CONTENTS

Inside the Brand

01 The logo
   Wordmark
   Variations
   Clearspace and minimum size
   How not to use it

02 Colour Palette
   Logo colours
   Brand colours

03 Typography
   Primary typography
   Secondary typography

04 Logo Usage Examples
   Quick examples and applications

05 Asset Download
   Logos and other graphic resources
The Logo

Wordmark

Variations

Clearspace and minimum size

How not to use it
The wordmark is the primary version of the ROMI logo, it should be used everytime that is possible.

Because the wordmark is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently.

The wordmark can be used in three colors: the ROMI green, black and white.

The wordmark can be used without the descriptor "Robotics for Microfarms" when it is not necessary or when it gets unreadable because of its size.
The variation of the ROMI primary logo is the plant icon, which comes from extracting the “i” from the wordmark.

This version of the logo is suggested to use as a decorative element in communications, merchandising and whenever it’s not necessary to include the name of the project.

The variation of the icon that includes the descriptor: “Romi - Robotics for Microfarms” should be used only when it’s completely necessary.

The previous mentioned version of the logo is suggested for research papers, corporate and legal communication only.
THE LOGO

Clearspace and minimum size

Clearance grid

[Image of logo with clearance grid]

Minimum size

125px

[Image of logo with minimum size]

150px
THE LOGO

Clearspace and minimum size

Clearance grid

Minimun size

45px

Clearance grid

Minimun size

125px
THE LOGO

How not to use it

Don’t outline.

Don’t distort proportions.

Do not use in any color other than green, black or white.

Don’t use the icon plus a random-font wordmark.

Don’t rotate.

Don’t apply any texture or effect.

Don’t use the wordmark plus the icon.

Don’t alterate the icon.
Colour Palette

Logo colours

Brand colours
Logo colours

Green
HEX: #00A960
R0 G169 B96

Dark grey
HEX: #282828
R40 G40 B40

White
HEX: #FFFFFF
R0 G0 B0
Logo colours

GREEN LOGO OPTIONS

MONO LOGO OPTIONS

ROBOTICS FOR MICROFARMS
Logo colours

GREEN LOGO OPTIONS

MONO LOGO OPTIONS

GREEN LOGO OPTIONS

MONO LOGO OPTIONS

ROMI
ROBOTICS FOR MICROFARMS

ROMI
ROBOTICS FOR MICROFARMS
COLOUR PALETTE

Brand colours

Green
HEX: #00A960
R0 G169 B96

Orange
HEX: #FF8400
R255 G132 B0

Warm grey
HEX: #FAFBED
R250 G251 B237

Dark grey
HEX: #282828
R40 G40 B40
Typography

Primary typography

Secondary typography
Primary typography

**Nunito Sans**

Aa

Regular

An open and lightweight robotics platform for micro-farms that grow a large diversity of polyculture crops.

Bold

An open and lightweight robotics platform for micro-farms that grow a large diversity of polyculture crops.

Typography Guidelines

Use this typography for web design, prints, documents and branded content in general.
Secondary typography

Nunito Sans Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£&@?!/+,.:)

TYPOGRAPHY GUIDELINES

Use this typography in caps and outlined for bold headlines and titles in marketing material.
04

Logo Usage Examples

Quick examples and applications
The Quick Guide to Plant Companion
Tips & Tricks from the Microfarming Experts

Organic gardeners know that a diverse mix of plants makes for a healthy and bountiful garden. Many believe that certain plant combinations have extraordinary (even unexpected) powers to help each other grow. Scientifically, this process, called companion planting, has confirmed that these combinations have well-beneficial effects on those combinations—and practical experience has demonstrated to many gardeners how to make certain plants for their mutual benefit.

Read More
Asset Download

Logos and other graphic resources
LOGOS

If you need to download the logo of ROMI in any format or version, please visit the following link:

DOWNLOAD

FONT S

The Nunito Sans font is open source to use anywhere and it’s available to download from Google Fonts:

DOWNLOAD FONT
DOUBTS?

If you have questions or need advice on how to use the visual identity of ROMI, please contact us:

info@romi.eu