roxoft

Brand identity guidelines

Version 1.0.0.
Last updated on 23rd November 2021

Welcome to our brand identity book of guidelines

Before we begin, please remember that the Roxoft brand identity book of guidelines contains just that, a set of guidelines to help you create emotional and visual consistency around the Roxoft brand.

Feel free to be inspired and use your creativity to move forward in creating communications for Roxoft. Just keep in mind some of the rules that are set in this document.

If you have any questions, ideas, or suggestions, feel free to contact us at info@roxoft.hr.
We are always happy to hear from you.

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Rocks and Roxoft green

When we talk about rocks, we think about diamonds and slang, and when we talk about green, we think about your code.

This identity is our story that we wanted to present to you and share with you.

1.0 Roxoft diamond

Diamond is the sentimental element in the Roxoft identity. It was necessary to keep it but in a clean and abstracted form.

Letter “O” in a Roxoft name is a central element that, in this case, represents a simplified diamond shape, a gem. The letter “O” dictates the shaping of the rest of the customized letters.

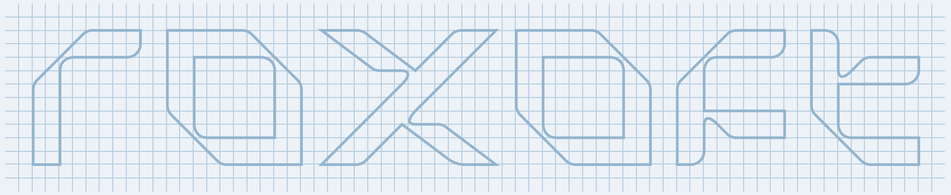
Logo system

2.0 Logo concept

The logotype is constructed out of customized typography. Typography is inspired by shapes that are visible when a raw diamond is cut and shaped into a gem.

The logotype is a combination of geometry and organic shapes.

It was necessary to achieve a clean, gaming, and tech feels through logotype.



2.1 Logotype

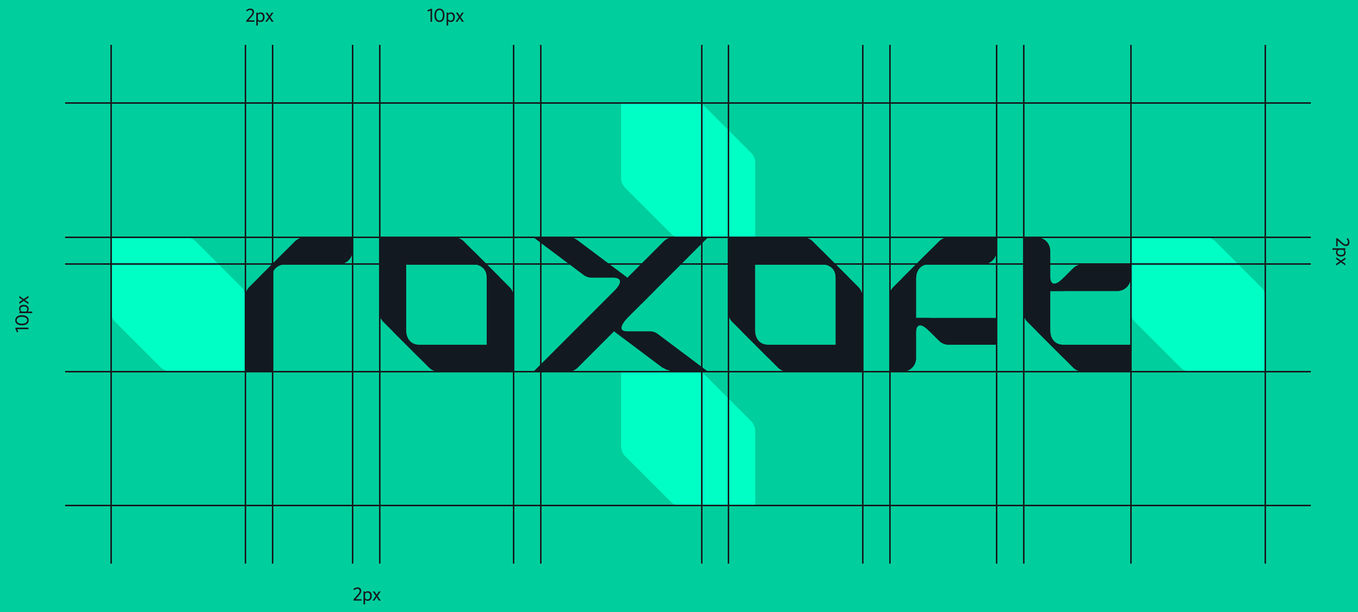
This is our logotype. Roxoft logo is the universal signature that we use across all of our communications. We want to keep it recognizable, so consistency is required.

We recommend using the Roxoft logo whenever it is possible.

To make sure that the Roxoft logo is consistent, please do not edit, distort, recolor, or change in any other way.

2.2 Clearing space

The logotype and a logomark clear space zone correspond to the height and width of the letter “O” from the customized typeface.



2.2 Clearing space

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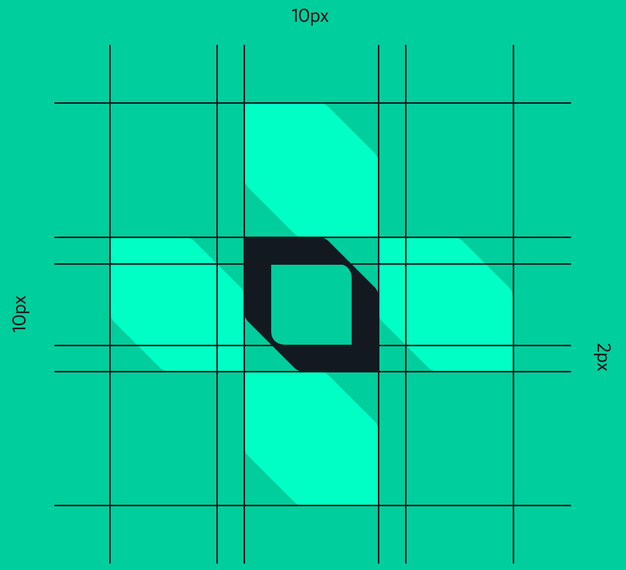


2.3 Logo color

The Roxoft logo should be used in a dark color, on a light or green background.

If the background is dark or blue, please use a light version of a logo.

2.4 Logo minimum sizing

When applying a logo, please be careful about what size you use and where.

Minimum logo size is defined both for digital and print usage. Establishing a minimum size ensures that the impact and legibility of the logo aren’t compromised.

Do not resize responsive logotype versions because they do not look like the original logotype.

Print

30 mm

85 px

8 mm

23 px

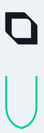
Digital

32 px

approximately 211 px

24 px

approximately 158 px



24 px

16 px

2.5 Logo misuse

We would appreciate it if you understand how important it is that the appearance of the logo remains consistent.

Follow these rules to avoid any mistakes or inconveniences. These rules are the same for a logotype and logomark.

— Do not distort or warp

— Do not use drop shadow or any other effect

— Do not change the transparency of the logo

— Do not use different colors (for more information, see section 2.3)

— Do not outline

2.5 Logo misuse

We would appreciate it if you understand how important it is that the appearance of the logo remains consistent.

Follow these rules to avoid any mistakes or inconveniences. These rules are the same for a logotype and logomark.

