

Brand Image Guidelines

Guidelines / Corporate Identity

2023

 **ROCKETBOT**

LIBERANDO TIEMPO
PARA LO QUE
REALMENTE IMPORTA





Brand Image Guidelines

2023

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Introduction



WE ARE ROCKETBOT

We want to democratize access to Technology for everyone and any Business Process. Our Products show our Global commitment.

**We build, develop, exchange ideas,
collaborate and educate.**

Values? We care!

- We demonstrate we are here to help.
- We show empathy.
- We transfer knowledge, we educate.
- We know our business.
- We advise, while walking by your side.

Additional Customer Value

Rocketbot runs on multiple platforms. We designed the Orchestrator for end users to have a great experience. We facilitate end users to directly contact our Support organization and even our Chief Technology Officer. Pricing is not an issue, we support multiple and flexible pricing models, and always lower than our competitors.



01

Mission



Our mission

Become the RPA leader while continuously adding value to our clients and partners. As a digital startup, we focus on making the complex simple, pragmatic, efficient and on cutting edge technology.

Key Message

Automations for everyone and any Business Process.



02

vision



Vision

As a Company, our behavior builds an identity that represents a modern technology solution by thriving an unprecedented growth, respecting values such as freedom, safety, and releasing labor hours to encourage humans to add better value.





03

visual
identity

Before

ROCKETBOT

ROCKETBOT

Final





Logo

The Rocketbot logo is composed of two elements:

- The logo (graphic form of the name, differentiated by typographic style and color)
- The isotype (symbol)

ROCKETBOT

ROCKETBOT

LIBERANDO TIEMPO
PARA LO QUE
REALMENTE IMPORTA

Building the logo





Logo

ROCKETBOT

Logo

he main logo is the letters on red color over white background, and vice versa.

Isotype



Isotype o Symbol

A powerful element that represents an explosive Launch.

Margins



Spacing

Whenever you use the logo, it must be surrounded by clear space to ensure its visibility and impact. Without graphic elements that invade the area.

MARGIN

- Perimeter Spacing 1x





Authorized

Allowed Simple Backgrounds

POSITIVE VERSION



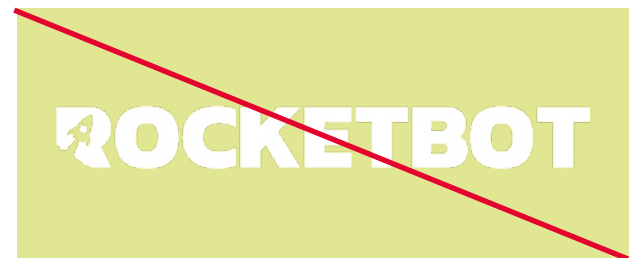
OFF-SET VERSION OFF-SET VERSION



VERSION B/N

GREY SCALE

Unauthorized Simple Backgrounds



Authorized combined Backgrounds



VERSION B/N

GREY SCALE

Unauthorized combined Backgrounds





Right use

ROCKETBOT

ROCKETBOT

ROCKETBOT

ROCKETBOT

ROCKETBOT

ROCKETBOT

THE LOGO must not be compressed, stretched, reshaped, rotated nor tilted.
The logo isotype size ratio must not be altered.

Minimum size

ROCKETBOT

2 cm or 0.787402 inches



0.5 cm or 0.19685 inches

Color

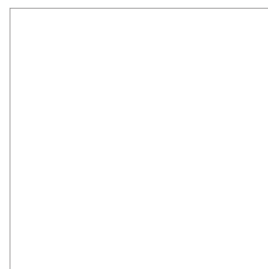


MAIN COLOR

RED

-

CMYK : C018% M100% Y97% K9%
Pantone: 200C
RGB : R188 G0 B23
Web : #BC0017



MAIN COLOR

WHITE

-

CMYK : C0% M0% Y0% K0%
Pantone: White C
RGB : R255 G255 B255
Web : #FFFFFF



ALTERNATE COLOR

AZUL OSCURO

-

CMYK : C81% M62% Y53% K61%
Pantone: 432 C
RGB : R38 G50 B56
Web : #263238



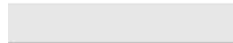
Tipography

Mulish

The authorized letter type is the Mulish set.
The right use of typography reenforces our corporate culture and guarantees the expected harmony and slick communication format.

