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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



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

Typography

A large, white, sans-serif font 'A' and 'a' are displayed against a solid black background. The letters are rendered in a clean, modern style, likely SF Pro, matching the font used in the surrounding text.

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

A large, bold, white sans-serif font is displayed against a solid black background. The letters 'Q', 'W', 'E', 'R', 'T', and 'Y' are arranged in a standard QWERTY keyboard layout. The letters are thick and have a clean, modern appearance.

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

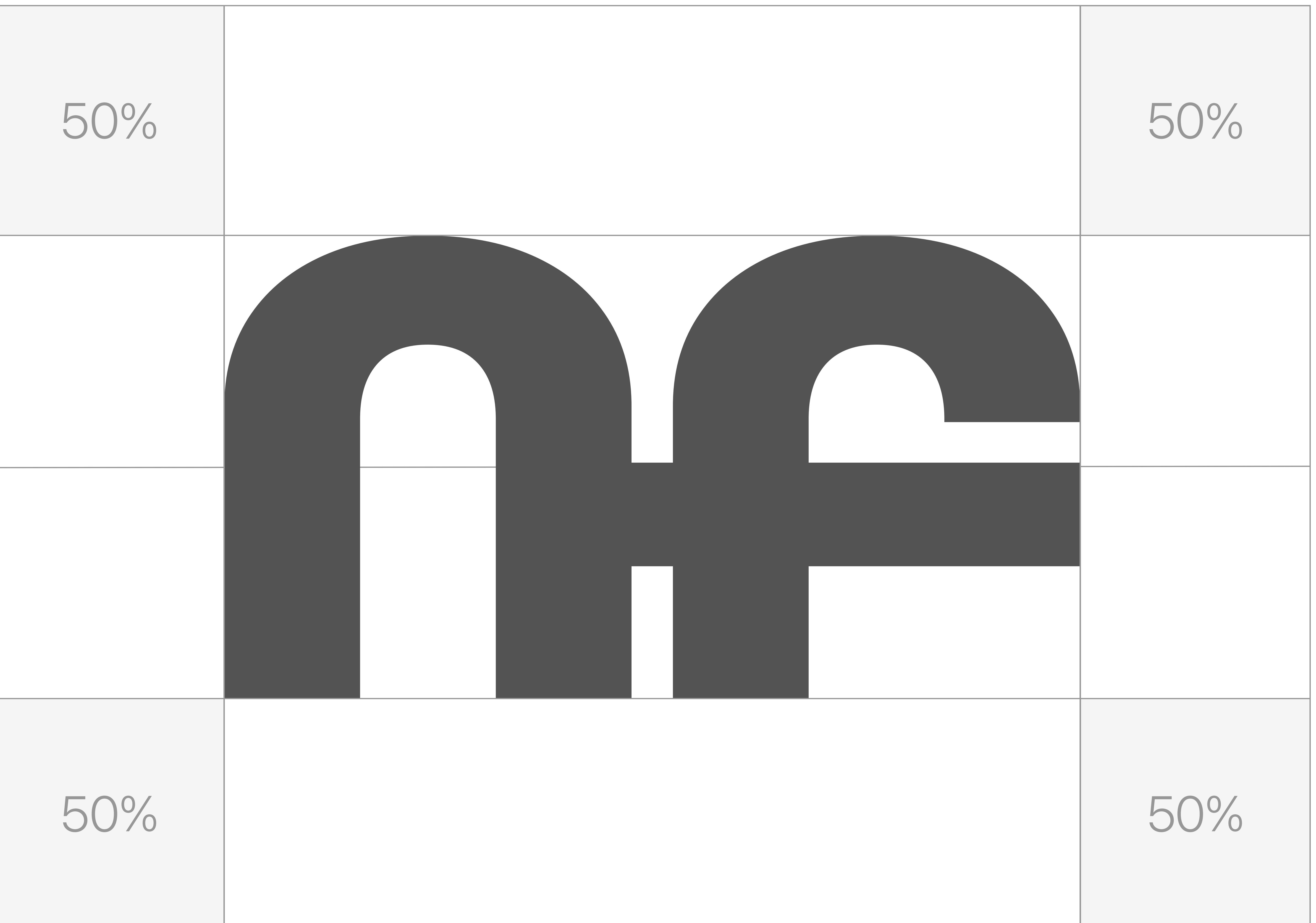
ruՓens

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

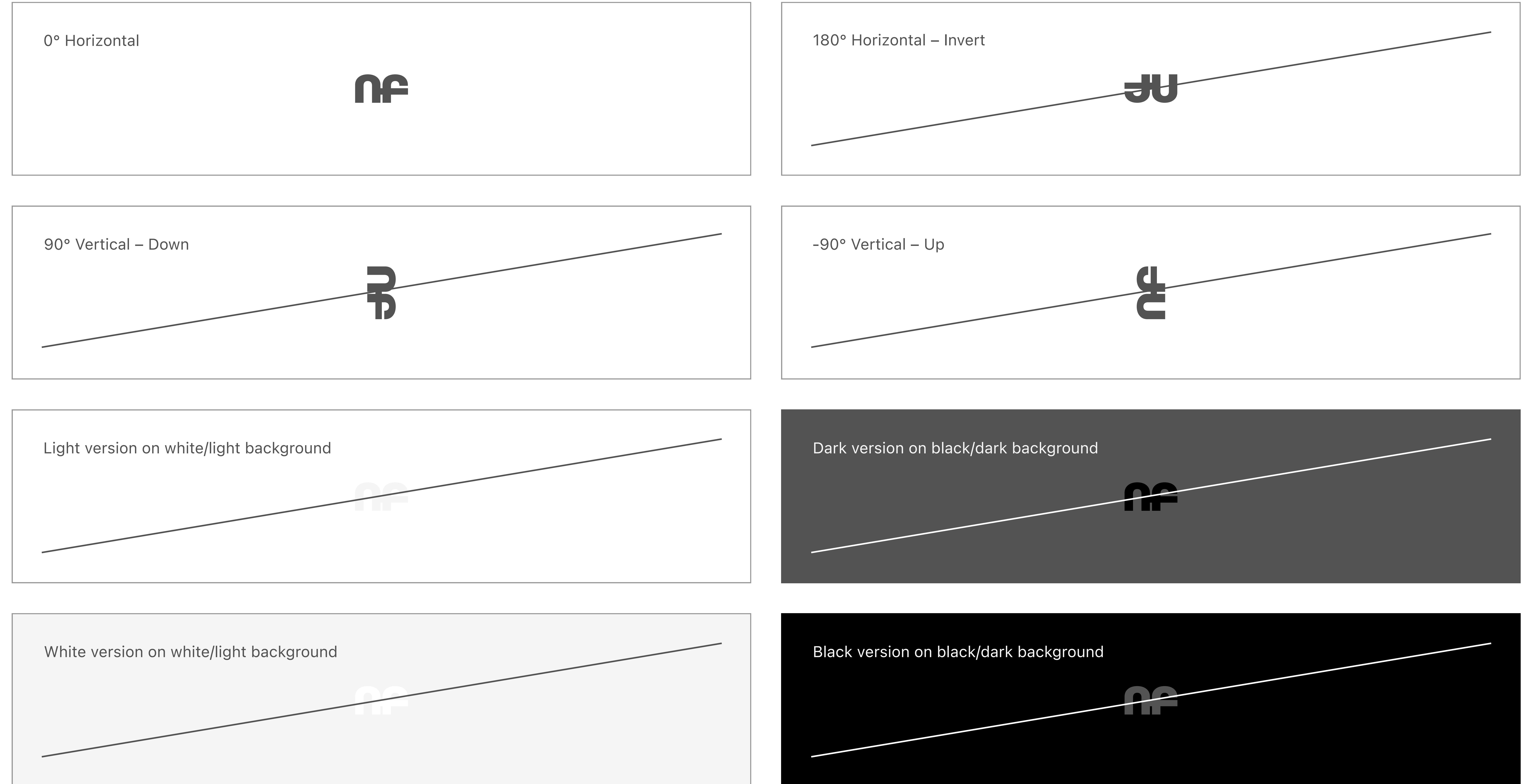


The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and** **unmistakably readable in every visual context.**

