



# Idea Rocket

## Brand Guidelines

**September, 2016**

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This brand book was created to help bring consistency to the way all brand elements are implemented into future brand materials. The pages that follow detail the designs for each brand feature as well as the standards and guidelines for their visual application. By using the brand book as framework for the development of the brand, you will be able to maintain a fully cohesive brand identity that resonates with consumers for years to come.

All designs and standards established in this manual were developed by Squat New York. For further questions or assistance, please contact us at: +1(212) 951-0602, [hello@squatny.com](mailto:hello@squatny.com)





Do not use inverted colors.



Do not stretch the logo in any way.



Do not rotate the logo.



Do not use just the words without the rocket.

Logo on Solid Background



Logo on Light Background



## Clear Space

IdeaRocket logo should always be surrounded by a minimum area of space. A margin of clear space equal to half the height of the mark should always surround the logo. These areas of separation are a minimum and should be increased wherever possible.



## Minimum Size

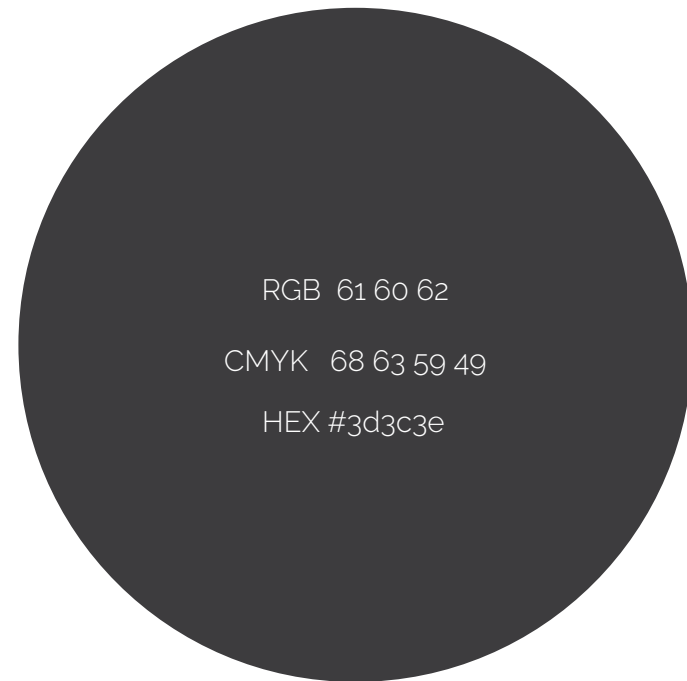
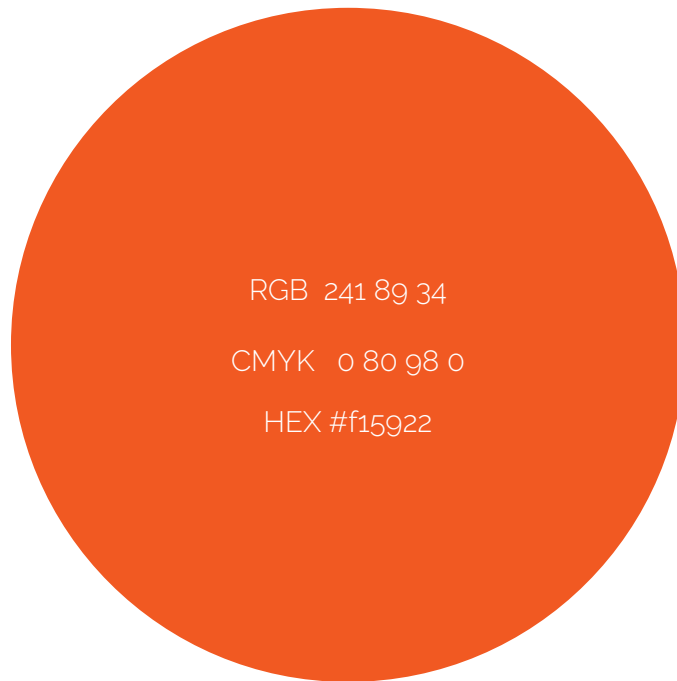
There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the Foursquare logo. Minimum sizes are as shown here.