[Download](#)

Black

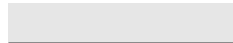


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+

ExtraBold

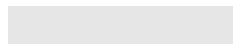


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+

Bold

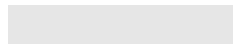


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+

SemiBold



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

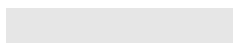
1234567890!@#\$%&*()-=+

Medium



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()-=+

Regular



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()-=+

Light



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()-=+

ExtraLight



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()-=+

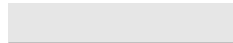


Secondary Letter type

Montserrat

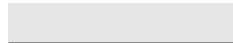
The complementary font is Montserrat for its good readability and contrast, we can use it for text blocks and accompany it communications.

Black



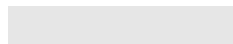
A B C D F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () - = +

ExtraBold



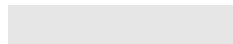
A B C D F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () - = +

Bold



A B C D F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () - = +

Medium



A B C D F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () - = +

Italic



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+

Regular

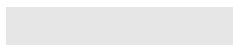


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+

Light



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+

Thin



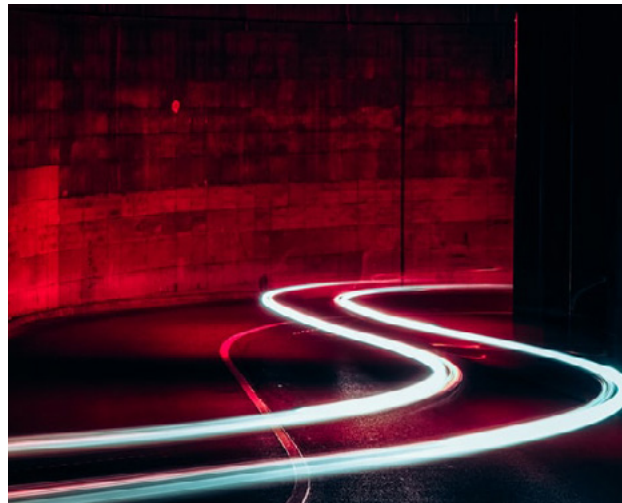
ABCDEFGHIJKLMNOPQRSTUVWXYZ

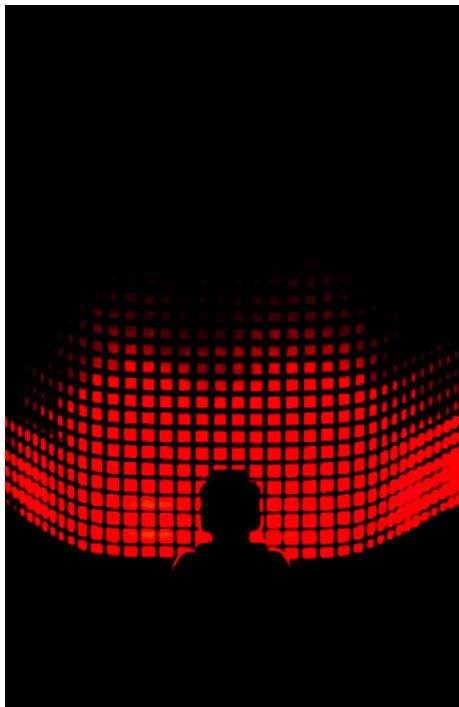
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()-=+



Inspiring Images







Corporate Images

Main Values

-

These images' purpose is to communicate our values to our ecosystem.





B&W Images



-
- non saturated colors
 - High contrast
 - Sharp images
 - Minimalist & Modern style



