

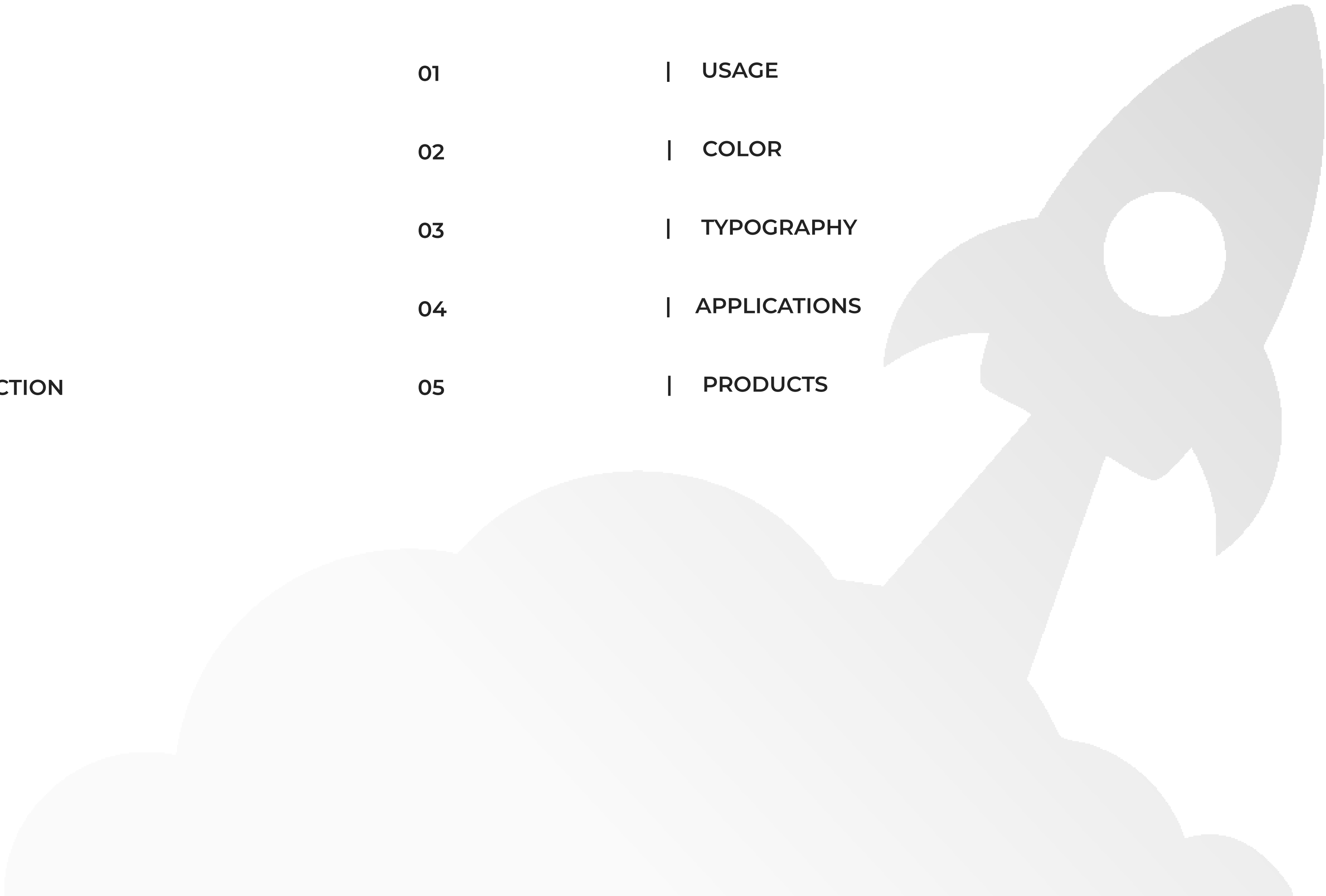
ROCKETBOT

Brandbook Rocketbot

BRANDBOOK - 2026

Table of Contents

INTRODUCTION	01	USAGE	07
PURPOSE	02	COLOR	11
CONCEPT	03	TYPOGRAPHY	12
VISUAL IDENTITY	04	APPLICATIONS	13
LOGOTYPE CONSTRUCTION	05	PRODUCTS	26



Introducción

We are Rocketbot

At Rocketbot we believe in technology that brings clarity and control. We design solutions that organize processes and coordinate decisions in demanding operational environments.

We work with a vision connected to the real operations of companies in LATAM. Technology that runs, is governed, and sustains itself over time.

We connect people, processes, and systems.

Attributes

- Behind every process there are people, and we are there.
- We understand your context and act with empathy.
- We share what we know and explain it clearly.
- We operate with a focus on trust and security.
- We accompany every stage — before, during, and after.

Positioning

Rocketbot operates on multiple platforms and has an orchestrator designed to facilitate operation and interaction with the end user.

We offer close support, with direct access even to the Rocketbot Studio architect team.

A proposal designed for LATAM, that facilitates adoption and keeps costs under control.



Purpose

Our purpose

At Rocketbot we work so that people and organizations can focus on what truly matters.

We design technology that organizes operations, frees up decision-making capacity, and allows teams to dedicate their time to creating, improving, and growing.

When processes are clear and governed, work flows better and impact multiplies.

Key message

Technology that brings clarity and control to the operations of companies in LATAM and around the world.

