

Brand Guidelines

RMZ Brand Guidelines v1.0



July 2026

Table of Content

Introduction

- 03 About the Brand Refresh
- 04 Brand Personality

Logo Identity

- 05 Refined Logo
- 06 Logo Variations
- 07 Clear Space
- 08 Minimum Size
- 09 Color Variations

Visual Identity

- 10 Brand Colors
- 11 Typography
- 13 Text Hierarchy
- 14 Logo Misuse
- 15 Brand Pattern

Applications

- 16 Favicon
- 17 Brand Applications

About the Brand Refresh

As Rmz evolves beyond a digital storefront, its identity evolves with it.

This refresh reflects the platform's transformation into a comprehensive digital business engine—one that supports multiple business models through a more adaptive, scalable, and future-focused experience.

#Build More Than a Store

Built Around Every Business.

The Rmz personality is built on adaptability, reliability, and purposeful innovation—guiding every experience with flexibility, trust, and confidence.

Adaptive

Every business is different. Rmz adapts to every workflow, not the other way around.

Dependable

Reliable infrastructure built for businesses to operate with confidence.

Empowering

Helping entrepreneurs launch, manage, and scale with less complexity.

Flexible

One platform designed to support multiple business models and industries.

A Refined Identity for a Bigger Vision

The refreshed logo preserves the familiarity of the original mark while introducing a more modern and adaptable visual expression.

Through refined geometry, improved proportions, and a brighter color system, the identity reflects Rmz's evolution from a digital storefront into a comprehensive digital business engine.

Refined Logo



Earlier Version



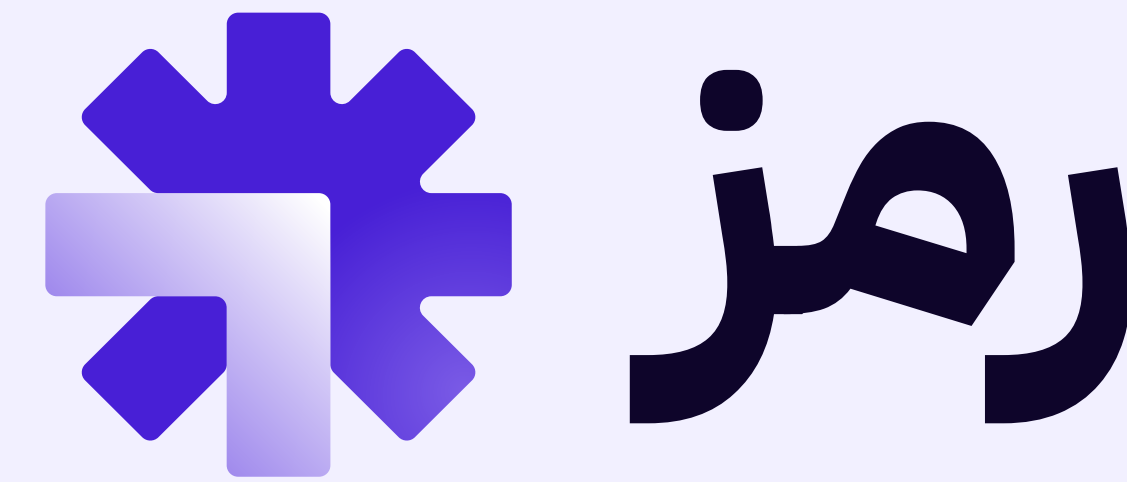
Logo System

Rmz is available in both English and Arabic to ensure a consistent brand experience across multilingual applications.

