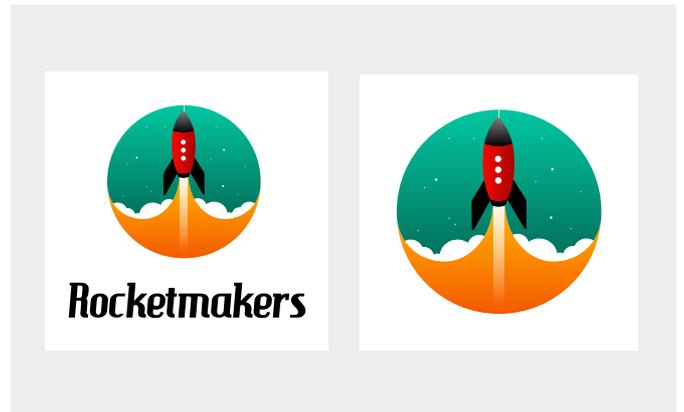# Styleguide

Rocketmakers

Logo

This is the official company logo to be used as default wherever possbile.

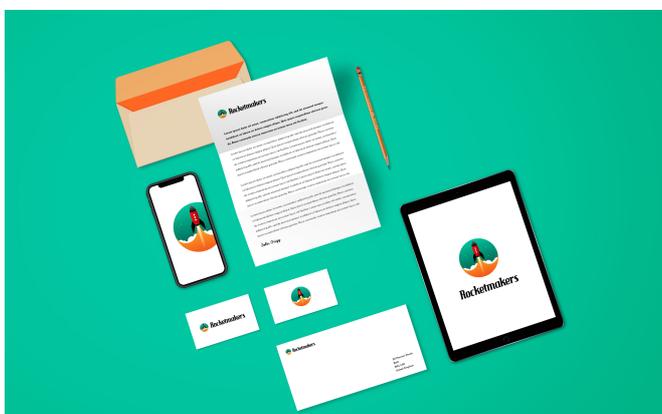## Dark background version

This white text version version is to be used on dark backgrounds where the black text is illegible.

Square versions

These are to be used as an alternative to the badge for square formats. The badge is still the preferred option for profile images.

Stationary: *2020 gradient logo on stationary*

Product boxes: *Logo and badge on a product box mockup*

Rocketmakers

Mono Logo

To be used when a full colour version isn't possible or best.

Dark background version

This white text version version is to be used on dark backgrounds where the black text is illegible.

Square versions

These are to be used as an alternative to the badge for square formats.

The badge is still the preferred option for profile images.

Locker Doors: One colour and shape routed into the wood

Screen-printed T: One colour silhouetted on a block colour shirt

Primary Brand Colours

Selections from the logo

Rocket	Picard	LaForge	Crusher	Flame-on	Endor
#E40A04	#A50505	#FFA800	#02C7A1	#F56513	#018D71

