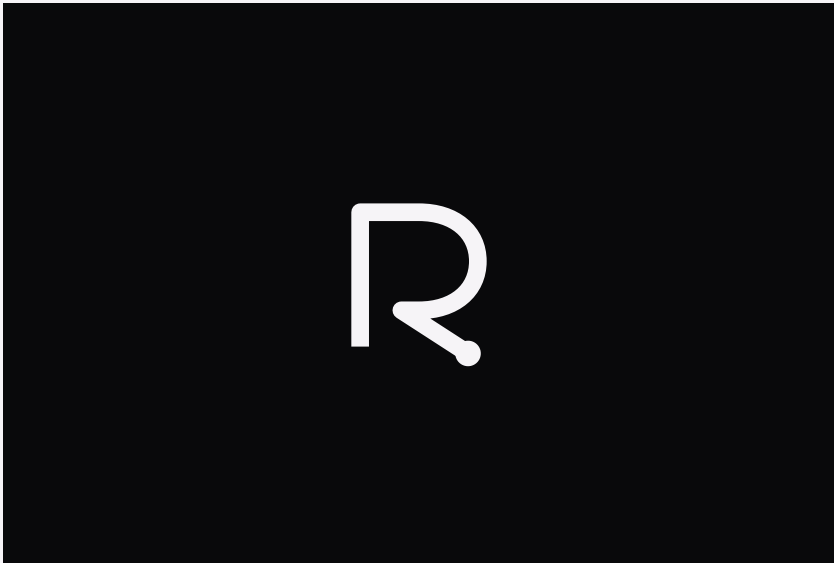
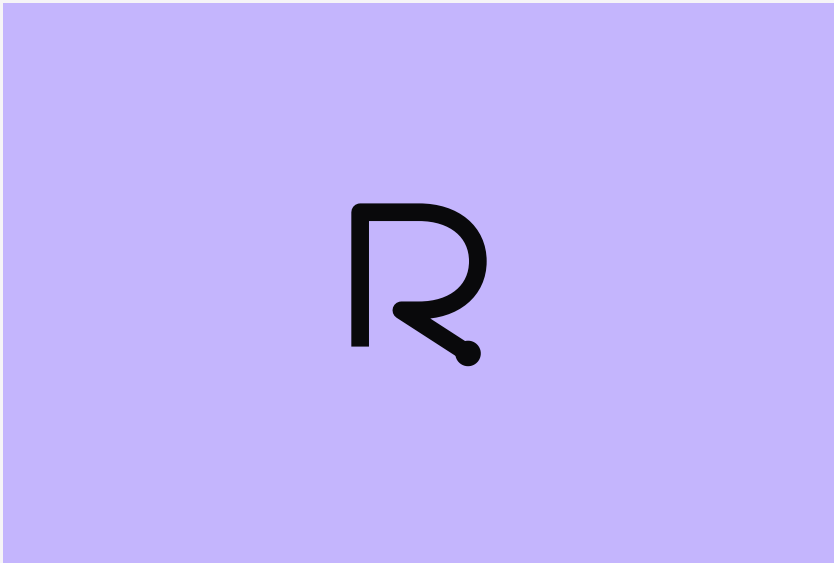


