆՍ

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

Clear space

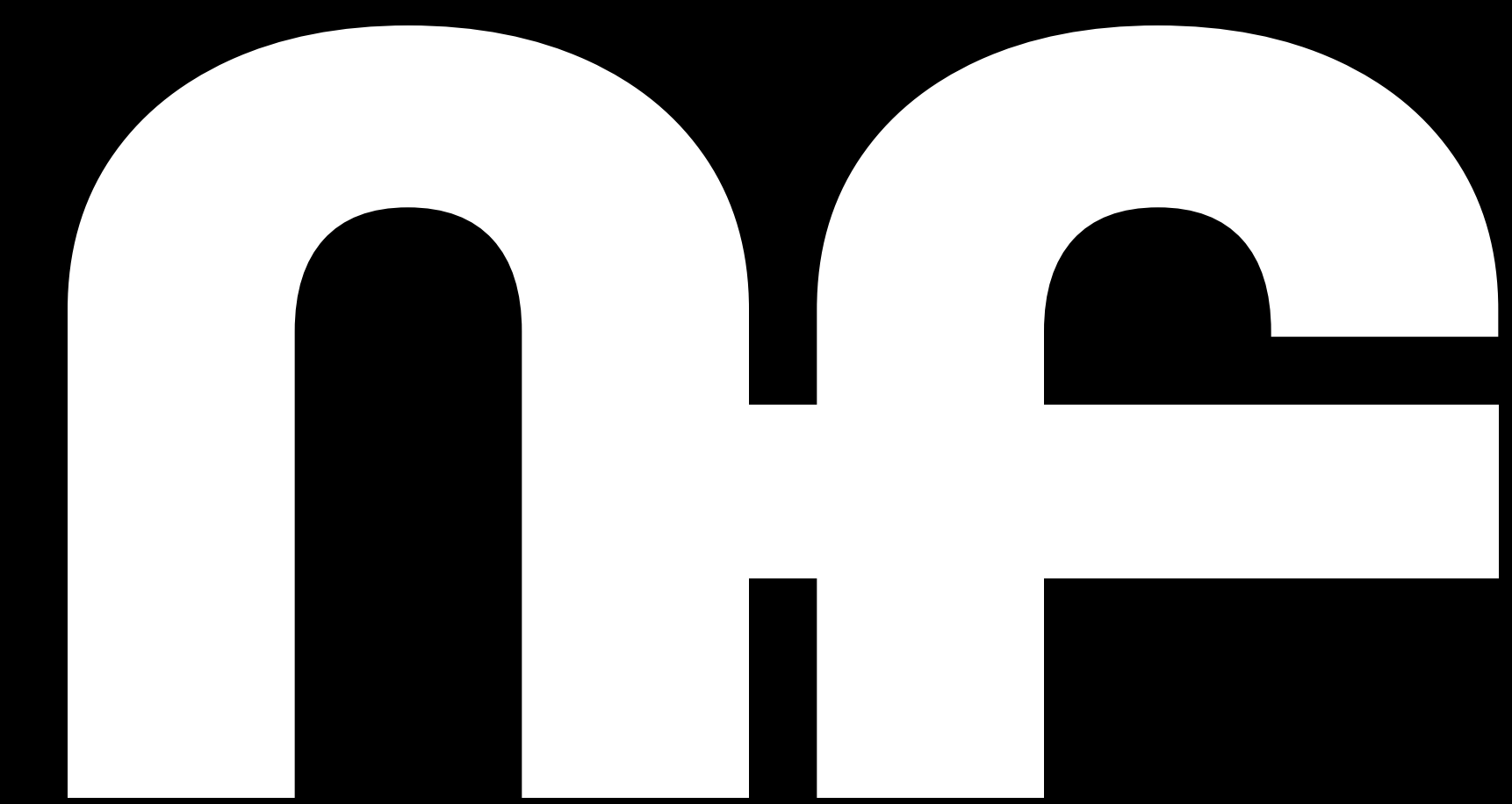


The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and unmistakably readable in every visual context.**

The logo consists of the lowercase letters 'n' and 'f' in a bold, rounded, sans-serif typeface. The 'n' has a thick vertical stem and a curved top that leads into the vertical stem of the 'f'. The 'f' has a thick vertical stem and a horizontal crossbar. The entire logo is rendered in a dark gray color against a light gray background.The logo consists of the lowercase letters 'n' and 'f' in a bold, rounded, sans-serif typeface. The 'n' has a thick vertical stem and a curved top that leads into the vertical stem of the 'f'. The 'f' has a thick vertical stem and a horizontal crossbar. The entire logo is rendered in a light gray color against a dark gray background.