— Do not rotate, spin or invert

— Do not use gradients

— Avoid using a logotype in a sentence. Respect the clear space (for more information, see section 2.2)

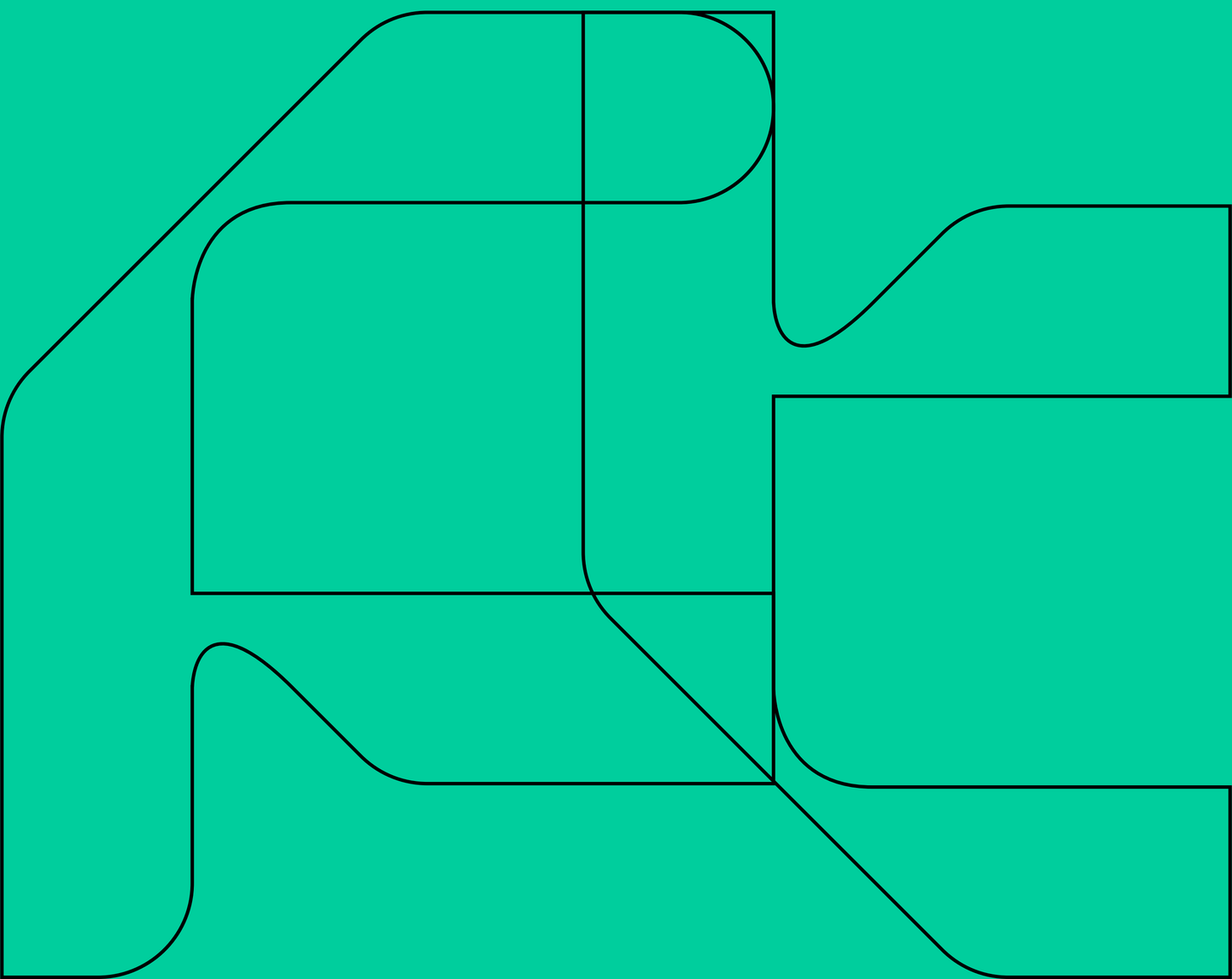
— Do not try to recreate or change logotype custom typography

— Do not use the logo on a busy background

2.6 Partnership lockup

When partnering with another company or a brand, we have to make sure that you do not interrupt any partner’s design and identity and that all presented brands are equally identified.

Typography



3.0 Typeface

Our typefaces are **Conglomerate** by Typetanic Fonts and **Ingra** by Lettermin. Both of them are available with Adobe CC.

It is important to know when we are using what typography. The Conglomerate is a more decorative font and is settled to be used for headings. For paragraph text, we are using Ingra.

Your code is in Roxoft green.

Conglomerate demi

Your code is in Roxoft green.

Ingra regular

3.1 Conglomerate typeface

Conglomerate have six weights. When creating design for Roxoft please use **Medium, Demi and Bold**.

Medium

Demi

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

3.2 Ingra typeface

Ingra have ten weights.
When creating design for roxoft please use **Light, Regular, Book, Medium, SemiBold and Bold**.

Light
Regular
Book
Medium
Semibold
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

3.3 Hierarchy

It is essential to organize typography in a hierarchical system.

Please make sure to apply the following guidelines when using typography in Roxoft communications.

On the right, you can see our simple example of how to use typography.

80 pt

This is our headline set in demi weight

52 pt

Subhead is set in Ingra book

40 pt

Our other content is written in Ingra regular in half the point size of the headline. Please make sure that your headline is emphasized in comparison with the rest of the content.

If you want to make something more important in content, please use different weights, like **SemiBold** or **Bold**.

16 pt

* Make sure that the hierarchy is clear and consistent

3.4 Text rotation

Text can be rotated in different directions. Please use this option in a smaller amount and only with text that is not that important. Make sure that content is readable all the time.

Example how can you rotate text and content

3.5 Alternative typeface

Due to copyrights, we are not permitted to share the font files. You may have to purchase the typeface.

As a free alternative for Ingra, we suggest the **Source Sans Pro** designed by Paul D. Hunt.

Ingra and Source Sans Pro do not match completely. Please make sure that you use an alternative typeface only if it is necessary.

Ingra	Source Sans Pro
Hair	-
Thin	-
Ultra Light	ExtraLight
Light	Light
Regular	Regular
Book	-
Medium	-
SemiBold	**SemiBold**
Bold	**Bold**
ExtraBold	**ExtraBold**

