
Refundio

The visual rules behind a brand that helps
travellers reclaim what's already theirs.

The mark & the lockup.

Two ways the brand shows up. Use the lockup wherever the word "Refundio" needs to read clearly; use the mark when space is tight or context already establishes the brand.

LOCKUP · PRIMARY



refundio-lockup-color-light.svg

MARK ·
STANDALONE



refundio-mark-color-
light.svg

Four variants for any background.

Pick the variant that gives the logo the most contrast on its surroundings.



Give it room.

A consistent safe area keeps the mark legible and dignified, no matter what surrounds it.



The clearance unit is "R" — the height of the yellow letter inside the mark. Keep at least one R of empty space on every side of the lockup. Nothing — text, imagery, ruled lines, other logos — should enter the safe area.

MINIMUM SIZE



64 PX ·
ROOMY



32 PX ·
FAVICONS



24 PX ·
FLOOR

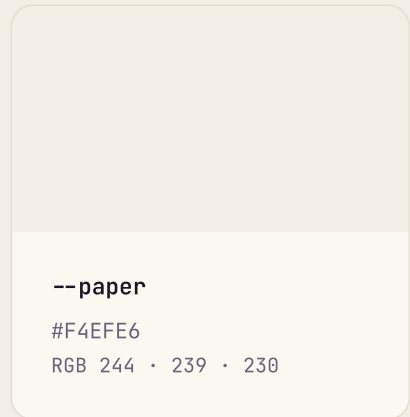
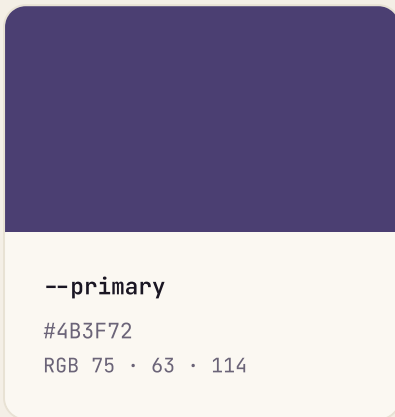
Digital: never render the mark smaller than 24 px tall.

Print: never render the mark smaller than 12 mm tall.

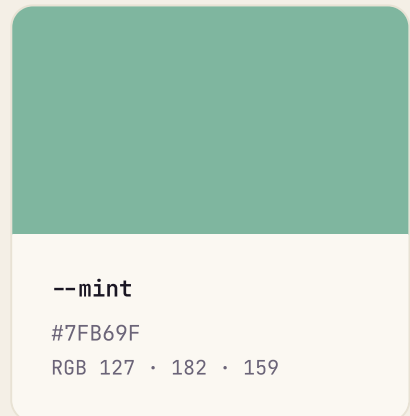
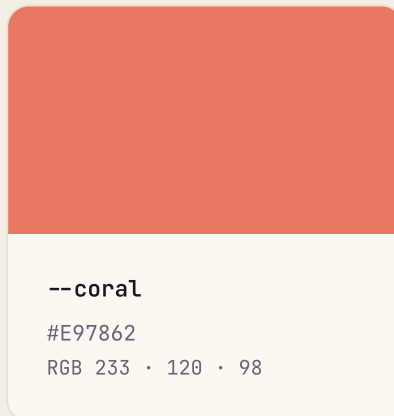
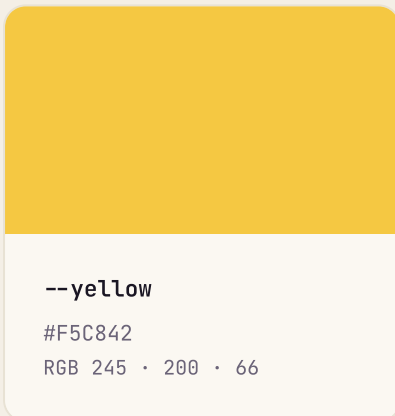
A grown-up palette.

Deep purple and warm cream do the heavy lifting. Yellow signals action; coral and mint accent the journey.