English Lockup

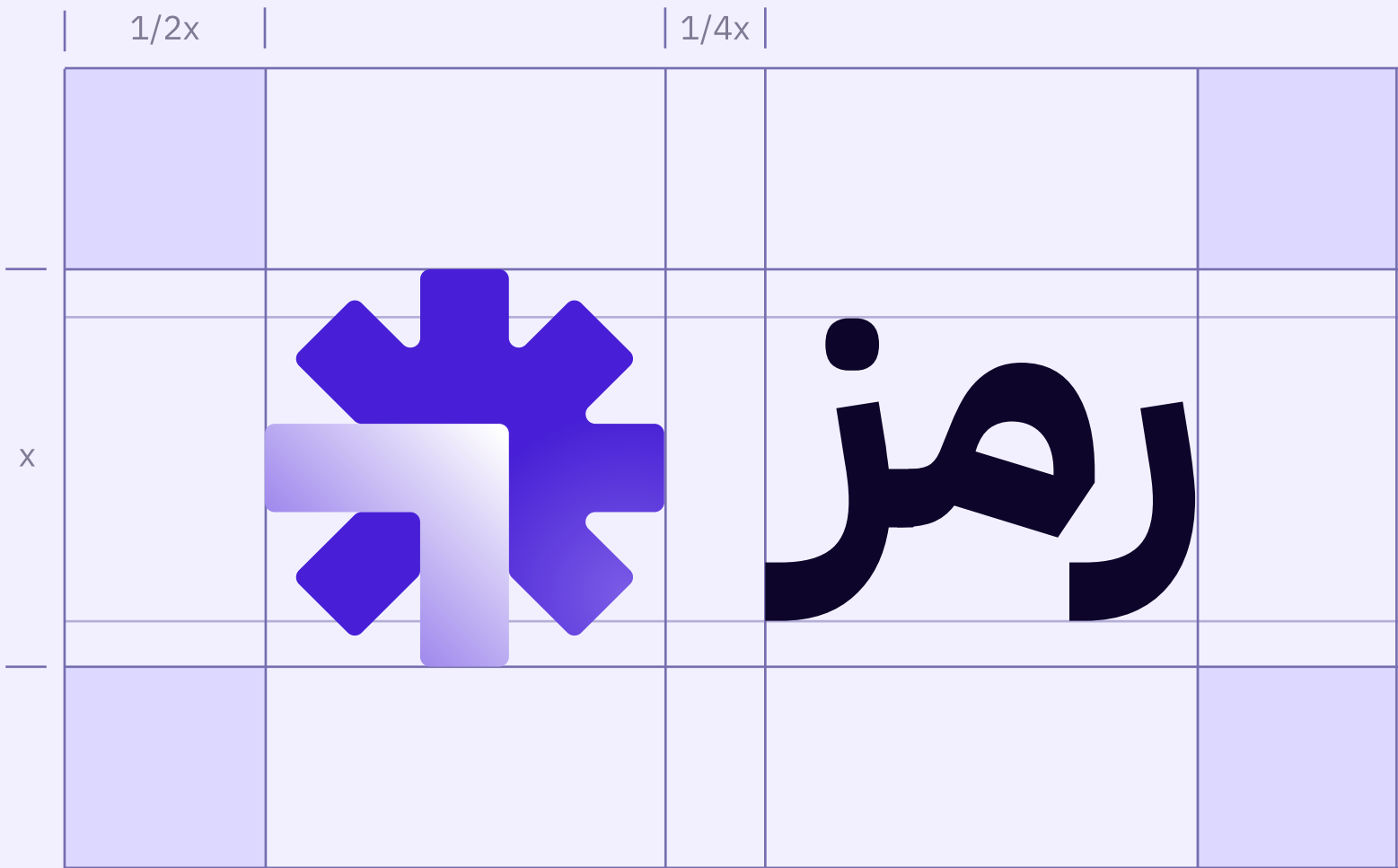
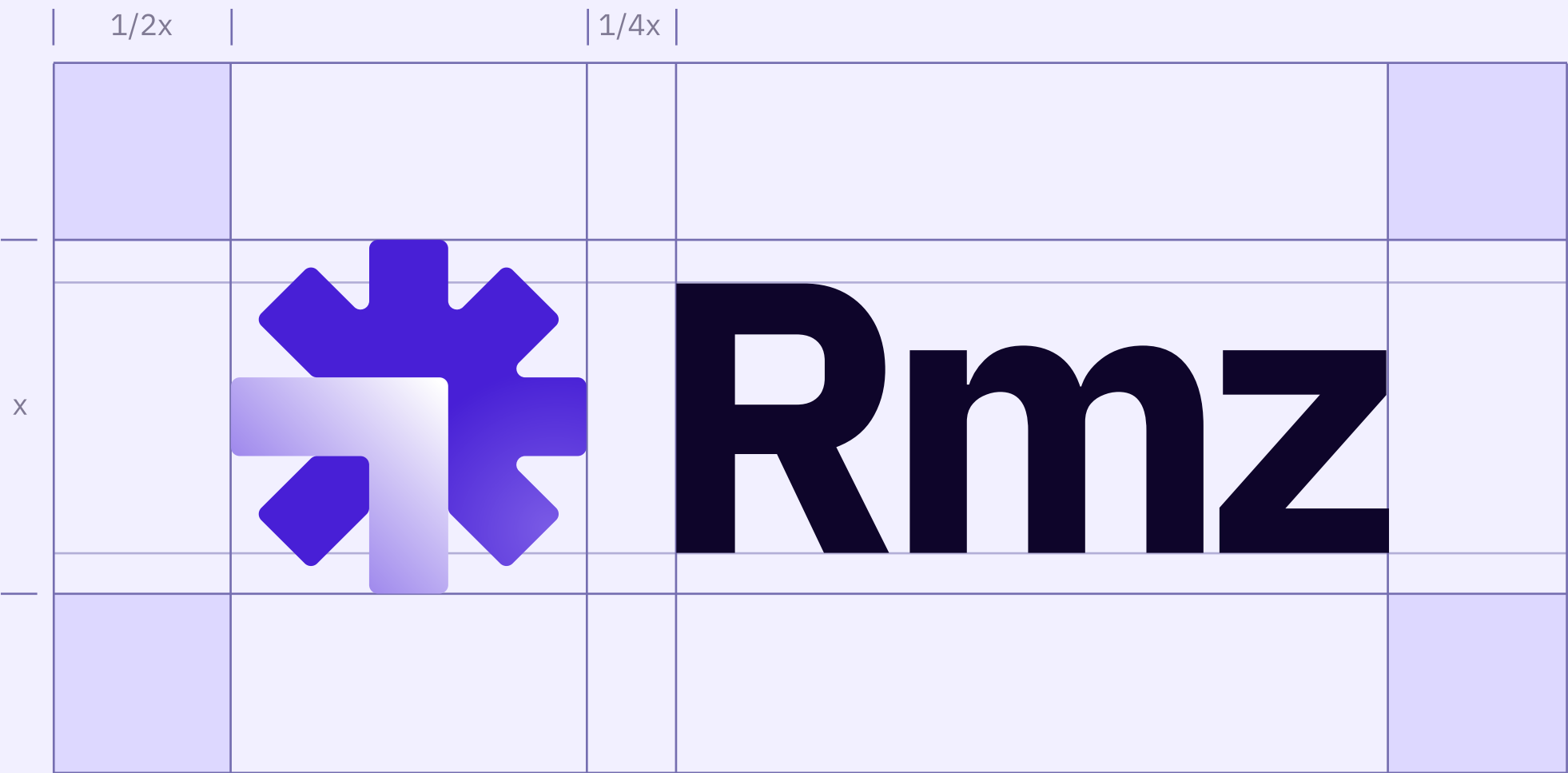