SUMMIT  ROCKETBOT 2025



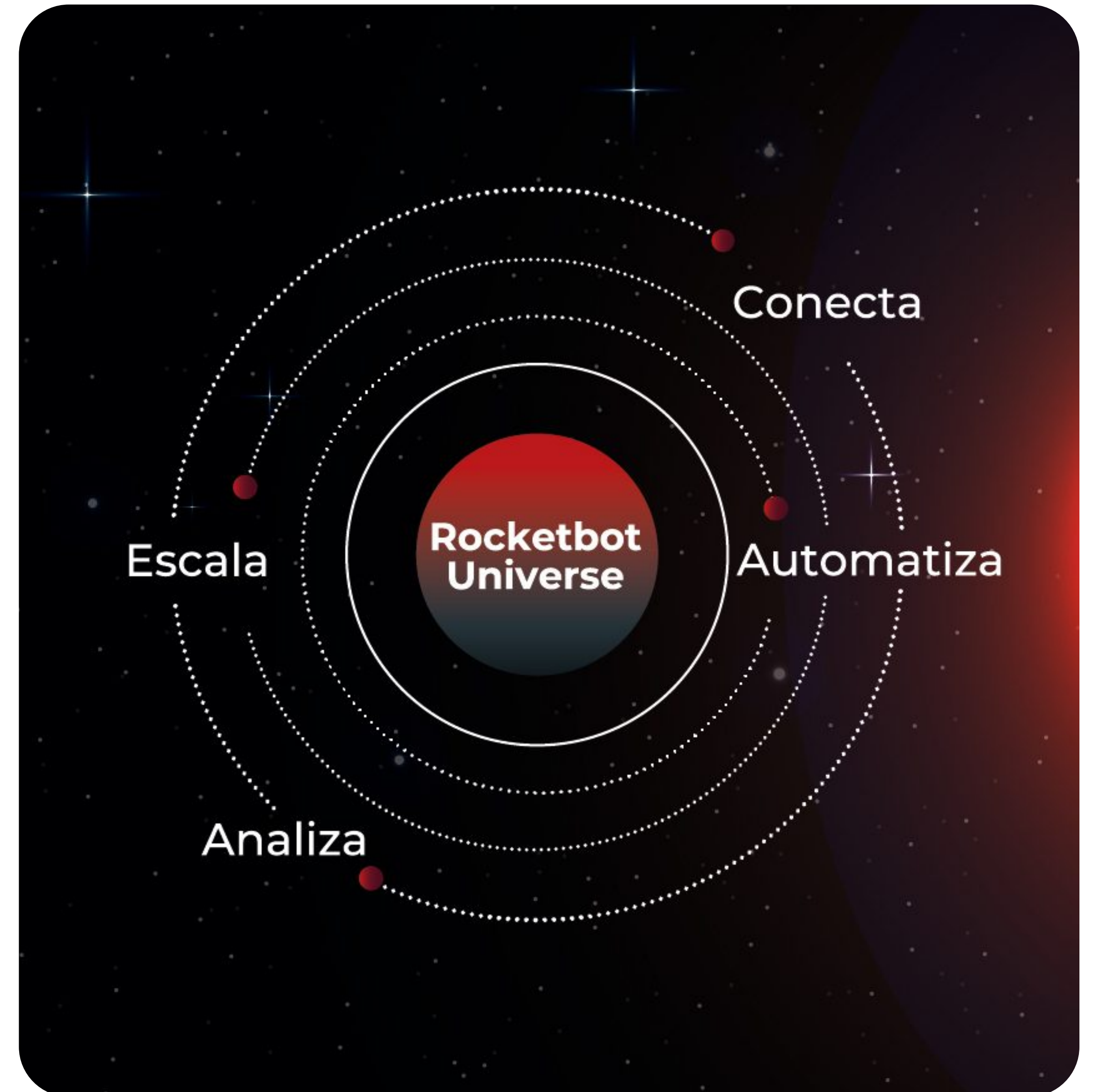
Concept

Us

We have built a technological identity born in Latin America, with a global vision and a focus on real operations.

We design solutions that prioritize security, control, and flexibility — optimizing time and enhancing the value of people within processes.

Diagram labels: Rocketbot Universe · Connects · Automates · Scales · Analyzes



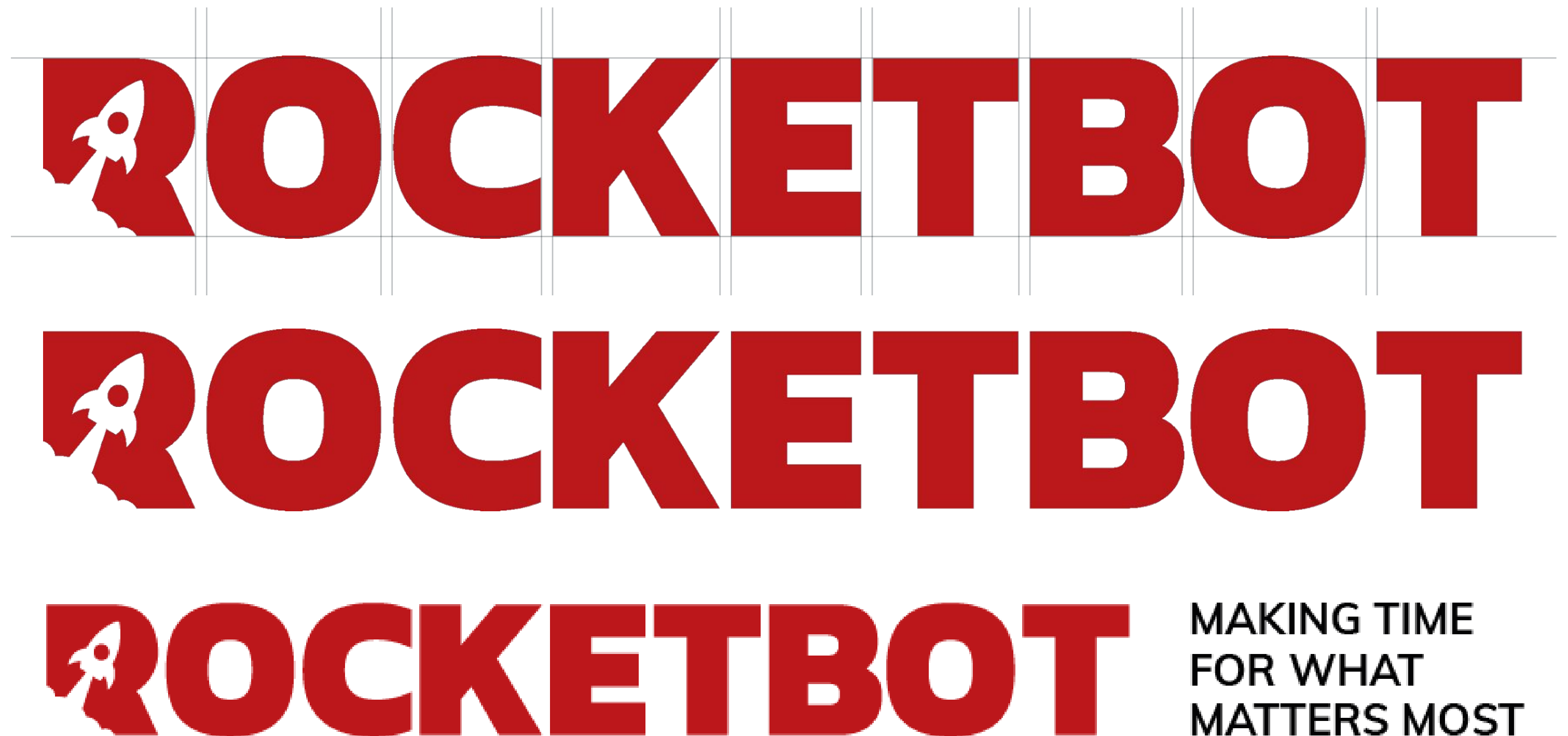
Visual Identity

Logotype

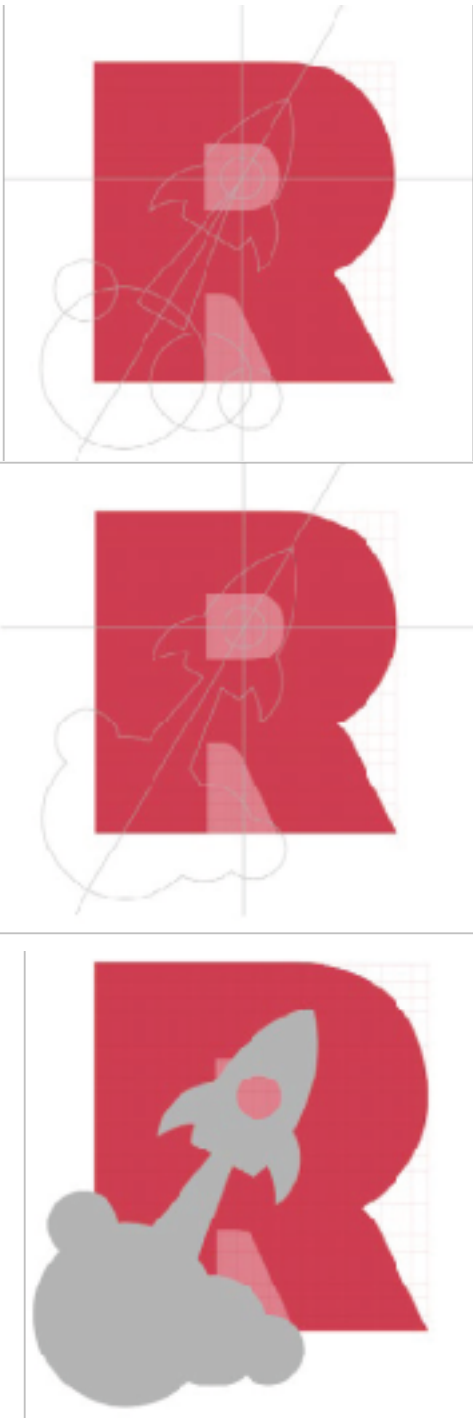
The Rocketbot brand is built from two elements that work together or independently, depending on the context of use:

- Logotype: graphic representation of the Rocketbot name, defined by its typographic style and color.
- Isotype: symbol that identifies the brand and reinforces its visual personality.

Both elements are designed to maintain clarity, recognition, and consistency across all brand touchpoints.



Logotype Construction





MAKING TIME
FOR WHAT
MATTERS MOST

Logotype

The primary logotype is ROCKETBOT in red on a white background, or white on a red background.



Isotype or Symbol

It consists of a powerful element that represents the launch of a limitless beginning.

Logotype

ISO

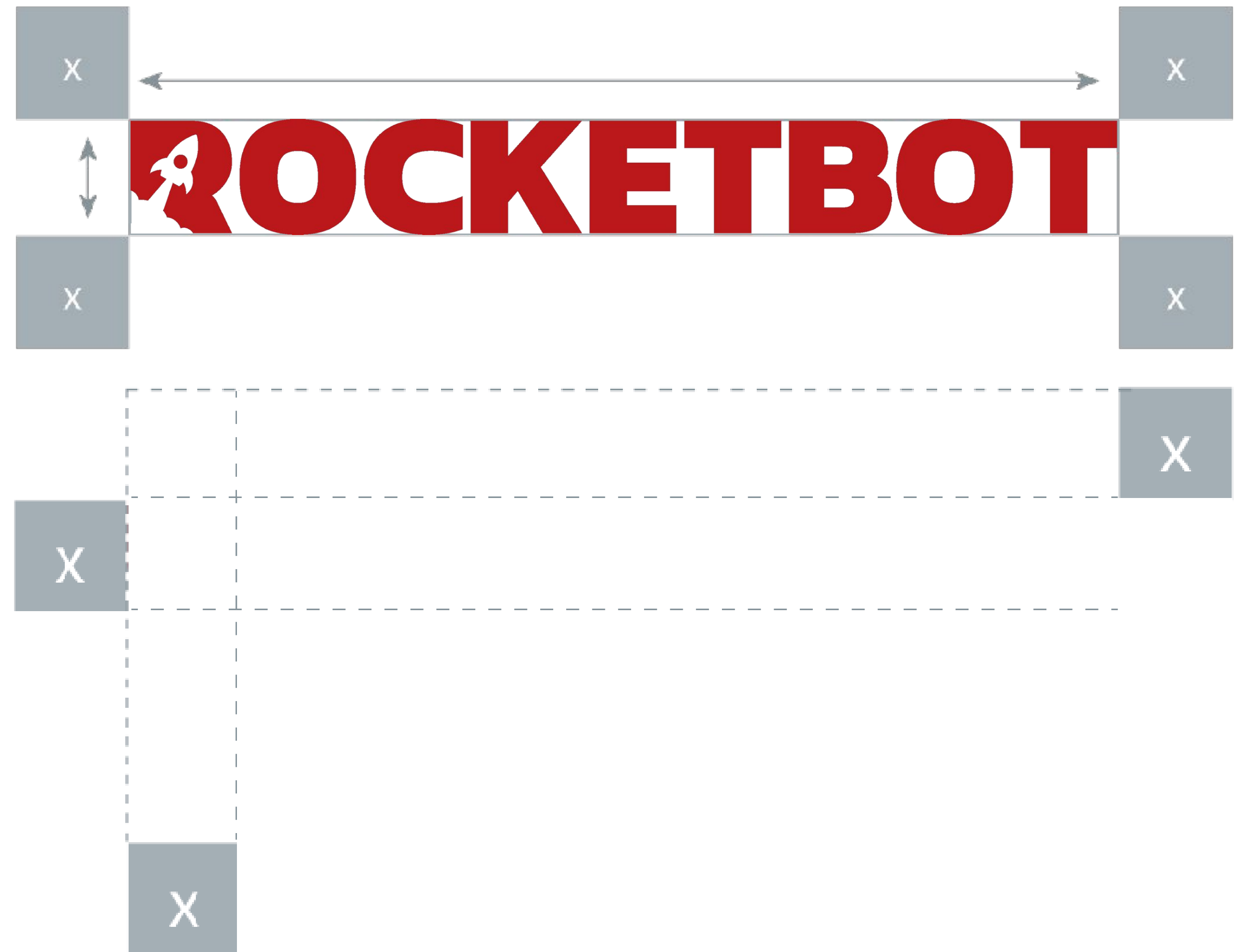
Margins

Spacing

Whenever the logotype is used, it must be surrounded by clear space to ensure its visibility and impact. No graphic elements should encroach on this area.

Margin

(Clear space = 1x)

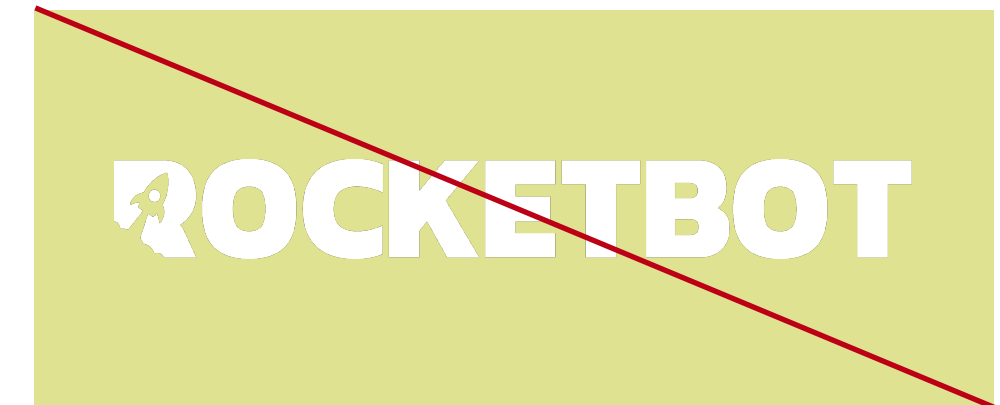
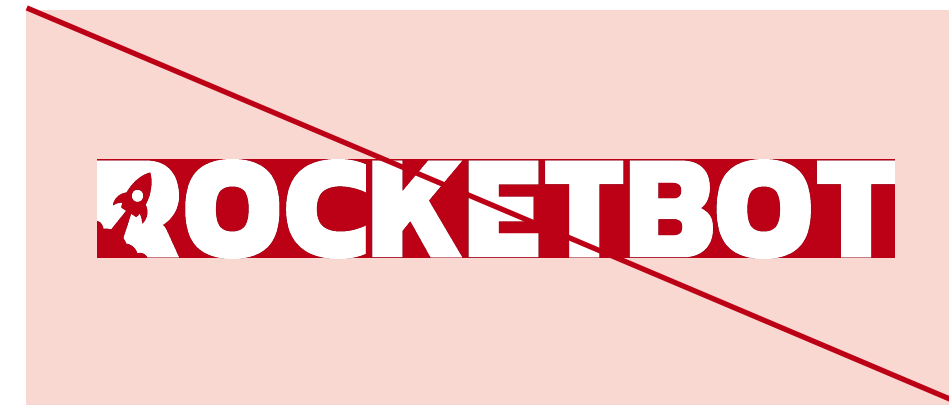