Gradients

Selected mixes from primary and secondary colours

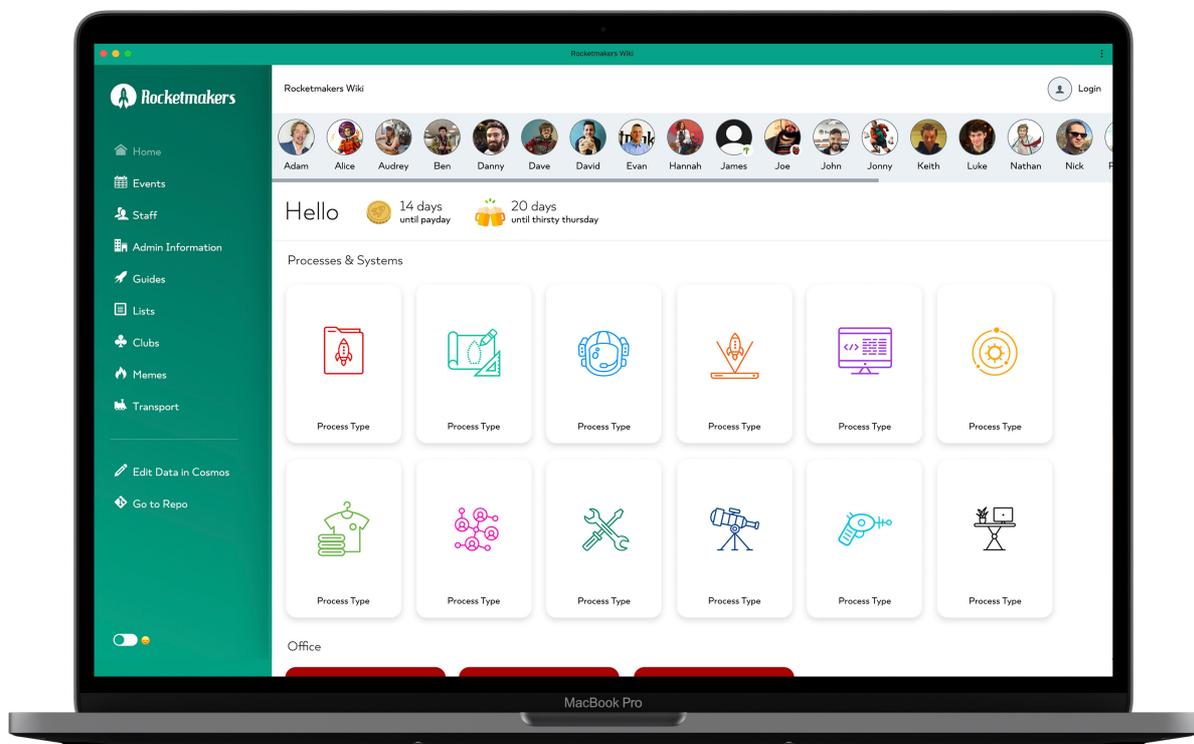|				
Furnace	Venture	Starscape	Pink-skies	Blue-skies
#FFA800	#FFA800	#FFA800	#FFA800	#FFA800
#F56513	#F56513	#F56513	#F56513	#F56513

Secondary Brand Colours

Complimentary options to the primary for a wider palette

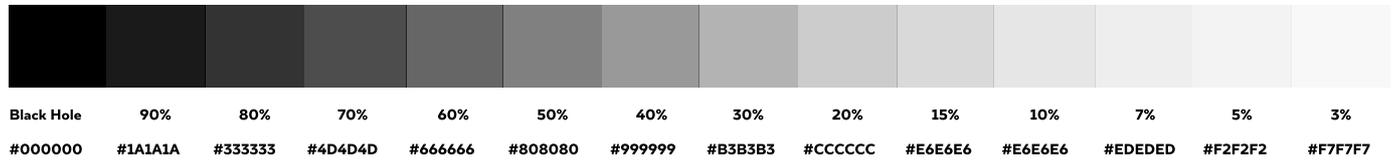|							
Blueprint	Pugwash	Kermit	Starfire	Alien	Jedi	Blackhole	Shuttle
#0A99FF	#014C8D	#71BA4F	#A344DA	#F104B6	#00CAE0	#000000	#FFFFFF

Wiki Processes & System's Dashboard

An example of an internal product design project that required colours from both palettes as well as a gradient in the sidebar. The secondary colours allowed a larger feature set to be colour coded.
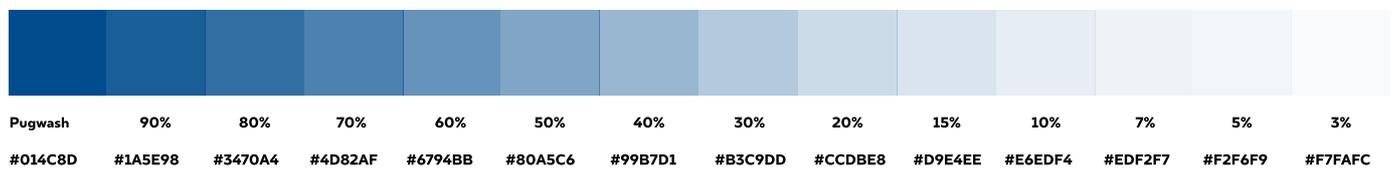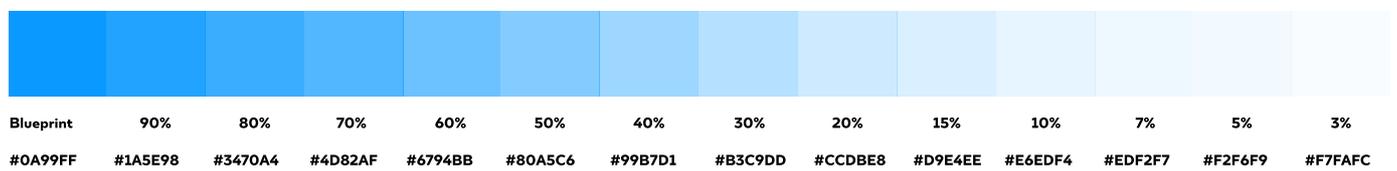
Colour Tones

