ROCKSOFT

Brandbook

Message from Piotr

We live in times where digitalization and technology are the driving forces of growth in our society. Technology is everywhere and we use it daily at work and in our private lives.

At Rocksoft, we believe that technology can be an enabler in pursuing dreams. It can give us more freedom and help us regain focus on what really matters.

In a world that constantly fights for our attention trying to make us its slaves, keeping a clear mind and staying focused on meaningful goals has never been more important. This is the idea and aspiration we want to bring into our work for our clients and partners.

This is why we exist. And we invite everyone who shares this vision to join us on this journey.

Founder and CEO

WHY

We believe no peak is unreachable - you just need the right guidance and tools

HOW

By being the guide who knows the trail, prepares the gear, and climbs with you.

WHAT

We evaluate your business stage and deliver the technology needed to climb to the next level.

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1 Our Why

The Climb

Every business journey begins in the lowlands.

You have an idea to fulfil.

A mountain to climb.

At first, the path is clear. You move fast, full of energy.

– *"This is it. My chance to finally build something of my own."*

You dream of freedom – to work on your own terms, to make a difference, to give a better life to the people you love.

But as you climb, the air gets thinner. The path steepens. Storms hit without warning. What once used to work no longer carries you higher.

– *"Why is this so hard?"* you think. *"I thought it would get easier."*

Days turn into late nights. You're fixing problems instead of moving forward. You miss dinners. You miss weekends. You miss time with the people who matter most.

And with each step, the gap between your dream and your reality grows wider.

In those quiet moments, you ask yourself:

– *"Can I really reach the top?"*

And then - on the trail - you meet someone who has been here before. They know the hidden paths. They can read the weather.

They carry the gear you need – and if it doesn't exist, they build it.

– *"Maybe I can still make it."* you think. You regain your hope that the idea really is worth climbing for.
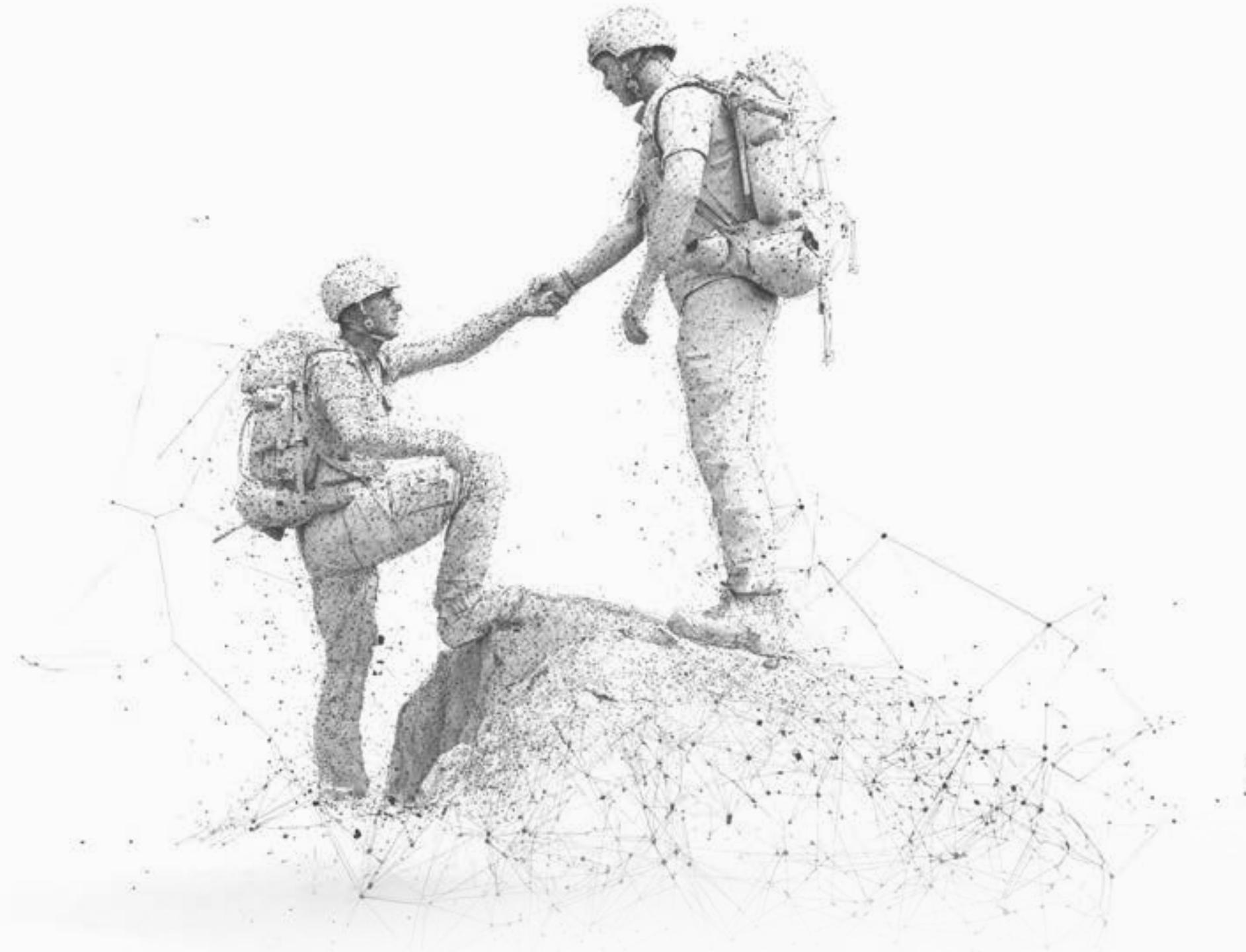
And one day, you break through the clouds, standing at the summit, breathing deeply, seeing the world stretched out before you… and knowing the journey was worth it.

– *"Yes. This is what I was climbing for."*

The climb doesn't have to break you.

**Let's take it together – and make it worth it.**

Our mission

To equip with technology and guide by passionate people

so that businesses can reach higher.
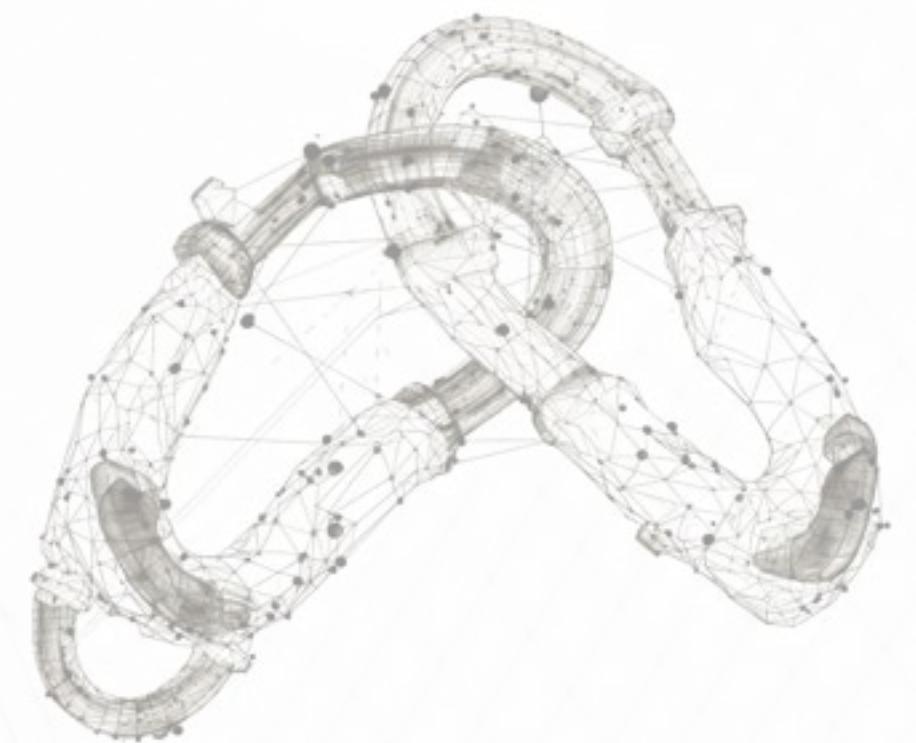
Our vision

A future of businesses reaching every peak they aspire to,

equipped with tools and passion on every climb.

Core values

Humility in leadership
At Rocksoft, leadership with humility is central. We believe that genuine leaders actively listen,
continuously learn from challenges, and foster teams with authentic empathy and respect.

Building trust in business relationships
Trust is our business's backbone. We keep our word and aim to be the kind of partner
people can rely on - both for teammates, partners and clients.

