

THE SYSTEM BEHIND A CONSISTENT BRAND

RomandaMedia Brand Guidelines

One reference for how RomandaMedia looks, sounds, and shows up across the website, social, proposals, and client work. Built to be applied, not admired.

Who we are, in one place.

RomandaMedia connects marketing, sales, and service into one revenue engine, so growth compounds instead of leaking. This book turns that idea into a consistent identity every deliverable can inherit.

Positioning

THE LINE

Build the engine behind your growth.

Primary brand statement.

THE STANCE

Most agencies fix one piece. We architect the whole revenue engine.

Category point of difference.

The three pillars

Every service maps to one connected system, so each stage feeds the next.

ATTRACT & CAPTURE

Paid and organic demand, content, and landing pages that book qualified meetings, not just clicks.

CONVERT & CLOSE

Pipeline design, CRM, and sales enablement so every lead gets followed up and nothing leaks.

RETAIN & GROW

Onboarding, support, and retention systems that turn customers into repeat revenue and referrals.

THE BACKBONE

Powered by RevOps and HubSpot. HubSpot is the single source of truth behind all three pillars: clean data, automation, and reporting the client can act on.

Mission, vision, values

The commitments behind the work.

MISSION

Help service businesses turn scattered marketing, sales, and service into one engine that grows revenue predictably.

VISION

Become the growth partner service businesses trust to build systems that compound, not campaigns that expire.

VALUES

Systems over guesswork. Outcomes over activity. Clarity over noise. Ownership over hand-waving.

Sound like an operator, not a billboard.

We write to a specific person at a specific stage of their journey. Credible, direct, and grounded. Confidence comes from clarity, not volume.

CONCISE

Say it in fewer words. If a word can be cut, cut it.

PRACTICAL

Tie claims to leads, pipeline, revenue, and reporting.

CONFIDENT

Plain, sure statements. No hedging, no hype.

HUMAN

Conversational, never preachy or salesy.

HOUSE RULES

No em dashes. Use commas, parentheses, or separate sentences.

Bold the keywords so copy is skimmable.

Go easy on the word "should." Avoid preachy phrasing and pushy calls to action unless asked.

DO

- "You are getting leads. They are not turning into booked calls. Here is where the drop-off is."
- "We connect your CRM so no lead sits unworked."
- Lead with the outcome the reader cares about.

DON'T

- "Unlock explosive, game-changing growth with our revolutionary funnel."
- "You should really be doing this by now."
- Bury the point under adjectives and dashes.

The play layer

A controlled dose of fun keeps the brand human without undercutting the premium finish. This section defines the rule. Specific executions live in the play layer backlog and ship as their own builds, so the rule survives any single idea shipping or getting cut.

WHERE PLAY IS ALLOWED

Waiting and error moments, empty states, post-conversion moments, and developer-facing surfaces. Never on the main path to conversion.

WHERE IT NEVER GOES

Proposals, invoices, audit reports, error states involving money or data, and anything co-branded with HubSpot or a client.

HOW MUCH

One surprise per journey at most. Low frequency is the point; a surprise that appears every time is furniture.

WHAT TONE

Warm, dry, and a little retro-tech. The Bunny is the only recurring character. Quirk lives in copy and moments, never in layout.

Written as a rule so it loads into HubSpot Brand Voice as a personality characteristic and channel tone adjustments. A list of specific jokes loads nowhere and goes stale.

CLIENT-FACING

Lead with business context and the outcome. Emphasize measurable results. Connect strategy to pipeline and revenue. Credible and outcomes-focused.

INTERNAL

Structured and explicit. Make ownership and sequence obvious. Translate strategy into implementation steps. Built to be executed.

The wordmark leads.

RomandaMedia reads as one word. Per the Logo Color Guide, the wordmark is set in Montserrat, which now lives only inside the logo. Official files ship with the design system and the shared Drive folder, and are shown below.