Usos

Permitted Simple Backgrounds



Non-Permitted Simple Backgrounds



Usage

Permitted Complex Backgrounds



Non-Permitted Complex Backgrounds



Usage

Incorrect Usage

The logotype must not:

Be condensed, stretched, distorted, tilted, or rotated. The size ratio between the logotype and isotype must not be modified.



ROCKETBOT



ROCKETBOT



ROCKETBOT



ROCKETBOT



ROCKETBOT



ROCKETBOT

Usage with slogan

This version of the logotype with the slogan should be used in communication pieces and applications where its legibility and meaning are not lost. It is ideal for situations where there is sufficient horizontal space to accommodate the logotype and the full text; its visibility must be clear and must not be compromised by the size of the piece or its placement within it.



Minimum Size



5cm



2,5cm



0.5cm

Color Palette

Pantone 200C

CMYK : C18% M100% Y97% K9%
RGB : R188 G0 B23
WEB : #BC0017

Pantone 432C

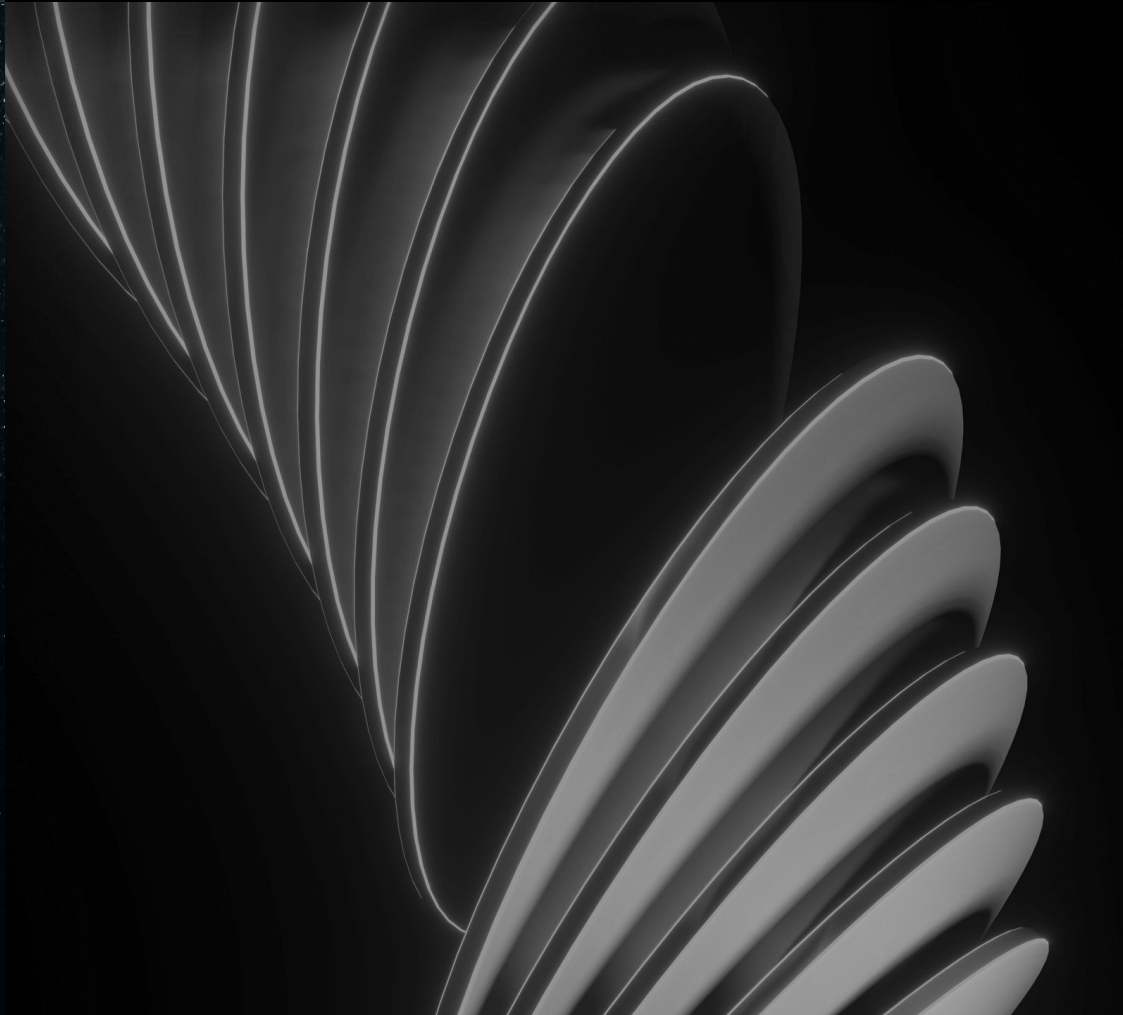
CMYK : C81% M62% Y53% K61%
RGB : R38 G50 B56
WEB : #263238

Black

CMYK : C100% M100% Y100% K100%
RGB : R0 G0 B0
WEB : #000000

White

CMYK : C0% M0% Y0% K9%
RGB : R255 G255 B255
WEB : #FFFFFF



Typography

Montserrat

The typeface used is the Montserrat family. The careful use of typography reinforces our personality and ensures clarity and harmony across all Rocketbot communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!"#\$%&/()=?¿@