Grey Tones

Selections from the logo

Black Hole	90%	80%	70%	60%	50%	40%	30%	20%	15%	10%	7%	5%	3%
#000000	#1A1A1A	#333333	#4D4D4D	#666666	#808080	#999999	#B3B3B3	#CCCCCC	#E6E6E6	#E6E6E6	#EDEDED	#F2F2F2	#F7F7F7

Navy Tones

Blue tones are particuarly useful for UI design

Pugwash	90%	80%	70%	60%	50%	40%	30%	20%	15%	10%	7%	5%	3%
#014C8D	#1A5E98	#3470A4	#4D82AF	#6794BB	#80A5C6	#99B7D1	#B3C9DD	#CCDBE8	#D9E4EE	#E6EDF4	#EDF2F7	#F2F6F9	#F7FAFC

Blue Tones

Blue tones are particuarly useful for UI design

Blueprint	90%	80%	70%	60%	50%	40%	30%	20%	15%	10%	7%	5%	3%
#0A99FF	#1A5E98	#3470A4	#4D82AF	#6794BB	#80A5C6	#99B7D1	#B3C9DD	#CCDBE8	#D9E4EE	#E6EDF4	#EDF2F7	#F2F6F9	#F7FAFC

Darken Tones

Primary or secondary colours can be darkened

when needed by overlaying black

Rocket	3%	5%	7%	10%	15%	20%	30%	40%	50%	60%	70%	80%	90%
#E40A04													
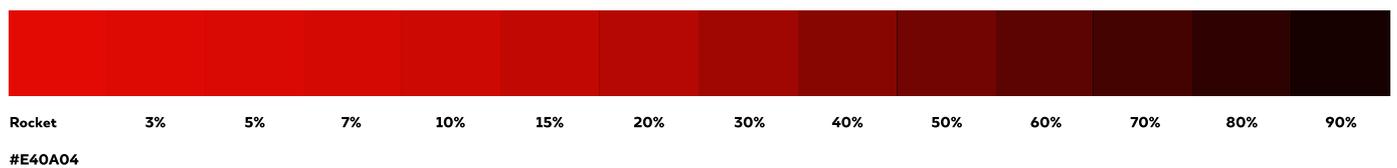
Makin' Rockets

This is a custom icon set based on Rocketmaker's workflow

the vision	crew members	research and development	engineering & maintenance	design	security
community network	product design	business development	company departments	page speed	development
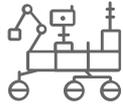
Employee Perks

This is a custom icon set based on employee perks

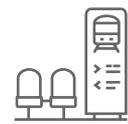|					
free merch	equal parental leave	standing desks	unlimited holidays	free fruit	public transport connections
flexi time	employee hangouts	work from home	mental health support	free friday bagels	cycle to work scheme

TT Smalls

This is the Rocketmaker's offical font to be used wherever possible.

Chosen for it's modernity, versatility and legibility.

Aa

Design,
Develop,
Deploy.

Design, Develop, Deploy.

Design, Develop, Deploy.

Design, Develop, Deploy.

Design, Develop, Deploy.