Color system

4.0 Primary colors

Carbon

HEX #14191F
HSL 212 21 10
RGB 20 25 31
CMYK 79 70 61 76

Solid

HEX #02CAA0
HSL 167 98 40
RGB 2 202 160
CMYK 70 0 52 0

4.1 Secondary colors

Stone

HEX #DDE6EE

HSL 208 32 90

RGB 221 230 238

CMYK 12 5 3 0

4.2 Tertiary colors

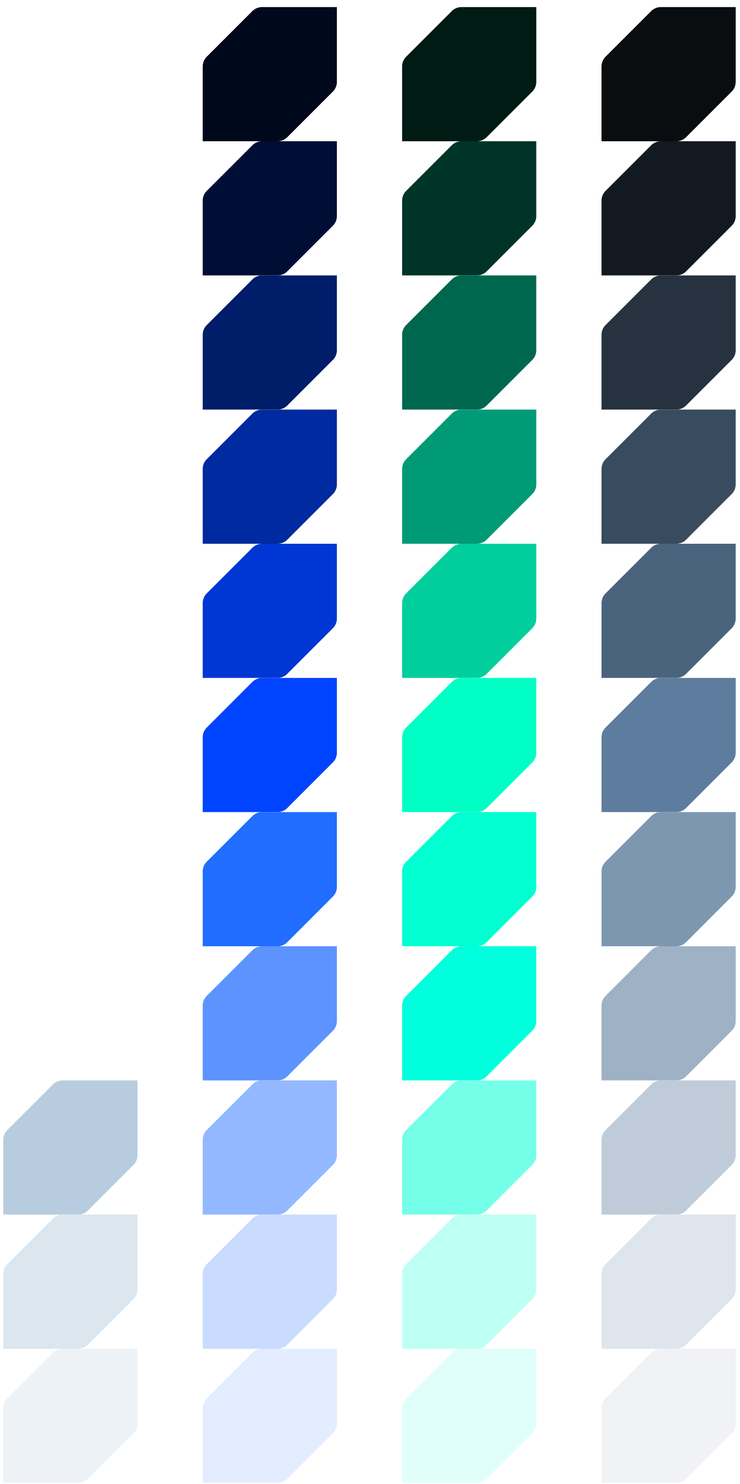
Crystal

HEX #0062FF
HSL 207 100 50
RGB 0 98 255
CMYK 82 62 0 0

HEX #CC3342
HSL 354 60 50
RGB 204 51 66
CMYK 14 94 76 3

Use this color only for UI/UX

4.3 Color scale



4.4 Addition colors

We recommend using additional colors only for **charts** and **infographic** design purposes if it is necessary.

Do not use those colors for the web and any other graphic elements.

HEX #F5B770
HSL 32 87 70
RGB 245 183 112
CMYK 2 31 63 0

HEX #EA6648
HSL 11 80 60
RGB 234 102 72
CMYK 3 75 76 0

HEX #9C5FA0
HSL 296 26 50
RGB 156 95 160
CMYK 42 73 4 0

4.4 Addition colors

Whenever you can, please use only our green, blue or gray color shades for charts and similar elements.

HEX #016550
HSL 167 98 20
RGB 1 101 80
CMYK 90 37 73 27

HEX #019878
HSL 167 98 30
RGB 1 152 120
CMYK 83 17 66 2

HEX #02CAA0
HSL 167 98 40
RGB 2 202 160
CMYK 70 0 52 0

HEX #02FDC8
HSL 167 98 50
RGB 2 253 200
CMYK 56 0 39 0

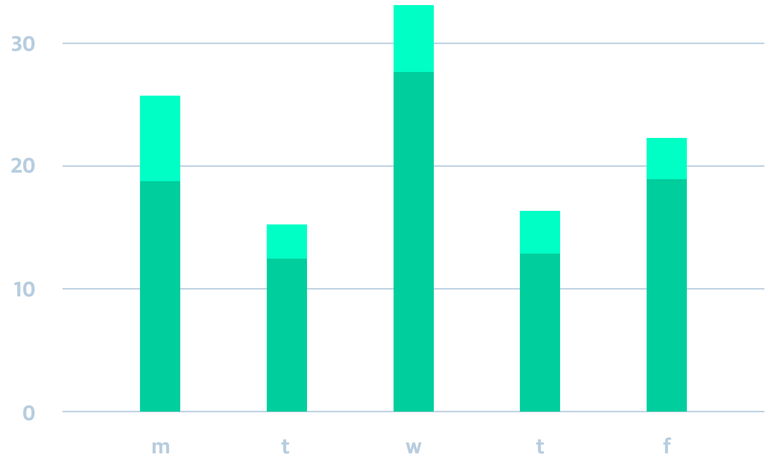
HEX #002766
HSL 217 100 20
RGB 0 39 102
CMYK 100 94 28 26

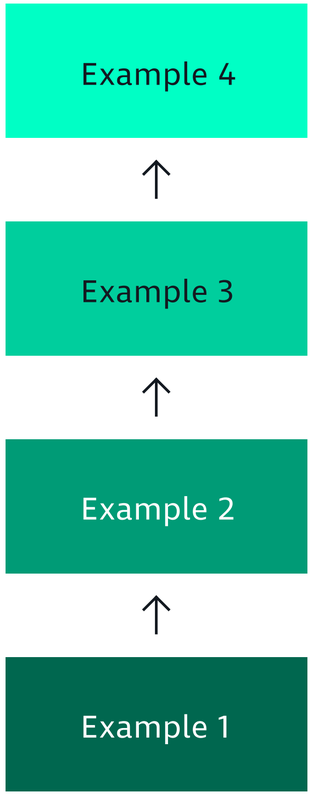
HEX #003B99
HSL 217 100 30
RGB 0 59 153
CMYK 100 92 6 1