Light

Dark

Warm



RomandaMedia

Variants: Original, Black, White, Grayscale, and Monochrome, plus the Bunny icon, favicons, and per-platform social exports.

CLEAR SPACE

Keep padding around the wordmark equal to the height of the capital M. Nothing crowds the logo.

MINIMUM SIZE

Digital: 120px wide minimum. Small favicon and app uses drop to the icon mark only.

VARIANTS

Original, Black, White, Grayscale, and Monochrome variants ship as .svg and .png, plus the Bunny icon and per-platform social files. The live site uses the dark and white-text versions.

The Bunny mark

The icon for app icons, avatars, favicons, and watermarks. Always inside a circle chip on brand surfaces.



on pale lime



on black



on lavender



on deep base

DO

- Use the reversed logo on the deep purple gradient.
- Give it room. Respect clear space.
- Keep the wordmark one solid color per background.

DON'T

- Stretch, rotate, or add effects.
- Place the ink logo on a busy or dark image.
- Recolor it outside the brand palette.

The official palette, extended for depth.

Anchored to the Logo Color Guide, the brand source of truth: Lime, Purple, Pale Lime, Lavender, and Black. The refresh adds a dark gradient base and a warm sand neutral for a more sophisticated, premium feel. Click any swatch to copy the hex.

Deep base

The new sophistication layer. Deep Purple is the brand purple darkened two steps on the design system scale; the plum and indigo extend it toward black. Use for hero sections, covers, and dark UI.



Midnight Plum

#1A1433



Deep Indigo

#2A1F55



Deep Purple

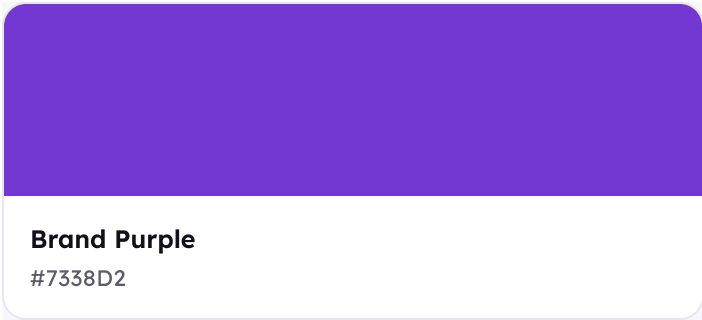
#3F1D77

BRAND GRADIENT

`linear-gradient(135deg, #1A1433, #2A1F55 55%, #3F1D77)`

Primary purple

The Logo Color Guide already defines a deep brand purple, so no invention needed. Purple leads, Lavender stays as a light accent, mostly on dark surfaces.