Corporate Images

combined

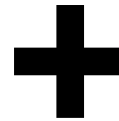




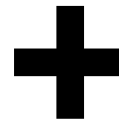


Transparencies

B&W Image



Normal Image







Applications

Stationary

Specifications

Sample logo
location on letter size

Paper Specification

Size

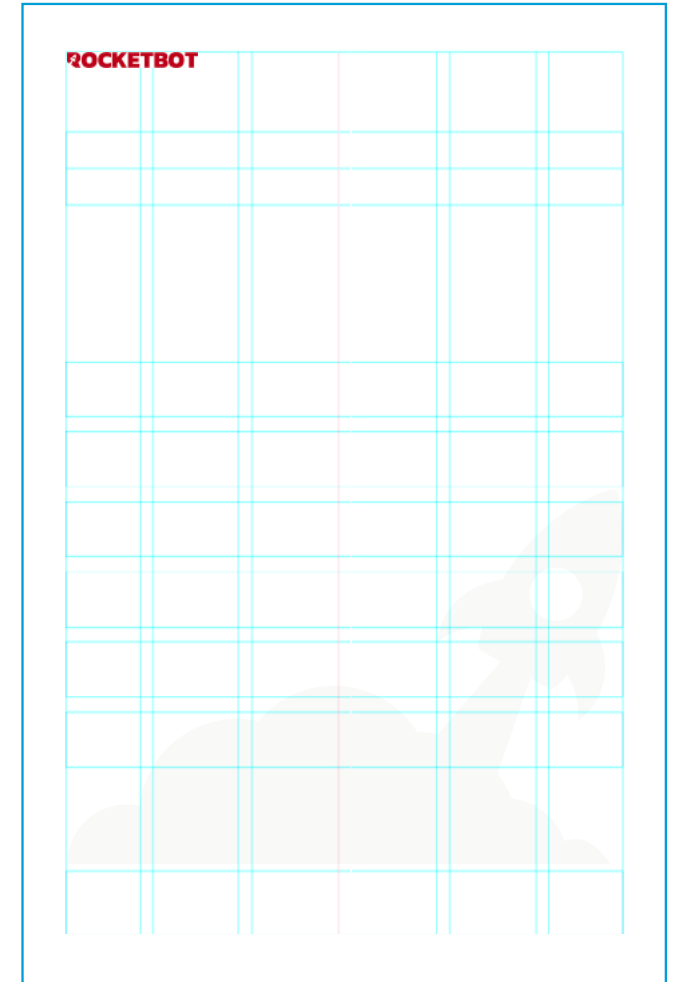
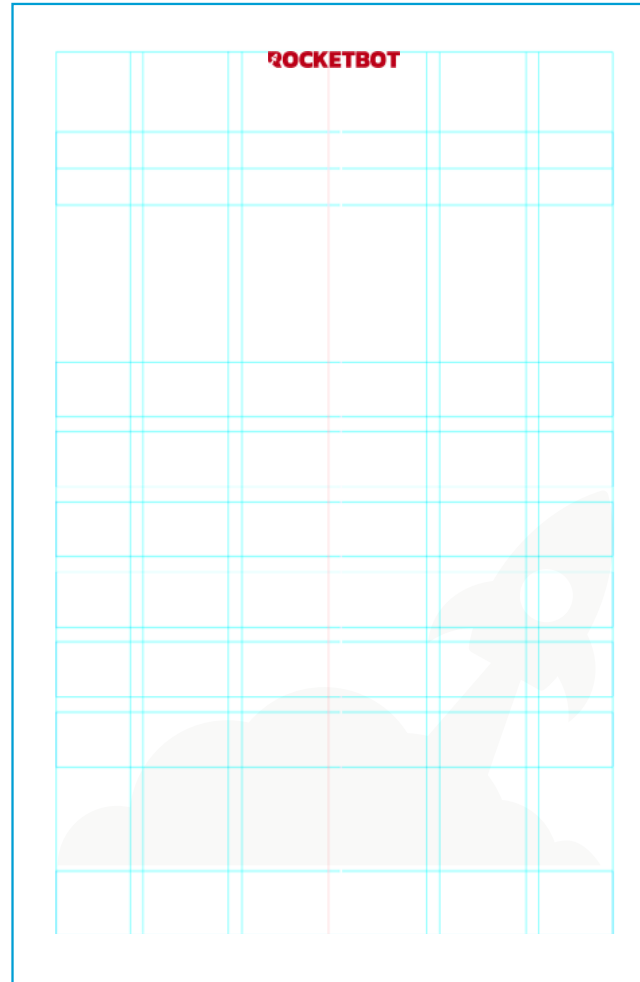
297 x 210 mm
Letter

Thickness

115 g/m or 31 pounds

Impresión

CMYK



ROCKETBOT

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Part
Rocketbot is a registered trademark of Rocketbot LLC.
All other trademarks are the property of their respective owners.

