

Introduction

Rumsans is a new online platform for architects and the construction industry with a focus on universal design in buildings and urban areas. Universal design is currently not a big priority in architecture. Therefore, it is Rumsans' mission to inspire architects and communicate that universal design is about much more than just accessibility and minimum requirements, but in its essence about supports equality and social sustainability. The aim is to encourage the industry's creative thinking when working with architecture and universal design and prove that you don't have to compromise aesthetics when designing an environment that is accessible to everyone.

Rumsans wanted a fresh and bold identity to bring universal design out of the shadows, change misconceptions, and make the term common and prioritised in architecture.

The bold pattern consists of building blocks inspired by the visual language of street signage, wayfinding, and accessibility, i.e. the visual navigation indicators that we all see on the streets, tactile pavings, line markings, and marked spaces. The yellow "r" breaking up the pattern depicts Rumsans as a fresh inspiration in a world full of misconceptions about universal design.