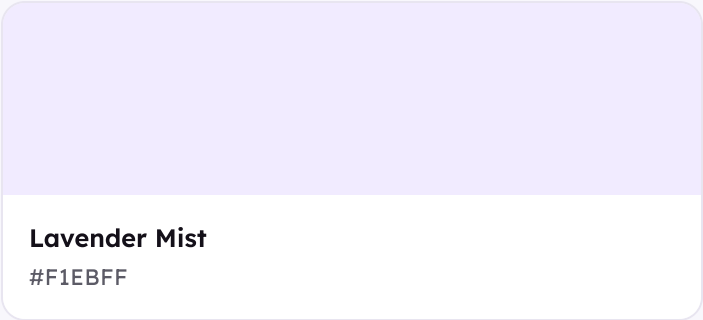
Brand Purple
#7338D2



Purple 500
#8B58E0



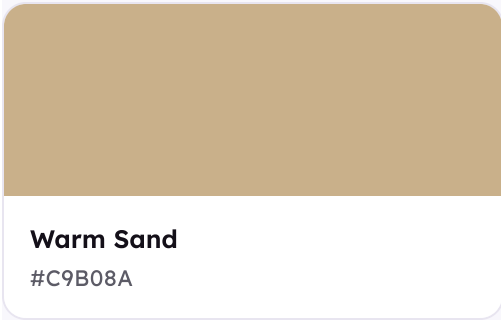
Lavender
#C0A4FB



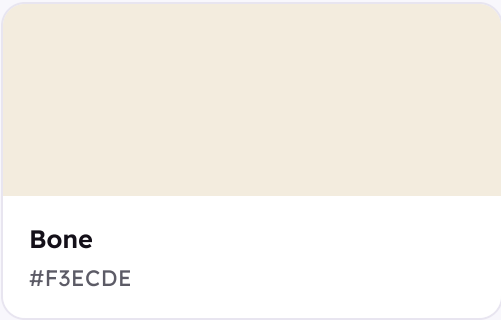
Lavender Mist
#F1EBFF

Warm neutral

Adds warmth against the cool purple and keeps the palette from feeling cold or techy.



Warm Sand
#C9B08A



Bone
#F3ECDE

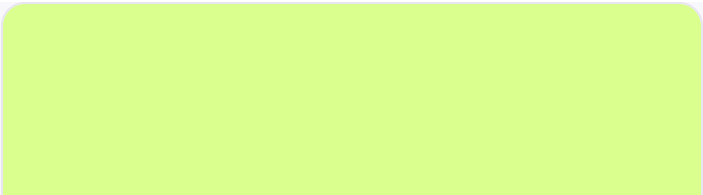
Signal green

Lime and Pale Lime are official brand colors from the Logo Color Guide, kept as small high-energy accents. The deeper Lime 700 from the design system scale is available where lime is too loud. As text on white it clears the 3:1 large-text bar only, so keep it to headings and accents.



Lime

#A7E130



Pale Lime

#DAFF8E



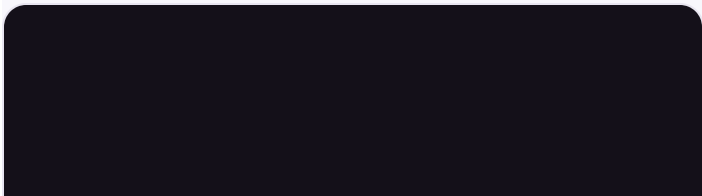
Lime 700

#5F8410

PURPLE AND GREEN, ANSWERED

They sit near opposite each other on the color wheel, which is exactly why they work as a **complementary pair**. The rule is proportion. Keep **purple dominant**, use **green as a small signal** (a highlight, an underline, one word), and let it live mostly on dark surfaces where it reads premium instead of loud. Avoid equal amounts of both.

Neutrals & ink



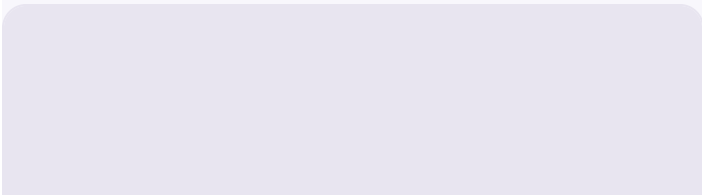
Ink

#141019



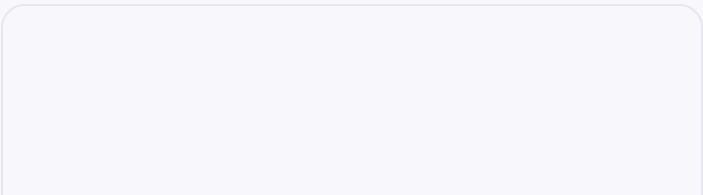
Slate (body)

#5C5B66



Mist (lines)

#E8E5F0



Cloud (bg)

#F8F7FC

Usage balance

THE 60 / 30 / 10 RULE

60% neutral (white, cloud, ink, deep base).
30% purple family. 10% warm sand and signal green combined. Green never exceeds sand.

ACCESSIBILITY

Body text uses Ink or Slate on light, or white on the deep base. Never set Lime as text on white. Pair lime only with Midnight Plum or Ink; if green text is unavoidable on light, use Lime 700 at large sizes only.