Driving passion in technology
Our technology solutions are born from passion. Rocksoft's team, filled with tech enthusiasts, delivers unparalleled
value to our clientele. Our passionate approach ensures innovative and engaging challenges.

Innovative technology solutions
We love what we do. Our team is full of people who get excited about solving problems with technology.
That passion shows in the way we work and in the results we deliver.

Software reliability with Rocksoft
True to our name, Rocksoft stands for rock-solid software solutions.
Our clients trust us for dependable and robust software products.

Fostering positive work culture
Work should feel good. We celebrate small wins, share coffee breaks,
and believe people do their best work when they feel part of a supportive team.

2 Visual identity

Logo history

Our logo has evolved right alongside our company,
and its journey reflects our values.

The logo from 2012 shows our beginnings as a new company with big
potential and a lot to prove. As we matured, our logo became simpler
and more open, reflecting confidence and our commitment to open
collaboration.

Today, our logo and its solid foundation is a clear symbol of the rock-solid
reliability and trust our partners expect. It's a visual story of the confident,
reliable partner we are today.

Version 2012   Version 2019   Version 2024

Primary logo

This is our primary logo and it's the basis for building brand recognition.

Where & when to use it:

This is the workhorse of our brand. Use the primary combination mark as the default choice across all major brand applications.

- **Digital**: Website headers, social media profiles, digital advertisements, presentation cover slides, and email signatures.
- **Print**: Business cards, letterheads, brochures, and marketing collateral.
- **Events**: Banners, backdrops, merchandise, and event displays.

Clear Space

It must be displayed with a minimum amount of clear space. This exclusion zone separates the logo from other text, graphics, and the edge of the page, guaranteeing its visibility and legibility.

On light surface

On dark surface

Clear space

Secondary logo

This logo is used in situations where simplicity is key, space is limited or where the primary combination mark would be too detailed.

Where & when to use it:

Use the wordmark in the following situations:

- **Limited space.** Ideal for application headers, website footers, email footers, and other tight spaces.
- **Formal and internal documents.** Contracts, invoices, internal reports, and slide decks with focus is on the content and a clean look.
- **Text heavy layouts.** Use in reports where the primary logo might compete with other visual information.

Clear Space

It must be displayed with a minimum amount of clear space. This exclusion zone separates the logo from other text, graphics, and the edge of the page, guaranteeing its visibility and legibility.

On light and dark surfaces

Grey variant on light and dark surfaces

Clear space

What not to do with logo

Don't distort the logo

ROCKSOFT
lorem ipsum

Don't place elements
too close to the logo

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Don't edit the logo file

Don't rotate the logo

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Don't invert the
colors of the logo

ROCKSOFT

Don't apply drop shadow
or special 3d effects

Logo engraving

For engravings, the logo must appear in a single color, so a dedicated engraving version is required.

There are two options:
A dark variant with the background removed and a light variant with the interior cut out. This approach keeps the shape clear on different materials and ensures the mark stays sharp and easy to read.

Our color system

Our color strategy is a direct reflection of our brand: a stable, reliable foundation with a spirit of vibrant innovation. Our palette is divided into: **Foundation colors** and a flexible **Accent palette** that brings our diverse services to life.

Foundation colors

Our primary palette consists of three core colors. This trio forms the consistent and recognizable foundation of our brand's visual identity.

Service colors (Accent colors)

Each color is assigned to a specific service, creating a clear visual code that helps users instantly recognize where they are in the Rocksoft ecosystem.

Hue system

Our hue system provides the technical method for creating new, harmonious colors: by taking a base color and shifting its hue value by increments of +/- 30. To maintain the integrity and balance of our visual identity, the lead designer is the decision-maker for the introduction and assignment of any new service color.

Foundation colors
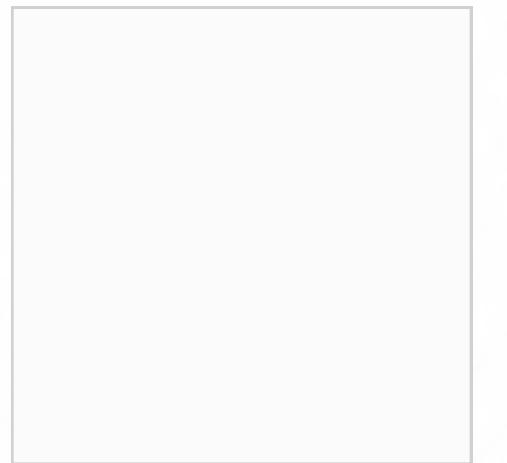
Peak white
Neutral 100 (#FCFCFC)

Granite black
Neutral 900 (#1A1A1A)

Sky blue
sky-blue-400 (#51B6E0)

Service colors (Accent colors)
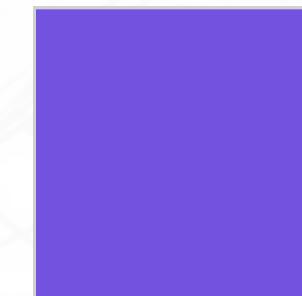
Savoy blue Purple Orchid Mint Green
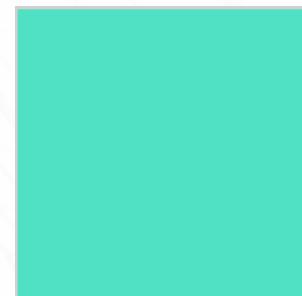
Hue system