Arabic Lockup



Logo Clear Space

To maintain clarity and visual impact, always preserve the minimum clear space around the Rmz logo. No text, graphics, or other elements should enter this protected area.

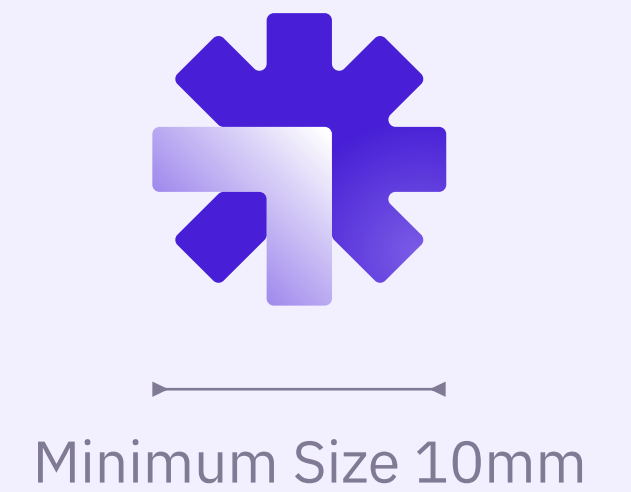


Minimum Size

To ensure clarity and legibility, never reproduce the Rmz logo below the minimum sizes shown.