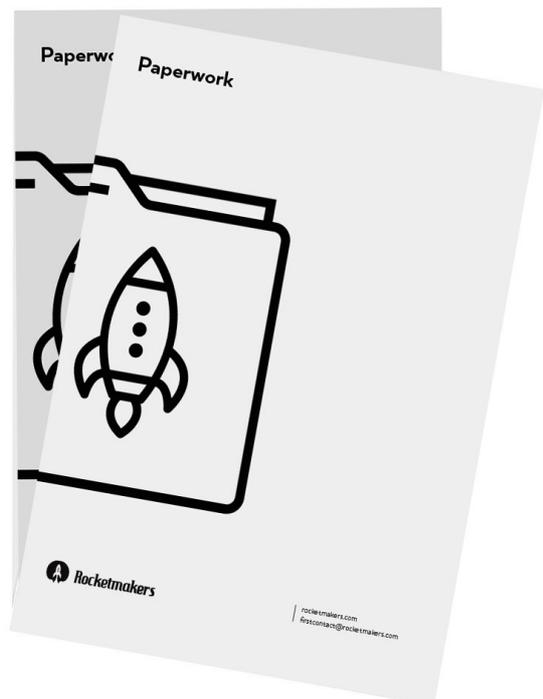**Design, Develop, Deploy.**

Design, Develop, Deploy.

Text Colours

Selections from the offical logo

Black Hole
#000000

60%
#666666

Folders: *An example of TT-smalls married with a custom icon and the mono logo.*

Paperwork

Paperwork

Rocketmakers

rocketmakers.com
firstcontact@rocketmakers.com

Logo Badge

This is a custom icon set based on Rocketmaker's workflow

Badges

This is a custom icon set based on Rocketmaker's workflow

Repeat Pattern

This is a custom icon set based on Rocketmaker's workflow

Griptape

The Mono Badge

The mono badge can be used as an alternative to the logo for example for clothing as it has an informal skate/surf vibe.

Tote Bag: The mono logo works well for clothing/accessories

Stamp: The mono logo works well as a stamp

Guarantee Stamp

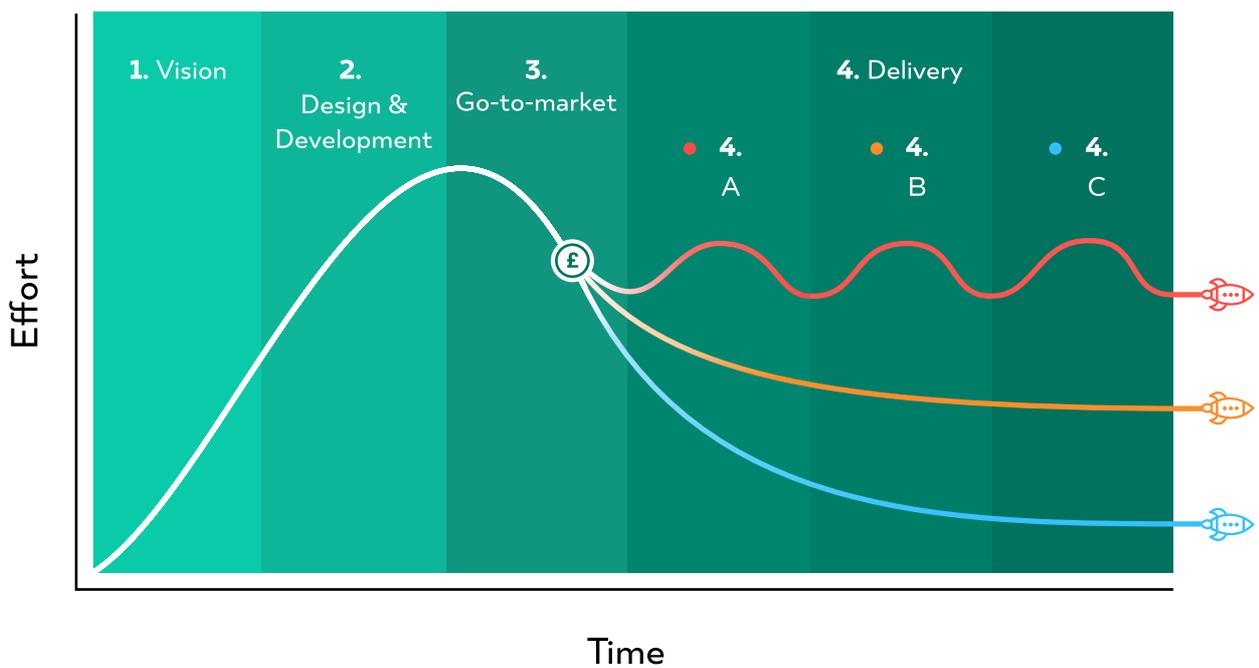Infographic created to illustrate Rocketmaker's guarentee on project work.

