



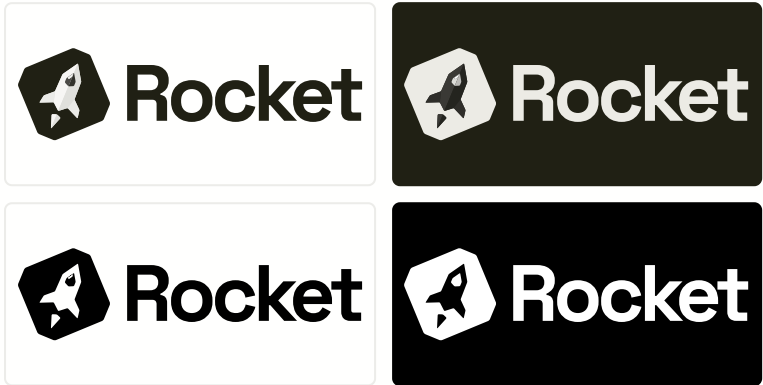
Brand guidelines

Version 1.2.1 · 2026-10-30

Source of truth: `rocket-brand-kit/` . Every file is generated from one master.

Questions: Arjun

1 • LOGO AND MARK



Colour (Ink) on light · Inverse (Chalk) on dark · Black and white one-colour versions, for single-ink uses only (merch, stamps, engraving)

The horizontal lockup is the only lockup. The mark is 1.65× the wordmark cap height, with a gap of 0.31× cap height. Use the mark alone where the lockup won't fit (avatars, app icons, favicons). There is no stacked version.

2 • CLEAR SPACE



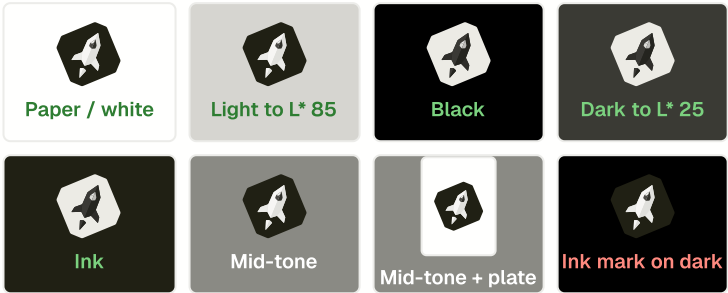
Mark: keep a quarter of the tile height clear on every side (a 64 px mark needs 16 px).
Lockup: keep half the wordmark cap height clear on every side. Nothing (text, edges, other logos) enters the hatched zone.

3 • MINIMUM SIZES

Mark, screen 24 px. Below that, only the 16 px favicon drawing inside `favicon.ico` / `favicon.svg` . Never place a mark under 16 px.
Mark, print 7 mm tile width
Lockup, screen 100 px wide (about 15 px cap height). Smaller: use the mark alone.
Lockup, print 25 mm wide
Email signature 160 px wide (2× file supplied)

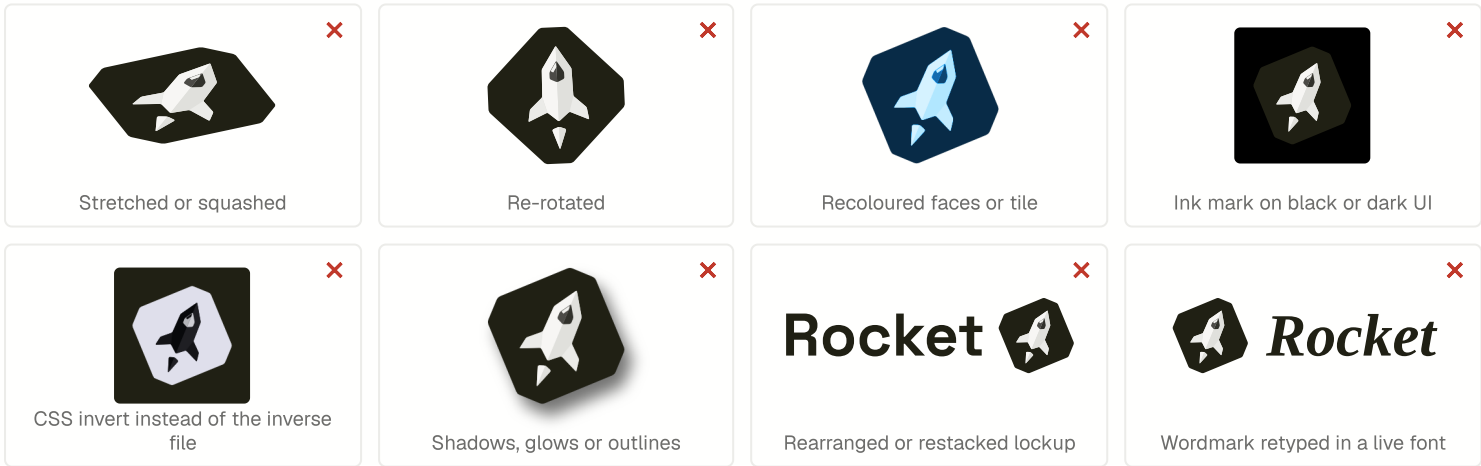


4 • APPROVED BACKGROUNDS



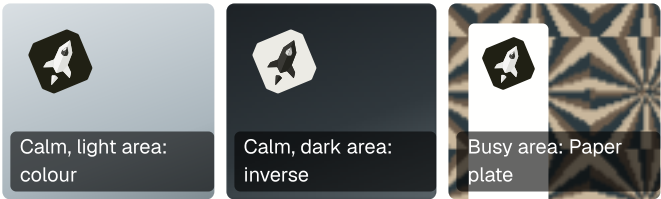
Colour (Ink) artwork goes on light backgrounds; inverse (Chalk) artwork goes on dark ones. On mid-tones, put the mark on a Paper or Ink plate with full clear space.

5 • MISUSE



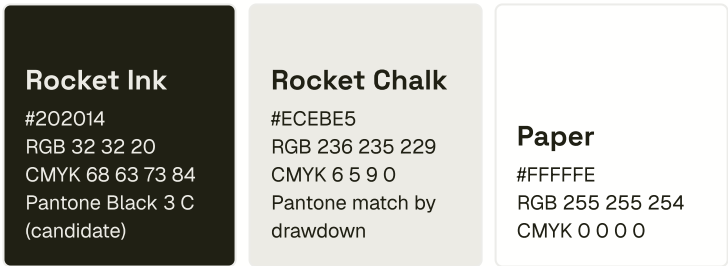
Also: no gradients, no CSS masks, no placing the old cut-out mark next to the new one, no edits to the supplied files. Use the file made for the job.

6 • PHOTOGRAPHY



Only place the mark over a calm, low-detail area, and choose colour or inverse by the brightness directly under it. If the area is busy, use a solid Paper or Ink plate. No blur panels or shadows.

7 • COLOUR



CMYK values are starting points from a generic profile; confirm with a printed proof. Pantone references are candidates and must be checked against a current Formula Guide. For two-colour print, use Ink as the spot colour and print the faces as tints of it.

MARK FACES · COLOUR (INK)



MARK FACES · INVERSE (CHALK)



Face colours are fixed inside the artwork. They are listed for reference, not for reuse as UI colours. Website text uses `#101005` / `#6d6d6b` / `#999993` .

8 • FILES AND NAMING



Which file? Web and apps: SVG. Docs, slides, email and chat: PNG. Print vendors: the `-cmyk.pdf` (or EPS if they insist). `-small` is the 16 px favicon drawing; don't use it anywhere else.