These dimensions maintain consistent recognition across both digital and print applications.

Digital



Print



Approved
Logo Colors

Use the appropriate logo color variation based on the background to maintain clarity, contrast, and brand recognition.

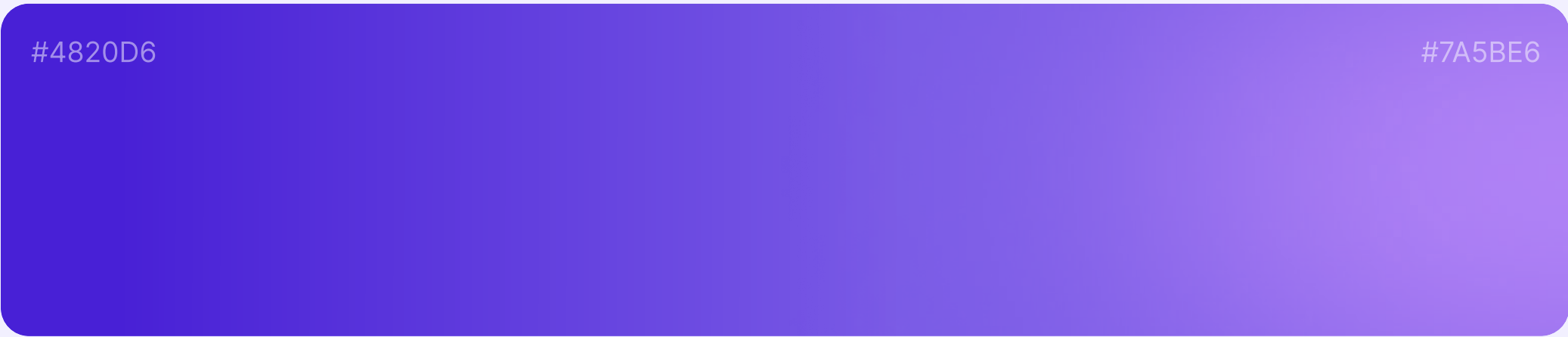


Brand Color

The Rmz color palette is designed to create a modern, trustworthy, and technology-driven identity.

Each color plays a distinct role, balancing clarity, contrast, and consistency across every brand touchpoint.

Gradient Color



Electric Indigo #4820D6 RGB 72 32 214 CMYK 72 32 214 100	Periwinkle #DDD9FF RGB 221 217 255 CMYK 13 15 0 0	
Midnight Violet #0E062B RGB 14 6 43 CMYK 67 86 0 83	Medium Slate Blue. #7A5BE6 RGB 158 173 255 CMYK 38 32 0 0	Lavender Mist #F3F2FF RGB 243 242 255 CMYK 5 5 0 0

IBM Plex Sans

Primary Font

IBM Plex Sans was chosen for its clarity, versatility, and modern character, ensuring a consistent and highly readable experience across all digital touchpoints.

Aa Bb

Thin

ExtraLight

Light

Regular

Medium

SemiBold

Bold

IBM Plex Sans Arabic

Arabic Font

IBM Plex Sans Arabic was chosen for its clarity, readability, and modern character, ensuring a consistent and accessible experience across Arabic digital touchpoints.

أبت

- Thin
- ExtraLight
- Light
- Regular
- Medium
- SemiBold
- Bold

Text Hierarchy

Display

56px / 64px • SemiBold

H1

40px / 48px • SemiBold

H2

32px / 40px • Medium

Body

16px / 28px • Regular

Caption

14px / 22px • Regular

Build your digital business.

What do you want to build today?

Flexible for every business

Rmz provides the infrastructure to launch, manage, and grow digital businesses through one adaptive platform. Whether you're selling products, managing subscriptions, organizing events, or delivering online courses, every experience is designed to simplify operations and support long-term growth.

Built for modern digital businesses.

Logo Misuse

Avoid altering or misusing the Rmz logo in ways that compromise its clarity, consistency, or recognizability.