HEX #004ECC
HSL 217 100 40
RGB 0 78 204
CMYK 90 79 0 0

HEX #0062FF
HSL 217 100 50
RGB 0 98 255
CMYK 84 69 0 0

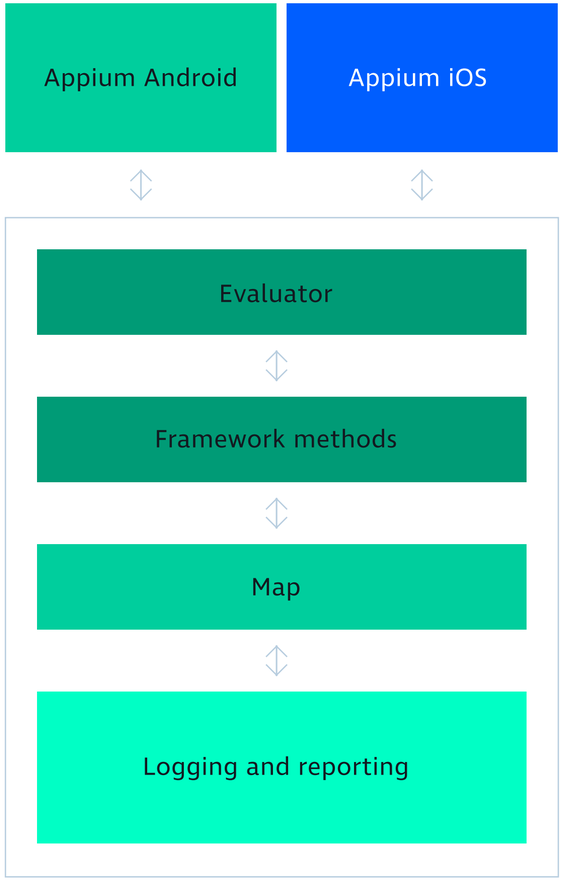
4.5 Addition colors - examples



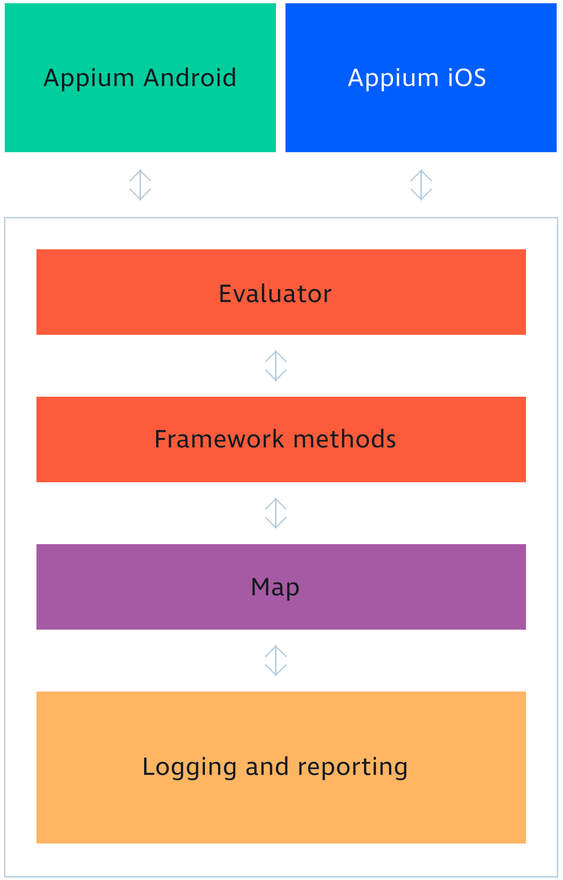


4.5 Addition colors - examples

Version 01



Version 02



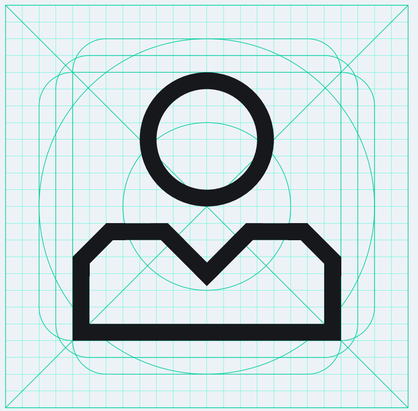
* Please use version 01 as often as possible. Also, it can be made in a blue or gray version.

Icon system

5.0 Icon construction

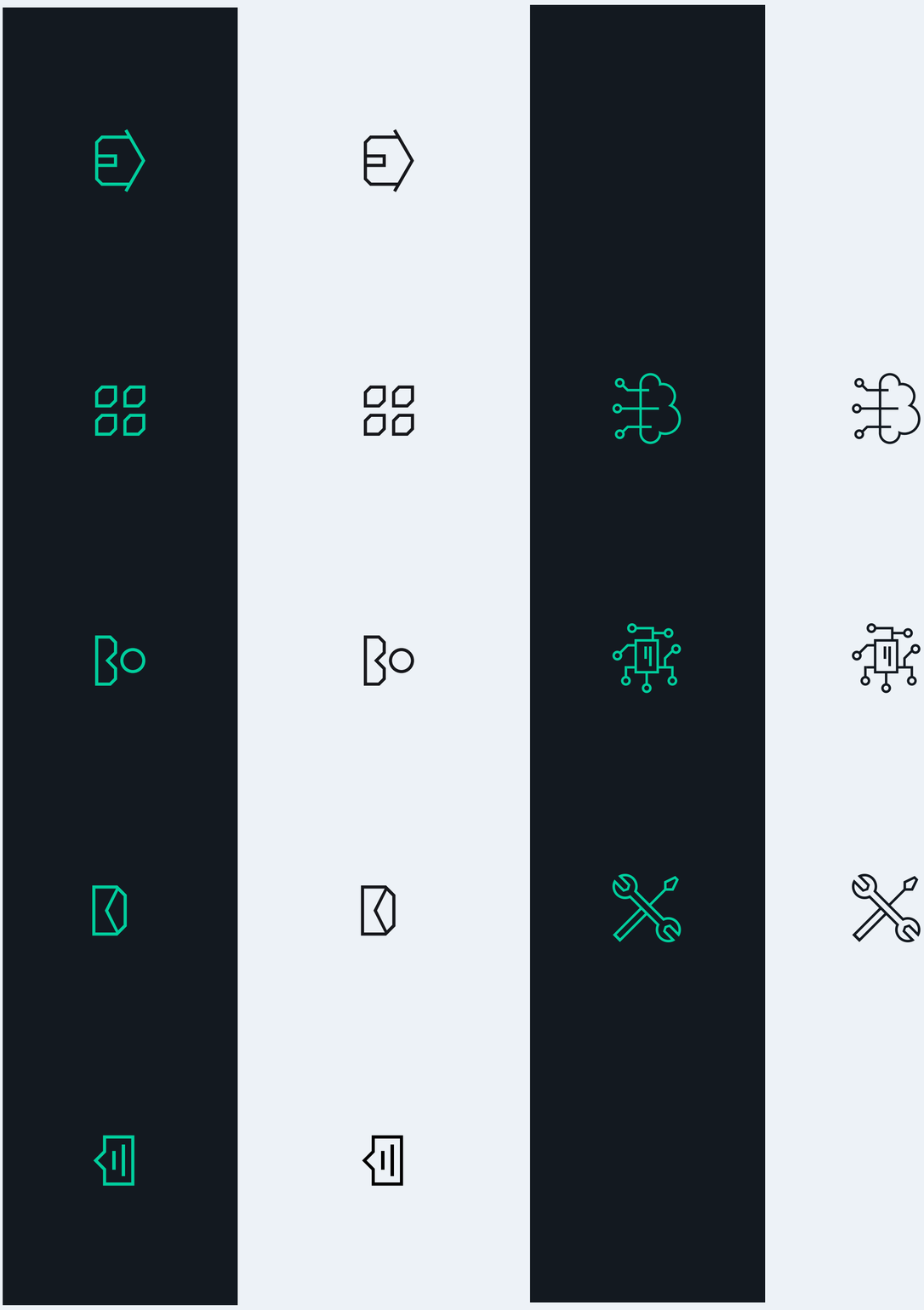
Our icon system is inspired by the logotype’s shaping. All icons are in outlined version.

All icons should be drawn on a 40x40 px or 24x24 px grid frame, with a 1 px stroke width.