Mobile
Rocketbot is a registered trademark of Rocketbot LLC.
All other trademarks are the property of their respective owners.

Columbia
Rocketbot is a registered trademark of Rocketbot LLC.
All other trademarks are the property of their respective owners.



Business Cards

Front



Back



Specifications

Size
Standard

Thickness
US standard or 87
Mate

Impresión
CMYK

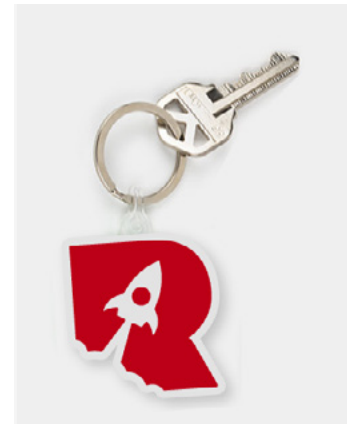




Merchandising



SWEATER



KAYCHAINS



MOUSE PAD

POLERA



Social Networks Guidelines

The following are the design guidelines for Social Networks posts

Due to always evolving tools features, please check back for updates on this document.





RRSS

ROCKETBOT LIBERANDO TIEMPO
PARA LO QUE
REALMENTE IMPORTA en **G2**

**Cada día más cerca
de ocupar el 3er lugar** →

**High Performer
WINTER
2023**

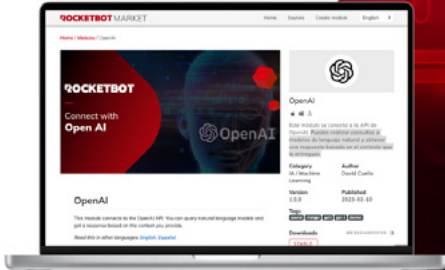


Rank	Company	Score	Compare
#1	UiPath Business	4.5	☐
#2	Automation 360	4.4	☐
#3	IBM Robotic Process Automation	4.3	☐
#4	Rocketbot	4.2	☒
#5	Arango	4.1	☐
#6	Subscript	4.0	☐
#7	SSAC Blue Print	3.9	☐
#8	E2Flow by EPS	3.8	☐
#9	Logic Flow	3.7	☐
#10	Technica AI	3.6	☐

MÓDULO

OpenAI

Este módulo se conecta
a la API de OpenAI



ROCKETBOT Marketplace





Guidelines Social media

Facebook

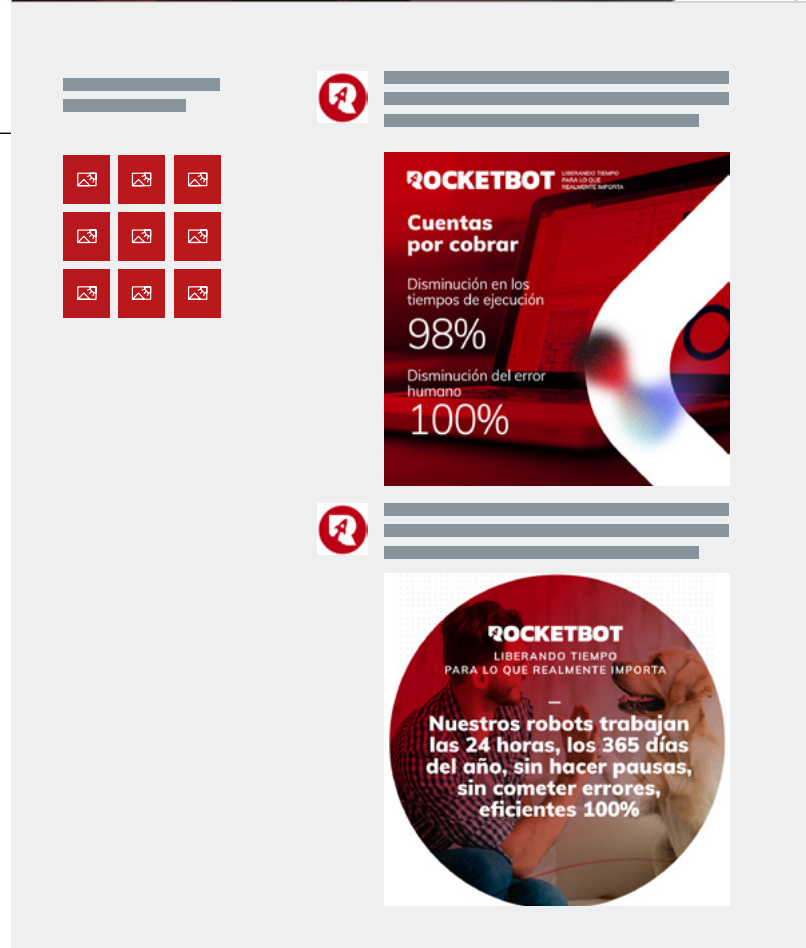
Profile image:

- size 180 x 180 pixels



Front:

- Size 851 x 315 pixels



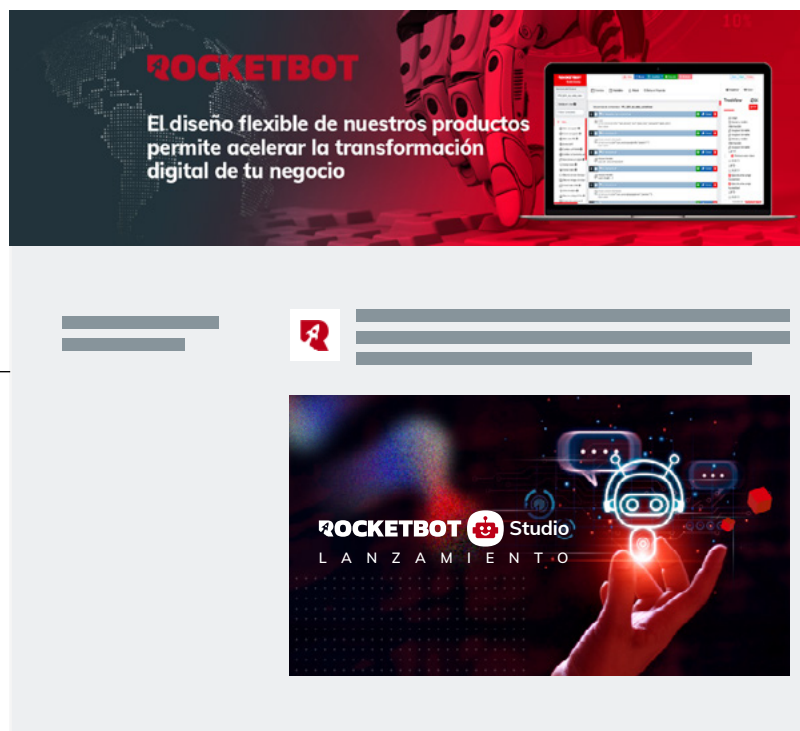
Shared image:

- Size 1200 x 1200 pixels

LinkedIn

Profile Image:

- Size 400 x 400 pixels



Front :

- Size 1584 x 396 pixels

Shared image:

- Size 1200 x 628 pixels



YouTube

Profile Image:

- Size 800 x 800 pixels



Front :