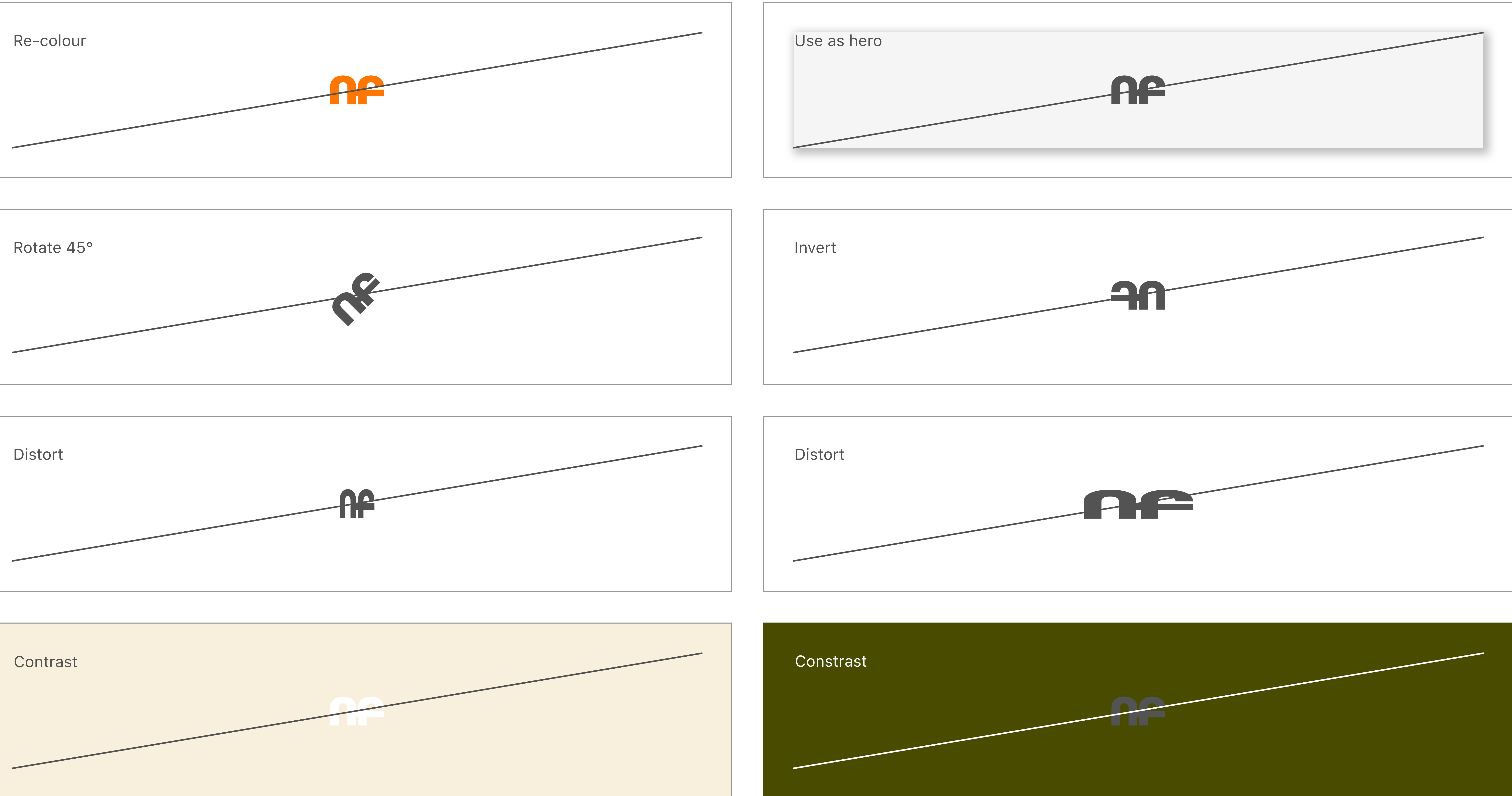
Monochrom



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



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**.