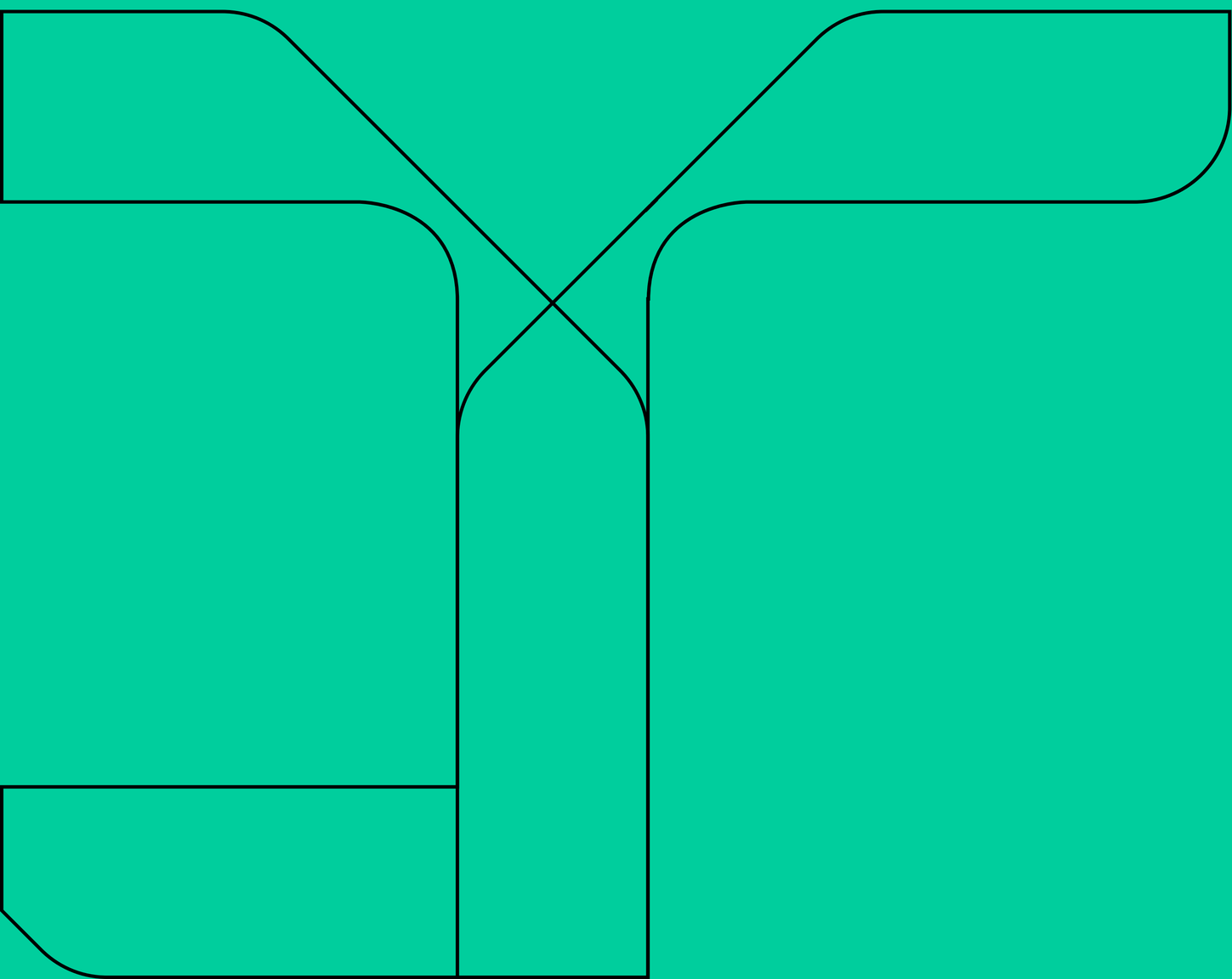


24 x 24 px grid

5.1 Icon examples



Pattern

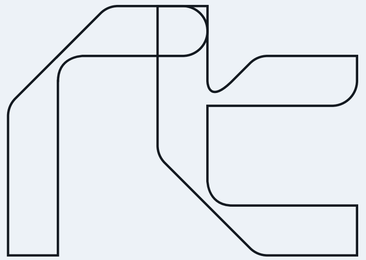


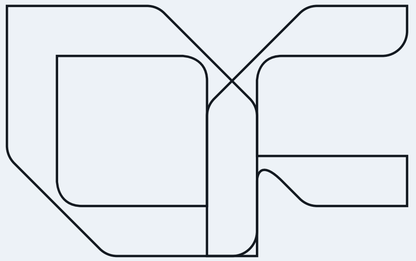
6.0 Pattern system

Our pattern lies on a logotype custom typography from our logotype. There is no specified pattern. The idea is to use letters from a logotype and connect them into a shape.

The pattern can be linear or filled. If there is a lot of other content, we prefer using a liner pattern just for decorative purposes.

The pattern can be rotated in any way that you need. Letters do not need to be readable. Also, if it is necessary, you can cut out parts of the pattern (letters) if the composition doesn’t look right.





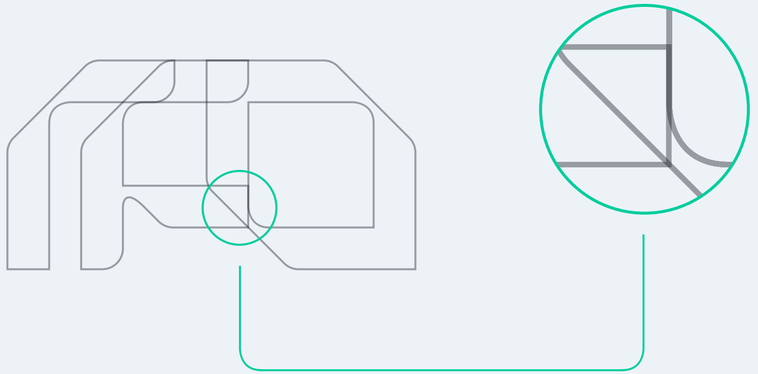
Linear pattern examples

Filled pattern examples

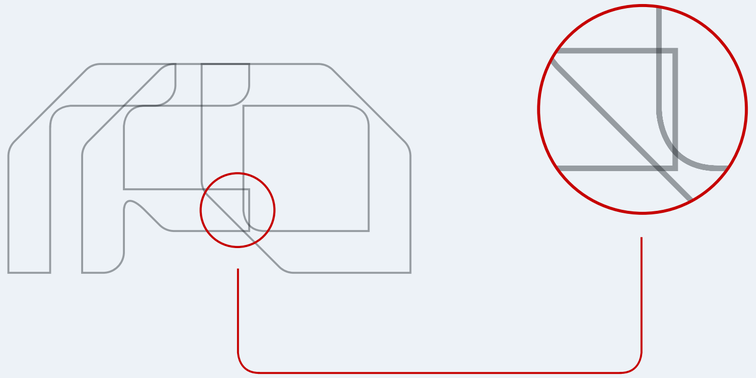
6.0 Pattern system

When connecting letters, please make sure that their corners are inline.
If letters can't be inline properly, do not combine them for pattern in that order.

This rule is for linear and filled pattern too.



