Roam®

We have based the brand identity
in three different key aspects of the business

1

Iteration (Nomad)

Arrows
Direction
Dynamics

2

Feeling of home

Warm colors
Curved typeface
Rounded edges

3

Three dimensions

Furniture photgraphy
Spatial arrangements
X-Y-Z Axis

Roam is a flexible furniture rental service that provides an accessible and sustainable solution for people who move frequently.

Roam®

Roam®

Roam White
#EBE6E1
R 235 G 230 B 225

Roam Orange
#E2651F
R 226 G 101 B 31

Roam Black
#302A24
R 48 G 42 B 36

Roobert (Displaay Foundry)

Roobert is a mono-linear geometrical sans-serif font family. The rounded edges give it a friendly and close tone, but still keeping the seriousness of a sans serif font.

Headings

120px
Int. 100px

Roam

Secondary Text

60px
Int. 52px

Feel like home
wherever you go

Body Text

30px
Int. 30px

Roam is a flexible furniture rental service. We provide an accessible and sustainable solution for people who move frequently. We allow our customers to enjoy good quality products wherever they roam, without having to buy them everytime. Our service works through a digital platform, from where you can manage the subscription, customise according to your needs and manage your roam calendar.

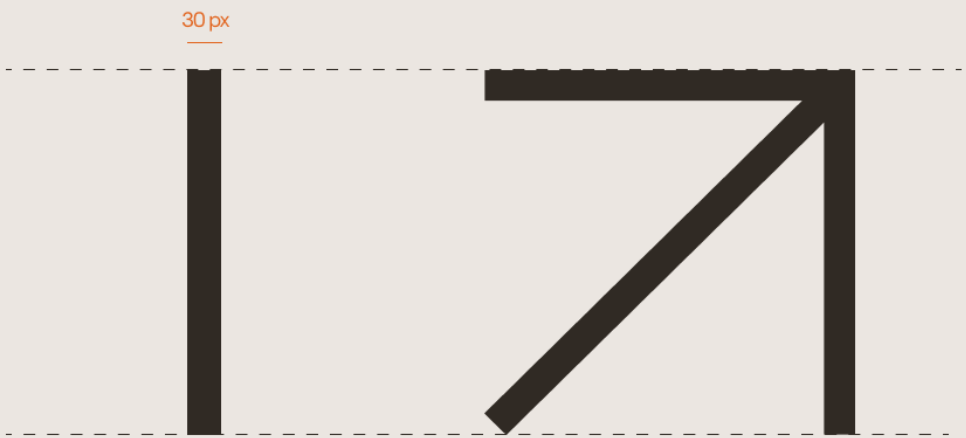
App

Roam

Circumference

Shape

Lorem Ipsum



Width

Arrow

Roam

Roam®

Roam®

Feel like home anywhere you go.

www.roam.co

Roam®

Barcelona, Madrid, Home.

www.roam.co

Roam®

Roam®

N

W Direction Itineration E

1

2

Roam®

Feel like home
anywhere you go

3

4

Direction
Itineration
Spatial

Logo

Roam®

Secondary Logo

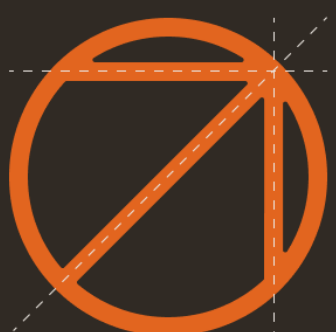
Roam®

Slogan

60px

Feel like home
anywhere you go.

Icon Variations



X-Y-Z Axis

N

W

Direction
Itineration
Spatial

E

S

Icon