+30 +30 +30

-30 -30
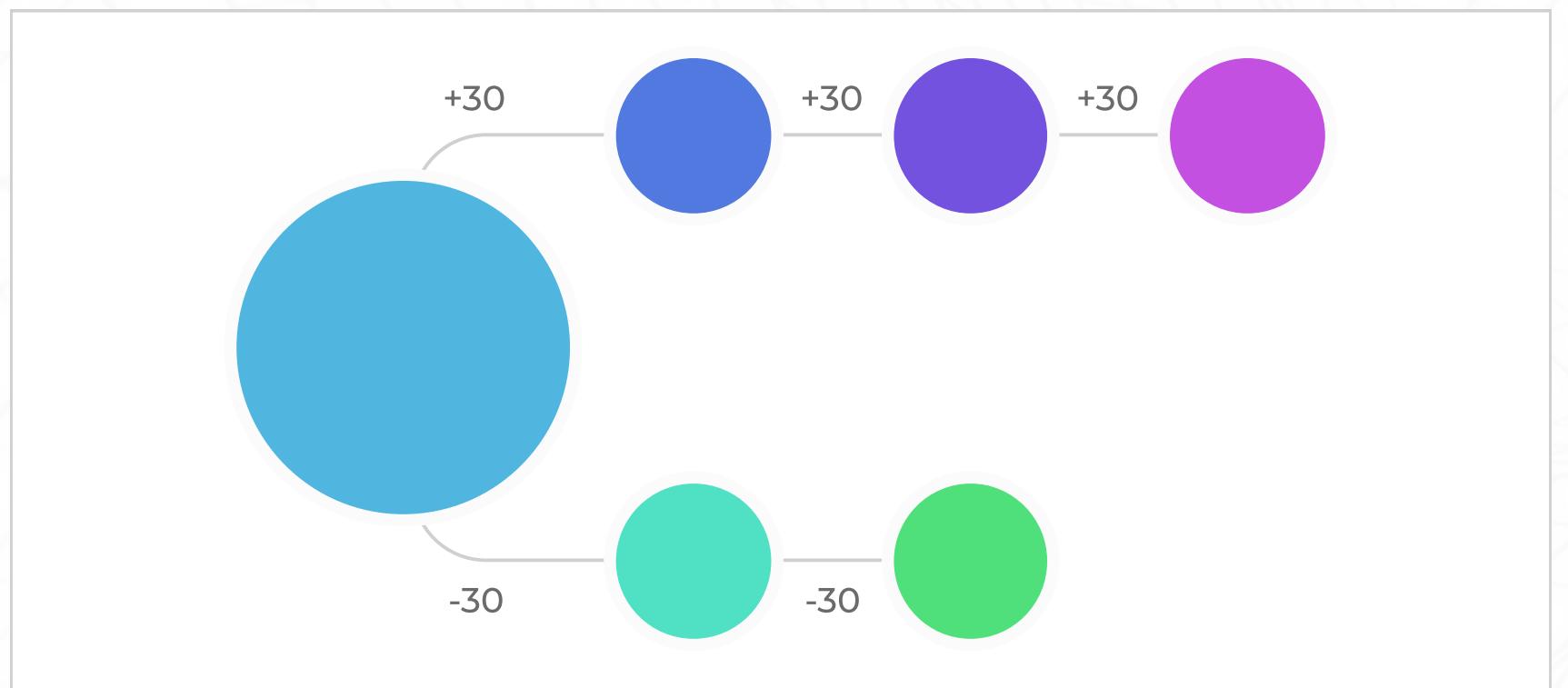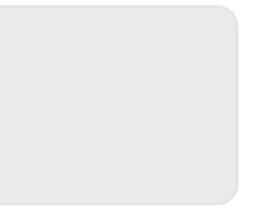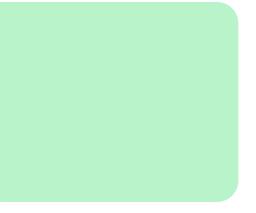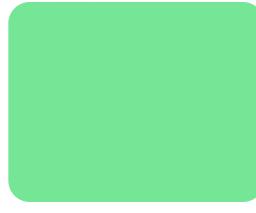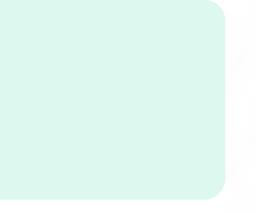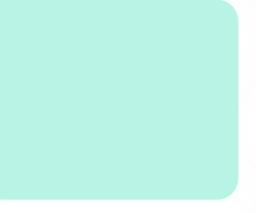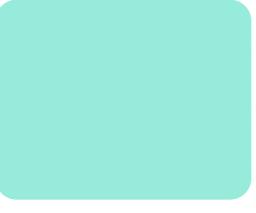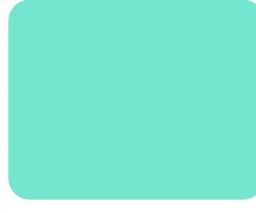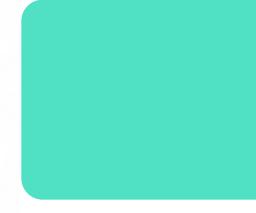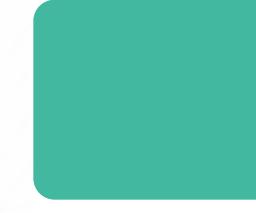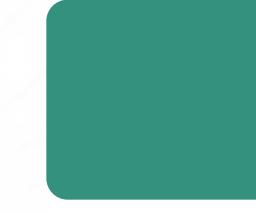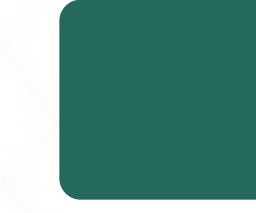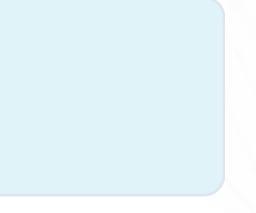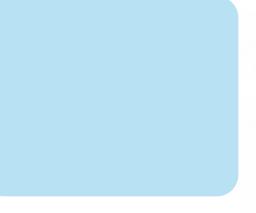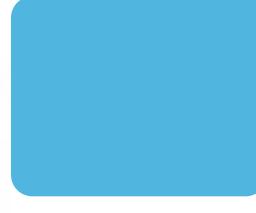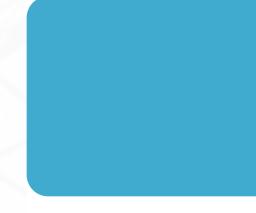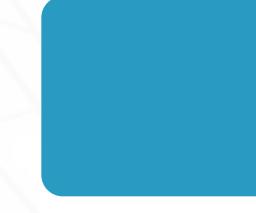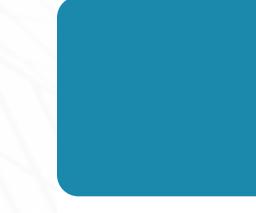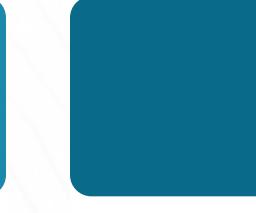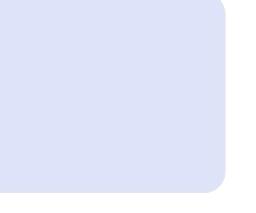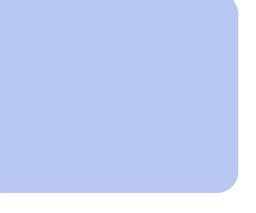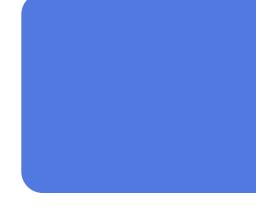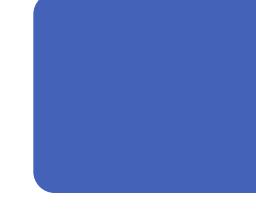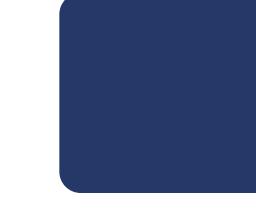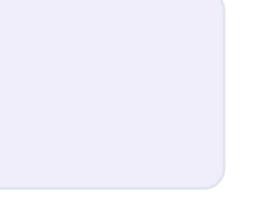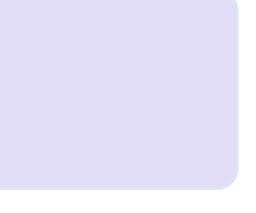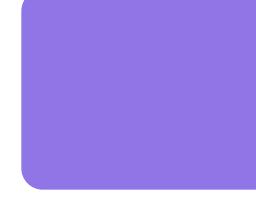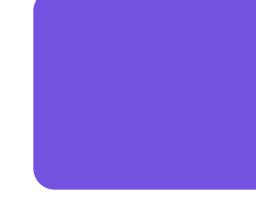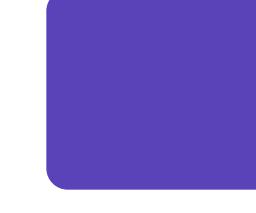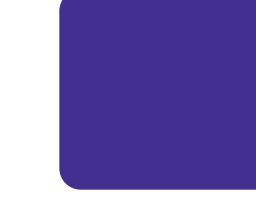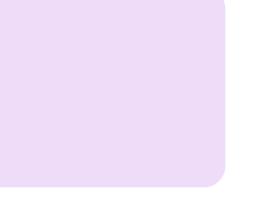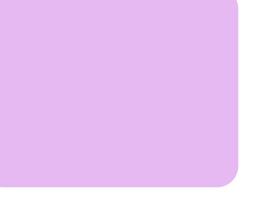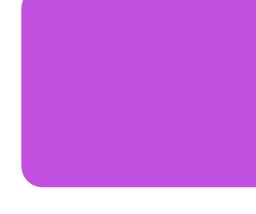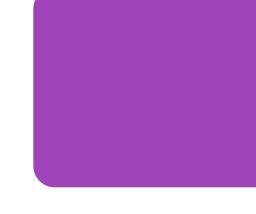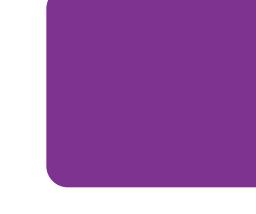
Hue change chart

Our color scale

--colors-nautral-100
rgba(252, 252, 252, 1)
#fcfcfc

--colors-nautral-200
rgba(238, 238, 238, 1)
#eeeeee

--colors-nautral-300
rgba(217, 217, 217, 1)
#d9d9d9

--colors-nautral-400
rgba(187, 187, 187, 1)
#bbbbbb

--colors-nautral-500
rgba(153, 153, 153, 1)
#999999

--colors-nautral-600
rgba(119, 119, 119, 1)
#777777

--colors-nautral-700
rgba(85, 85, 85, 1)
#555555

--colors-nautral-800
rgba(60, 60, 60, 1)
#3c3c3c

--colors-nautral-900
rgba(26, 26, 26, 1)
#1a1a1a

--colors-green-100
rgba(220, 249, 229, 1)
#dcf9e5

--colors-green-200
rgba(186, 243, 203, 1)
#baf3cb

--colors-green-300
rgba(151, 236, 177, 1)
#97ecb1

--colors-green-400
rgba(116, 230, 150, 1)
#74e696

--colors-green-500
rgba(81, 224, 124, 1)
#51e07c

--colors-green-600
rgba(66, 184, 99, 1)
#42b863

--colors-green-700
rgba(51, 145, 75, 1)
#33914b

--colors-green-800
rgba(37, 105, 52, 1)
#256934

--colors-green-900
rgba(22, 66, 31, 1)
#16421f

--colors-mint-100
rgba(220, 249, 240, 1)
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--colors-mint-200
rgba(186, 243, 230, 1)
#baf3e6

