

Brand guidelines

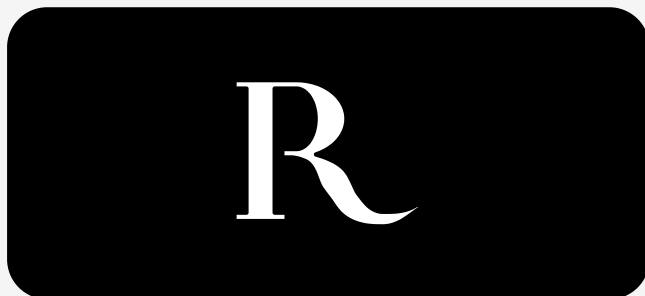
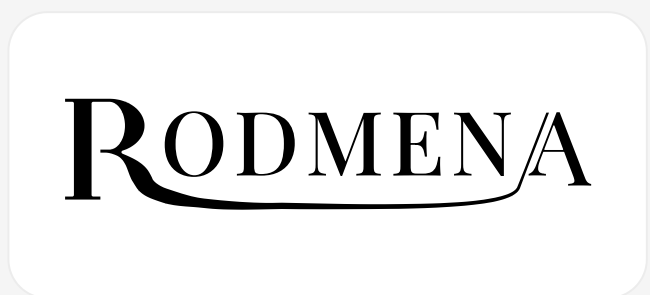
The RODMENA logo, how to use it, and every file you need. Version 1.0, released 5 October 2026.

Download the kit

The kit holds every logo file below in one archive, with a read-me and the licence. Download the files and host them yourself.

The logo

The RODMENA wordmark is the primary logo. The R monogram stands in where the name is already present or the space is square. The RODMENA app icon is the monogram on a black tile, for browser tabs, home screens and profile pictures.



White on black and black on white both reach a contrast of 21.0:1.

Which file to use

Screens and the web

Use the SVG files. They stay sharp at every size.

Where SVG is not accepted

Use the PNG files: transparent in black or white, or solid on black or white.

Print

Use the PDF or EPS files. They are pure black (K100); white is the unprinted paper.

A site or app

Use the web-icons folder: the favicon, touch icon, Android icons, a web manifest and the matching head tags.

Email

Use the email folder. The signature attaches the logo to the message, so no image is fetched from our server.

Another website

Download the files and serve them from your own site with an `img` element. Do not link to the files on our server.

Clear space and minimum size

Keep clear space of X on every side of the logo, where X is half the height of the O in the wordmark. Nothing else may enter the dashed area.



RODMENA

Wordmark: 140 px or 35
mm wide

R

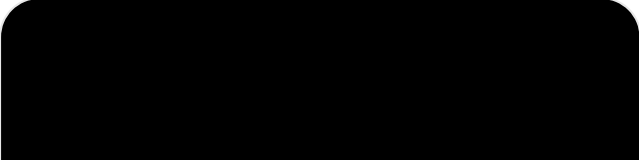
Monogram: 32 px or 8 mm
wide



Below 32 px, use the app
icon

Colour

The logo is black or white and nothing else. In print it is pure black, K100.

	
Black #000000 · RGB 0, 0, 0 Print: K100 (C0 M0 Y0 K100) The logo on light backgrounds, and every printed logo.	White #ffffff · RGB 255, 255, 255 Print: Unprinted paper The logo on dark backgrounds. In print, white is the paper itself.

Screen accents

The accents colour the site around the logo, and never the logo itself. They are for screens only and have no print specification. Contrast is measured against each theme's background.

COLOUR	DARK THEME	LIGHT THEME	USE
 Violet	#8b5cf6 4.9:1	#7c3aed 5.6:1	Rules, icons and large text.
 Accent text	#c4b5fd 11.3:1	#5b21b6 8.9:1	Small coloured text such as eyebrows.
 Link	#a78bfa 7.7:1	#6d28d9 7.1:1	Links in running text.
 Link hover	#f472b6 7.9:1	#be185d 6.0:1	Links under the pointer.


Gradient #8b5cf6 to #ec4899 at 135° White on its stops: 4.2:1 and 3.5:1. The slash, buttons and banners on screen. Never on the logo, and never in print.

Not part of this kit: Pantone references, print specifications for the accent colours, Windows tiles, Safari pinned-tab icons, Office, letterhead, slide or business-card templates, app-store icons and a photography style.