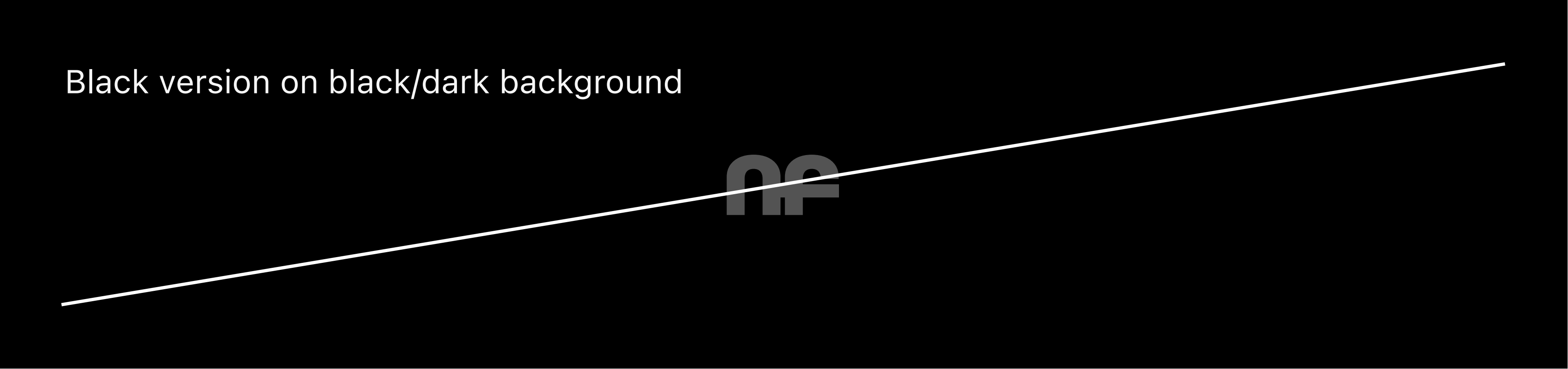
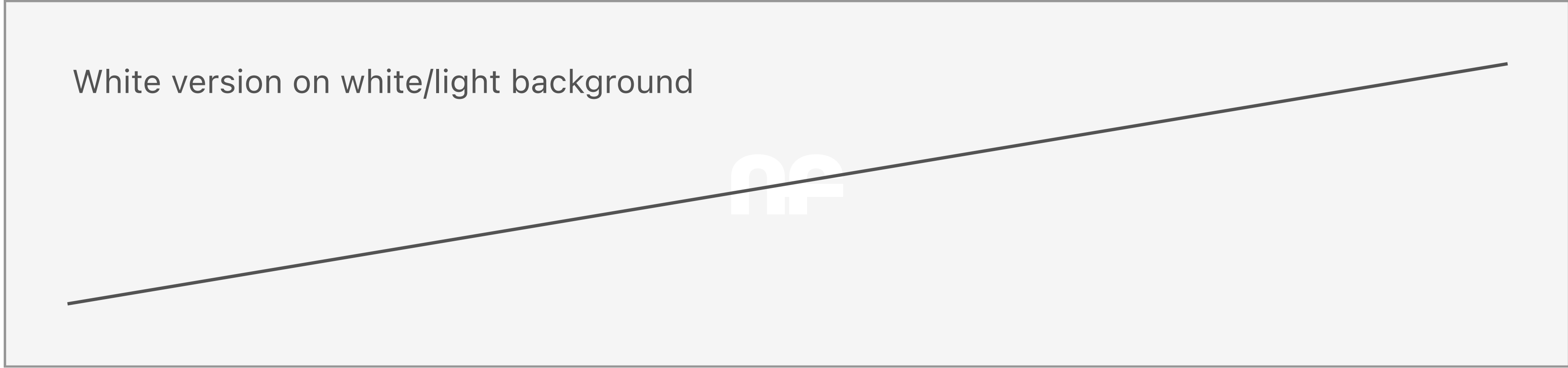