Correct connection

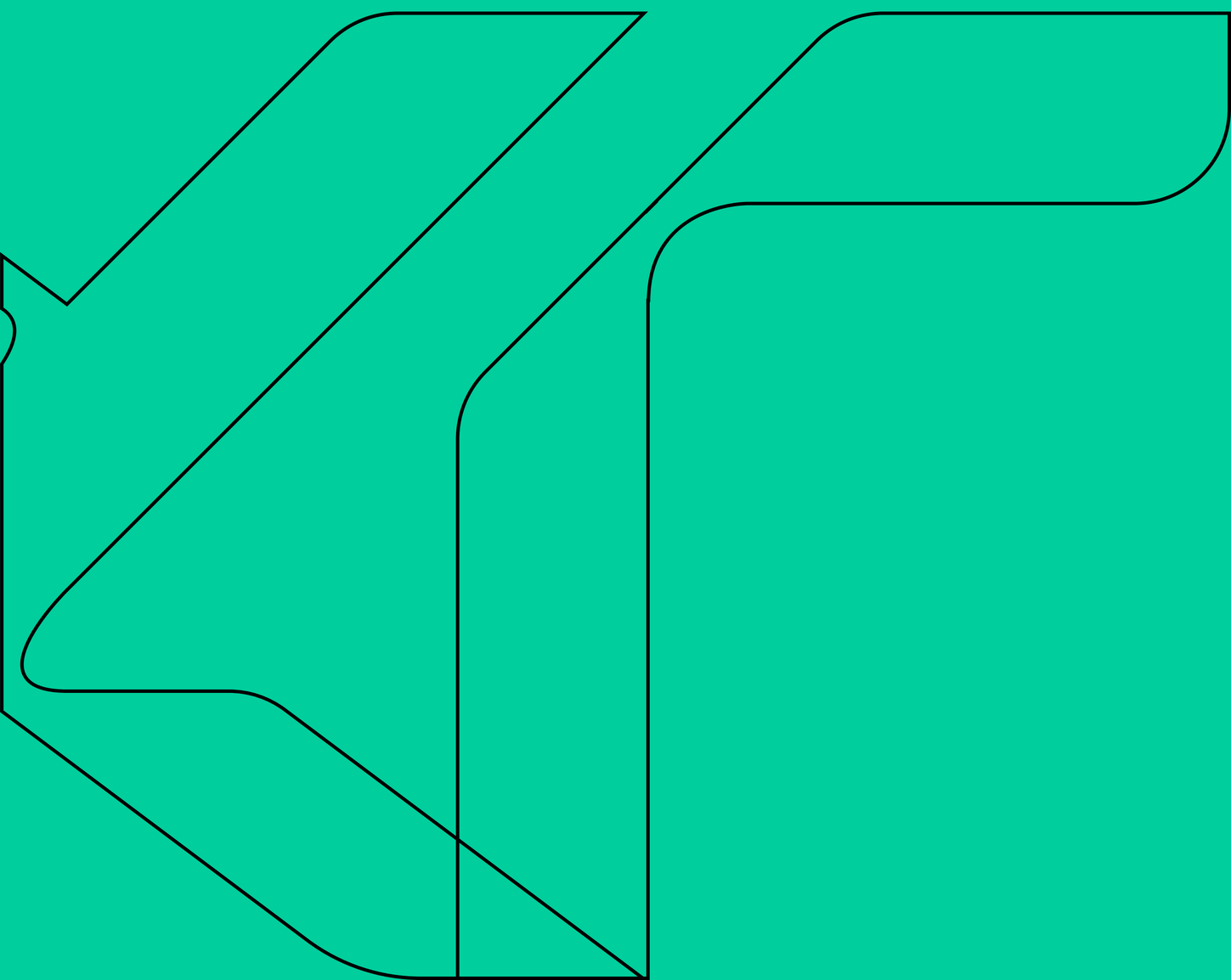


Wrong connection

6.1 Pattern examples

6.1 Pattern examples

Illustration system



7.0 Illustrations

The main thing about illustrations is to keep them simple. They are linear, and the only things that we field with color are details that we want to emphasize.
Keep the line thickness in between 1 - 3px when creating illustrations. It is not a problem if lines visually get thinner when you enlarge them.

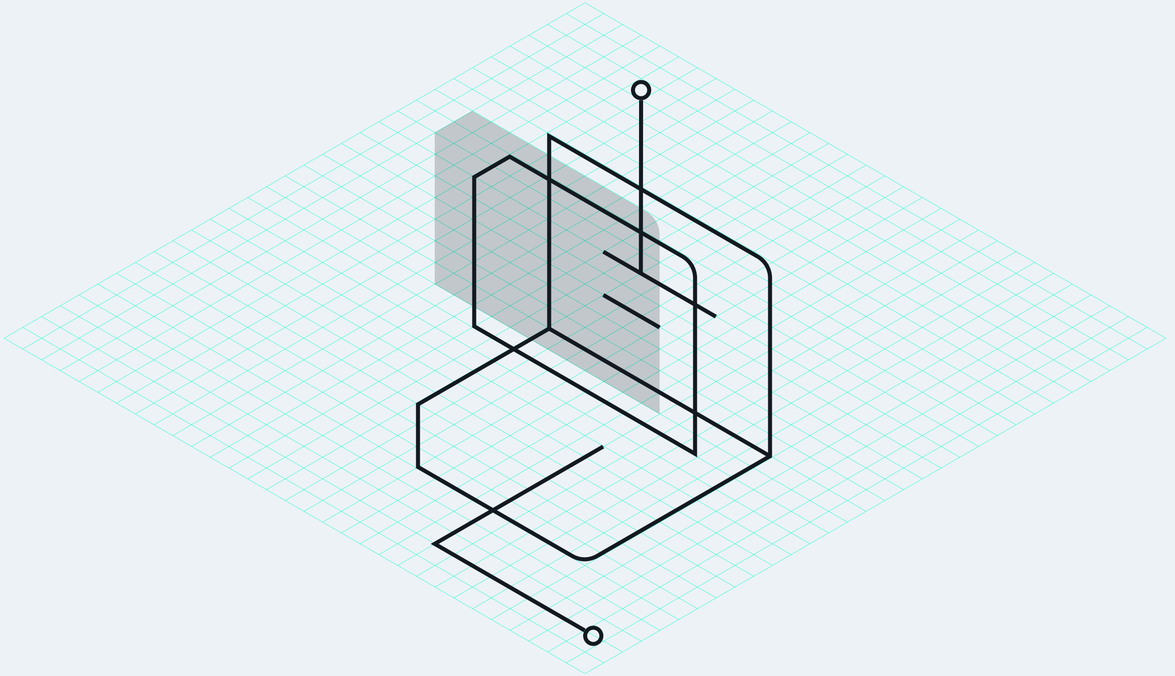
Elements that are filled with colors have a 20% opacity. We suggest using one color when creating the illustration.

Make sure that the lines of illustration are approximately the same width as lines of the pattern if they are, for instance, on the same screen on a web. Keep them similar as possible.

7.1 Isometric grid

We use an isometric grid to create our illustrations. The example on the right has rounded corners at 20° and a line thickness of 3px.

Make rounded corners if it is needed and just for small details.