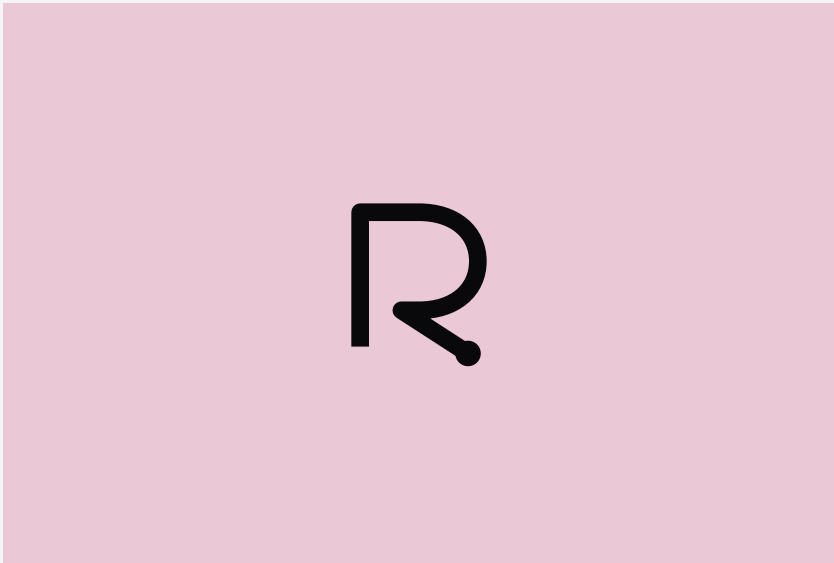
R roamworks



PRIMARY / OBSIDIAN



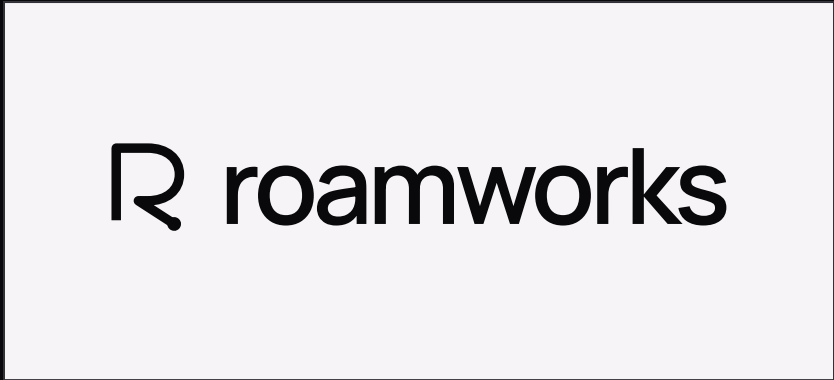
ACCENT / ORBIT



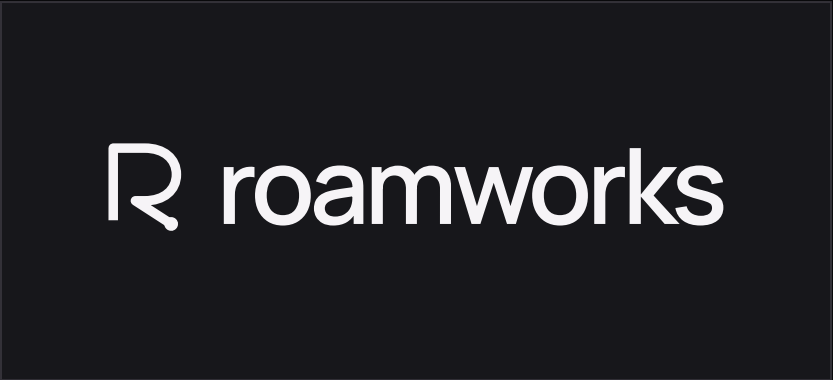
WARM / PETAL

A route. A turn.
A point of arrival.

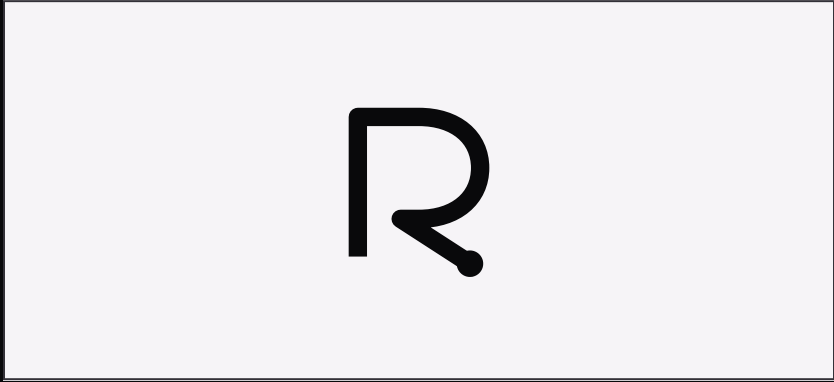
The open-route R is our signature of movement. Use the complete lockup for introductions; the symbol for familiar, compact spaces.



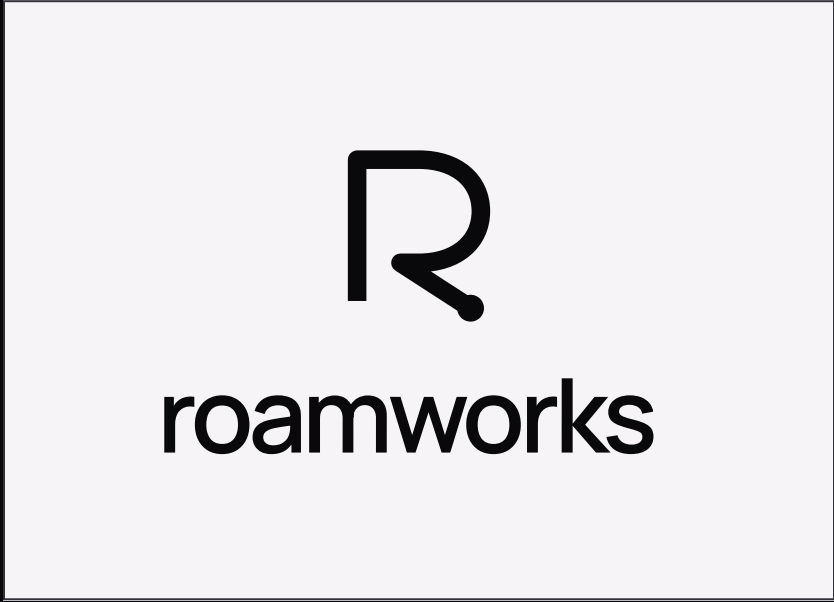
HORIZONTAL



WORDMARK



SYMBOL



STACKED



Space is part of the identity.