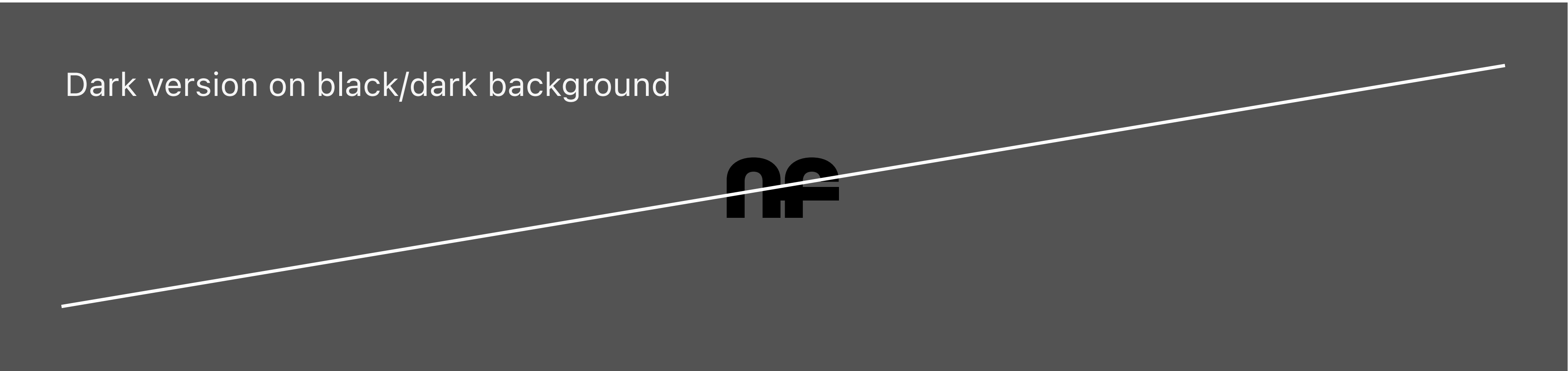
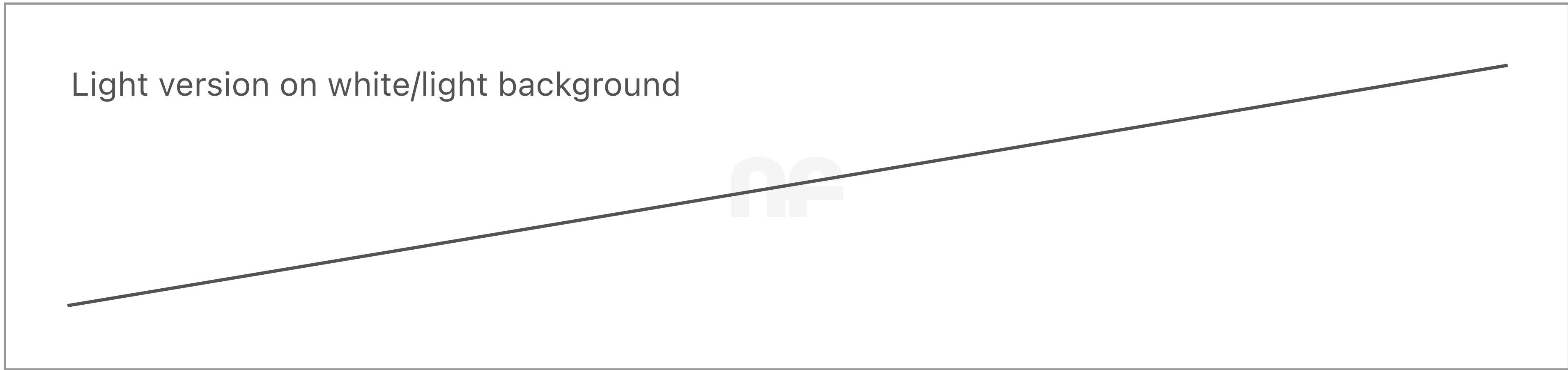
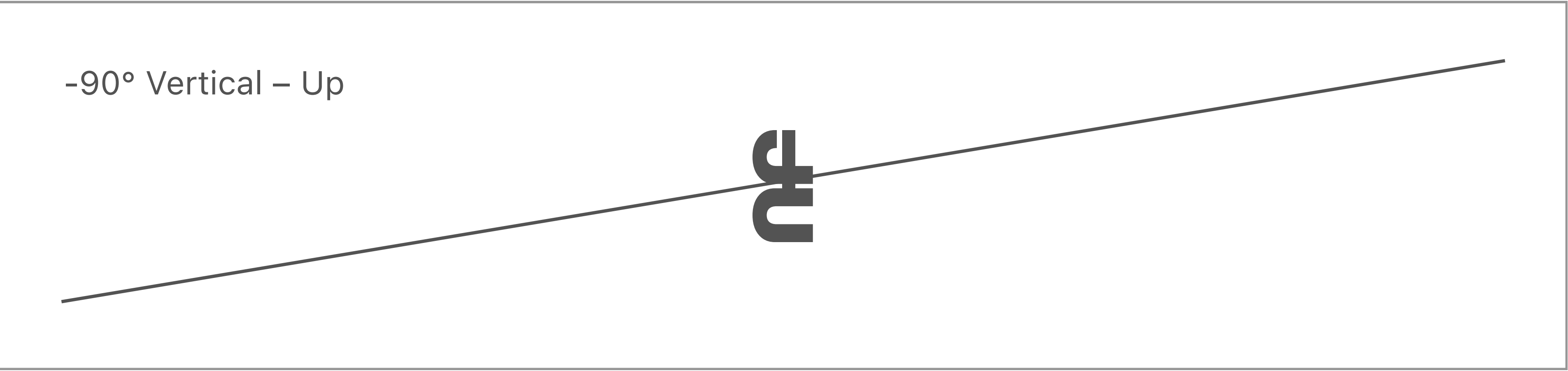