Signature pairings

The combinations that make work recognizably RomandaMedia. Same anatomy every time: a small tracked label, a serif statement, one supporting line.

PREMIUM LAYER

Sand on deep base

Covers, heroes, and proposal fronts.

Covers, dark surfaces

DEPTH LAYER

White on purple

Feature blocks, links, and focus.

Feature blocks, links

SOFT SECTIONS

Lavender + lime

Light layouts, callouts, highlights.

Callouts, soft sections

Buttons

Pill radius for calls to action. Lime always carries ink text, never white. Hover the samples: primary lifts 1px with a lime glow, purple lightens one step, outline fills to ink, ghost gains a soft white wash. All transitions run 150ms ease-out, and keyboard focus draws the purple ring.

ON LIGHT

Request a growth audit

See how it works

Learn more

ON DARK

Request a growth audit

See how it works

Read the case study

Contrast and accessibility

Accessible design keeps the work readable for everyone, on every screen.

Contrast ratios. Hold WCAG standards: 4.5:1 for body text, 3:1 for large text.

Text on graphics. Use Ink, White, or the deep base for text. Lime, Pale Lime, and Lavender are surfaces and accents; green on light works only as Lime 700 at large sizes.

Calls to action. Buttons pop through contrast: lime with ink text, purple with white.

Inclusive design. Never rely on color alone to carry meaning; add icons, labels, or patterns.

Aa

Ink on Lime

12.0

AA: Pass

AAA: Pass

Aa

Ink on Pale Lime

16.7

AA: Pass

AAA: Pass

Aa

White on Purple

6.5

AA: Pass

AAA: No

Aa

Ink on Lavender

8.9

AA: Pass

AAA: Pass

Aa

White on Deep Base

17.6

AA: Pass

AAA: Pass

Aa

Sand on Deep Base

8.4

AA: Pass

AAA: Pass

Aa

Lime 700 on White

4.4

AA: No

AAA: No

Aa

Lime on White

1.6

AA: No

AAA: No

Fraunces leads. Lexend Deca carries.

The locked pairing. Fraunces, a soft high-contrast serif, sets every headline. Lexend Deca handles body and interface text. Montserrat appears only inside the logo wordmark.

Licensing. All four families are free for commercial use under the **SIL Open Font License**, served from Google Fonts or self-hosted. No font fees, no usage limits, safe for client work.

HEADLINES

Fraunces

Aa Bb Cc 0123456789

All headings and display numerals. Weights 400 to 800; hero H1 at 800, everything else at 700.

BODY AND INTERFACE

Lexend Deca

Aa Bb Cc 0123456789

Body copy, buttons, labels, captions, and UI. Weights 300 to 600; body is 400 at 18px.

Locked August 4, 2026. Cormorant Garamond + Montserrat was evaluated as an alternate pairing and passed on.

Type scale

The full hierarchy, set in Fraunces over Lexend Deca.

H1 · FRAUNCES 800 · ~64PX

Build the engine behind your growth.

H2 · FRAUNCES 700 · 50PX

One connected engine

H3 · FRAUNCES 700 · 37PX

Powered by RevOps and HubSpot

H5 · FRAUNCES 700 · 21PX

Convert and close

EYEBROW / LABELS · LEXEND DECA 600 · 13PX · UPPERCASE, TRACKED

THE BACKBONE

BODY · LEXEND DECA 400 · 18PX · LINE-HEIGHT 1.65

We help service businesses turn marketing, sales, and service into a single system, so every stage feeds the next. Clean data, automation, and reporting you can act on.

WEB VS DOCUMENTS

One system everywhere. Fraunces and Lexend Deca carry across brand, web, client, and internal documents. Google Workspace templates ship the fonts, heading hierarchy, and colors pre-built, so every new doc starts on brand. Inside editable Word files, Arial is a fallback only, used when brand fonts are unavailable on the recipient machine. Final client deliverables ship as PDF or Google Docs links so the brand fonts always render.