- Size 1546 x 423 pixels



Graphic Resources

Vector elements



Template Banners





Documents

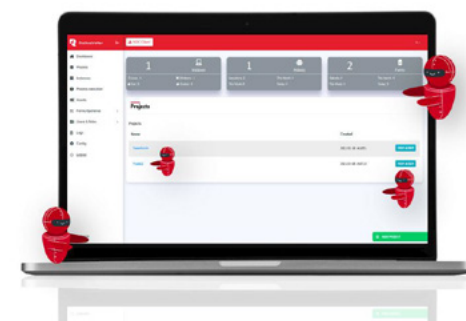


Documents



ROCKETBOT LIBERANDO TIEMPO PARA
LO QUE REALMENTE IMPORTA

Escalabilidad Rocketbot





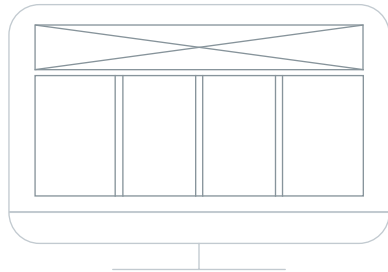
Web design

For Desktop

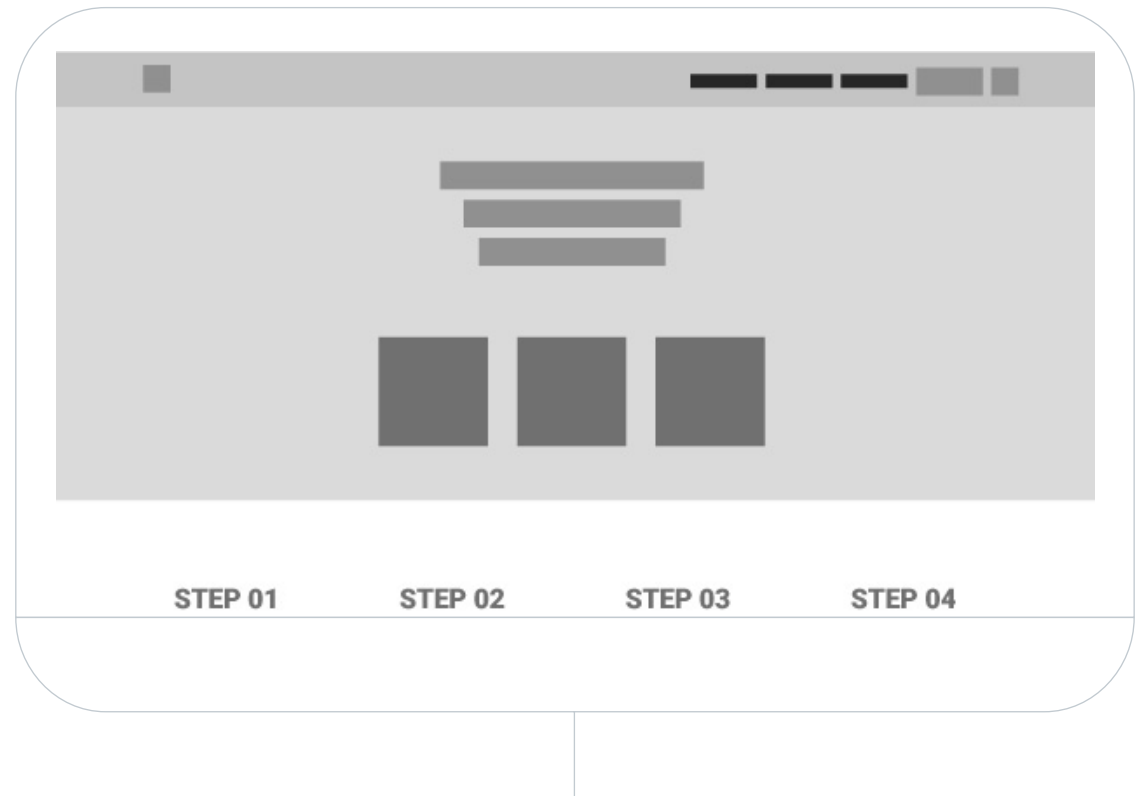
Our web site is designed to cover our clients' needs as well as our communication needs.

Our site is used as a knowledge repository, Products updates communications, downloading software, documentation center. Everything must be accurate and easy to understand.