Main Logo



Do not rotate the logo



Do not use different color



Do not add shadow



Do not distort the logo



Do not outlined the logo



Do not mirror the logo

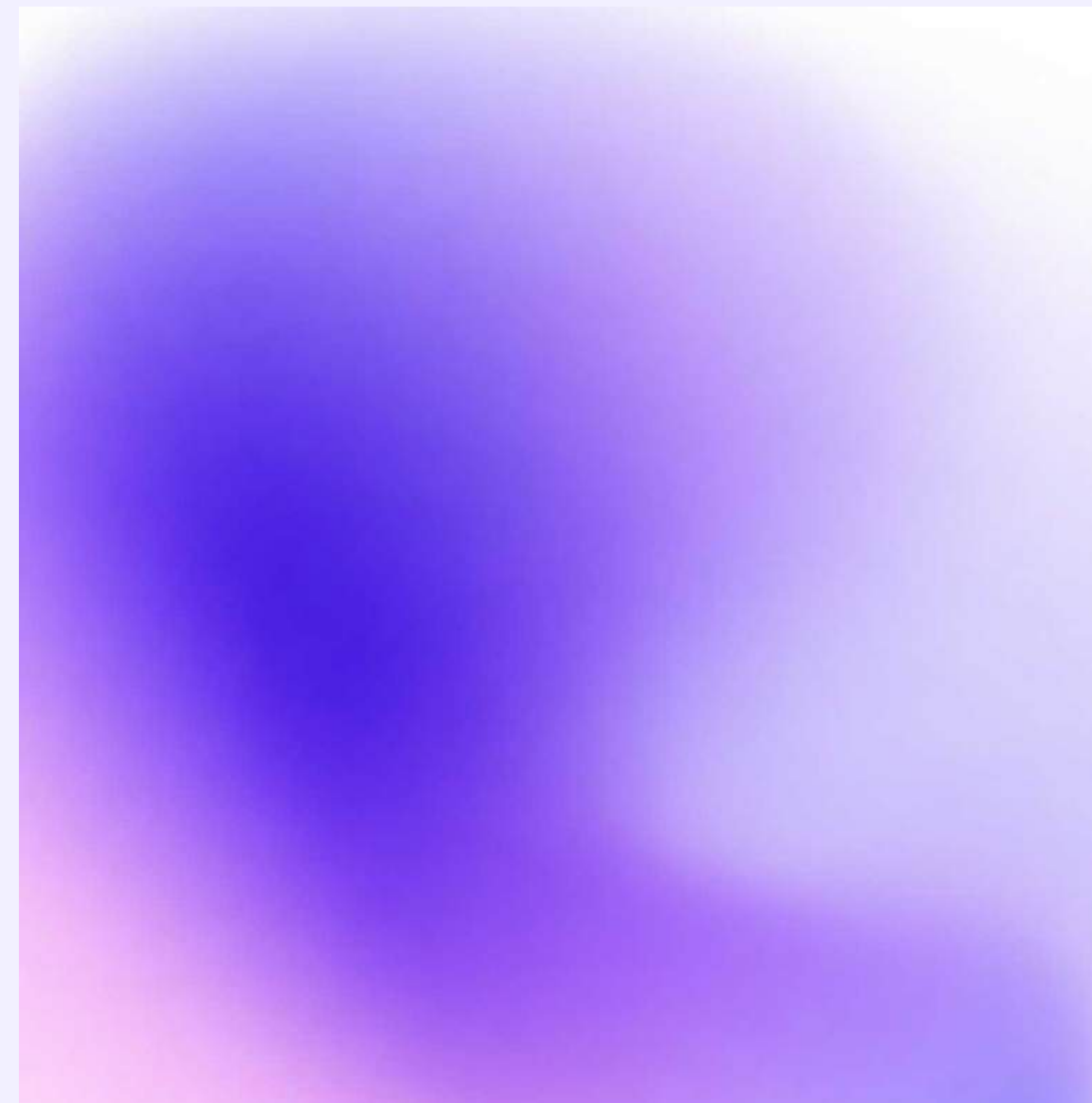


Do Not Reduce Legibility

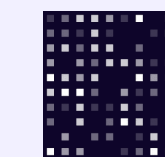
Brand Pattern

The Rmz pattern system extends the brand identity beyond the logo, adding depth, movement, and visual consistency.