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#74e6d0

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rgba(81, 224, 196, 1)
#51e0c4

--colors-mint-600
rgba(66, 184, 161, 1)
#42b8a1

--colors-mint-700
rgba(51, 145, 127, 1)
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--colors-mint-800
rgba(37, 105, 92, 1)
#25695c

--colors-mint-900
rgba(22, 66, 58, 1)
#16423a

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#e1f3fa

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rgba(184, 226, 243, 1)
#b8e2f3

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rgba(141, 209, 235, 1)
#8dd1eb

--colors-sky-blue-400
rgba(81, 182, 224, 1)
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--colors-sky-blue-500
rgba(64, 170, 207, 1)
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--colors-sky-blue-600
rgba(41, 155, 195, 1)
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--colors-sky-blue-700
rgba(26, 138, 173, 1)
#1a8aad

--colors-sky-blue-800
rgba(11, 106, 138, 1)
#0b6a8a

--colors-sky-blue-900
rgba(0, 74, 100, 1)
#004a64

--colors-blue-100
rgba(221, 228, 249, 1)
#dde4f9

--colors-blue-200
rgba(186, 201, 243, 1)
#bac9f3

--colors-blue-300
rgba(152, 175, 236, 1)
#98afec

--colors-blue-400
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#7594e6

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#5279e0

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#4363b8

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#344e91

--colors-blue-800
rgba(38, 58, 105, 1)
#263a69

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#172542

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rgba(241, 239, 252, 1)
#f1effc

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rgba(227, 222, 249, 1)
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rgba(143, 117, 230, 1)
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rgba(66, 49, 145, 1)
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rgba(41, 33, 105, 1)
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rgba(240, 220, 249, 1)
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--colors-orchid-200
rgba(230, 186, 243, 1)
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--colors-orchid-300
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#d074e6

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#c451e0

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--colors-orchid-800
rgba(92, 37, 105, 1)
#5c2569

--colors-orchid-900
rgba(58, 22, 66, 1)
#3a1642

Accent color shades

These three colors form a simple, monochromatic palette that should be used to build out the interface for a specific service or product.

Usage Guidelines

Use each shade for its intended purpose to create a clear and intuitive visual hierarchy.

Light shade

Use for subtle, low-emphasis or dark mode (surface) elements

Main Shade

This is the hero color for the service and should be the most prominent.

Dark Shade

Use for high-emphasis elements that require strong contrast or indicate an active state.

Light shade   Main shade   Dark shade
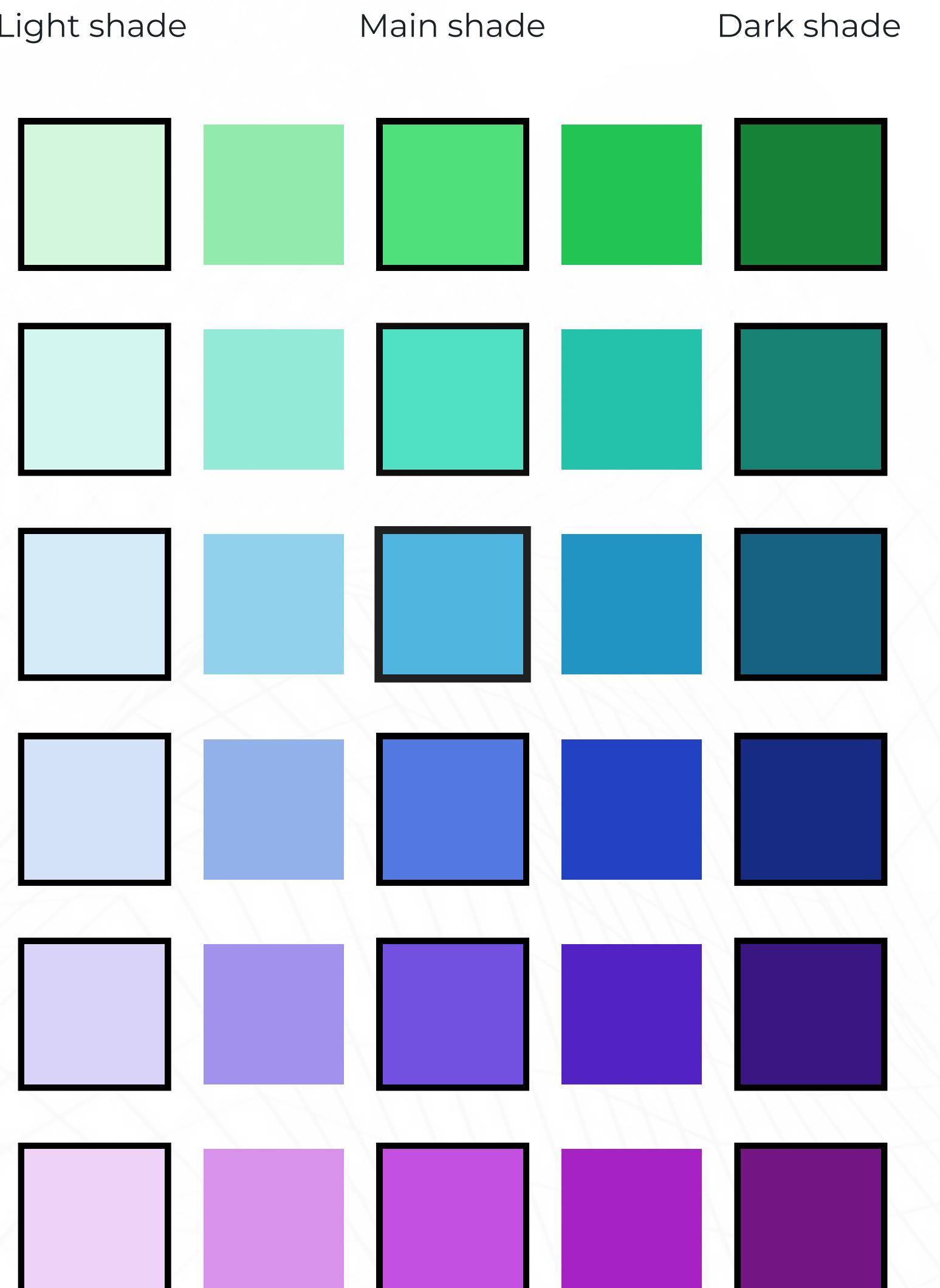
Our color ratio: 60-30-10 rule

Our approach to color is simple and smart. We follow the 60-30-10 rule as our guide to keep our look clean, balanced, and easy to read.

While these ratios are a guideline, not a strict formula, the goal is always to maintain a clean, high-contrast look dominated by our foundation colors.

60% — White (#)

30% — Dark (#)

10% — Accent color (Rocksoft blue or any other service color)

Dark surface variant

Principle remains the same, but the roles of our foundation colors are inverted to create a comfortable viewing experience in low-light environments.

60% — Dark (#)

30% — White (#)

10% — Accent color (Rocksoft blue or any other service color, look at correct color tint)
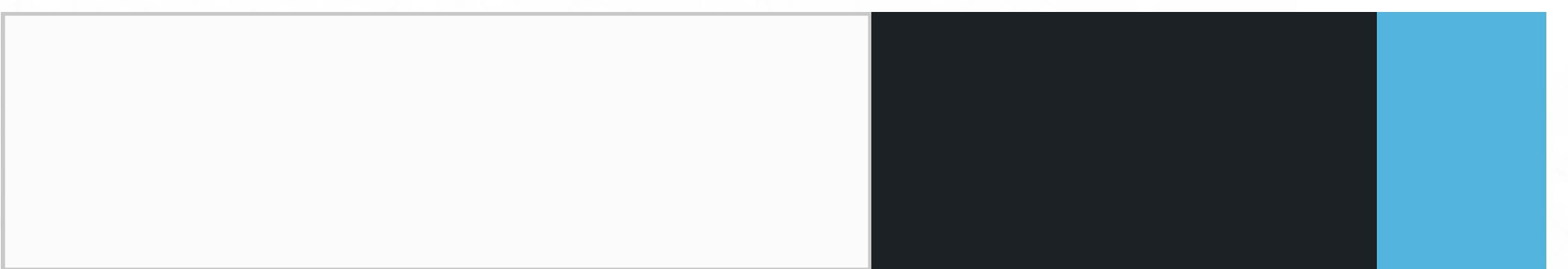
Base variant