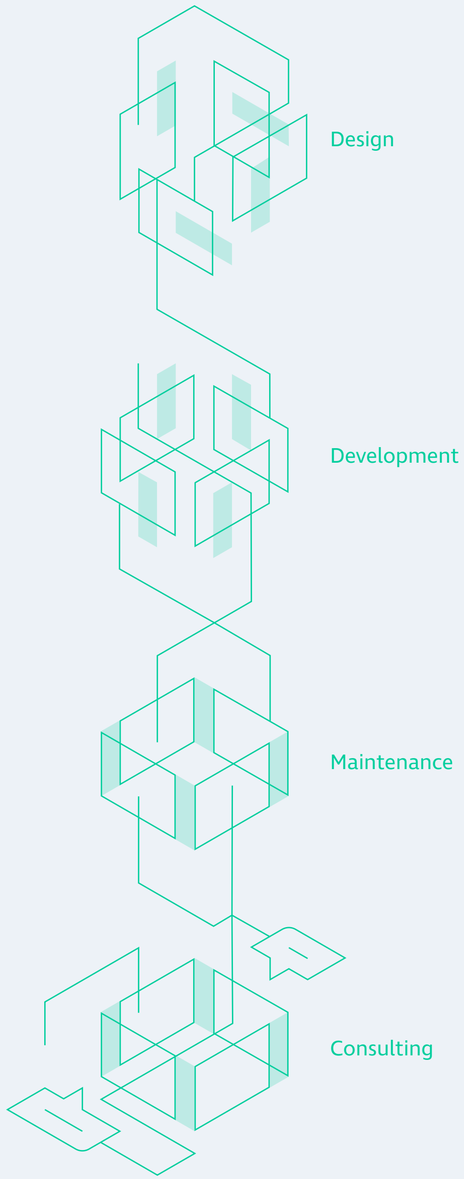


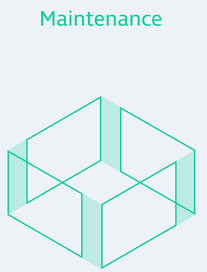
Isometric grid example

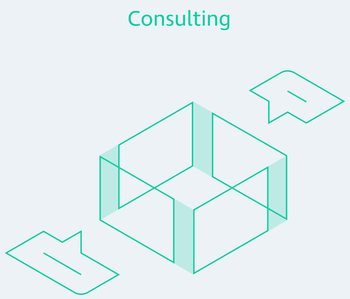
7.2 Illustration concept

Illustrations can be abstract. They do not need to show realistic shapes.

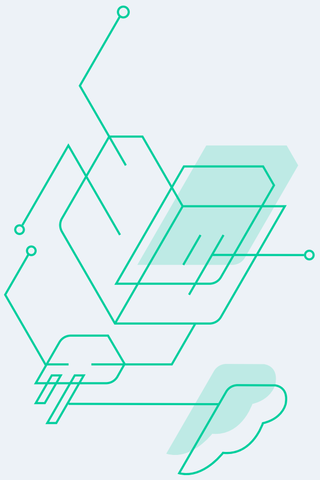
Illustrations are modular. You can make separate illustrations or connect them into one shape by joining them with lines.

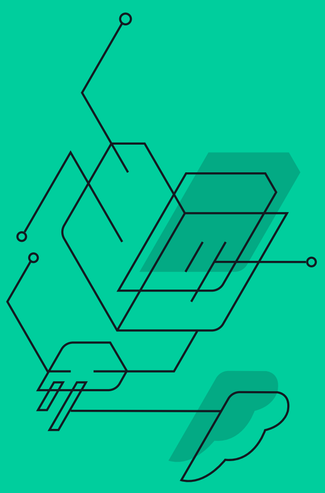




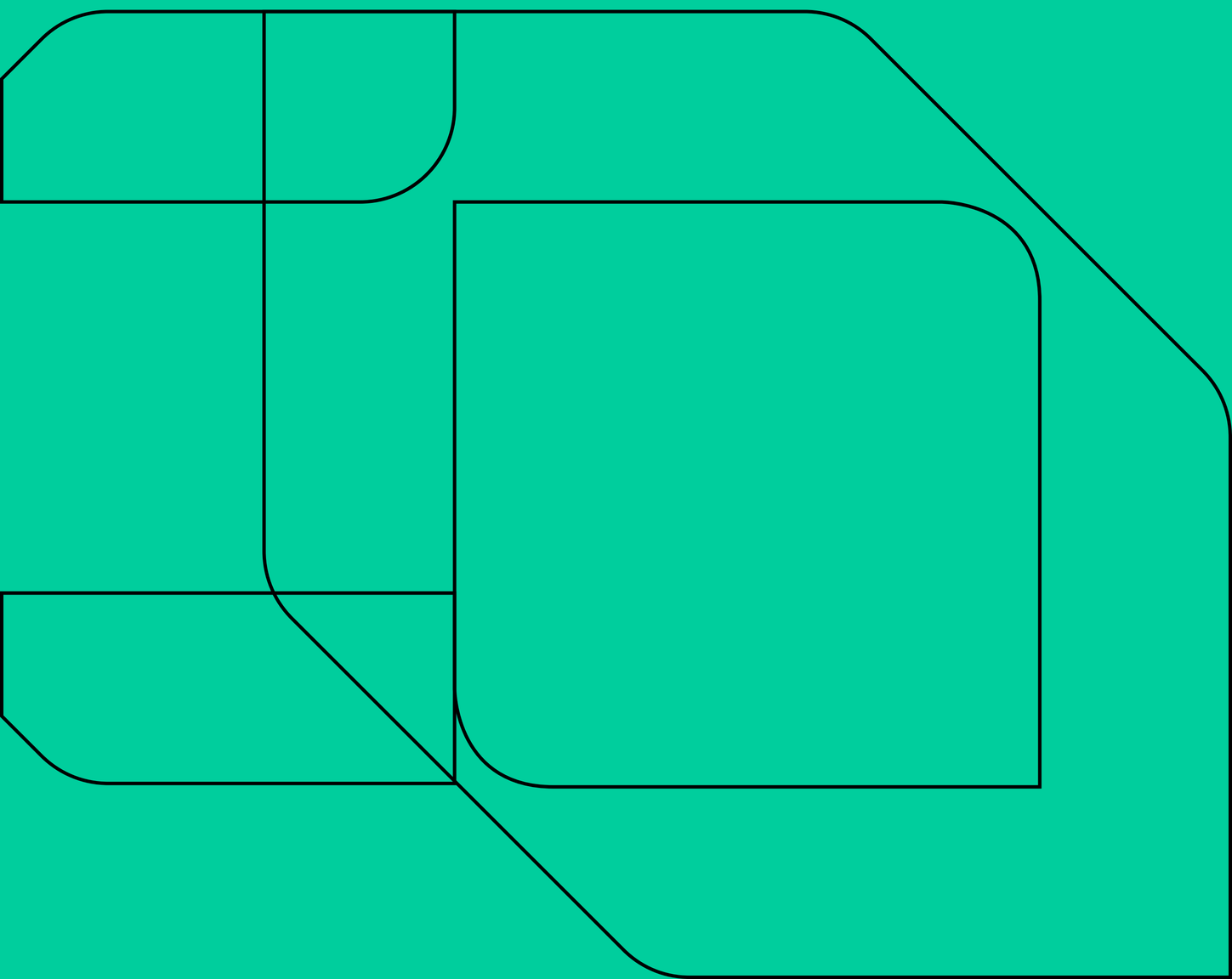


7.3 Illustration color examples





Stationery and advertising



8.0 Stationery

Here are some simple guidelines for creating stationery materials, such as business cards and memos.