Illustrated, in motion, never stock.

The visual system is elevated illustration, wordmark treatments, and branded motion, deliberately not photo-realistic. Premium restraint is the feeling; illustration is the execution. Real photography, stock and lifestyle included, is not part of the system.

ILLUSTRATION LEADS

We sell abstractions, and the realistic alternative to illustrating them is stock photography, which is down-market for us. Illustration plus motion is ownable in a way a photo library is not.

WORDMARKS AND TYPE AS IMAGE

Serif statements, wordmark treatments, and graphic texture (gradients, warm glow on the deep base) carry surfaces that other brands fill with photos.

THE PHOTOGRAPHY EXCEPTION

If a real photo is ever required (a team headshot, an event), it is an exception with its own treatment rule, decided case by case. It never becomes the default.

**312 qualified leads.
One connected engine.**

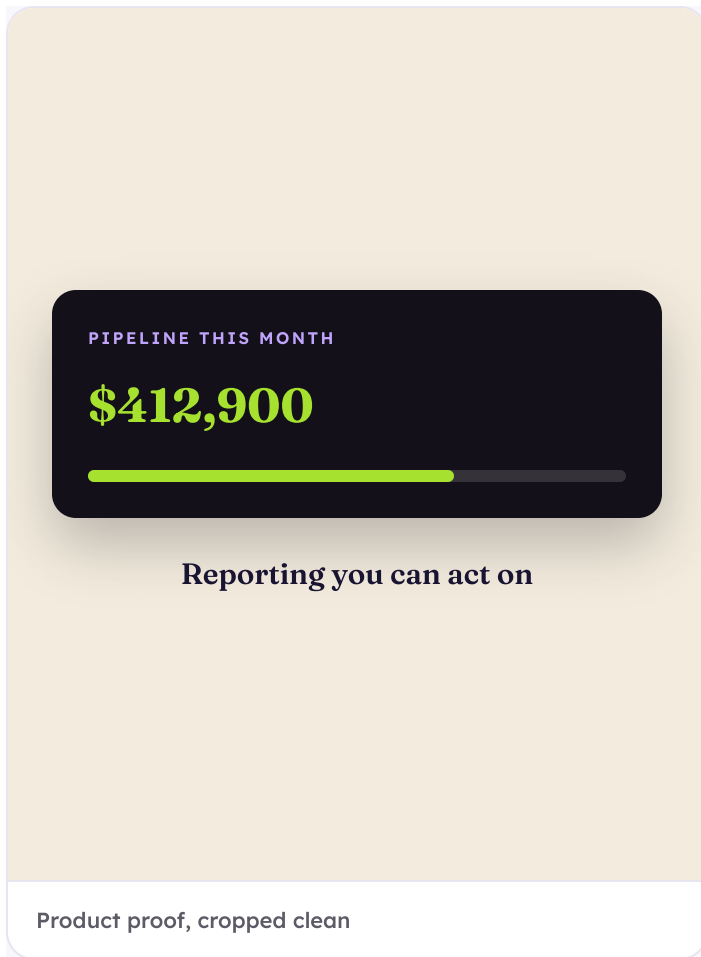
Serif statement over texture and warm light, message bottom-left.

Dark texture + serif overlay

**EXPLORE THE FULL
REVENUE ENGINE**

ROMANDAMEDIA.COM

Cream stage, centered serif



Icons

Line icons, consistent 2px stroke, rounded joins. Purple or ink on light, lavender or white on dark. One accent color per icon, never a rainbow.

Illustration

Custom RomandaMedia illustration is the primary visual layer across the website, client documents, ads, and social. Direction is locked; the full spec (palette, line weight, perspective convention, level of detail, subject rules, and what illustration may not depict) and the asset set are in production.