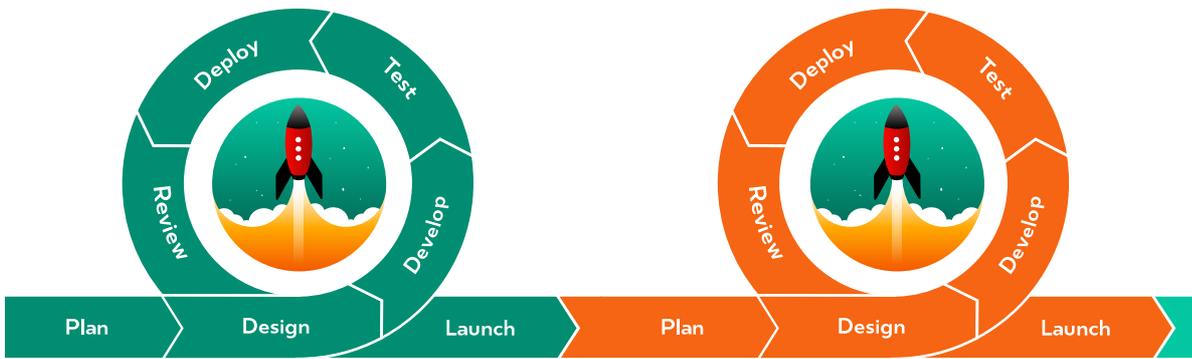## Queens Award

Queen's award vector mark in gold

Delivery

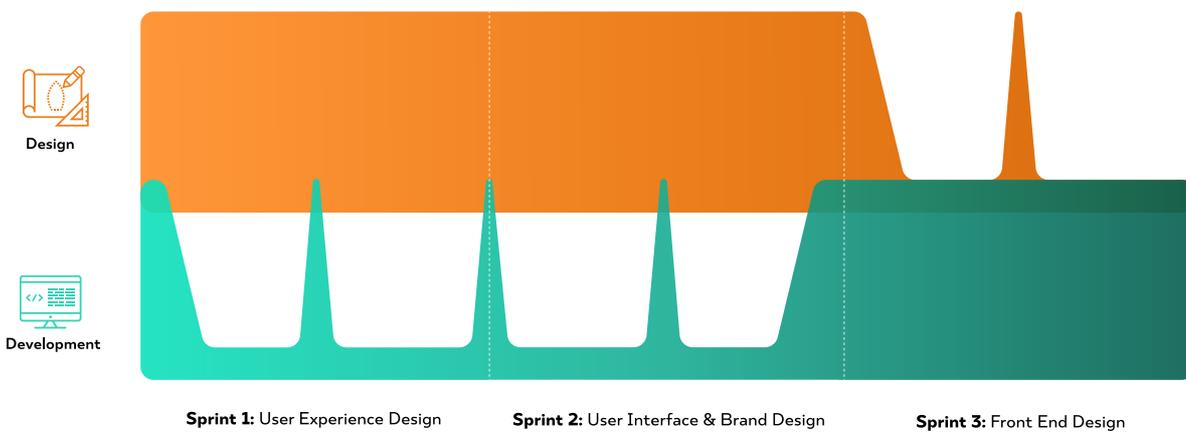Infographic showing the 4 steps of delivery. Also showing the 3 different trajectories after investment.

Agile Workflow

Infographic showing an agile sprint. This can be used with a single
loop or double depending on the explanantion and context.

Spikes & Sprints

This infographic shows the productivity spikes of desig and development
at the start of a new project.