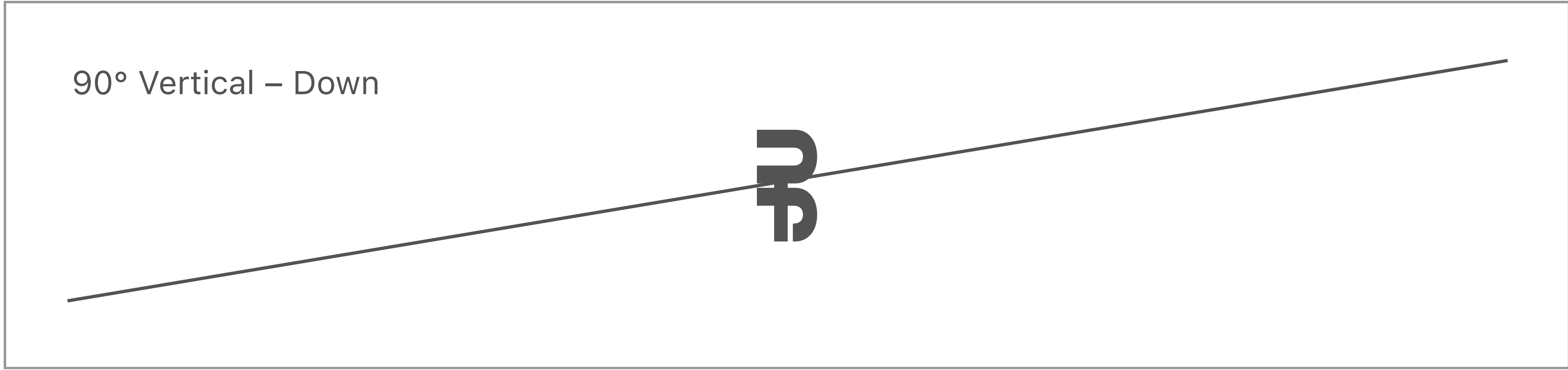
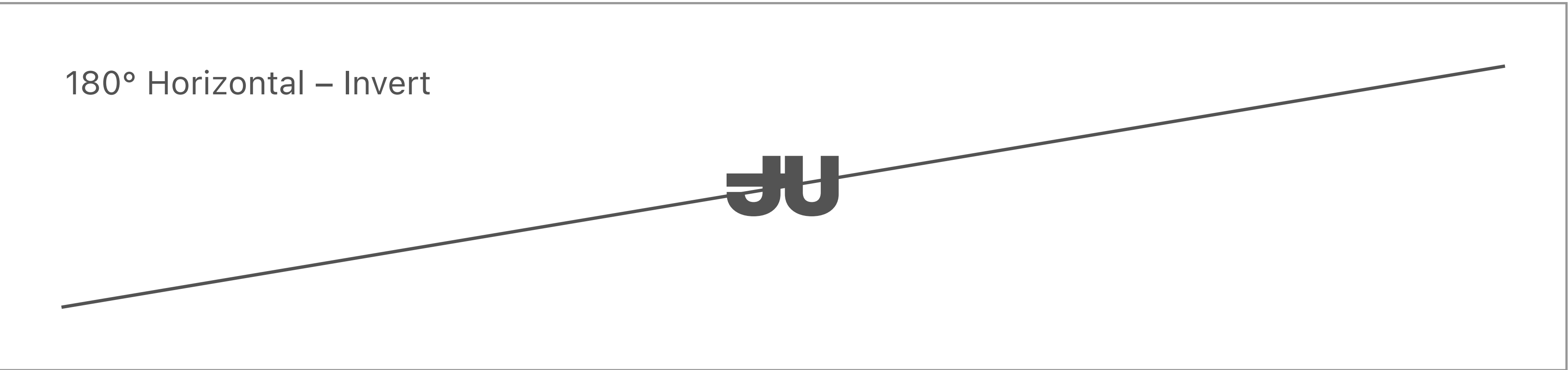
Standard

