



VISUAL GUIDELINES

THE VISUAL IDENTITY

A company's personality or its brand says a lot about who and what it is. This personality is inherent in the brand's logo and visual identity.

Consistent implementation and application of Rokat Gear's brand elements, along with key messaging, will protect your brand's integrity and allow you to establish a stronger brand identity. By adhering to the following rules, you will ensure Rokat Gear's visual identity falls within the brand guidelines.

Display the logo in the formats specified within this guide.

Use the logo only in its complete and original form.

Use only master artwork; contact Rokat Gear for master artwork.

The logo variations shown in this document are master versions of Rokat Gear's logo, which means they are in correct proportions and colours. The Rokat Gear logo should not be used in any other colour besides those that are described as official brand colours.

Always use the Rokat Gear logo in full colour whenever possible. However, as there may be circumstances where the use of a full-colour logo isn't viable, alternative versions have been created to address such situations.

LOGO



HORIZONTAL LOGO

The horizontal logo is a balanced mark consisting of two elements: A stylised 'R' and a wordmark. Together, these elements are referred to as the "Roket Gear logo" and embody the company ethos.

The icon can be used independently as a supporting graphic or in certain circumstances when the logo needs to be shrunk down too.

It is important to protect the logo to ensure a consistent message is conveyed across all mediums. The recommendations and guidelines offered in this document must therefore be adhered to whenever possible.



CLEAR SPACE

The logo requires a defined area around the elements to “breathe” correctly. This area is referred to as the “clear space” and should never contain other graphic or typographic elements.

The clear space is based on distances calculated from within the logo itself and should always be considered as the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it will scale up and down based on usage.

The main measurement is defined by the cap-height of the letter “R.” This distance is then used to define the logo’s surrounding clear space.

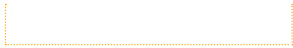
LOGO



2.75" WIDE



1" WIDE



1.5" WIDE



16PX

MINIMUM SIZE

While there is no maximum size specified for the Rocket Gear logo—scale should be in proportion to the original artwork and placed based on aesthetics, function, and visibility—there is a minimum size that must be observed.

Each variation of the logo should never be reproduced smaller than the minimum size indicated above.



Pantone: 130 C
130 U
CMYK: 0 34 100 0
RGB: 251 177 24
HEX: #FBB118

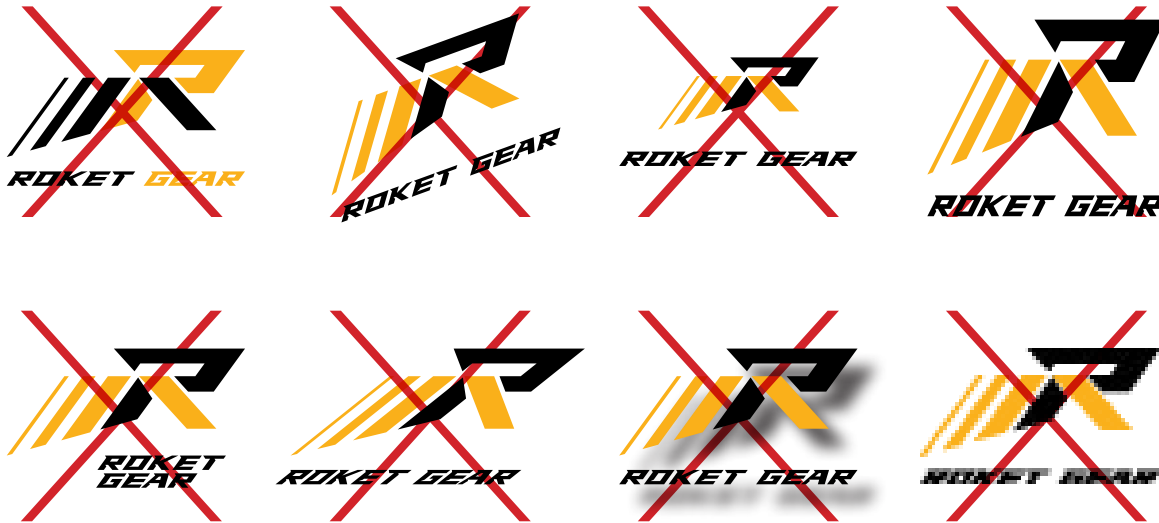
Pantone: Black C
Black U
CMYK: 30 30 30 100
RGB: 0 0 0
HEX: #000000

THE COLOUR PALETTE

Corporate brand colours add life to a brand’s visual elements and enhance their uniqueness. Roket Gear’s corporate colours are Pantone 130 and Pantone Black. Always use the colour palette shown here whenever creating any printed or online applications for Roket Gear’s brand.

Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs. RGB colours are used for online or screen-based media only. The exception to this rule is Microsoft Word, which only supports RGB values.

INCORRECT USAGE



- X – DO NOT CHANGE THE COLOUR LOCK-UP
- X – DO NOT ROTATE THE LOGO
- X – DO NOT SCALE INDIVIDUAL ELEMENTS
- X – DO NOT SCALE LOGO DISPROPORTIONATELY

- X – DO NOT REPOSITION WORDMARK
- X – DO NOT SKEW THE LOGO
- X – DO NOT APPLY ADDITIONAL EFFECTS
- X – DO NOT USE LOW-RESOLUTION ARTWORK

MISUSE OF THE LOGO

Correct usage of the logo and its visual elements is critical and helps to ensure that Roket Gear's brand has the greatest impact. Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the Roket Gear logo must be approved by Roket Gear.

Where permission is obtained, the display or use of the Roket Gear visual identity must adhere to the guidelines presented in this document.

FILE FORMATS

The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF or EPS file into the email as an attachment.

PRIMARY: NOTO SANS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()**

SECONDARY: VERDANA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()**

PRIMARY TYPEFACE

Roket Gear's primary wordmark uses the sans-serif typeface Noto Sans.

Roket Gear uses the typeface Noto Sans exclusively and consistently to establish its brand personality. This cross-platform face has a large variety of weights, ensuring immense flexibility for the future growth of the Roket Gear brand.

Roket Gear uses Verdana as a secondary option, for places and circumstances where Noto Sans can't be used (email, for example).

LICENSE

The Noto Sans family is a free and open-source typeface available from Google fonts.

More information:

<https://www.google.com/get/noto/>