Inspired by adaptability and digital infrastructure, these patterns create a modern and recognizable visual language across every touchpoint.



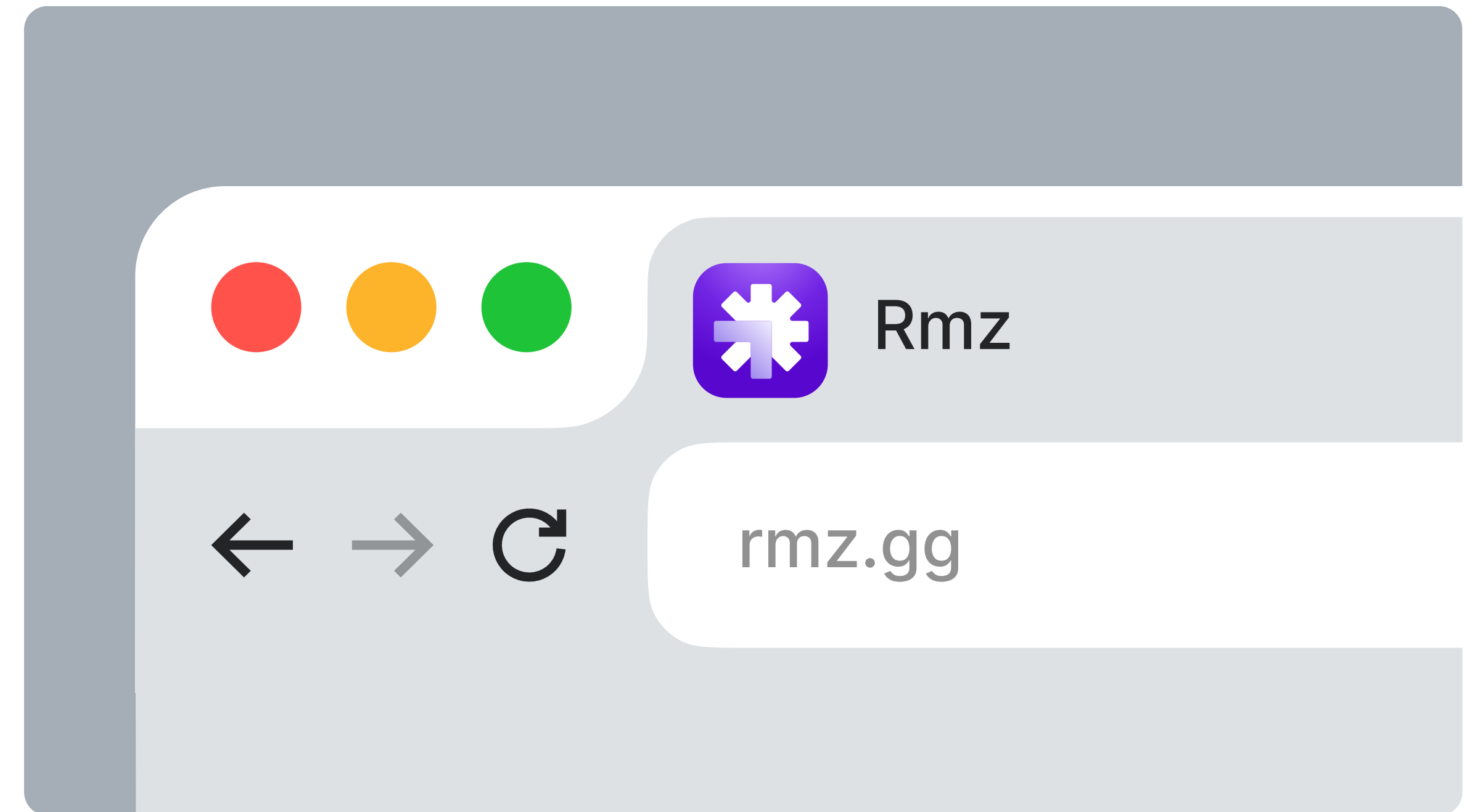
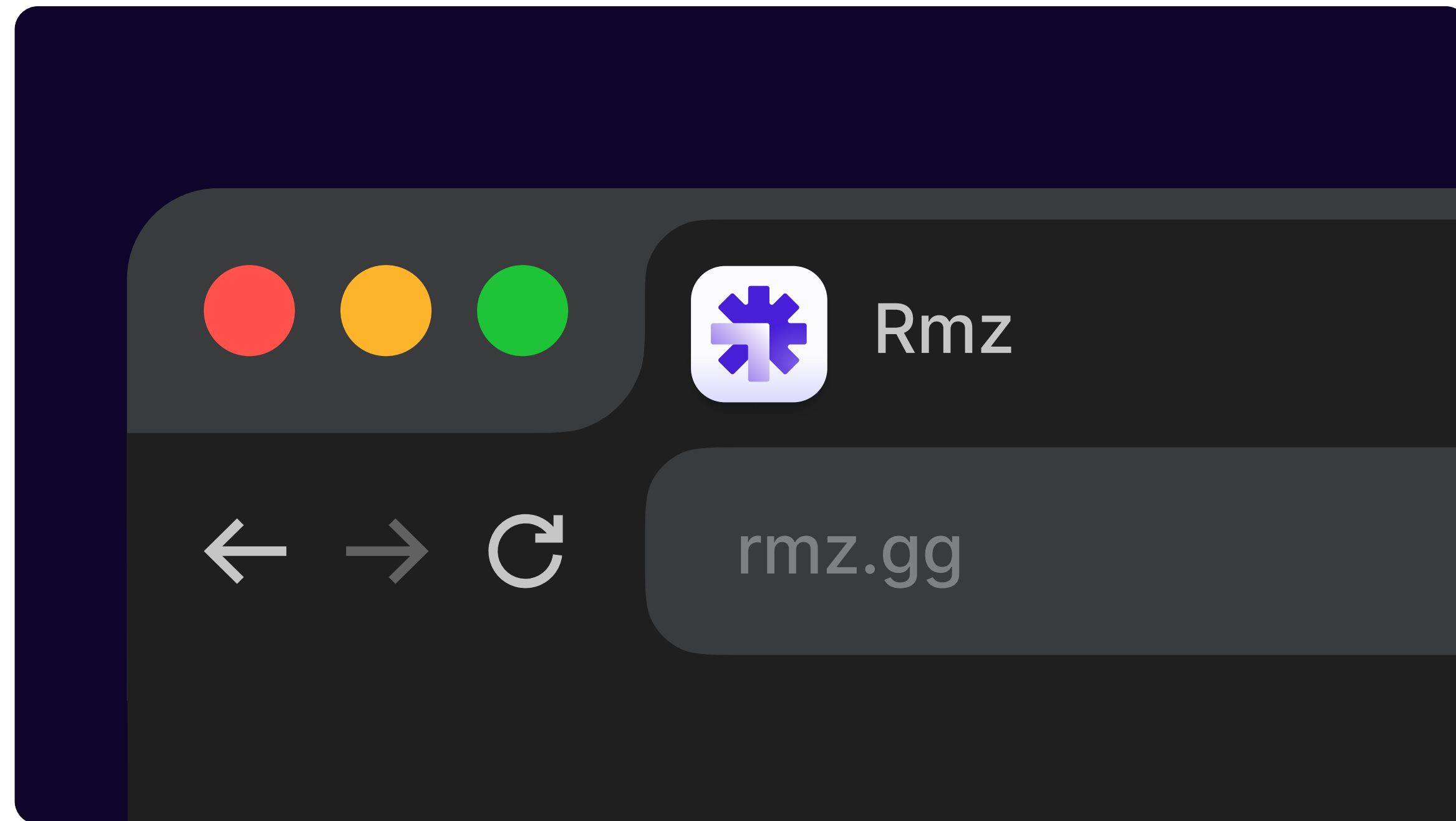
A soft, fluid gradient that conveys innovation, flexibility, and modernity.