Design

Development

Sprint 1: User Experience Design   **Sprint 2:** User Interface & Brand Design   **Sprint 3:** Front End Design

Holographic Illustrations

Illustrations for mail, startups, scale-ups and corporate enterprises.
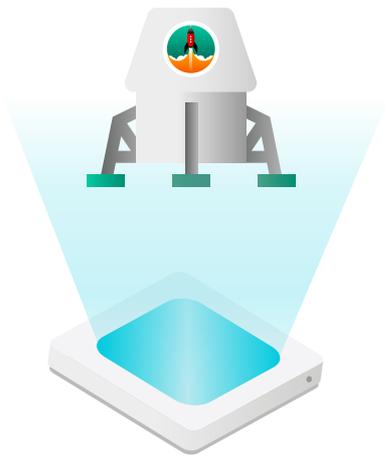
Startup Illustration

Mail Illustration

Scaleup Illustration
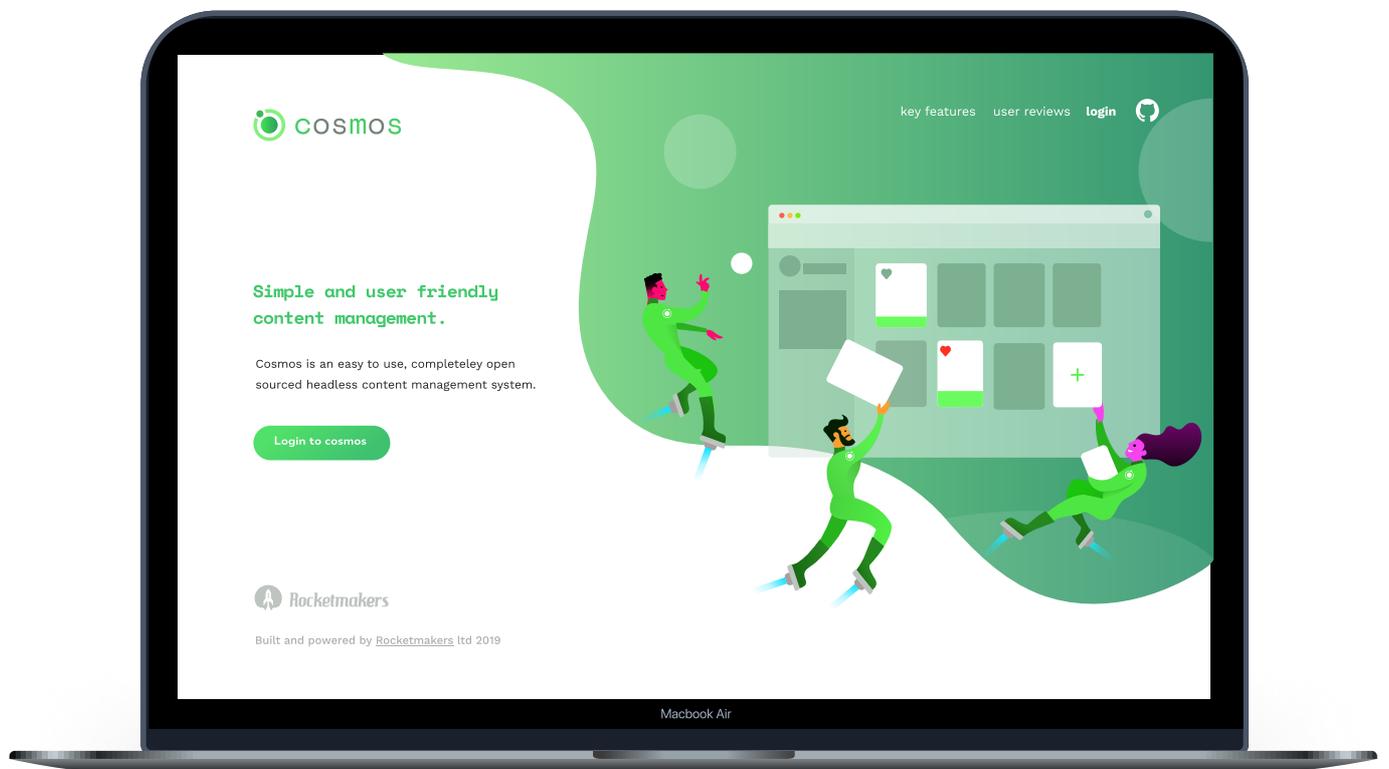

Corporate Enterprise Illustration

Cosmos

Logo

Full colour and mono versions of the official logo

Custom Illustation

Custom Illustration for the original armstrong website

Logo

Full colour and mono versions of the official logo

Custom Illustation

Custom Illustration for the original armstrong website