The logo consists of a stylized 'R' icon followed by the word 'roamworks' in a lowercase, bold, sans-serif typeface. The 'R' icon is composed of a thick vertical line and a curved line that forms the bowl of the 'R'. The entire logo is contained within a thin black rectangular border.

Clear space: at least half the symbol width on every side of the complete lockup.

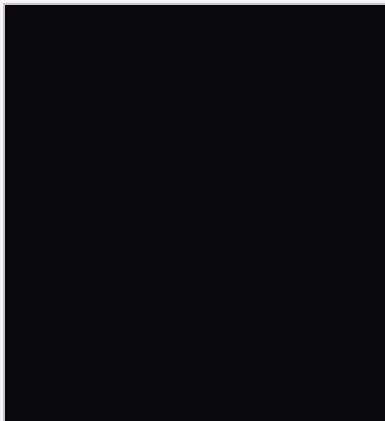
120 px

Minimum horizontal lockup width.

24 px

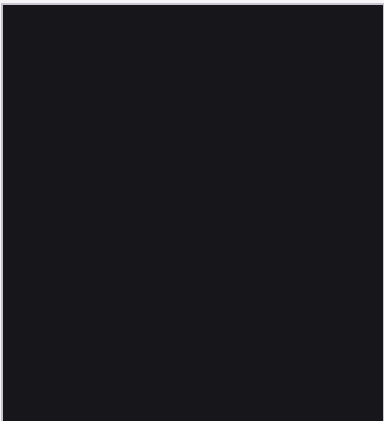
Minimum symbol size. Use the supplied app icon for smaller favicon sizes.

Keep proportions. Preserve the route endpoint. Use one colour per lockup. Keep partner identities distinct.



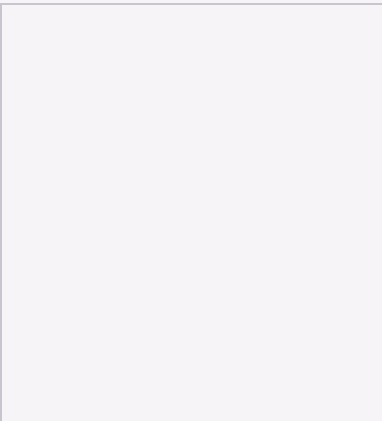
Void

#09090B



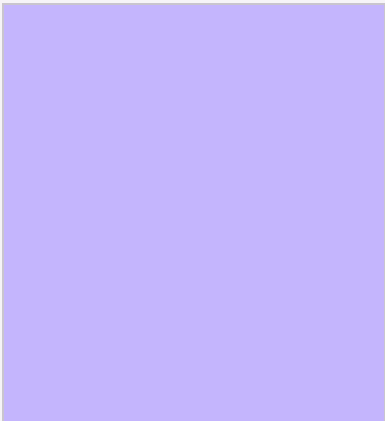
Graphite

#17171B



Pearl

#F6F4F7



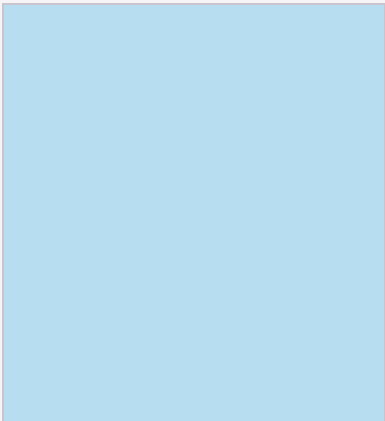
Orbit

#C4B5FD



Petal

#EBC8D5



Ice

#B7DDF0

MANROPE / DISPLAY 400 / WORDMARK 600

Open. Precise.
Full of possibility.

IBM PLEX MONO / 400

ROAMWORKS
HKG / WORLD
01 02 03 04 05

Use compact labels to add rhythm. Keep
body copy in Manrope.

Dark ink on pastel. Pearl on graphite. Reserve accents for one deliberate moment.
Manrope body: 16–20 px. Noto Sans TC supports the legal Chinese company name.

Calm confidence. Endless curiosity.

01 / SAY IT SIMPLY

“Arrive connected.” “Find your kind of away.” Lead with the human benefit, then make the details clear.

02 / KEEP IT TRUE

Name real projects. Check current plans at each store. Avoid unverified coverage, savings, ratings and availability.

03 / MOVE WITH PURPOSE

Slow orbital paths. Gentle card tilt. A motion control. Respect reduced motion and keep all essential content visible.

Made to move with you.

Considered objects.
Quiet technology.
A sense of elsewhere.

Concept imagery generated with OpenAI
GPT Image 2.5 Big. The accessories show
the future brand world.

roamworks.io