Montserrat

Classification: Serif Typography



Applications

Business Cards

Parameters Size

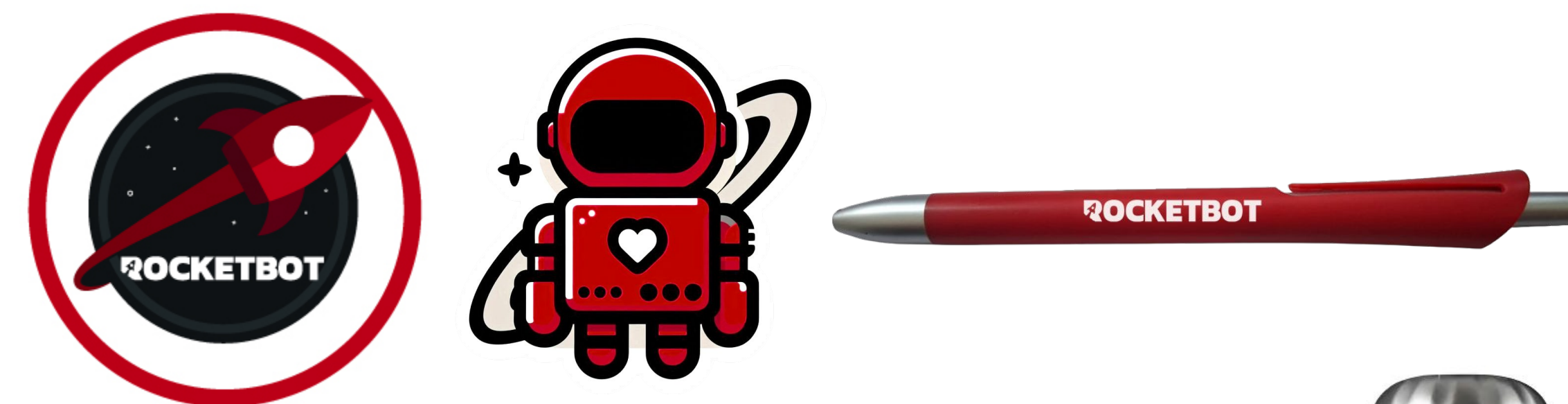
Parameters Size:
90 x 55mm

Paper weight:
350g/m
Mate

Matte Printing::
CMYK









Social Media

Guide

This section defines the guidelines for design and content creation on Rocketbot's social media channels.

The goal is to ensure clear, consistent pieces aligned with the brand's identity and message.

Social media changes constantly. Therefore, these guidelines must be reviewed and updated on a regular basis to adapt to new tools, formats, and trends — always maintaining coherence and operational focus.



Email Mkt

Guide

This section defines the guidelines and best practices for creating emails and email marketing campaigns at Rocketbot.

The goal is to ensure clear, consistent communications aligned with the brand identity in every send.

Email marketing is constantly evolving. Platforms, criteria, and user behavior change. Therefore, these guidelines must be reviewed and updated regularly to keep campaigns effective and relevant.



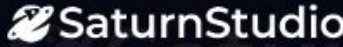
ROCKETBOT LIBERANDO TIEMPO PARA LO QUE REALMENTE IMPORTA



¡Celebremos estas Actualizaciones!

¡Hola!

Te invitamos a descubrir a continuación las últimas novedades de Febrero...

**SaturnStudio**

 **Nuevos Módulos**

**AWS S3**

Es un servicio de almacenamiento en la nube que permite guardar, proteger y recuperar archivos y datos de forma segura y escalable. Sus comandos son:

- **Upload file:** Permite cargar archivos a la nube, como documentos, imágenes, reportes o bases de datos.
- **Download file:** Permite descargar un archivo

 **¡No te quedes atrás, insíbete ya en las capacitaciones!**



100% GRATUITO

Crea tu primer robot

Inicio:
Martes 17 de Febrero
11:00 hrs. Chile

Registrarme



100% GRATUITO

Administra y controla robots digitales

Inicio:
Miércoles 18 de Febrero
11:00 hrs. Chile

Registrarme



NUEVO WEBINAR

100% GRATUITO - EN VIVO

Del Bot al Agente

Inicio:
Jueves 19 de Febrero
11:00 hrs. Chile

Registrarme

Events



Summit Rocketbot

Guide

Guidelines for the design and communication of the Rocketbot Summit.

They aim to ensure visual coherence, clarity in the message, and an experience aligned with the brand standard across all formats.



Webinars

Guide

Guidelines for Rocketbot webinar communication pieces.

The focus is on clarity, visual consistency, and proper information hierarchy at every stage of the event.



ROCKETBOT LIBERANDO TIEMPO PARA LO QUE REALMENTE IMPORTA

100% GRATUITO

SEMANA DE LA AUTOMATIZACIÓN
Procesos autónomos en operación real

Desliza »

CALENDARIO DE WEBINARS

Fecha	Evento	Horario
Enero 20	¡HOY! Primer día Mi Primer Bot	11:00 AM hr. Chile
Enero 21	Segundo día Orquestador	11:00 AM hr. Chile
Enero 22	¡NUEVO! Tercer día Del bot al Agente	11:00 AM hr. Chile

100% GRATUITO | EN VIVO | INSCRIPCIONES ABIERTAS

Breakfasts

Guide

Guidelines for pieces associated with in-person meetings and smaller-scale events.

Clear, approachable design aligned with the Rocketbot identity, maintaining coherence with the rest of the brand ecosystem.