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

The image shows the lowercase letters 'n' and 'f' in a bold, rounded, sans-serif typeface. The letters are solid black and are centered within a white rectangular area.The image shows the lowercase letters 'n' and 'f' in a bold, rounded, sans-serif typeface. The letters are solid white and are centered within a black rectangular area.

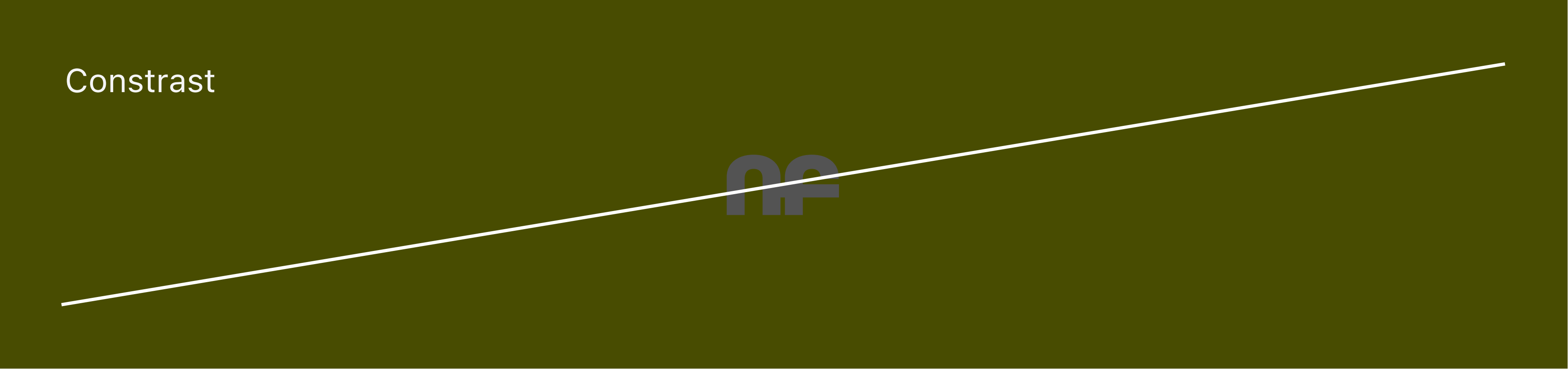
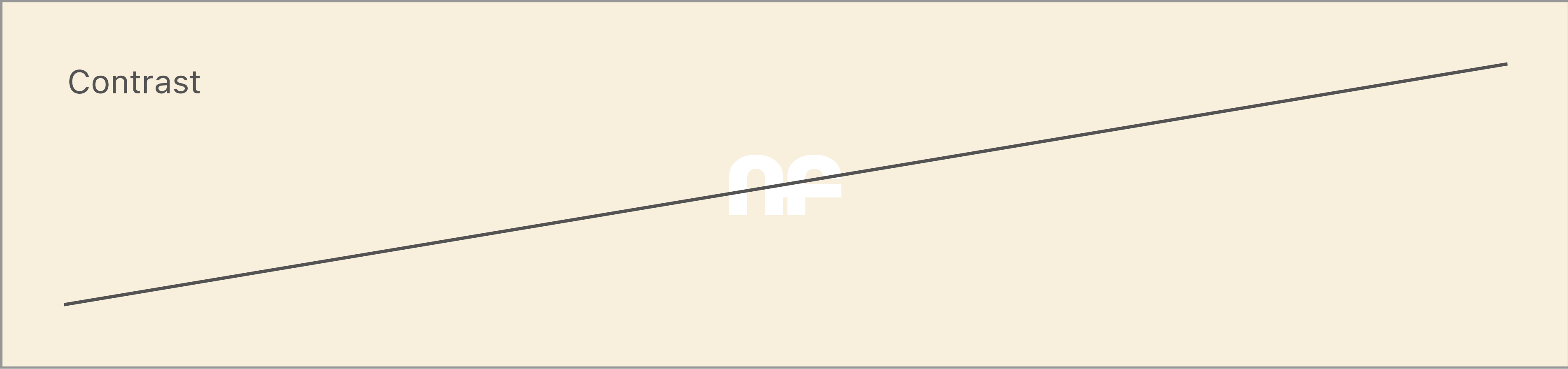