Adds subtle structure inspired by technology and digital systems.

Favicon

The Rmz logomark is used as the official favicon to ensure clear recognition and a consistent brand presence across browsers, apps, and digital platforms.





rmz.gg

Power Digital Business at Scale

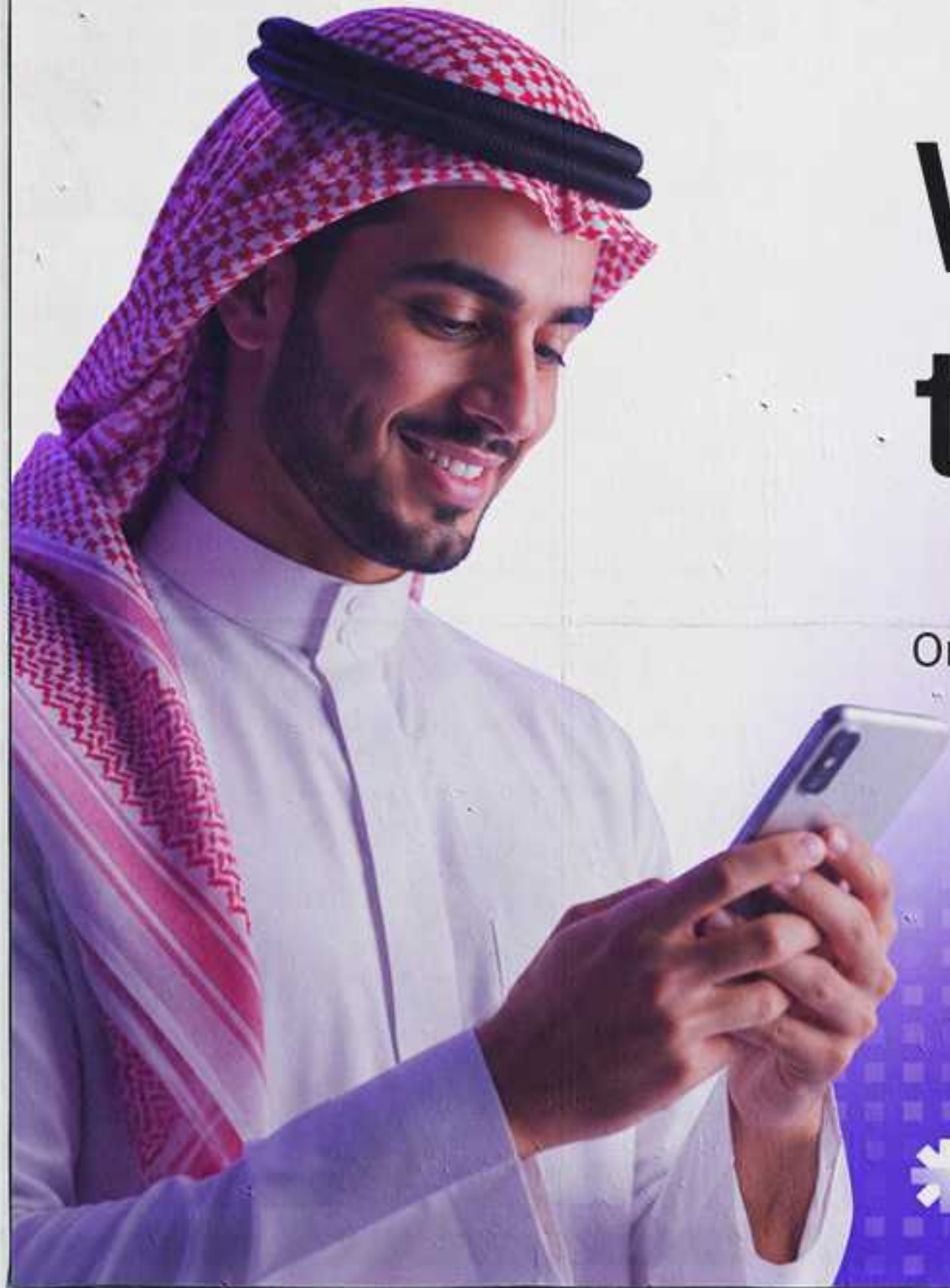
RMZ provides the flexibility to grow
without changing platforms.

500K+
Transactions Processed



One Platform, Every Digital Business

Digital
Business
Engine



What do you want to build today?

One platform to launch, manage, and grow your digital business.



rmz.gg

Thank You

This guideline is the foundation for every Rmz touchpoint. Use it consistently to create a cohesive and trusted brand experience.

Brand Guidelines v1.0