ROCKETBOT



TEXTO SIMULADO

Título 2026



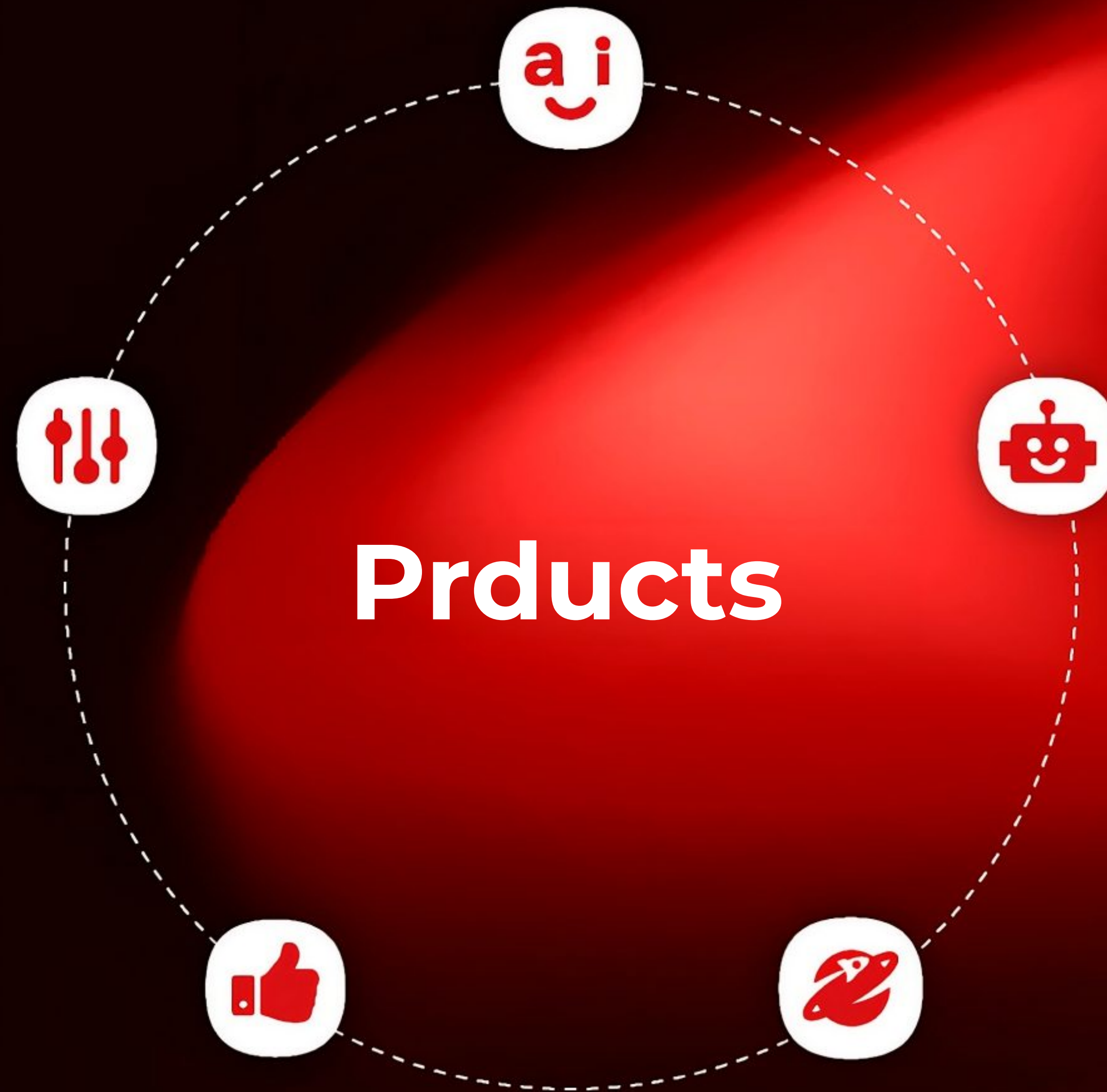
Presentations

Cover



Back cover







Usage

Correct usage of the logo + banner strip



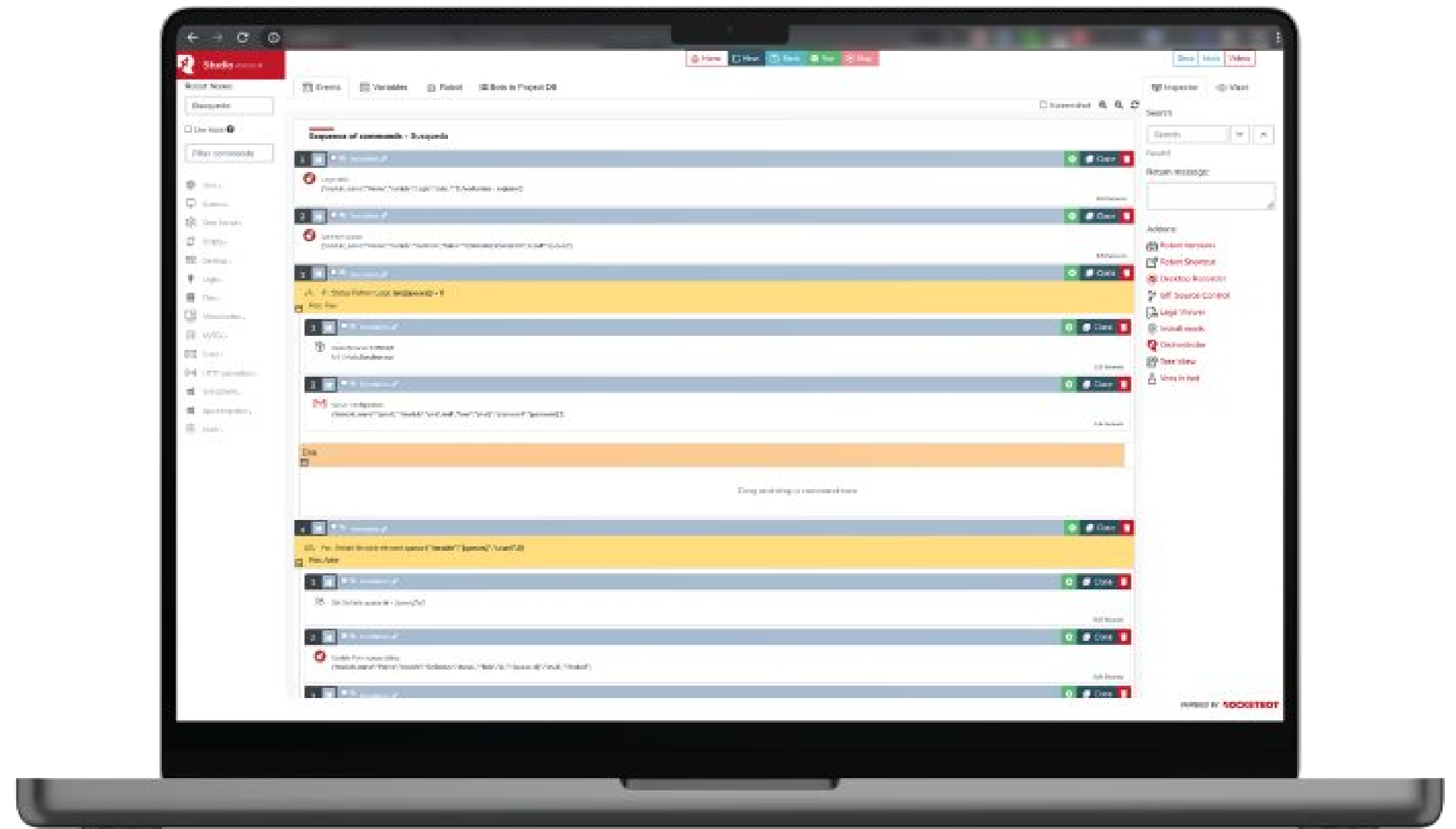
RPA Studio



Guide

Rocketbot Studio communicates from a place of clarity and functionality.

Pieces should reflect an intuitive interface, oriented toward real operations, highlighting simplicity, control, and execution capacity.