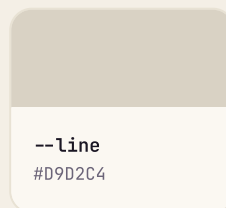
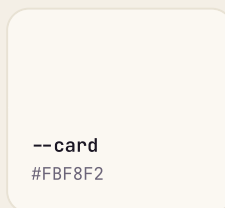
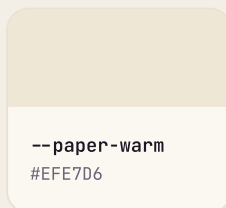
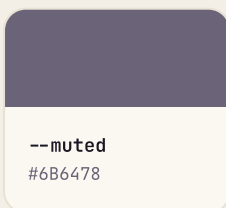
CORE



ACCENT



SUPPORTING



Three faces, three roles.

A confident serif for voice; a clean sans for clarity; a structured monospace for receipts, code, and metadata.

Instrument Serif

DISPLAY · HEADLINES · THE WORDMARK

Reclaim what's *yours*.

[FONTS.GOOGLE.COM/SPECIMEN/INSTRUMENT+SERIF](https://fonts.google.com/specimen/instrument+serif)

Geist

BODY · UI · RUNNING TEXT

When a flight is cancelled less than 14 days before departure, EU 261/2004 entitles passengers to up to €600 — regardless of the ticket price. Refundio handles the paperwork.

Regular 400 Medium 500 Semibold 600 Bold 700

[FONTS.GOOGLE.COM/SPECIMEN/GEIST](https://fonts.google.com/specimen/geist)

JetBrains Mono




METADATA · LABELS · CODE

CLAIM-2026-05-27 · FL3187 · BCN → LHR
delay 3h 42m · compensation €400

[FONTS.GOOGLE.COM/SPECIMEN/JETBRAINS+MONO](https://fonts.google.com/specimen/jetbrains+mono)

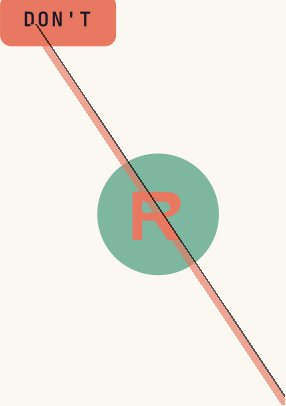
Do.

The handful of rules that keep the brand recognisable everywhere it appears.

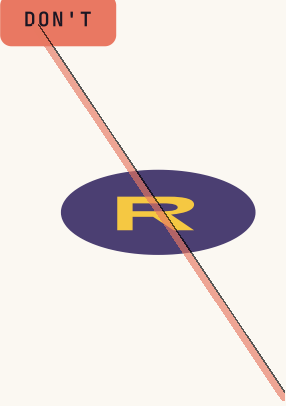
<p>DO</p>  <p>Respect the clear space. At least one "R"-height on every side.</p>	<p>DO</p>  <p>Pick a variant that contrasts. Color on light, mono-light on dark.</p>	<p>DO</p>  <p>Keep the lockup horizontal. Mark on the left, wordmark to the right.</p>
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Don't.

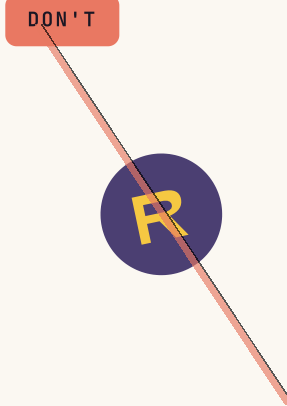
A few common mistakes that erode the brand. Each cuts directly against the rules on the previous page.



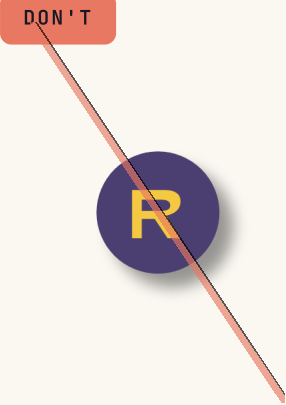
Don't recolor.
Use only the four approved variants.




Don't stretch or squash.
Scale uniformly only.



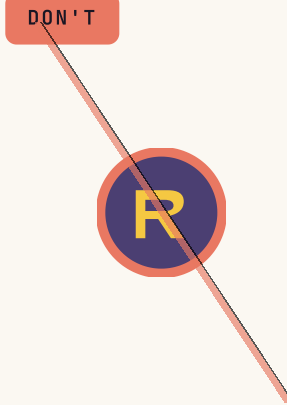
Don't rotate.
The mark sits upright.
Always.



Don't add effects.
No drop shadows, glows, or gradients.



Don't place on busy art.
Park it on a calm surface.



Don't outline.
No added strokes or borders.