# Brand Color

## Primary Palette

8

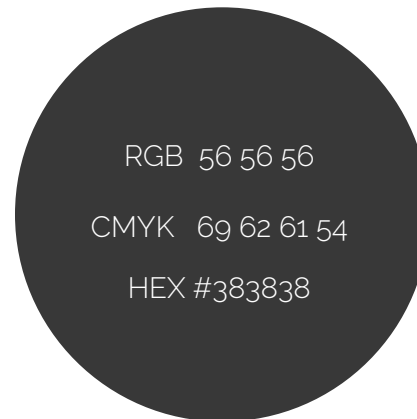
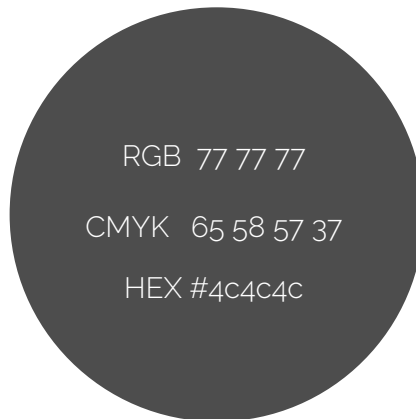




# Brand Color

## Second Palette

9



# Font: Raleway

Print & Web

10

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_+{|}:"<>?[]\;',./

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 ~!@#\$%^&\*()\_+{|}:"<>?[]\;',./**

<https://fonts.google.com/specimen/Raleway>



## Front

White background with orange and grey elements

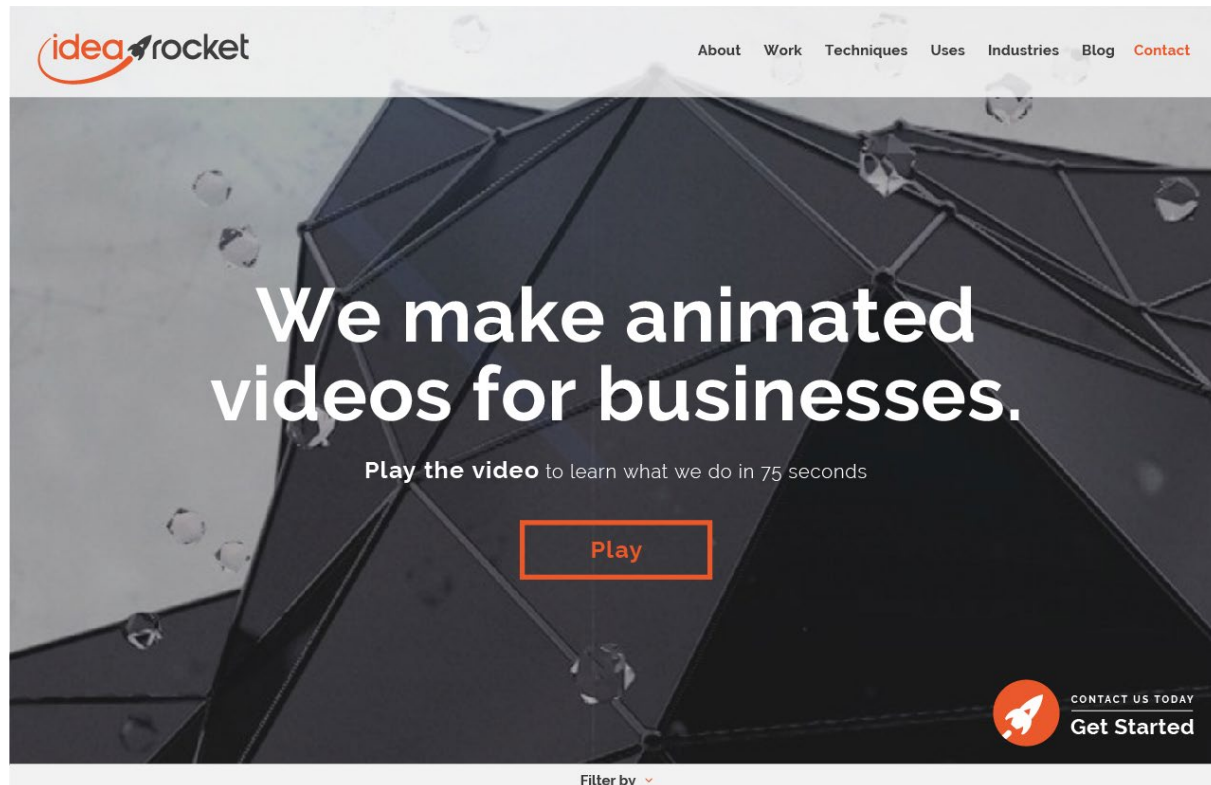


## Back

White background with the logo



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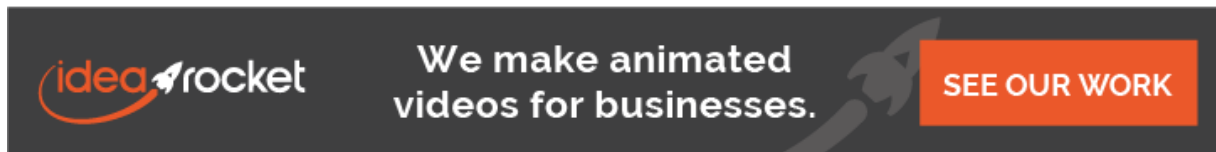
336x280



300x250



728x90



This brand book was created by **Squat New York**.

If you have any questions, please contact [info@squatny.com](mailto:info@squatny.com).

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