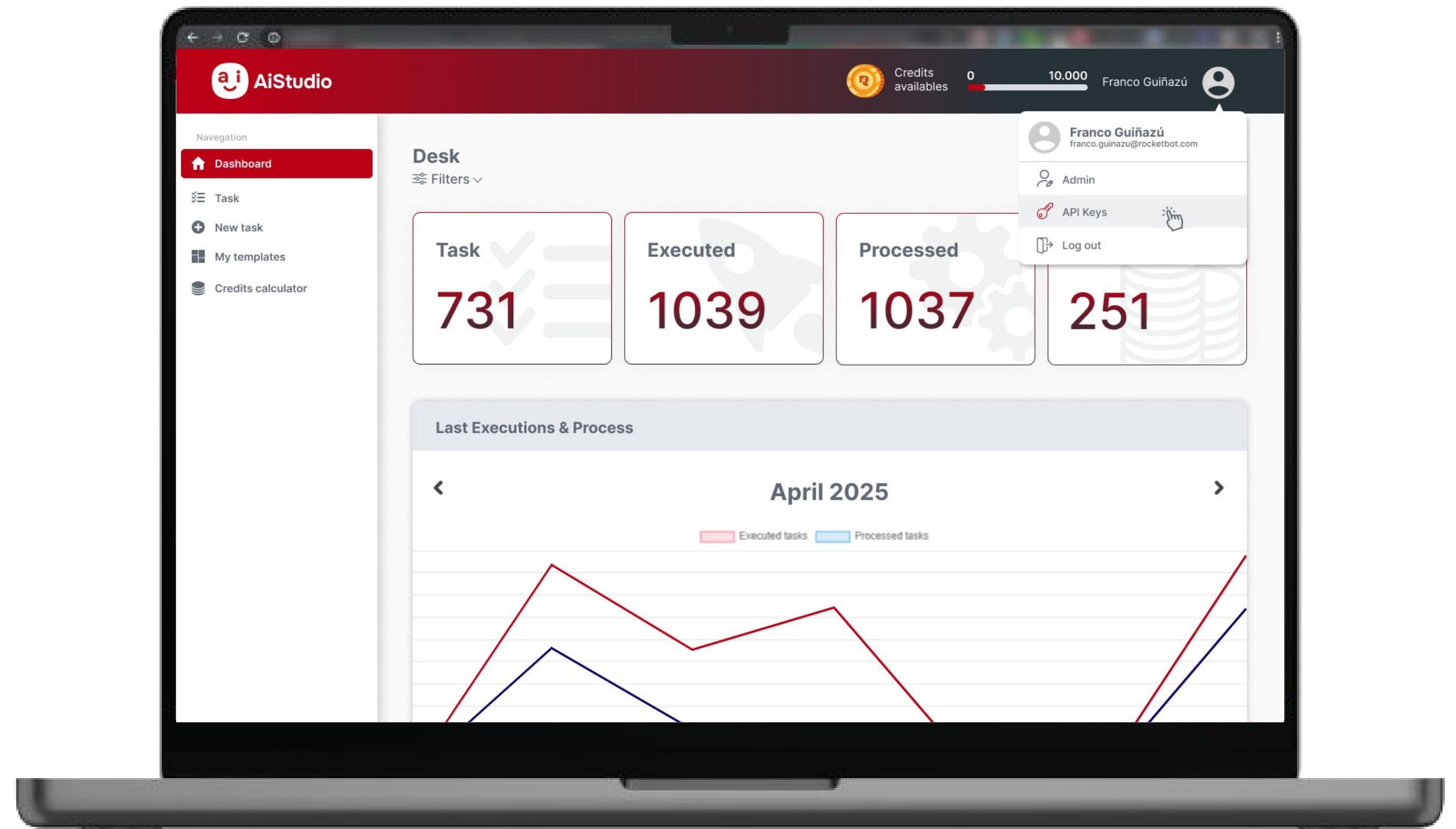
Ai Studio



Guía

Guidelines for the visual communication and content of AI Studio.

Pieces should reflect control, clarity, and execution capacity, presenting AI Studio as the space where processes are designed, orchestrated, and carried out in real operations. A living guide, subject to adjustments as the product and its capabilities evolve.



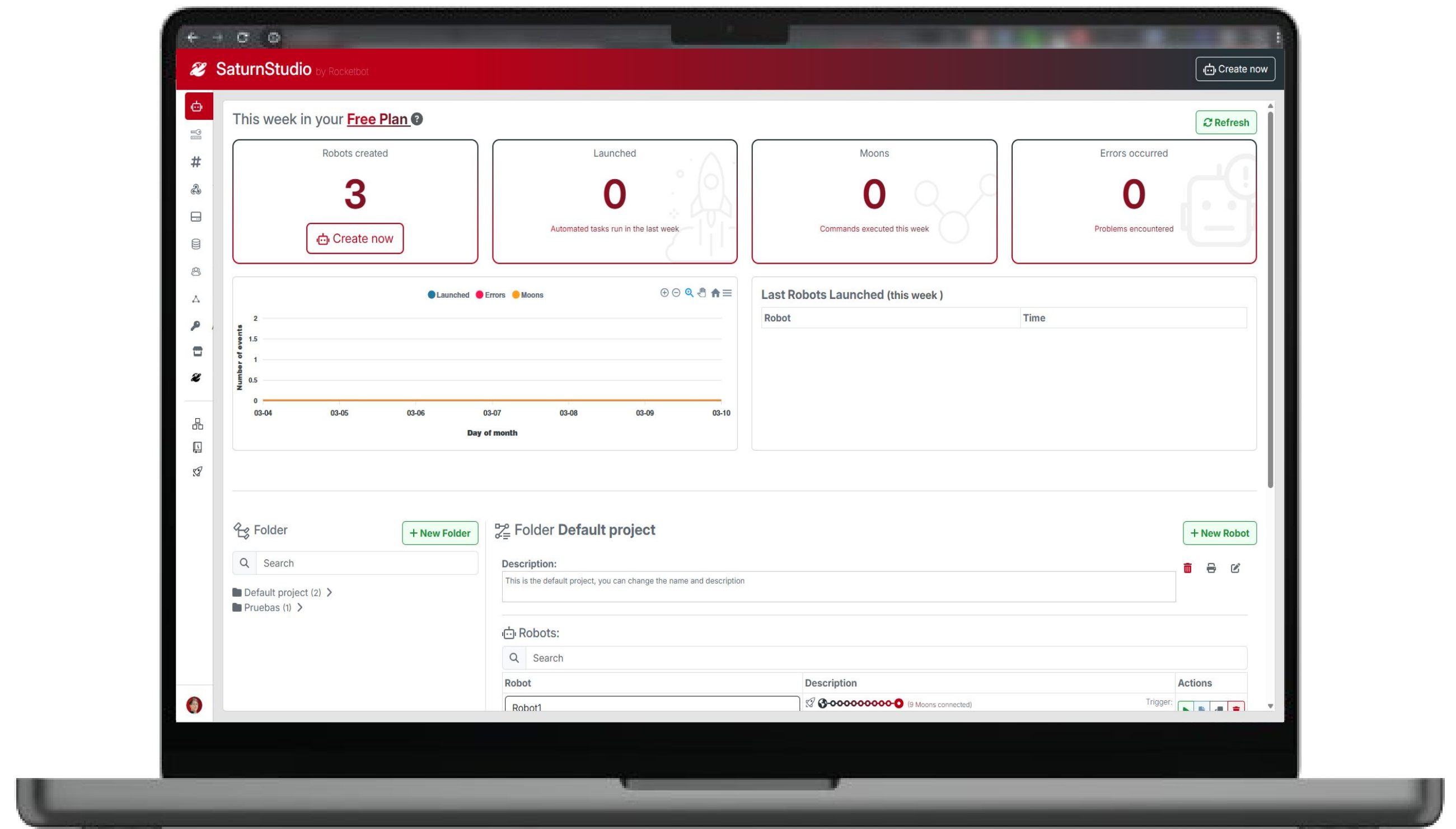
Saturn Studio



Guide

Saturn Studio is the orchestration core of the Rocketbot ecosystem.

Pieces should communicate connection, coordination, and control, showing how different systems and channels converge into a unified operation.



