Really Small Web — Visual Identity and Philosophical Manifesto

Version 0.02 | November 23, 2026

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Experimental Project Specification. This document is an experimental specification of the Really Small Web project. It is a work in progress and has not been published as an RFC or approved as an Internet Standard.

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Visual identity and philosophical manifesto

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01. Identity

```
really small web.
rsw://

Small files. Independent worlds.
Pequenos arquivos. Mundos independentes.
```

The symbol represents a digital cartridge: a vertical frame, a cover image, and the rsw:// inscription. The lowercase name with a final period reinforces the editorial identity. The logo is the symbol next to the name; the standalone mark is the icon. The phrases are the slogan, the principles, and the philosophical signatures of the proposal, not different logos.

02. Manifesto

```
Portable by design.
Offline by nature.
Independent by principle.
Connected by choice.

Portátil por concepção.
Offline por natureza.
Independente por princípio.
Conectada por escolha.

The internet should be something you can own, not merely access.
A internet deve ser algo que você possa possuir, não apenas acessar.

A web you can carry, collect, preserve and connect.
Uma web que você pode carregar, colecionar, preservar e conectar.

Small files. Independent worlds.
Pequenos arquivos. Mundos independentes.
```

03. Meaning of the Principles

Portable by design: content can be carried as a file, not only visited at an address. Offline by nature: local content remains accessible without a connection; remote discovery and updating depend on the network. Independent by principle: participation requires no central authority, no specific server, and no proprietary reader. Connected by choice: links and interactions are user choices; external connections must not happen silently.

The phrases express project goals, not guarantees of already-implemented features.

04. Applying the Identity

Use the standalone icon for avatars, favicons, and compact interfaces. Use the composition with the name in institutional materials and the composition with the slogan for project presentation. Keep the typography

clean, the color predominantly monochromatic, and the breathing room around the symbol. Do not distort the cartridge's proportion.

The kit includes the vector mark reconstructed from the concept shown in the conversation and its transparent PNG version, plus the original crop for reference. The complete composition with name and slogan is also provided in SVG and PNG. The reconstruction is an identity proposal, not a claim of exact vector reproduction of the capture's pixels.

Credit in documents and materials: Developed by Pablo Murad.

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