Typography

Our typeface is IBM Plex, released by IBM under the SIL Open Font License 1.1. The site uses IBM Plex Sans for text and headings, IBM Plex Serif for long reading and IBM Plex Mono for code and figures. Arabic-script text uses subsets of Noto Naskh Arabic and Noto Nastaliq Urdu.

Where IBM Plex is not available, as in most office documents, use Arial for sans-serif text and Georgia for serif text. The wordmark is drawn artwork: never retype it in a font.

IBM Plex Sans: durable platforms

IBM Plex Serif: durable platforms

IBM Plex Mono: durable platforms

[Download IBM Plex from IBM](#)

The name

Write the company and the brand as RODMENA, in capitals. The legal name is RODMENA LIMITED; set it as text beside the logo where a document needs it. The mixed-case spelling belongs to the Persian name and its meaning: [what the name means](#).

The slash

The R's stroke runs beneath the name and rises as a slash before the final A. That slash is the brand's graphic device: it marks section headings on this site and appears, large and faint, behind some pages. Draw it in the gradient or in a single accent colour.

Products and partners

- Three products carry the company name in their own name: RODMENA ID, RODMENA LRS and RODMENA cmi5. Write them that way, with RODMENA in capitals.
- Other products may carry the line “by RODMENA” below or beside the product name.
- Beside a partner’s logo, match the cap heights of the two logos and keep X between them. Co-branding needs a signed agreement.

Backgrounds and motion

- Place the logo on flat black, flat white or the brand gradient.
- The white logo may sit on the gradient where its contrast is at least 3:1 at every point.
- We do not place the logo on photographs or busy colour, and the logo is never animated.

Icons

House icons are drawn on a 24-unit grid with a 1.75-unit stroke in the current text colour, so they follow the theme like the logo does.

Tone of voice

- Write plainly, in British English, in full sentences.
- State facts with their status and date. Every certification, policy and figure shows whether it is held, in progress or planned.
- Name no client without written permission, quote no uptime or latency figure, and make no claim that has not been checked.

Accessibility

- Give the logo the text alternative “RODMENA”.
- Where the logo links somewhere, name the destination, for example “RODMENA home”.
- Never write the word “logo” in the text alternative.
- Keep the logo at a contrast of at least 3:1 against its background.

Do and do not

Do

- Use the logo in black on light backgrounds and in white on dark backgrounds.
- Keep clear space of X, half the height of the O, on every side.
- Scale the logo with its proportions locked.
- Use the app icon below 32 pixels.
- Name the logo RODMENA in alt text.

Do not

The logo consists of the word "RODMENA" in a serif font, followed by a stylized wordmark that underlines the letters "O", "D", and "M".

Stretch or squash the logo.

The logo is the same as the first one, but the color is magenta.

Recolour the logo or fill it with the gradient.

The logo is shown as a black outline on a light background.

Outline the logo or add effects such as shadows.

The logo is rotated diagonally.

Rotate the logo.

The logo is placed on a background with diagonal stripes in shades of purple and magenta.

Place the logo on a busy or low-contrast background.

The word "RODMENA" is written in a simple, clean, sans-serif font.

Retype the name in a font. The wordmark is drawn.

Licence

You may use the RODMENA wordmark, the R monogram and the RODMENA app icon, unaltered, to refer or link to RODMENA LIMITED, its products and its services.

This licence is non-exclusive and royalty-free. It is given in addition to our Terms of Use, and sections 2 and 3 of those Terms (disclaimer of warranties and limitation of liability) apply to these files. It is governed by the law of England and Wales.

Do not use the logo, or anything resembling it, in a domain name, a company or product name, a social media handle or a trade mark application. Do not use it to suggest that RODMENA endorses, certifies or sponsors you or your work.

A partner may use the logo only as a signed partner agreement allows. An application through the partner portal creates a record and no agreement.

The Cyber Essentials certificate is held by RODMENA LIMITED (scope: whole organisation). Using our logo does not extend it to you, and the Cyber Essentials mark is not part of this kit.

We may withdraw this licence for everyone, or for one user, by notice. After notice, make no new uses and remove existing uses within 30 days.

Questions about the brand go to enquiries@rodmene.co.uk. Requests for any use this licence does not cover go to legal@rodmene.co.uk.

Version

1.0, 5 October 2026: First release. The drawn RODMENA wordmark and the R monogram replace the earlier typed wordmark and the R and slash icon.

These guidelines live at rodmene.com/branding/, and the files they describe at rodmene.com/brand/.