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

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Standard

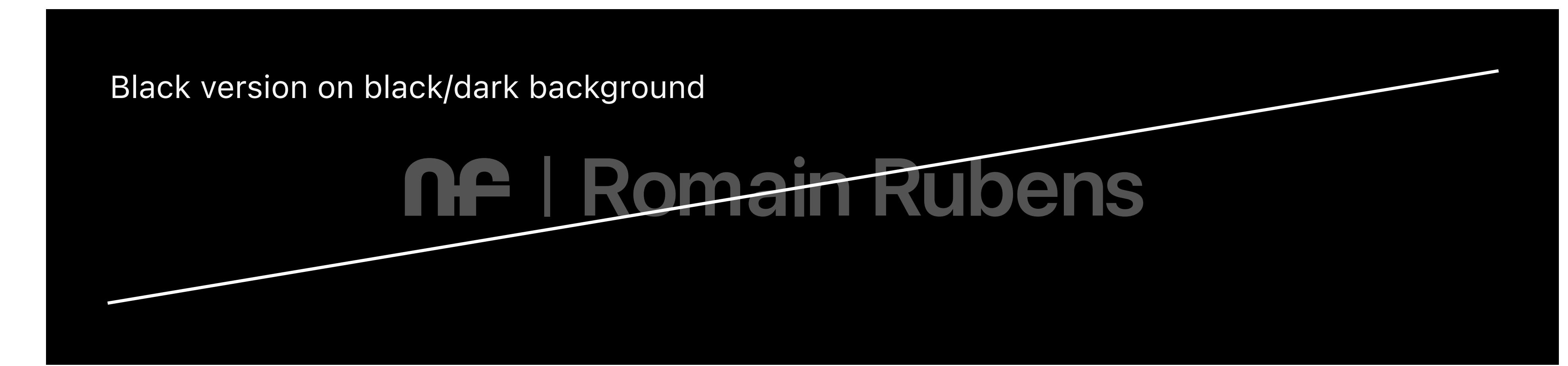
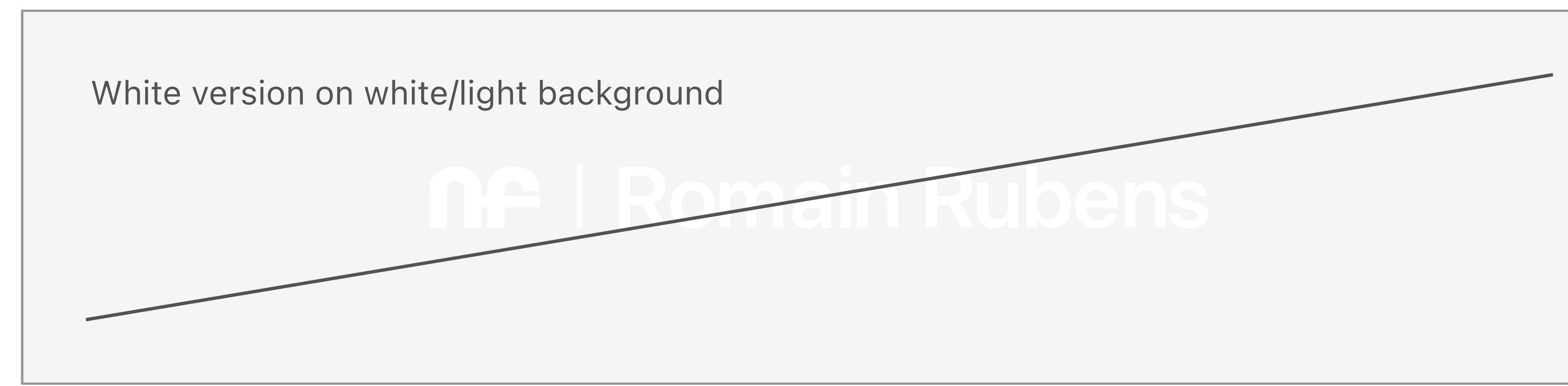
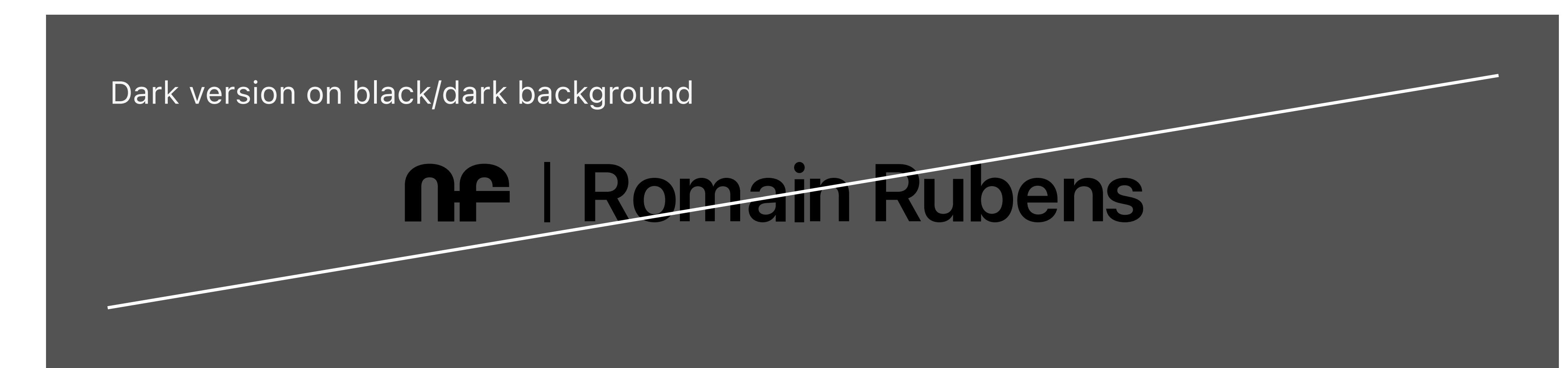
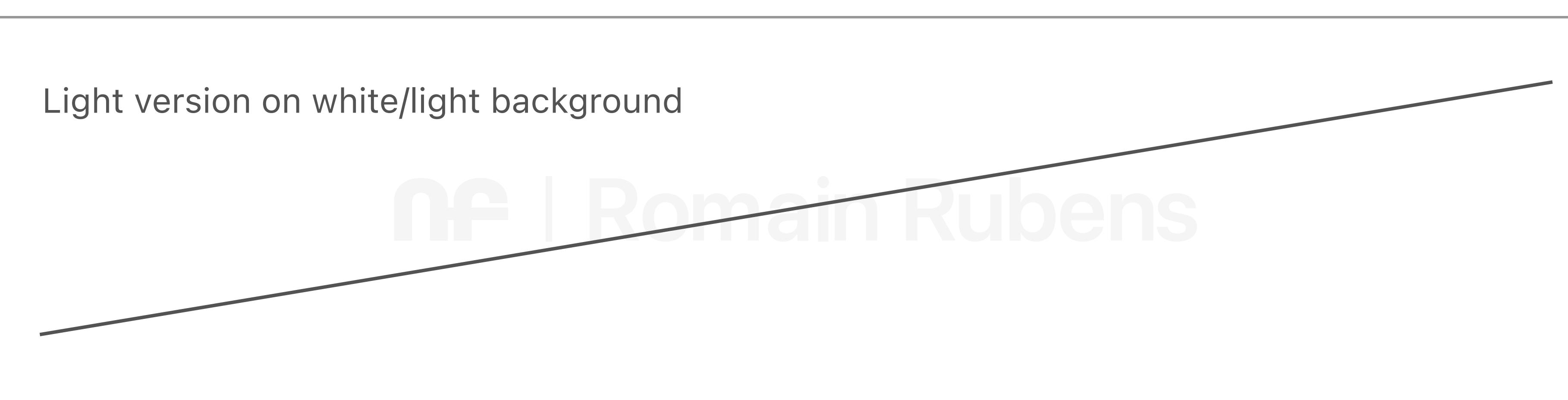
The logo is positioned on backgrounds **that guarantee optimal contrast**, ensuring its form remains precise, balanced, **and** unmistakably readable in every visual context.

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.



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

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