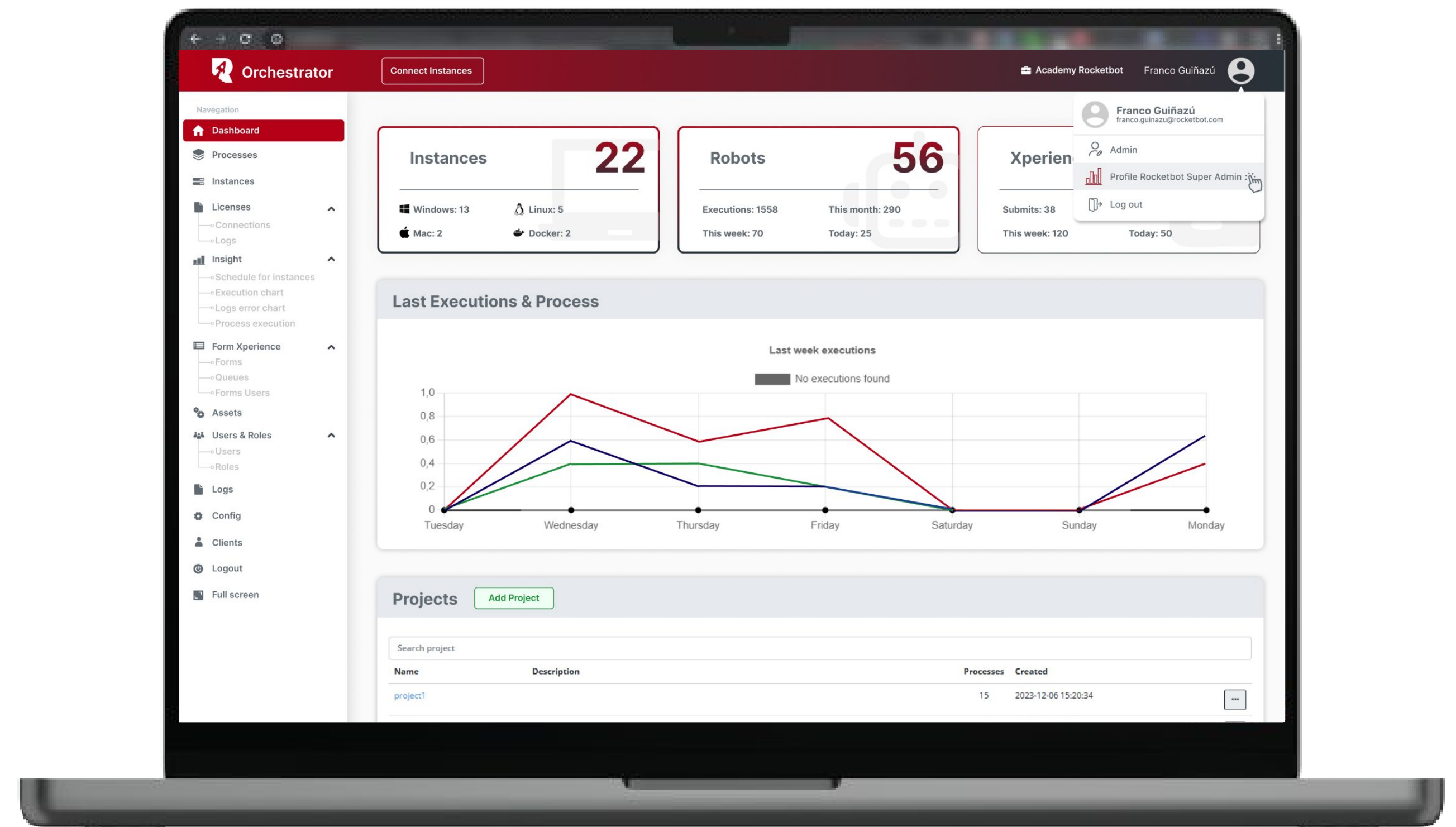
Orquestador



Guide

The Orchestrator represents visibility, control, and decision-making.

Communication should reflect real-time monitoring, clear process management, and data usage to operate and scale without friction.



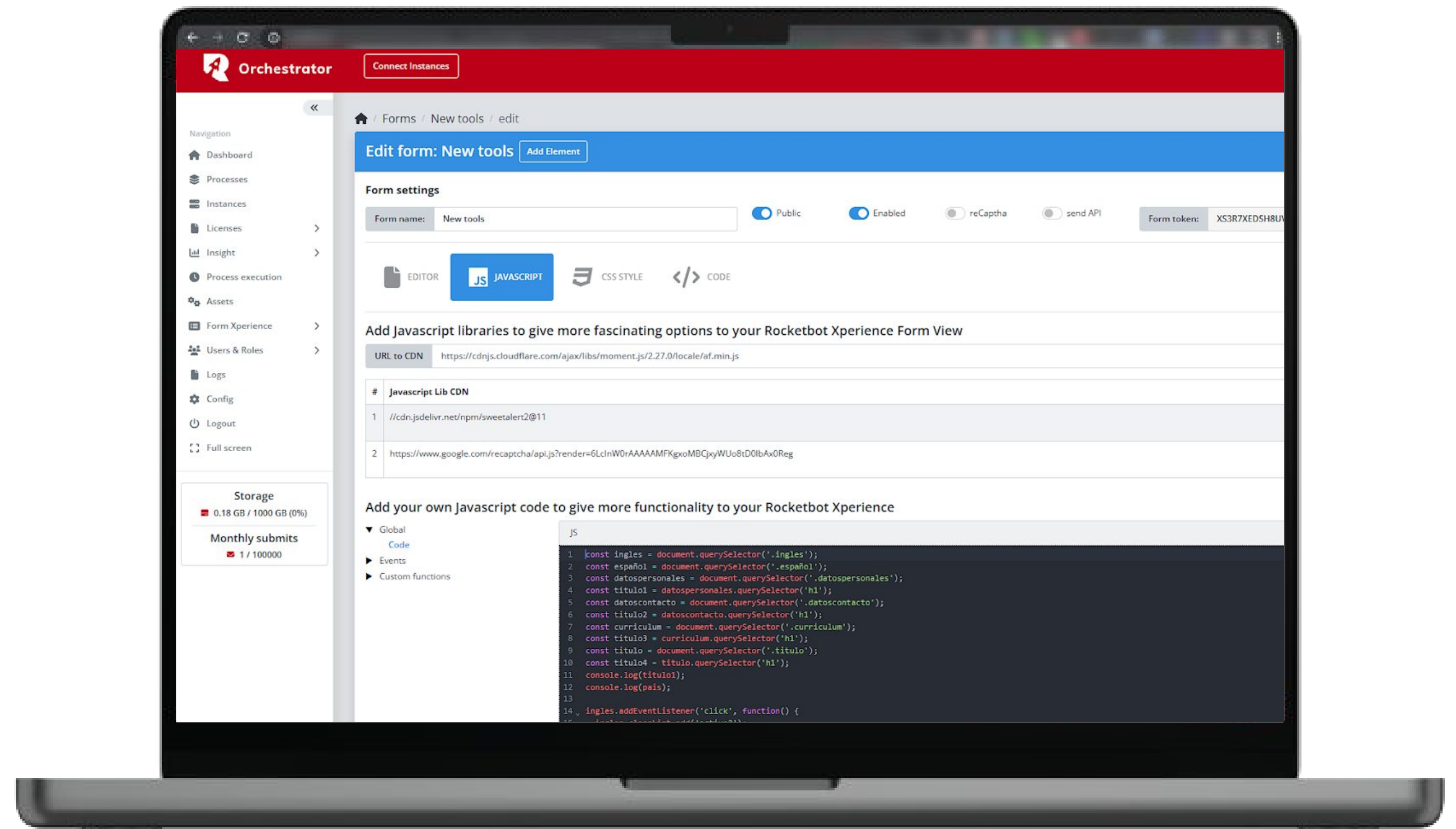
Rocketbot Xperience



Guide

Rocketbot Xperience places the focus on the complete user experience.

Pieces should convey closeness, clarity, and coherence, showing how Rocketbot is experienced beyond the product itself.





 **ROCKETBOT**

rocketbot.com