

RE: fresh



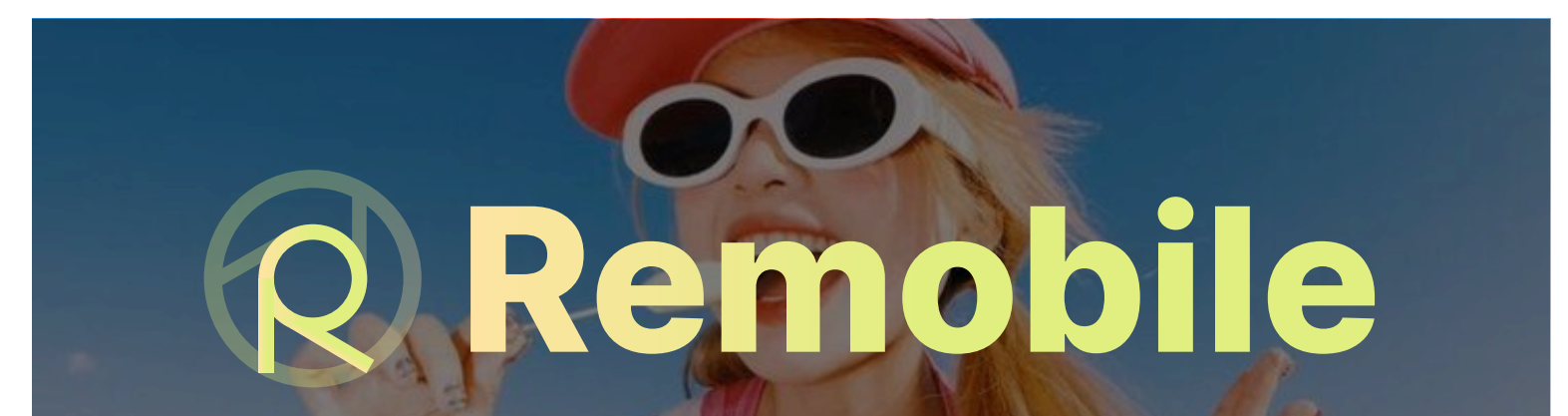
New Logo, New Look

Retains the circular motif but introduces a more meaningful structure: The letter “R” is now subtly embedded, making the brand name directly readable in the symbol.

The inner paths of the circle intersect to symbolize:

- The seller and the buyer connecting.
- The recycling loop — a nod to sustainability.
- Multiple paths or layers, representing different smartphone models, states, and options.

This layered, dynamic quality suggests movement, reuse, and convergence.





Remobile

Color Palette

A fresh, triadic set of greens:

- Lime green – youthful, energetic, eco-forward.
- Olive green – grounded, trustworthy.
- Deep forest green – stable, reliable.

This gradient of greens introduces depth and contrast, adaptable to multiple use cases (app UI, packaging, print, etc.).



Design Goals Achieved

Modernization:

→ The updated design feels more current and professional, suitable for digital interfaces.

Clarity & Symbolism:

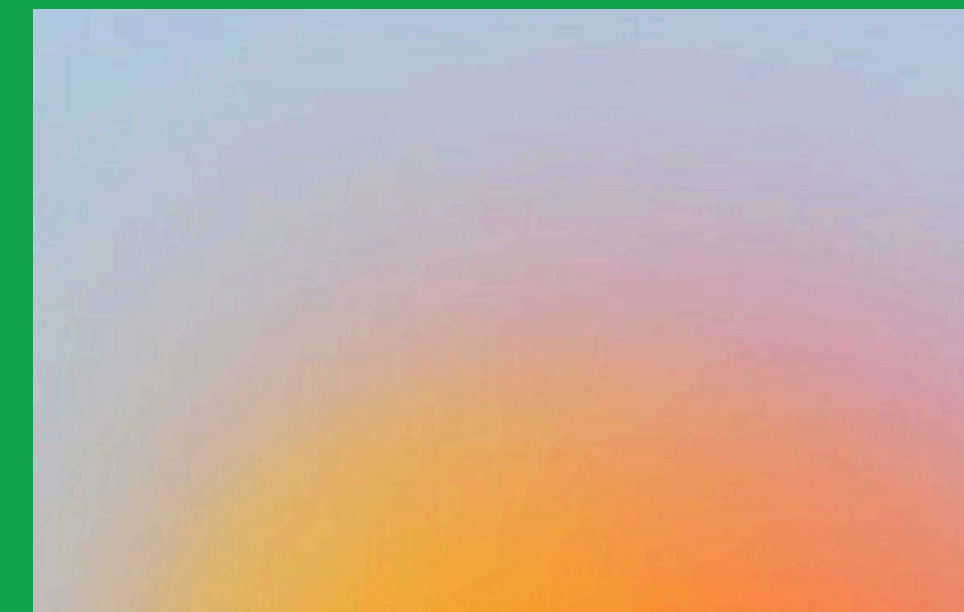
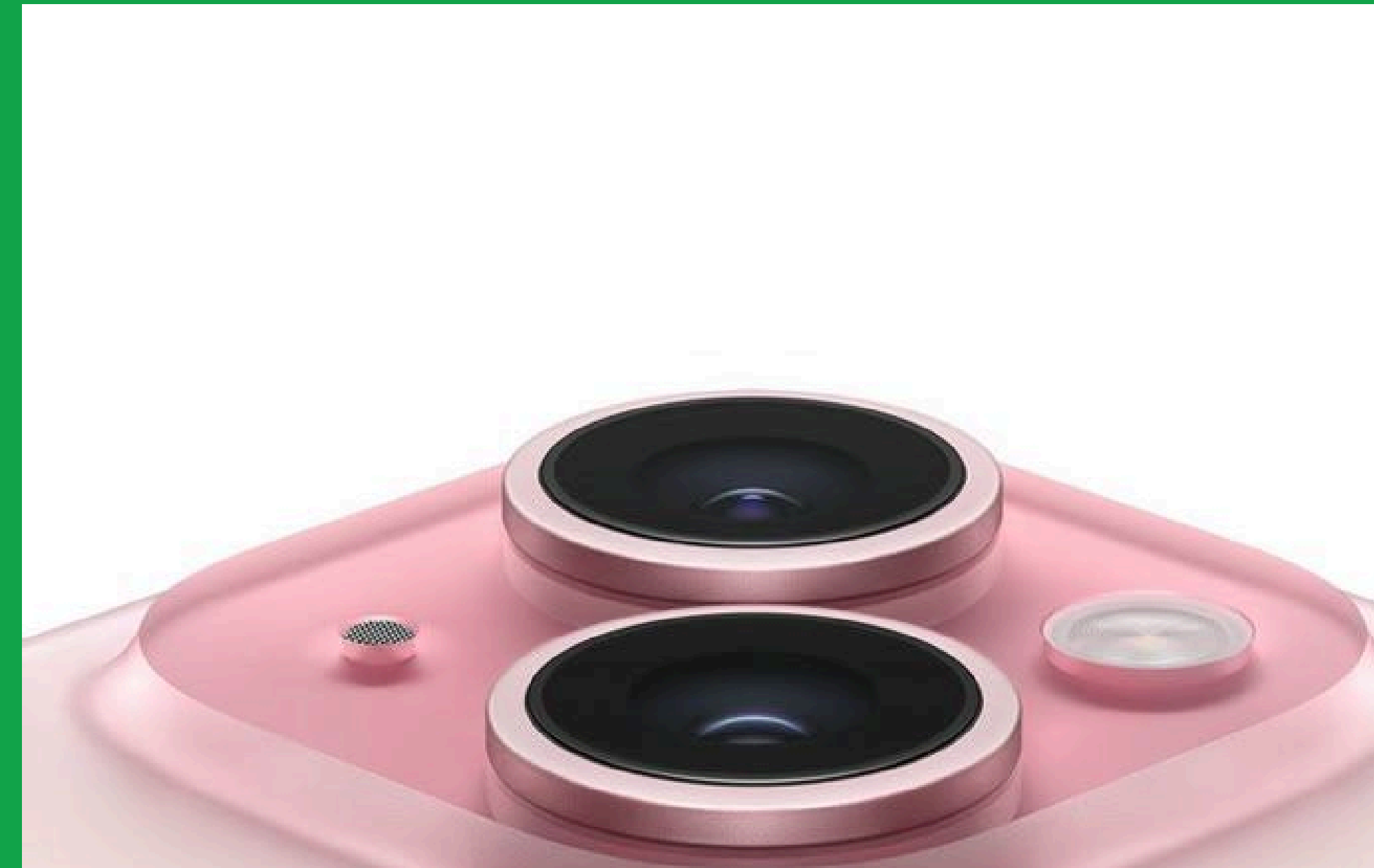
→ The redesigned logo tells a story — connecting users, promoting reuse, and reinforcing the idea of sustainable loops.

Brand Versatility:

→ Works across dark/light modes, scalable for app icons, packaging, or social media.

Eco-Tech Identity:

→ Combines clean tech feel with an environmentally-conscious palette.





Re

Our mission is simple: to build a movement that changes how we think about technology. We believe the most innovative phone is the one that already exists.

At Remobile, we unlock that potential, giving powerful devices a second life and offering our customers a choice they can feel great about.



UE REVITALIZE REPOWER REMOBILE RESCUE REVITALIZE REPOWER REMOBILE