60%   30%   10%
Any accent color

Dark surface variant
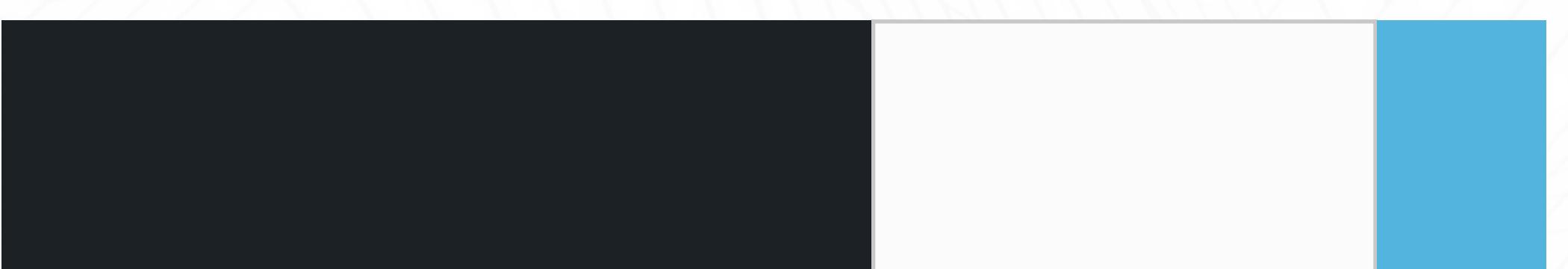
60%   30%   10%
Any accent color

Example of color usage

Mobile App development services

App development, integrations, enterprise solutions to grow your business.

Contact us →

● 60%

○ 30%

● 10%

Primary font

Primary font: **Roboto Slab**

Roboto Slab is our primary, reserved for moments that matter most.

We use it for:

- The main H1 headline in the hero section of the homepage or landing page
- The title of a blog post or case study.
- The main title on the cover slide
- The headline on the cover of a brochure, white paper, or report.

Its character is a unique blend of strength and warmth, perfectly representing our expert yet approachable

Your partner

Let's build your web app or mobile app with
stability,
flexibility
and commitment
to your business success.

Trust is our business's backbone. Whether it's an employee, partner, or client, every relationship is precious. Our commitment is to cultivate enduring, trustworthy business partnerships.

Roboto Slab

Secondary font

Secondary font: **Montserrat**

This is your versatile workhorse font. Use it for everything else to ensure clarity, readability, and a consistent user experience across all communications.

We use it for:

- (H1) in client presentations.
- All sub-headings on a webpage (H2, H3, H4, etc.).
- Section titles within a presentation slide.
- Chapter titles and sub-headings in a report or document
- All paragraphs on the website, blog, and in documents.
- Bullet point lists.
- Captions for images and charts.
- User Interface (UI) & Interactive Elements

Innovative
TECHNOLOGY

[INFO] innovation_score = 91%
[====================--]
0.91372051497

In a fast-paced tech world, Rocksoft is committed to staying updated. Our dedication to innovation ensures that our clients always access the latest and most efficient technology solutions.

Montserrat
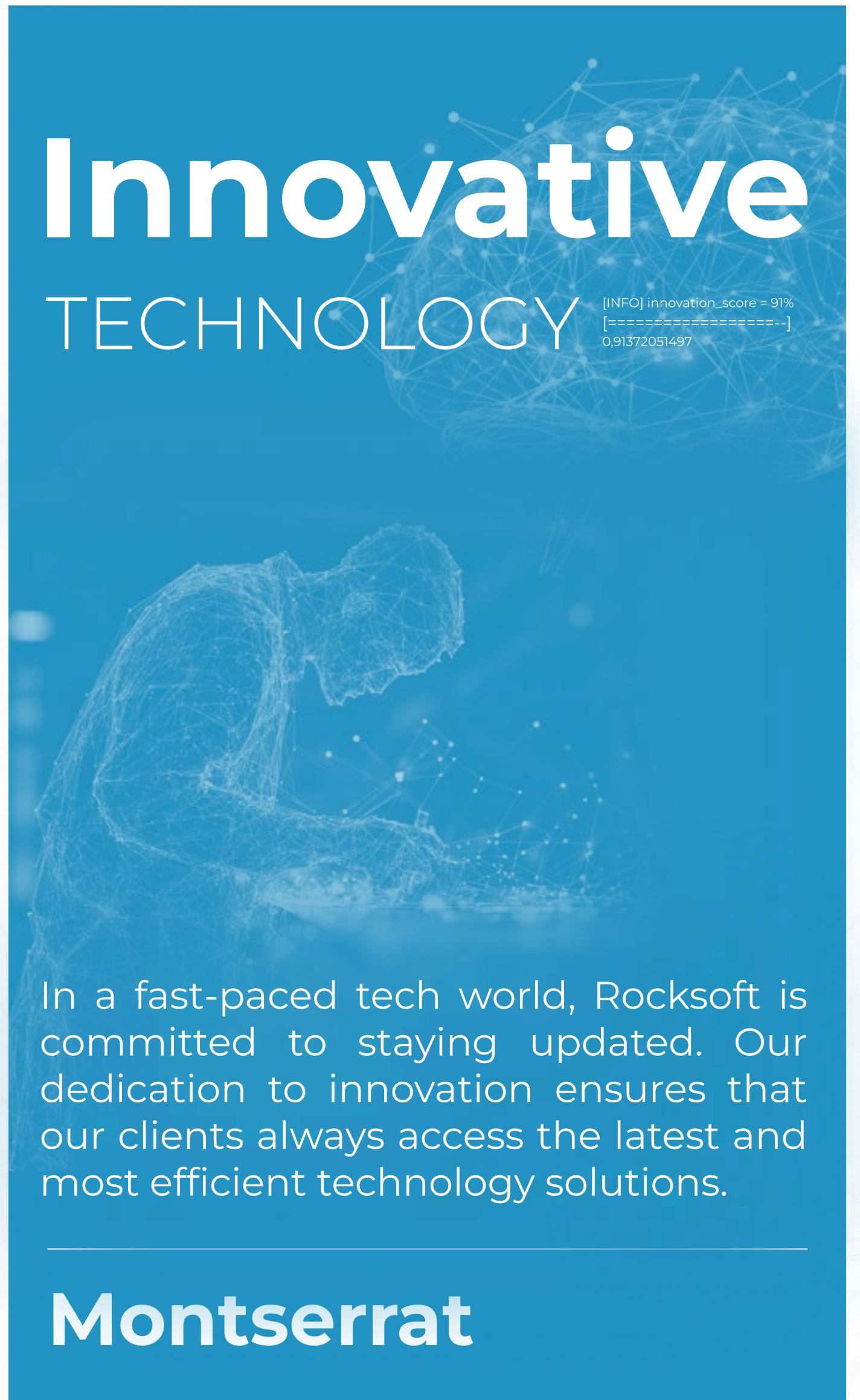
Text colors & links

Default text
All standard body text, paragraphs, and labels should use our Foundation Dark color for optimal readability on light backgrounds.

Links & interactive text
Links must be instantly recognizable and provide clear feedback to the user upon interaction.

Placeholder text
For text in disabled components (like an unavailable button) or for placeholder text in forms, use a light gray. This visually indicates that the text is not interactive or is of secondary importance.

Color: rocksoft-dark
Hex: #292929

rocksoft-dark

Color: color-link
Hex: #1A8AAD

This is how a default link should appear in a sentence

sky-blue- 700

Color: rocksoft-blue- 400
Hex: #54B5DD

Enter your name...