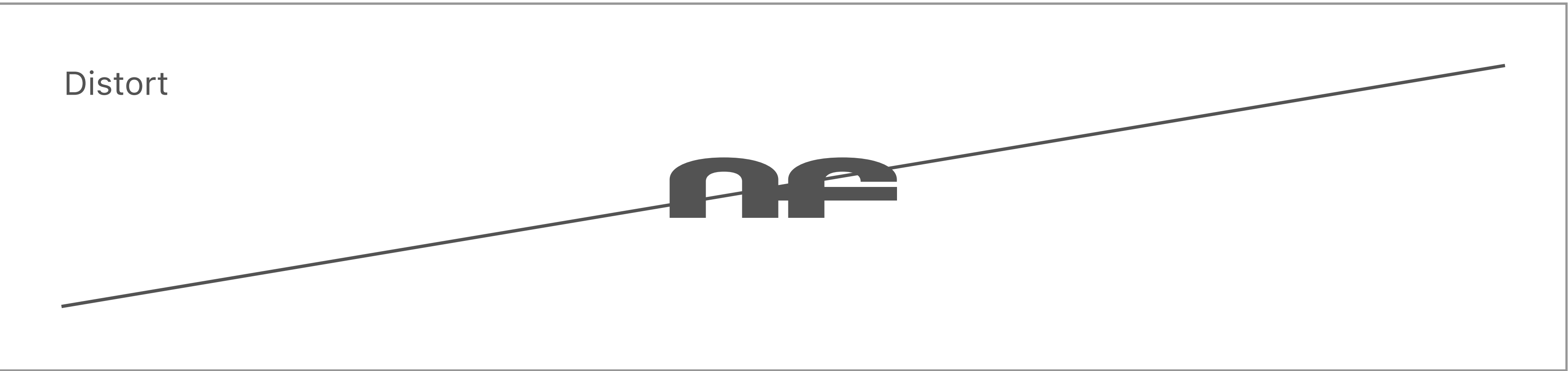
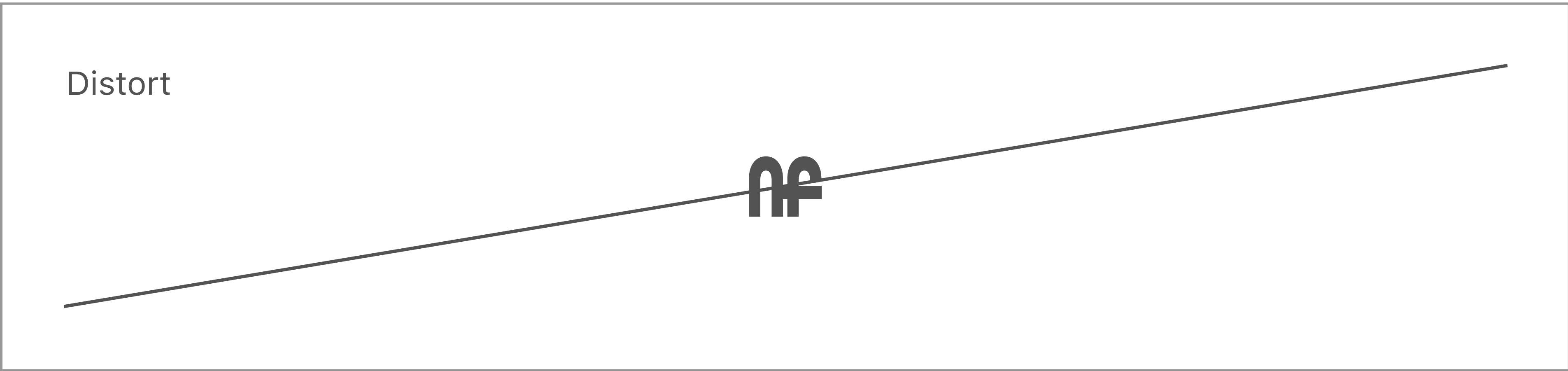
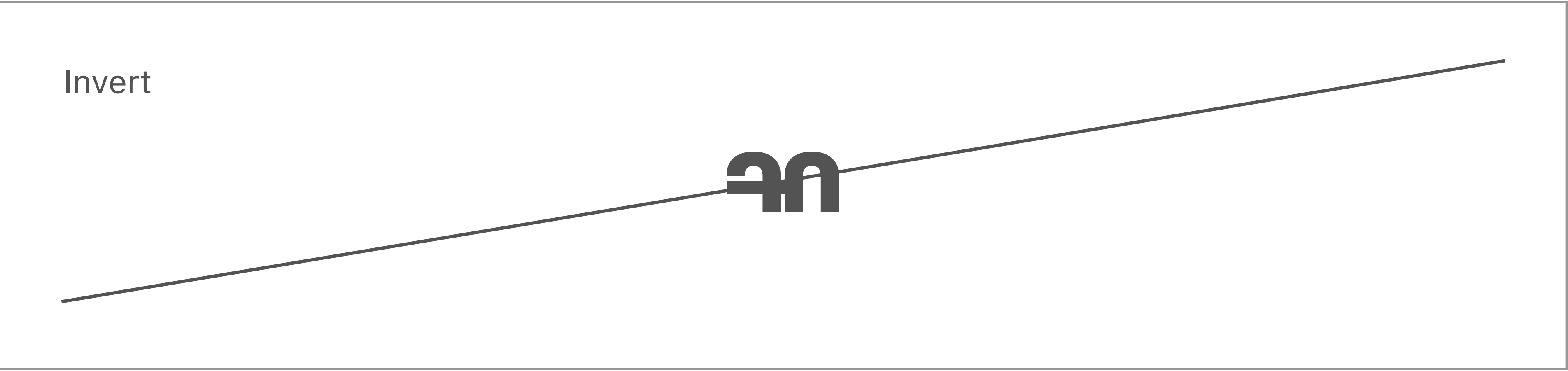
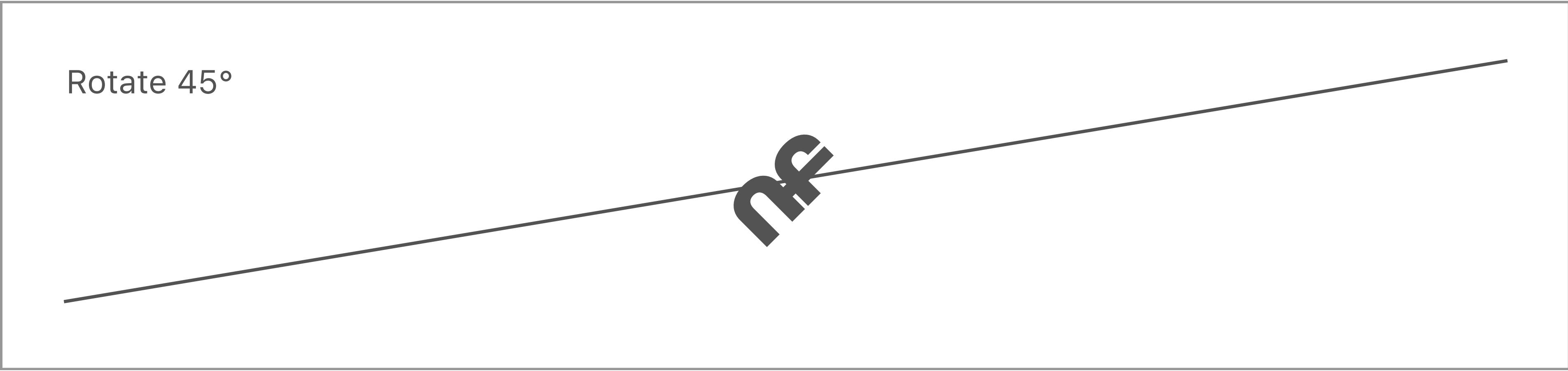
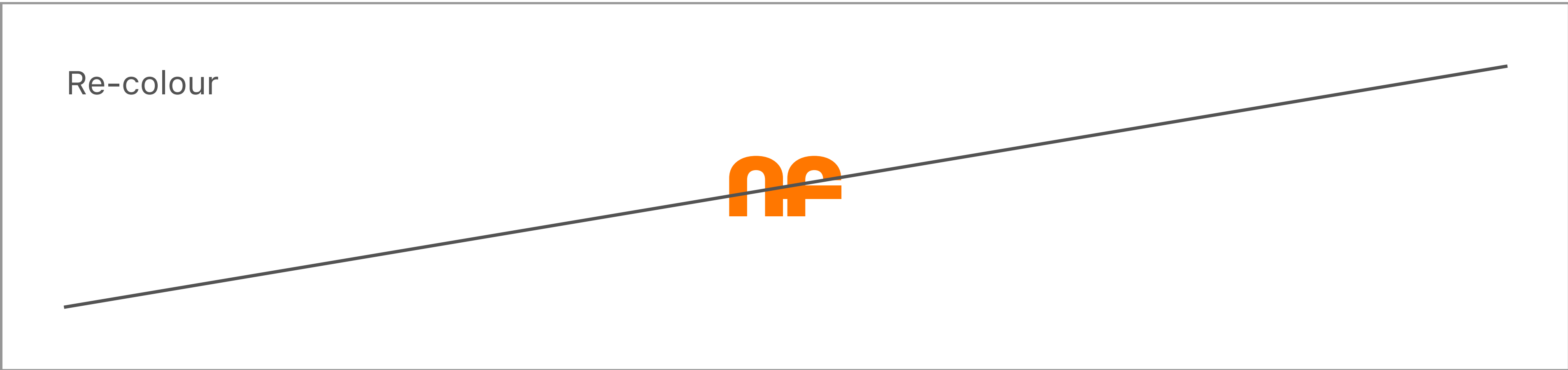
Monochrom