Grid design



Wireframe

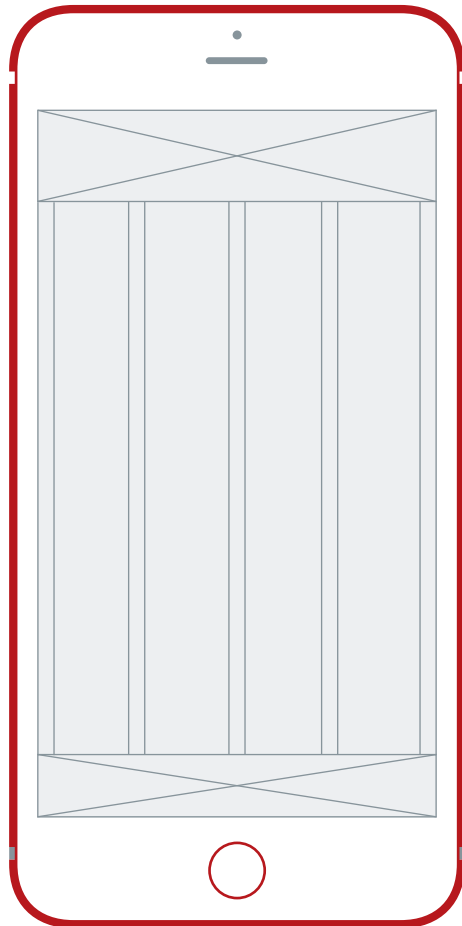






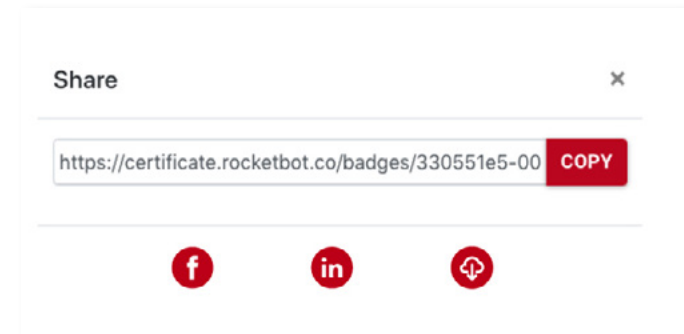
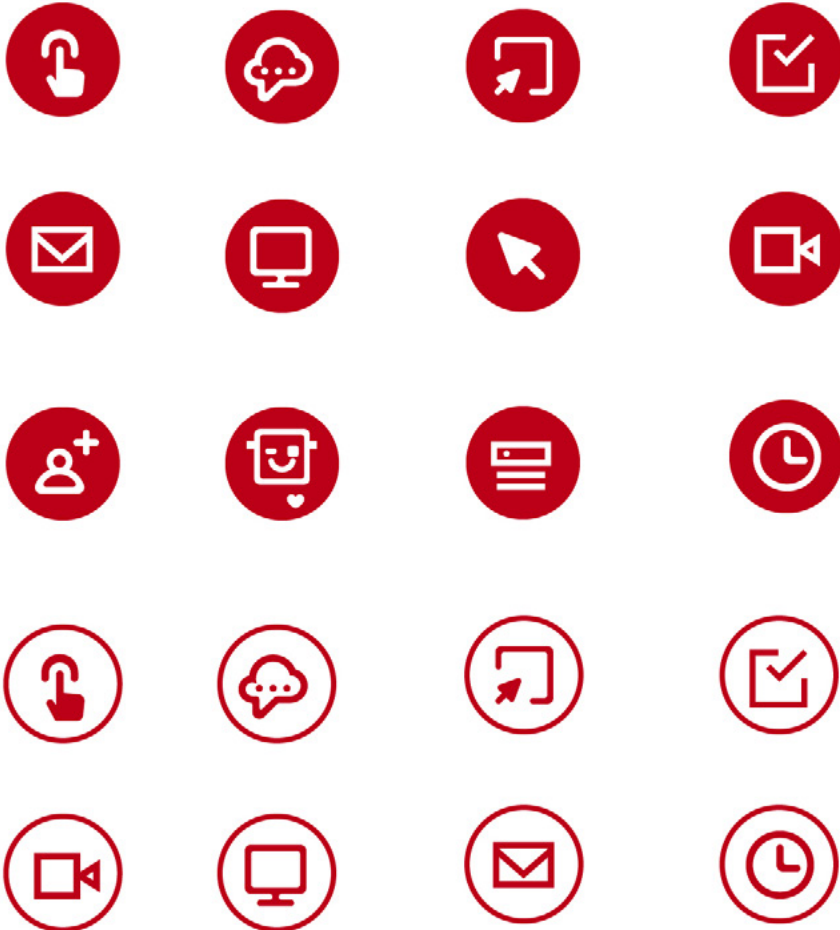
Web design

For Mobile





Icons



What is Rocketbot?

Rocketbot is a framework to build robots (RPA) on the cloud or on premises. Compatible with Linux, Windows and Mac.
Build robots in minutes!