THE STYLE

Line-based, 2px rounded stroke matching the icon set. Ink outlines with flat fills in lime, lavender, and sand only. No gradients inside illustrations, no skeuomorphism.

THE CHARACTER

The Bunny is the recurring character. It appears in spot illustrations, empty states, and the play layer, always drawn in the same proportions as the logo mark.

TWO SIZES

Spot illustrations for cards, empty states, and icons at scale. Hero illustrations for landing pages and covers. Both ship as SVG masters.

Starter set, mapped to services: the revenue engine, attract and capture, convert and close, retain and grow, lead routing, CRM hygiene, reporting and dashboards, handoffs, automation, the audit, onboarding, and the Bunny in four poses for the play layer.

Motion

Branded animation sits on top of the illustration system: GIFs and short loops for ads, email newsletters, landing pages, social, and proposal pages. The full motion spec (loop lengths, easing, entry and exit behavior, per-channel export specs) is in production.

PURPOSEFUL

One animated element per viewport. Motion draws the eye to one thing; it never decorates everything at once.

EMAIL-SAFE

Windows Outlook renders only the first frame of an animated GIF, so every email GIF needs a first frame that stands alone as a static image. Keep email GIFs under roughly 1MB; delivery copies live in HubSpot Files.

ACCESSIBLE

Respect reduced-motion preferences, no flashing, and loops settle rather than run forever.

DO

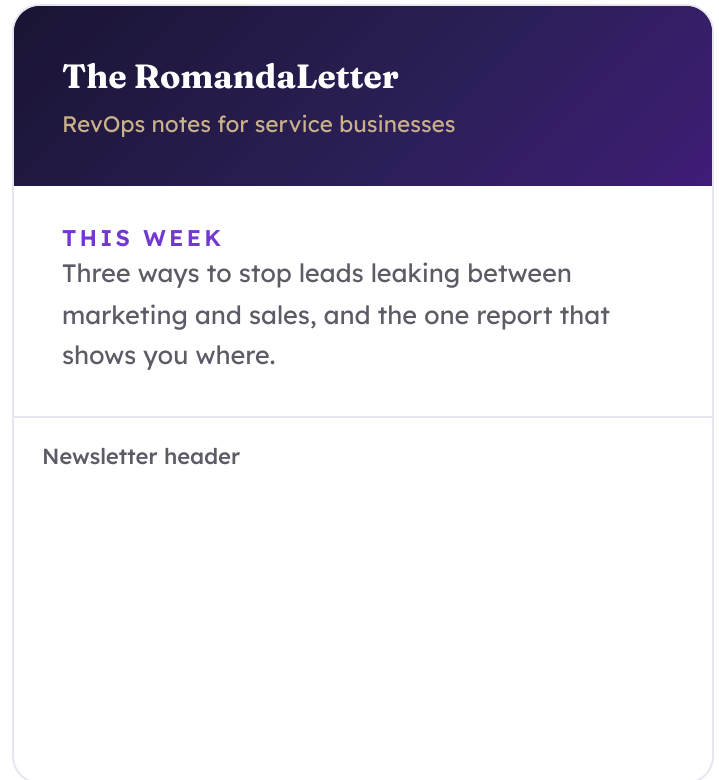
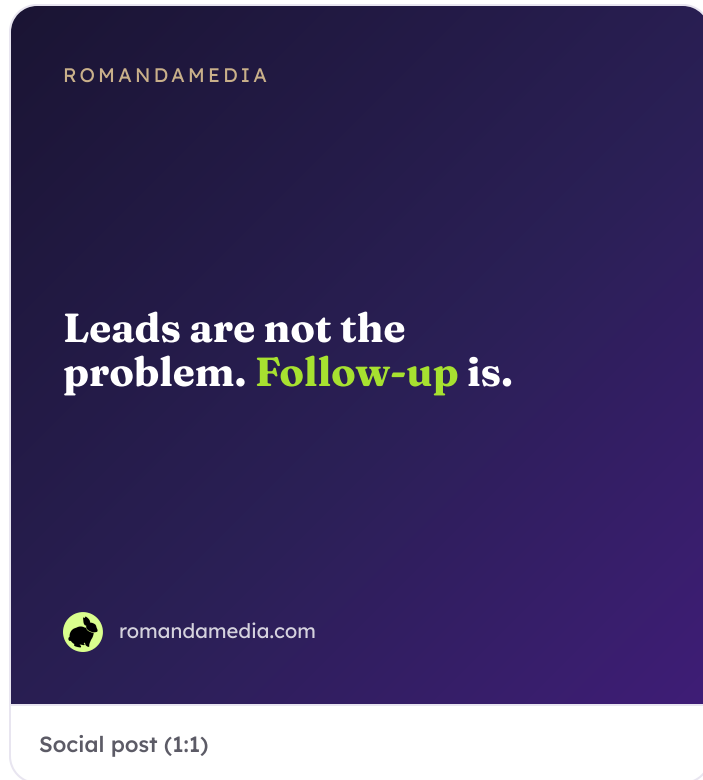
- Lead with illustration, wordmarks, and graphic texture.
- Show real product proof: dashboards, reports, results.
- Give motion one purpose per viewport, with a static-safe first frame.