rocksoft-blue- 400

Type scale

H1, H2

01

Roboto Slab

Headings | Body | Buttons | Links & Labels

02

Montserrat
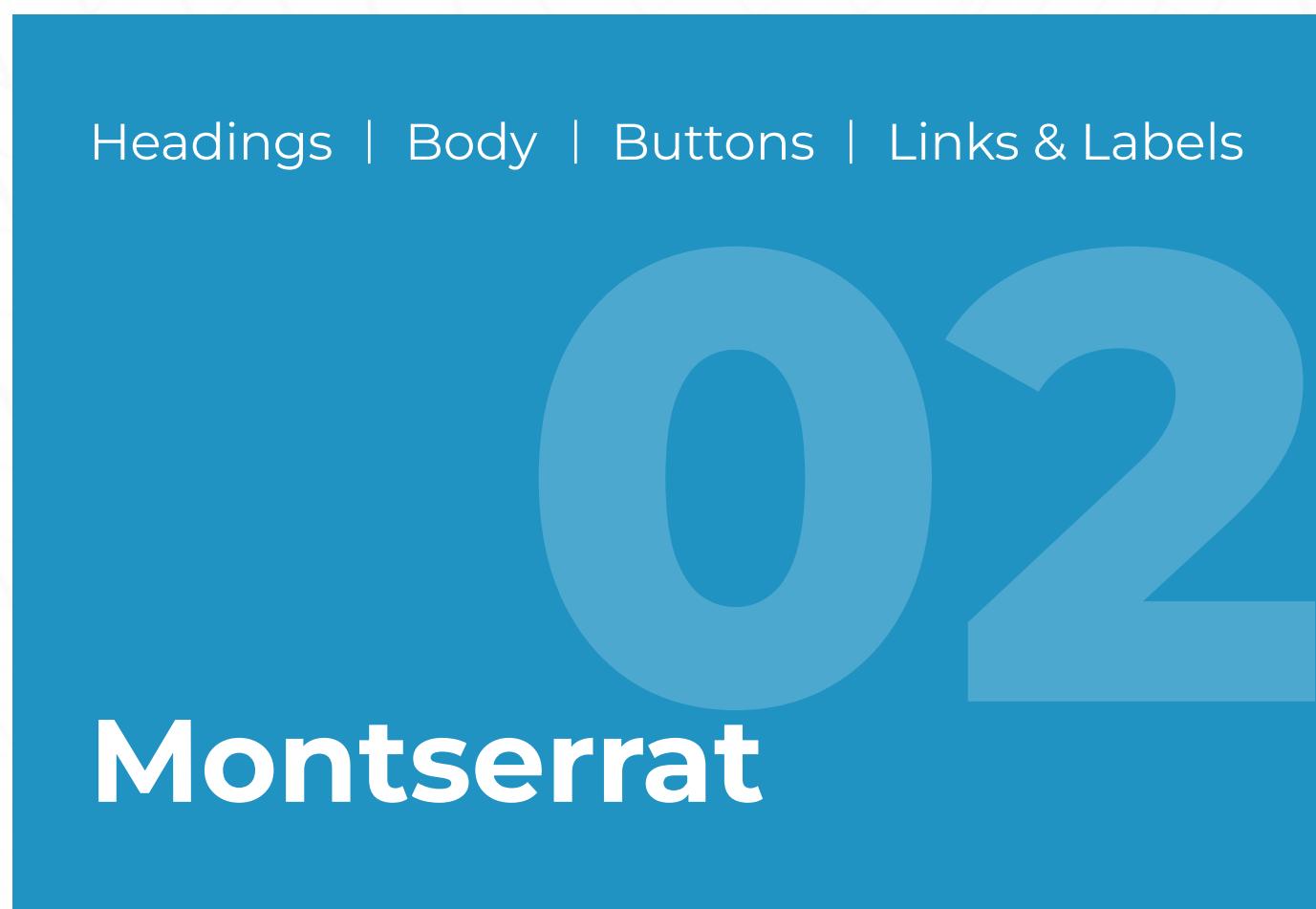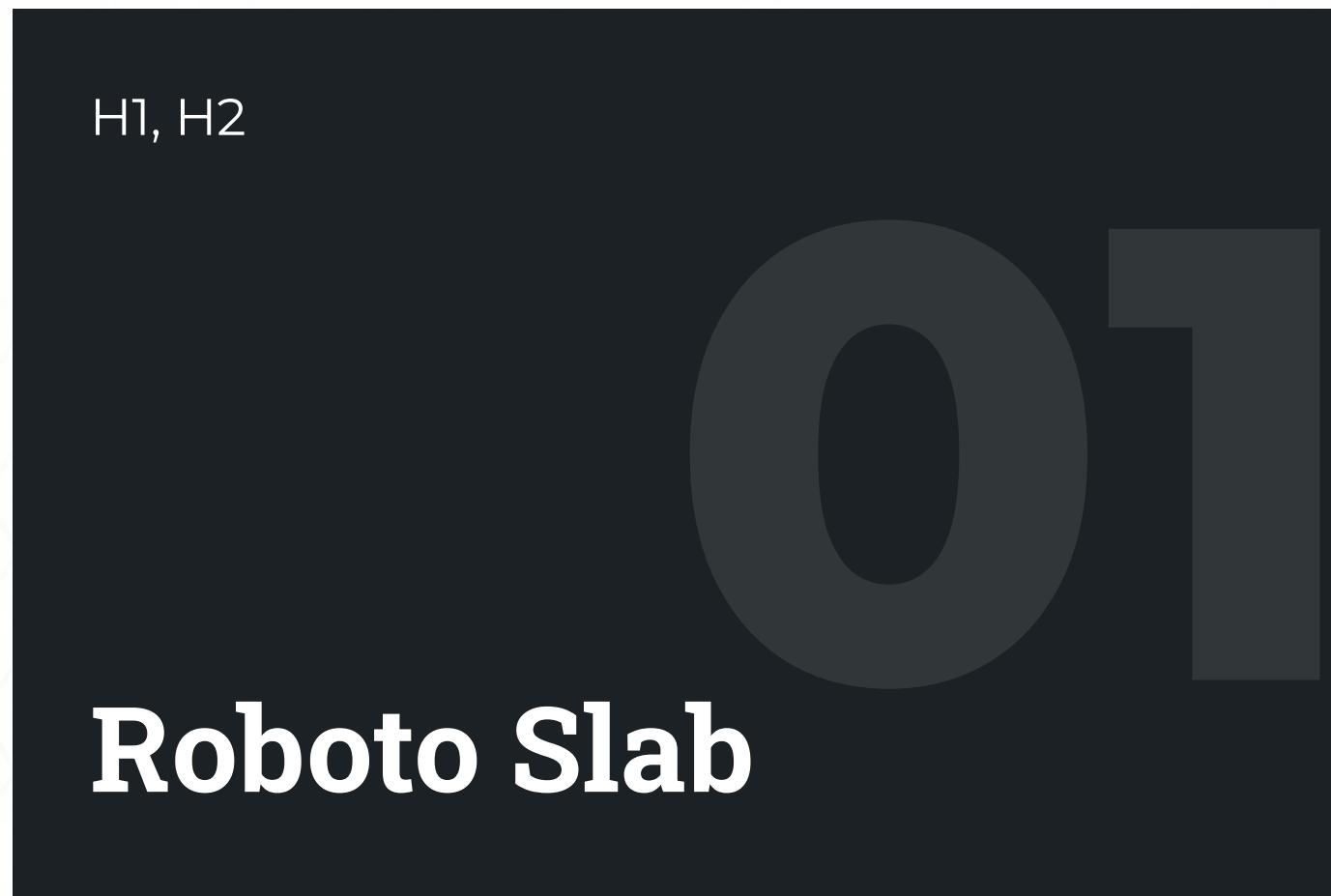
Headings

Type	Size	Line height	Font weight
H1	64px	72px	Bold (700)
H2	48px	56px	Bold (700)
H3	40px	48px	Bold (700)
H4	32px	40px	Bold (700)
H5	24px	32px	Semibold (600)
H6	20px	28px	Semibold (600)

Paragraph

Type	Size	Line height	Font weight
P1	20px	32px	Regular (400)
P2	16px	24px	Regular (400)
P3	12px	16px	Regular (400)

3 Applying the brand

Tone of voice

1. Clear & Trustworthy.
We build trust by communicating with honesty and clarity. We are professionals our clients can rely on, and our language reflects that.

What it sounds like: Straightforward, direct, and factual. Making promises we can keep.

2. Passionate & Engaging.
We are tech enthusiasts at heart, and we let that show. We share our genuine excitement for technology and its potential to solve interesting challenges.

What it sounds like: Energetic, confident, and knowledgeable. Genuinely curious about new ideas.

3. Innovative & Forward-Thinking
Our language is optimistic and focused on the future of what's possible. We embrace change and are always looking ahead.

What it sounds like: Focused on benefits and future outcomes. Open to new possibilities. Visionary and proactive.

4. Supportive & Positive
We speak in a way that encourages, motivates, and builds community. Our tone is inclusive and reflects our collaborative spirit.

What it sounds like: Using collaborative words ("we," "us," "together"). Respectful and empathetic. Celebrating successes.

5. Accessible & Jargon-Free
We make complex topics simple. Our goal is to ensure everyone—from technical experts to new clients—can understand our message.

What it sounds like: Clear and easy to follow. Using analogies to explain complex ideas. Defining technical terms if we must use them.

Icons

We use Google Material Design icons

Remember to always use correct settings, when getting new icons from google material icons.