Easy to use
Drag and drop



Cloud management
Multi-cloud



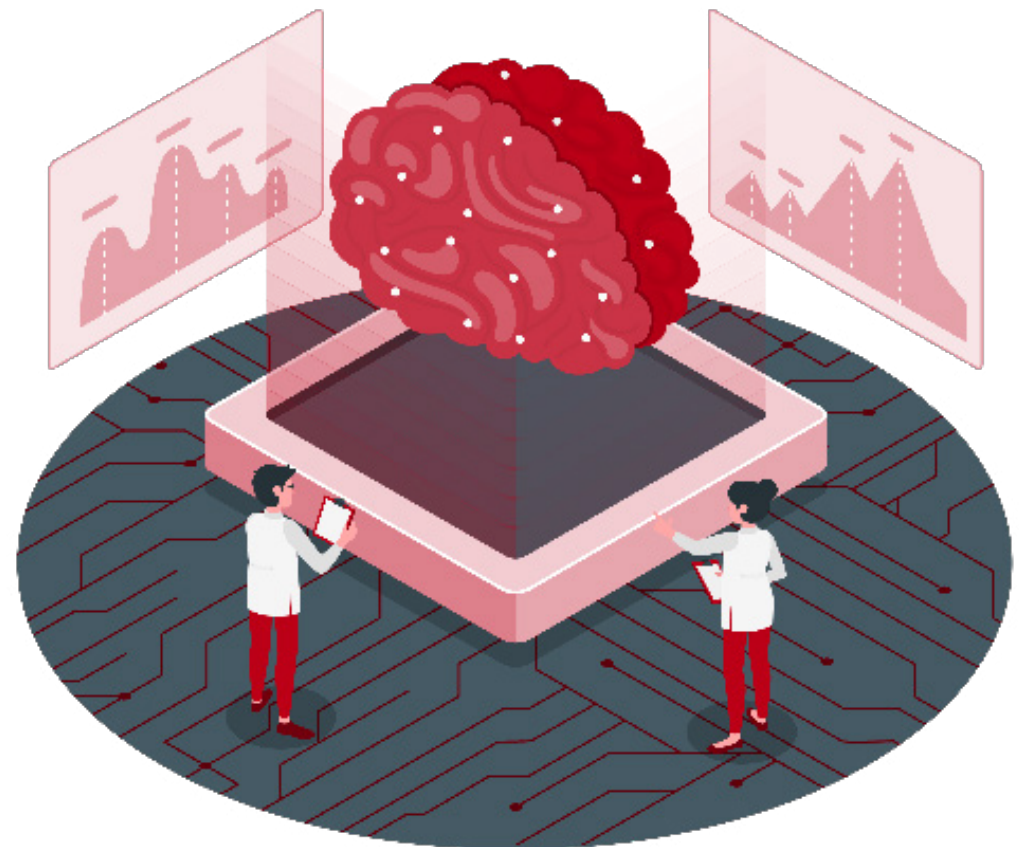
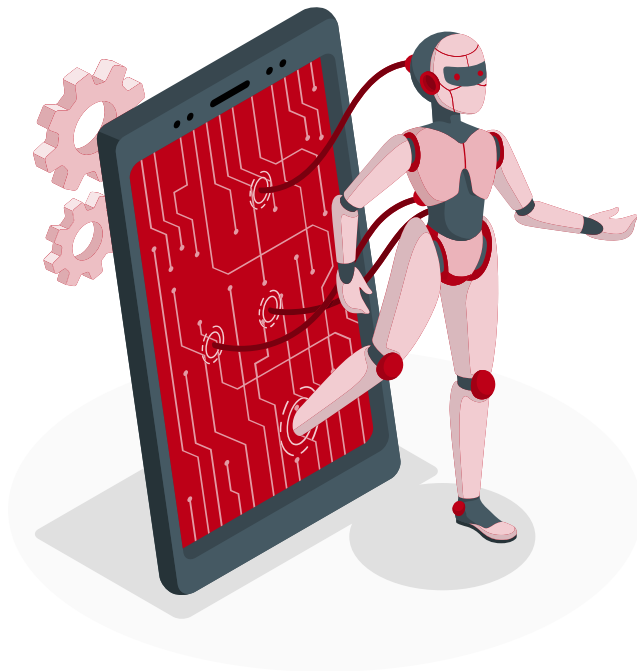
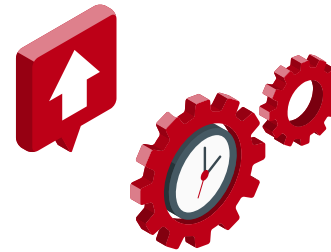
Instant deployment
one-click execution



Free development license
For all OS.

Illustrations

by: Amico





Contact and Support



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