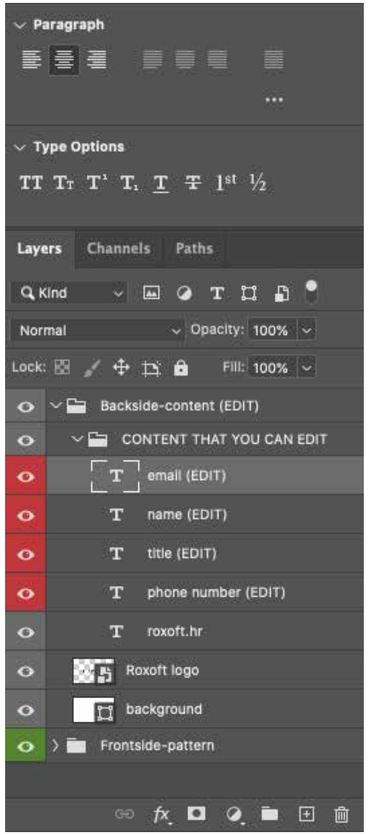
8.1 Business card

One side of a business card is a simple Roxoft pattern in green and light gray (#EEF2F6) colors. **Please do not edit or change** that side in any way.

Backside card content is editable. You can edit complete content if it is needed, except the logo. Make sure that the logo position remains untouched.

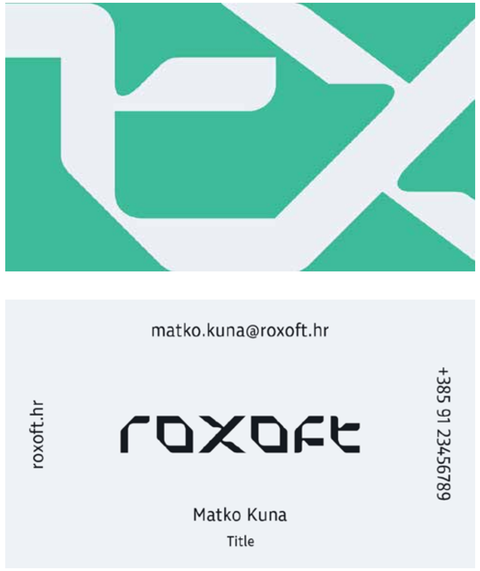
Make sure that text is positioned at central alignment all the time when editing.

Leave settings as they are, do not make changes on margins and text box size. This document must be consistent all the time.



Layers and text seting in photoshop document

Document name: **Roxoft_business_card_template(front and backside).psd**



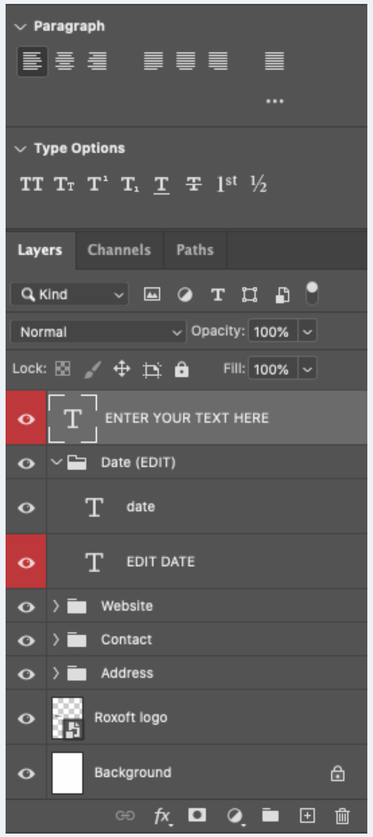
Business card example

8.2 Memo

Memo on its left side has Roxoft general information, logo, and a date. The date is editable, and it can be changed whenever you need it. You can update general information also, but do not change their orientation, size, or order.

The text on the right in the document is where you can write your content.

Leave settings as they are, do not make changes on margins and text box size. This document must be consistent all the time.



Layers and text seting in photoshop document

Document name: **Roxoft_memo_template.psd**

Memo example

8.3 Advertising

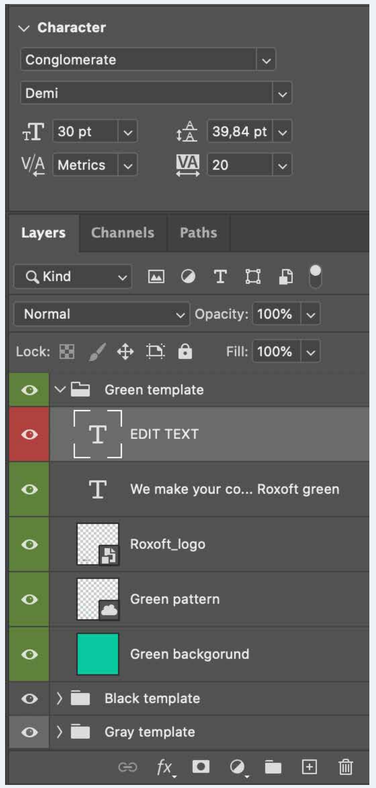
Here are some simple guidelines for creating advertising materials, such as visuals for social media posts and presentations.

8.4 Social media

We have three templates for social media posts. The main difference is the color, but the text size, margins, and other graphic elements are the same. This kind of post is for a short statement. Keep the text size of 31 pt. Do not go over five rows of text.

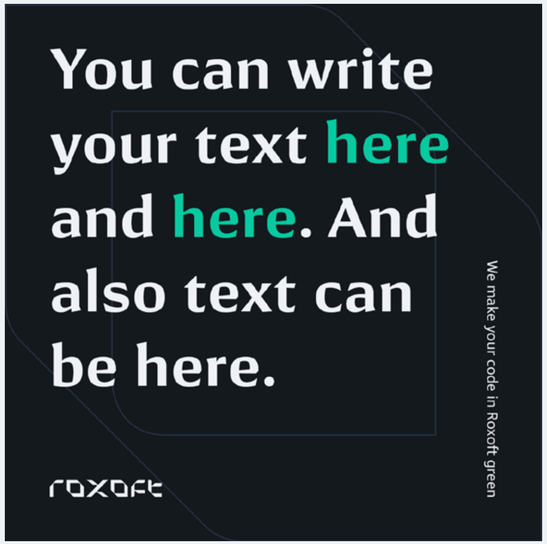
If you want to emphasize some of the words, use different colors for them. For example:
- in a green template, use a gray color #EEF2F6
- in a black and gray template, use a green color #02CAA0

Please do not move the logo, pattern in the background, and text on the right side of the templates.



Layers and text seting in photoshop document

Document name: **Roxoft_social_media_template.psd**

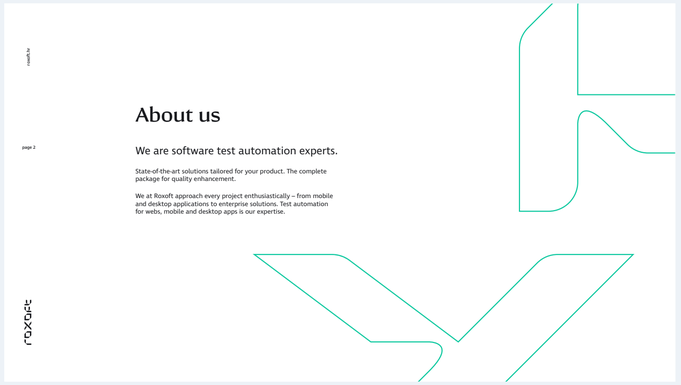


Social media post example

8.5 Presentation

When making a presentation in PowerPoint or some other software, please use colors and typography defined in this document. Also, make sure to use typography hierarchy (check section 3.3 for more information) Try to make the template as close as possible to the visual identity.

Always put the logo in the down-left corner and try to use a pattern in the background when it is possible.



Simple presentation slides examples

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