Fill

Weight

100   **400**   700

Grade

-25   **0**   200

Optical size

20px   **24**   48px

Style

- ● Material Symbols
- ● Outlined
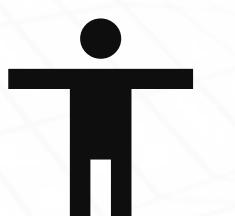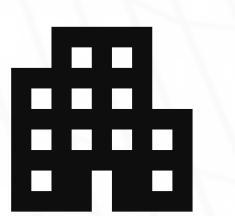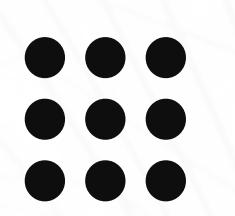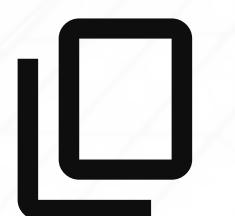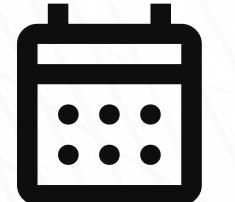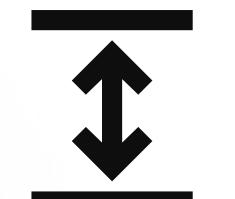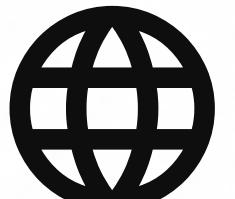
Illustrations

