



BRAND GUIDELINES

One mark. One accent.

How to use the withRemote name, wordmark, colour, and type — and the handful of things not to do with them.

The wordmark

Three lockups, four colourways. Every file ships outlined, so it renders identically whether or not Geist is installed.

Primary wordmark



w/Remote



w/Remote

Extended wordmark and monogram



withRemote



w/

Clear space

Leave clear space equal to the height of the lowercase 'w' on all four sides. Nothing — type, rules, image edges, other logos — enters that box.



w/Remote

Minimum size

Wordmark

88px / 24mm

Monogram

20px / 8mm

App Icon

16px / 5mm

Do, and don't

The mark is simple enough that most misuse comes from good intentions — a tweak to fit a layout, a recolour to match a deck. Please don't.

Do

- + Use the supplied SVG. It is outlined, so it renders identically without Geist installed.
- + Pick the variant that matches the background: on-light, on-dark, or a single-colour version.
- + Scale proportionally, from the corner, at any size above the minimums.
- + Use the single-colour black or white files when printing one-colour, embroidering, or etching.
- + On photography, place the wordmark on a plain area or add a solid scrim behind it.

Don't

✗ Don't recolour

The slash is Ember; the letters are Ink or Paper. No other combination is the logo.

✗ Don't re-typeset

Setting 'withRemote' in another font — or in Geist at other weights — is not the wordmark.

✗ Don't stretch or squash

Scale both axes together. Condensed or extended versions do not exist.

✗ Don't rotate or arc

The wordmark is always horizontal, on the baseline.

✗ Don't add effects

No drop shadows, glows, bevels, outlines, or gradient fills on the letters.

✗ Don't change the spacing

The gap between 'w/' and 'Remote' is fixed. Don't letter-space the wordmark.

✗ Don't box it in

No containers, no lozenges, no keylines around the wordmark. The app icon is the only tile lockup.

✗ Don't use the legacy logo

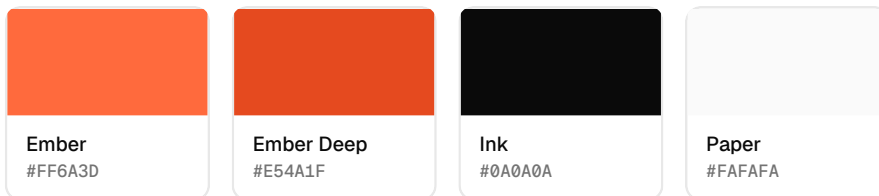
The gradient 'withRemote' mark from the pre-2025 site is retired. Replace it wherever it survives.

One accent, held back

Ember earns attention because it is rationed. If a layout has more than one Ember element competing for the eye, one of them is wrong.

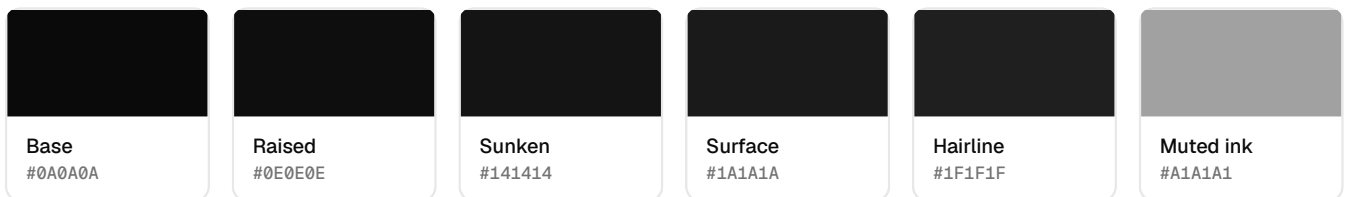
Core

Ember is the only chromatic colour in the identity. It marks one thing per view — the slash in the logo, the active state, the single action we want taken. Ink and Paper carry everything else.



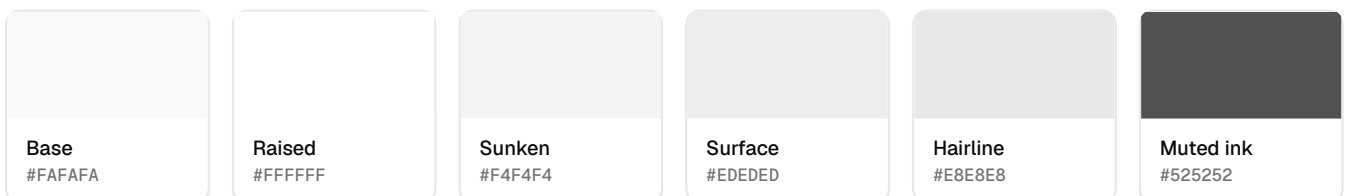
Dark surfaces

The default theme. Four steps of near-black separate page, card, surface, and hairline.



