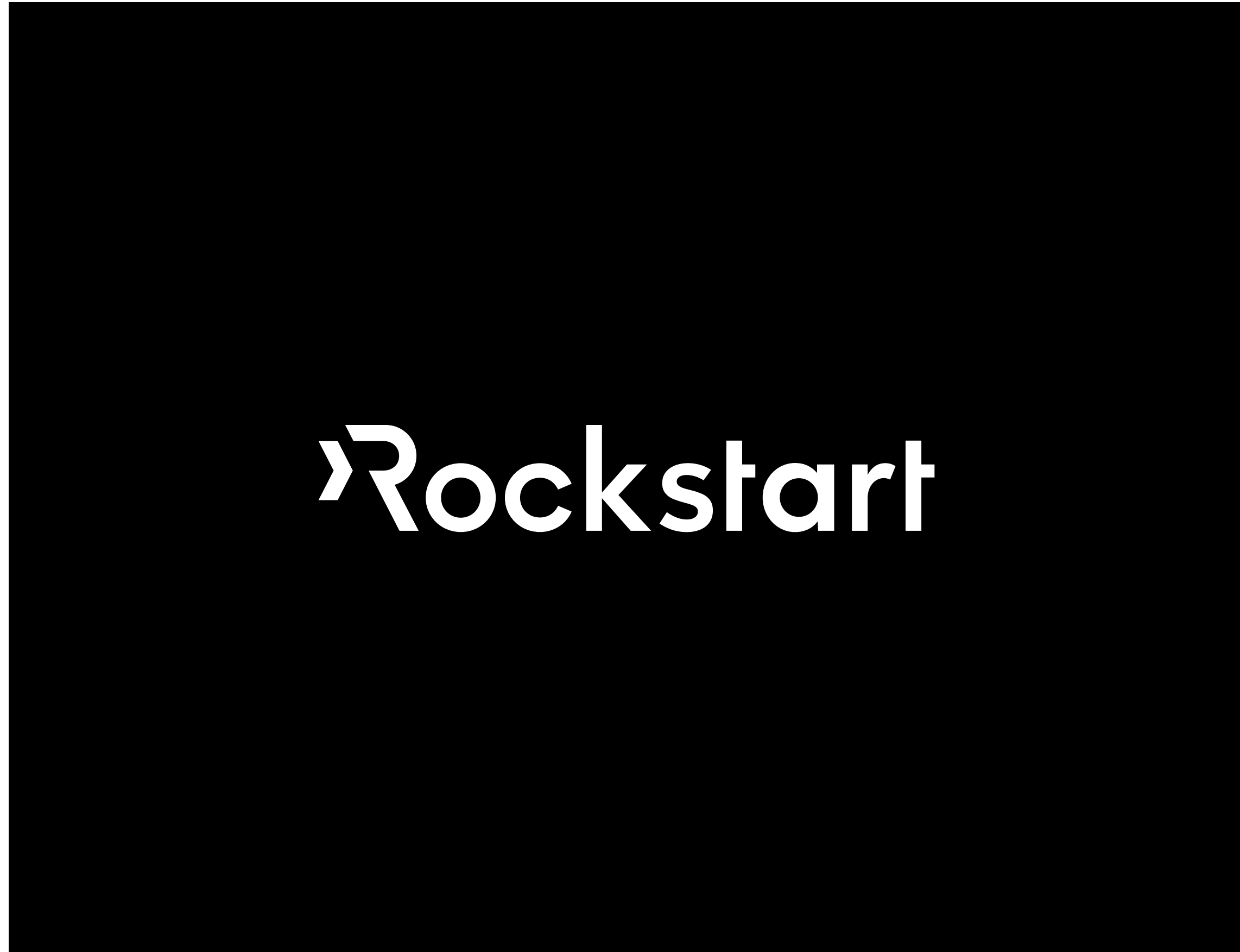


› Rockstart

Style Guide

2024

Wordmark
Overview



This is the primary way we display our brand.

Logomark
Overview



Our logomark is only used by our team. We ask that external parties refrain from using it without permission.

Wordmark Overview



When using the wordmark, be sure to give it some room to breathe.
As a rule, imagine a distance the size of the uppercase R to measure the space.

Wordmark

Ground rules



✓ Place the wordmark on any brand color, as long as it's legible.



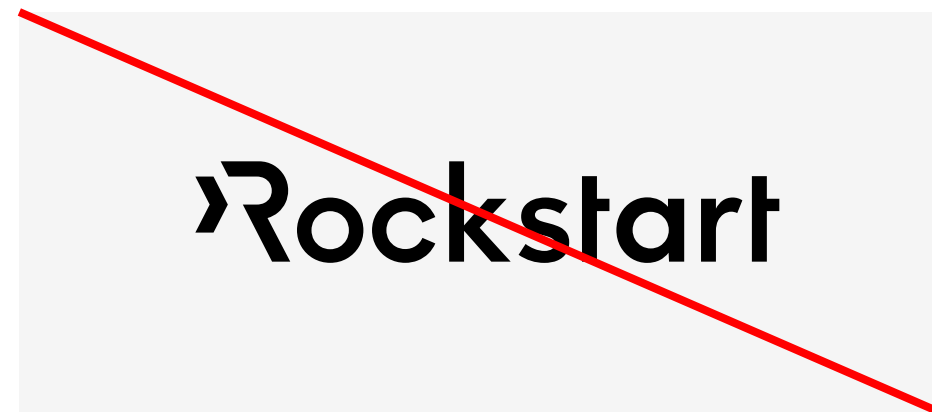
✓ If the background is too dark to use the black wordmark, use the white one.



✓ You can place the wordmark on an image, as long as it's legible.



✗ Do not make the wordmark any color other than black or white.



✗ Do not place a dropshadow under the wordmark.



✗ Do not rotate the wordmark in any direction.



✗ Do not stretch the wordmark under any circumstances.

Logo pairing

Examples of partnership lock-ups



When pairing our brand with another, and Rockstart is in the lead, please use the above format.



When pairing our brand with another, and Rockstart is in a supporting role, please use the above format.

Powered by



+



We use this format when a project is supported by Rockstart.



Avoid using pairings that do not match the approved formats on this page. Contact us for explicit permission for any additional pairing.