DON'T

- Stock or lifestyle photography, anywhere.
- Photo-realistic rendering that fights the illustration style.
- More than one accent color or animated element competing in a single graphic.

The system, applied.

How the identity looks in the places it actually lives. These are layout examples using the palette and type. Swap in real copy and assets.



LANDING PAGE

Book more qualified meetings, not more clicks.

Paid and organic demand that feeds a pipeline built to close.

[Request a growth audit](#)

Landing page hero (light)

LANDING PAGE

One engine. Every stage connected.

Marketing, sales, and service on one source of truth.

[See how it works](#)

Landing page hero (dark)

Partner marks, used by the rules.

RomandaMedia is a HubSpot Solutions Partner at the Gold tier. HubSpot partner marks follow HubSpot's own brand rules, so pull official artwork from the HubSpot partner brand portal and never redraw it.

CURRENT TIER

Solutions Partner • Gold



Shown on the site and linked to the HubSpot marketplace listing. Only display the tier currently earned.

RULES OF USE

Use the official Solutions Partner badge and wordmark. Keep full clear space. Do not recolor, stretch, or box the badge. Link the badge to the RomandaMedia HubSpot marketplace listing. Retire the tier badge if the tier changes.

Source of truth. Official HubSpot partner logos, wordmarks, and tier badges come from the [HubSpot Solutions Partner Hub on Brandfolder](#). Pull assets from there, match HubSpot's lockup and spacing guidance exactly, and never redraw a mark. This book governs the RomandaMedia side of the lockup only.

Neutral by default. Whenever HubSpot marks appear, they sit on neutral surfaces: white, cream, ink, or the deep base. Keep lime and lavender away from HubSpot elements, and confirm the layout works with HubSpot's current campaign palette before publishing.

Brand watch. HubSpot refreshes its marketing palette often. A recurring quarterly check of the Solutions Partner Hub, plus a check before every major launch, keeps our co-branded surfaces current. Staying visibly up to date signals the same discipline we sell.

Implementation. Converting this book into HubSpot brand surfaces (Brand Kit, Brand Voice, Brand Knowledge, AI settings Data sources, knowledge vault) follows the internal SOP in the RomandaMediaOS repo, including the rule that FA1 to FA3 positioning is authored in the brand book and mirrored into HubSpot, never authored directly in a HubSpot field.

DO

- Pair the RomandaMedia logo and the HubSpot partner mark with even spacing.
- Use the reversed HubSpot wordmark on the deep base.
- Show Gold only while Gold is current.

DON'T

- Recolor the HubSpot mark to match our purple.
- Imply a tier or certification not earned.
- Crowd the two logos together with no clear space.