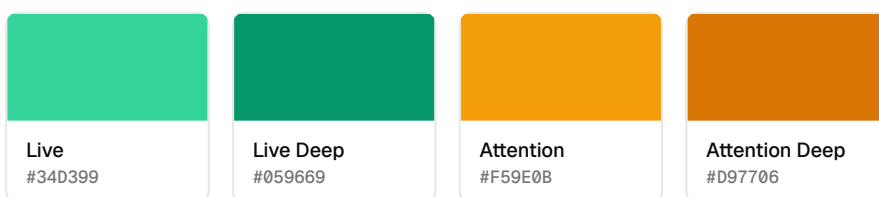
Light surfaces

The light theme mirrors the dark scale step for step, so any component can flip themes without a redesign.



Signal

Status only — availability dots, success states, warnings. Signal colours never carry brand meaning and never appear in marketing layouts.



Contrast ratios for every pairing, plus RGB values, ship in withremote-colors.json.

Geist, and nothing else

Two families, both free under the SIL Open Font License. No display face, no secondary serif, no third weight added to “add personality”.

Geist Sans

SIL Open Font License 1.1

Headlines, body, UI, and the wordmark itself. Geist is a free, open-licensed grotesque from Vercel — you can install and ship it without a licence purchase.

400 Regular	Body copy, the 'w' and 'ith' of the wordmark.
450 Medium-	Nav links and dense UI labels.
500 Medium	Headings, buttons, emphasis. Our default heading weight.
600 SemiBold	The 'Remote' in the wordmark. Rare elsewhere.
700 Bold	The logo slash only. Never used for text.

Geist Mono

SIL Open Font License 1.1

Eyebrows, metric readouts, and code. Always uppercase at label sizes, always tracked out. Never set body copy in mono.

400 Regular	Metric readouts, code blocks.
500 Medium	Uppercase eyebrow labels above section headings.

Scale

Display 72	Hire the team.
Section 40	Build the product.
Subsection 22	Scale the business.
Lede 18	One contract, one invoice, one account manager.
Body 16.5	Every metric is taken from the engagement log, not a marketing deck.
UI 14	Book a call
Eyebrow 11	BRAND SYSTEM

Writing the name

One word, lowercase w, capital R. It does not change at the start of a sentence, in a headline, or in a URL.

withRemote	With-Remote	One word. No space.
withRemote	WithRemote	Lowercase w, always — including at the start of a sentence.
withRemote	withremote	Capital R in the middle. The lowercase form is the domain, not the name.
withRemote	Withremote / WITHREMOTE	All caps is allowed only in mono eyebrow labels, never in running text.
withRemote Solutions Pvt Ltd	withRemote Inc.	The registered entity, for contracts and legal notices.
Talent OS	TalentOS / Talent-OS	Our platform. Two words, both capitalised.

Boilerplate

Approved descriptions. Use them verbatim — if you need a different length, ask rather than edit.

ONE-LINER

withRemote hires, pays, and manages remote engineering teams — or ships the product for you.

SHORT (50 WORDS)

withRemote is an AI-native remote engineering partner. We place vetted engineers from a 100,000+ talent pool in 72 hours — as a direct hire you own, or a fully managed EOR engagement we run end to end — and ship production products in 14 days. Founded 2020. 100+ clients globally.

LONG (100 WORDS)

withRemote is an AI-native remote engineering partner founded in 2020 and operating from Scottsdale, Toronto, Dubai, and Mumbai. Two motions sit under one contract: talent placement, where clients either hire directly for a flat fee or run a fully managed EOR engagement covering payroll, statutory compliance, hardware, and replacement cover; and managed product builds, where an in-house pod ships full-stack apps, AI agent systems, and commerce stores. Our Talent OS platform indexes 100,000+ engineers and returns a first shortlist in 72 hours. 100+ companies have worked with us, and 85% of revenue comes from repeat clients.

What you may do with this

Short version: use the files as supplied to refer to us, and don't imply a relationship that isn't in writing.

- 01 The withRemote name, wordmark, monogram, and app icon are trademarks of withRemote Solutions Pvt Ltd.
- 02 You may use these assets to refer to withRemote in editorial coverage, integration directories, client lists, case studies, event material, and co-marketing we have agreed to.
- 03 Use the files as supplied. Don't modify, recolour, redraw, animate, or incorporate them into your own logo or product name.
- 04 Don't use the assets in a way that implies partnership, sponsorship, certification, or endorsement that isn't in writing.
- 05 Don't use them as the most prominent element on a page, product, or piece of packaging that isn't ours.
- 06 Anything outside the above needs written permission — email bhavya@withremote.ai and we'll usually say yes.

Need something that isn't here?

Co-branded lockups, an EPS or vector format for a fabricator, a specific crop, or approval for an unusual placement — we turn these around inside a business day.

bhavya@withremote.ai

Always-current files: withremote.ai/brand