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



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**.



Misuse

Logo – Extended Version

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

Clear space

100%		100%
	I NF Romain Rubens	
100%		100%

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

The logo consists of the letters 'NF' in a bold, rounded, sans-serif font, followed by a vertical bar and the name 'Romain Rubens' in a clean, modern, sans-serif typeface. The entire logo is rendered in a dark gray color against a light gray rectangular background.The logo is identical to the one above, featuring 'NF | Romain Rubens' in a dark gray font. However, it is set against a dark gray rectangular background, demonstrating high contrast and readability.

Standard

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

The logo consists of the letters 'NF' in a bold, rounded, sans-serif font, followed by a vertical bar and the name 'Romain Rubens' in a similar bold, rounded, sans-serif font. The entire logo is rendered in black on a white background.The logo consists of the letters 'NF' in a bold, rounded, sans-serif font, followed by a vertical bar and the name 'Romain Rubens' in a similar bold, rounded, sans-serif font. The entire logo is rendered in white on a black background.

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

NF | Romain Rubens

Distort

NF | Romain Rubens

Distort

NF | Romain Rubens

Contrast

NF | Romain Rubens

Constrast

NF | Romain Rubens

Misuse

Legal & Usage Terms

Legal Notice

This logotype is an original creation and forms part of Romain Rubens' personal and creative identity. Its usage is strictly regulated. It may only be used to represent his work, his projects, or any content he has personally created. Any reproduction, modification, distortion, or commercial use of the logotype is prohibited without his explicit written consent. Unauthorized use in any digital or physical context is not permitted. The logotype must always respect the specifications, proportions, clear space rules, and visual integrity defined in this document.

Integrity Clause

The logotype must always follow the usage recommendations and restrictions defined for both logo versions on pages 14-15 (standard logo) and pages 20-21 (extended logo). Any alteration, including recoloring, deformation, mis-scaling, rotation, or any form of visual modification is strictly forbidden unless explicitly approved in writing.

Derivative Works Clause

Creating derived versions, stylistic reinterpretations, or alternative symbols based on the logotype is not permitted. This includes stylistic remixes, experimental variations, or any graphic reinterpretation that deviates from the specifications on pages 14-15 and 20-21.

Attribution Clause

When the logotype or any of my creations is shown, referenced, or reproduced in a publication, portfolio, presentation, article, exhibit, or collaborative project, the attribution **"Romain Rubens"** must be clearly stated.

If this attribution is not sufficiently explicit or representative in the given context, it must be preceded or followed by the designation: **"UX·UI & Interaction Designer"** (English version) & **"UX·UI & Designer d'Interactions"** (French version).

Commercial Use Clause

No commercial usage of the logotype, including branding, advertising, merchandising, packaging, service promotion, partnerships, sponsorships, corporate identity, or monetized content is authorized without a written and explicit contractual agreement.

Identity Ownership & Updates

This logotype was created to represent **Romain Rubens** as an individual, along with his work, values, and creative identity. The visual identity may evolve over time. Updates, revisions, or new versions of the logotype can occur at any moment. All official changes will be published and documented on romainrubens.com.

UX/UI-Designer - Interaction

 | Romain Rubens