Patterns
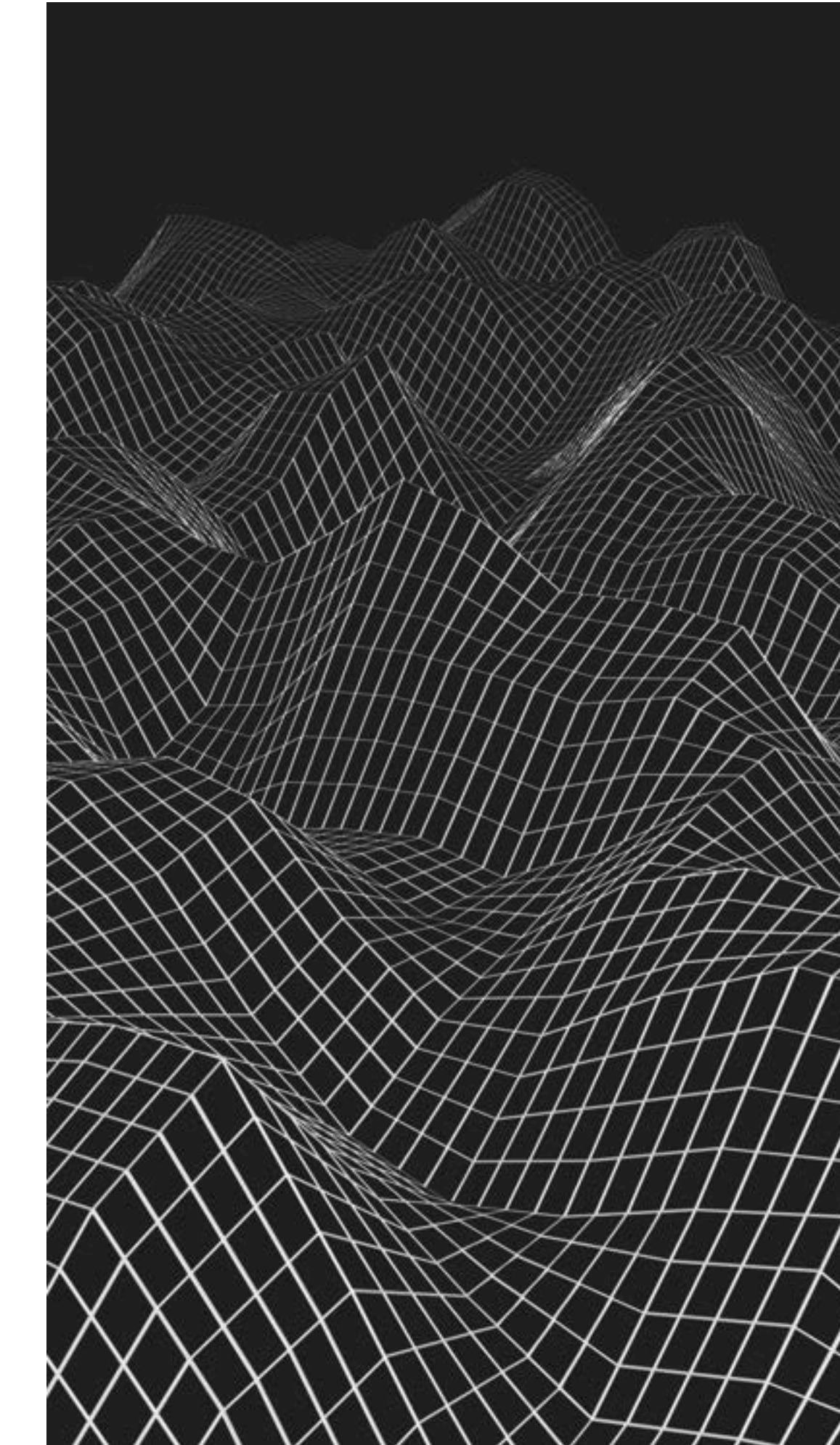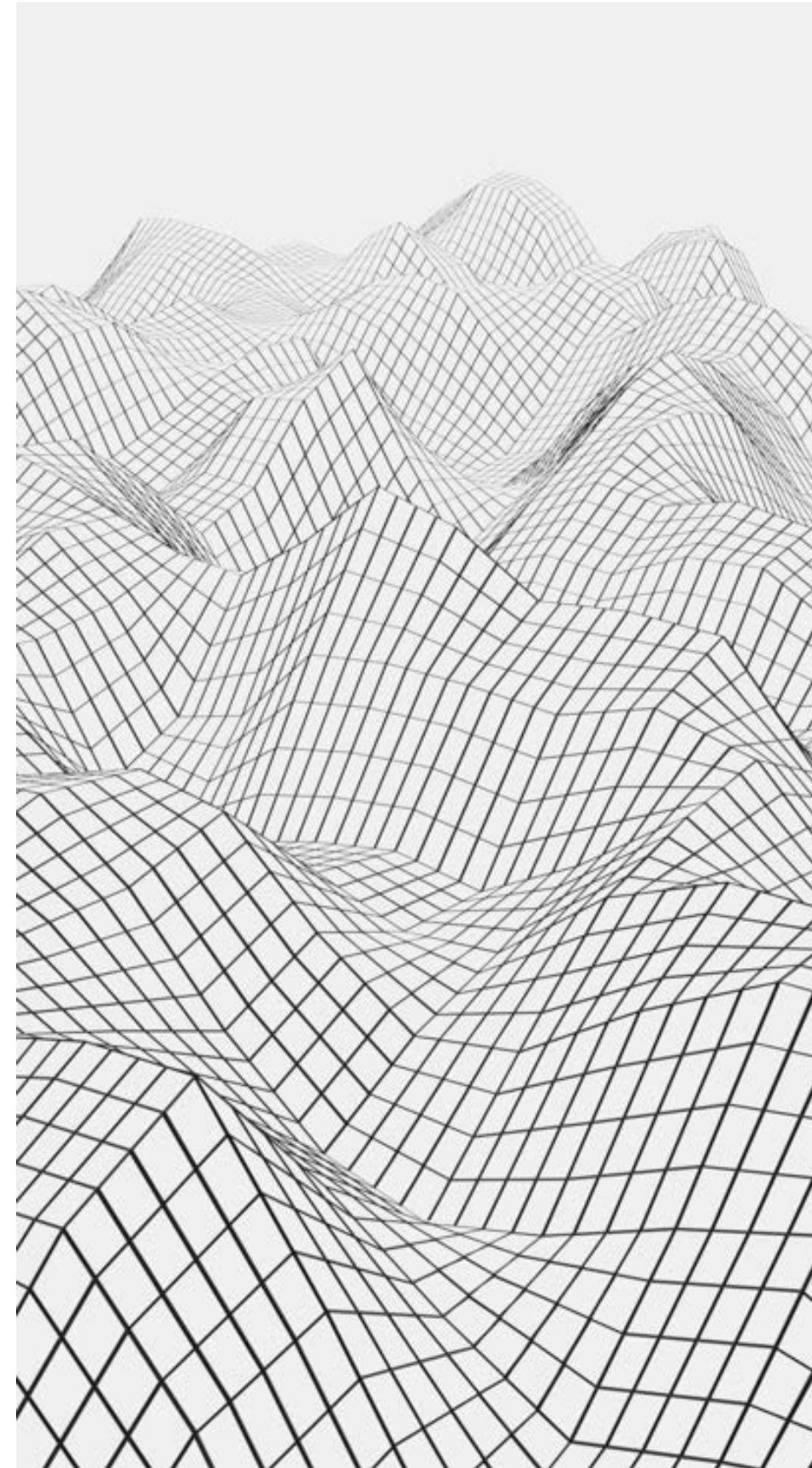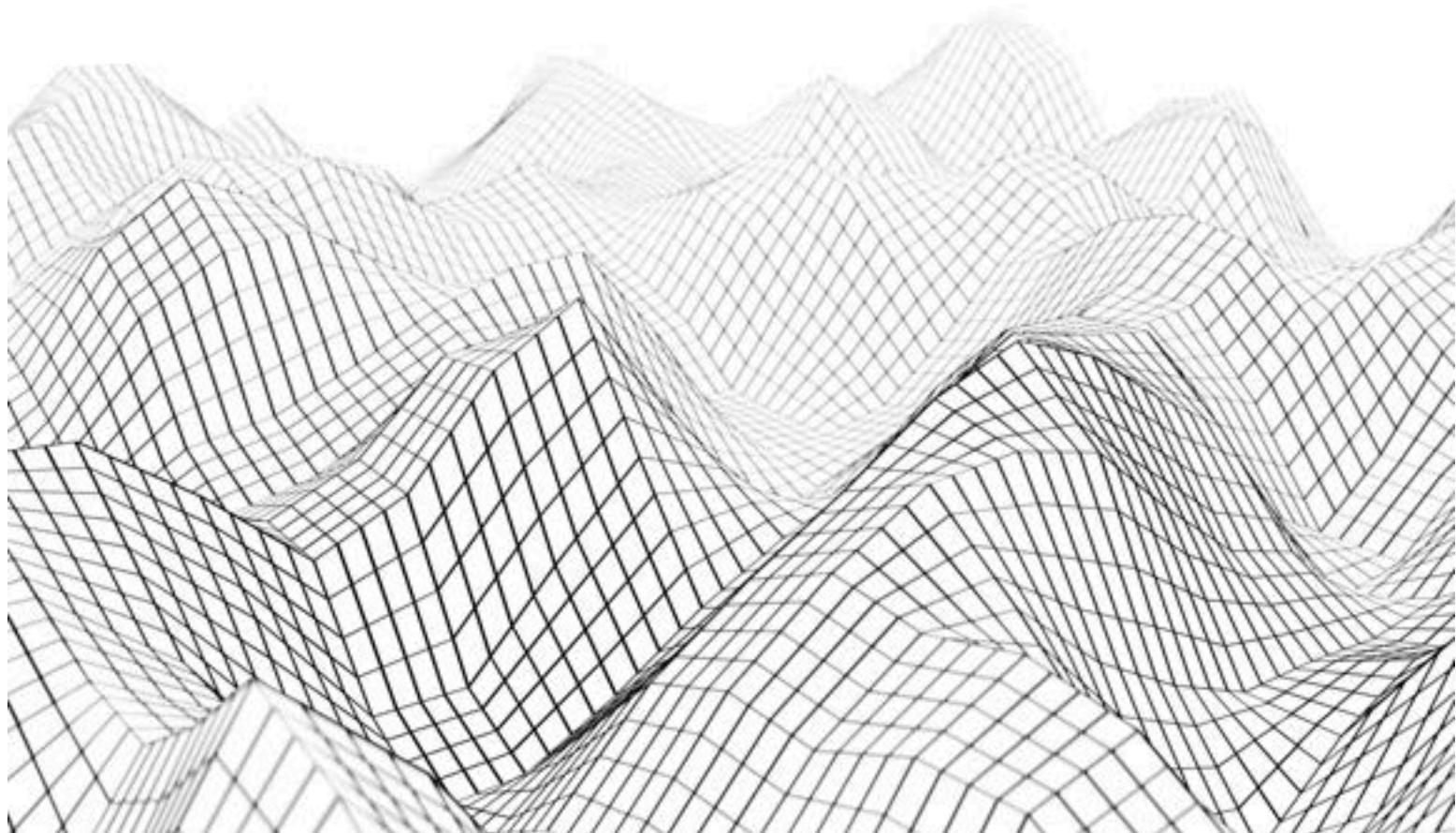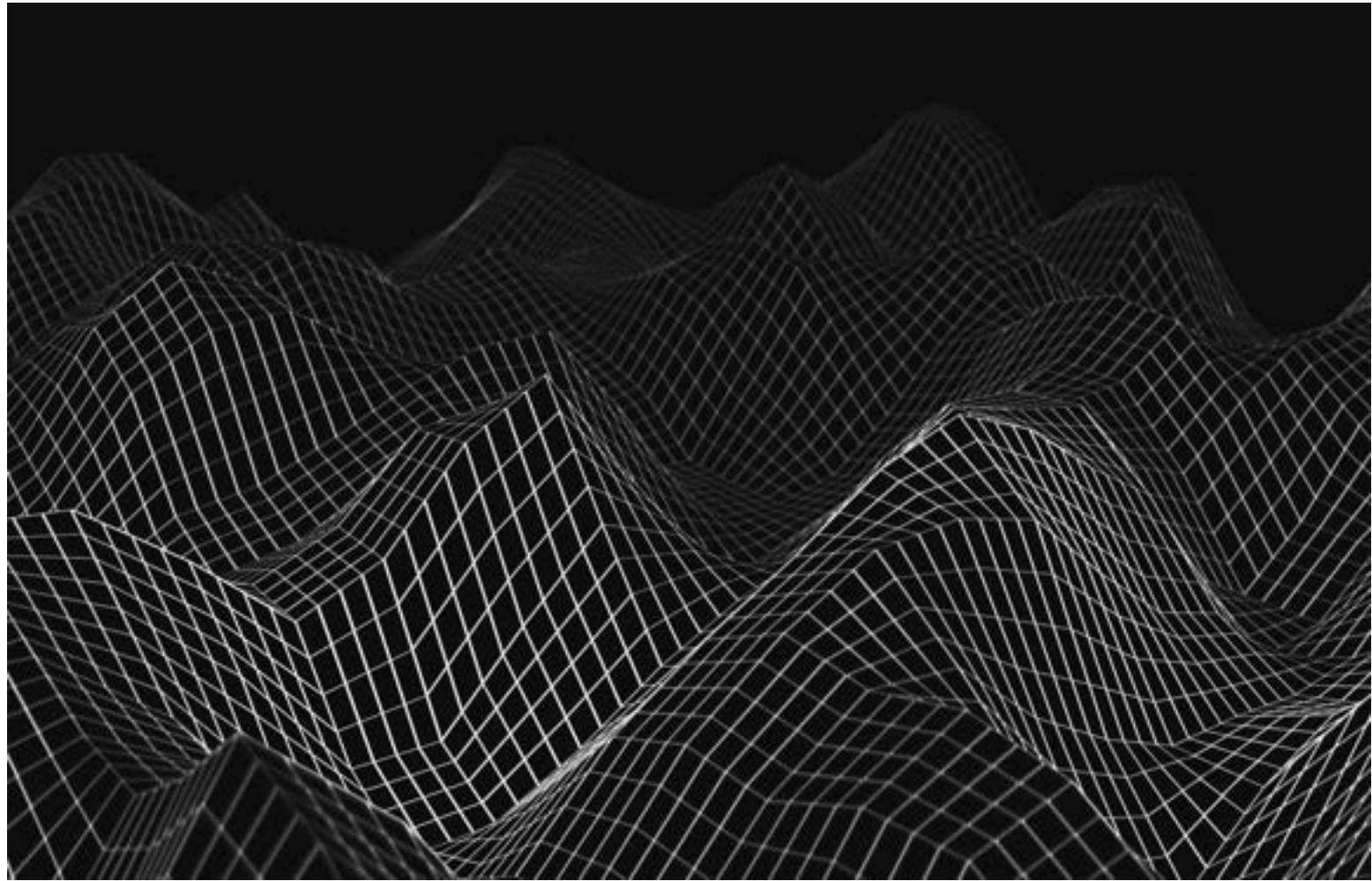
Where to find our assets

When using our brand assets, please keep them consistent and recognizable.

- **Logo:** Always use the original version without altering proportions, colors, or adding effects.

- **Illustrations:** They should support the message, not distract from it. Use them in the provided color palette and style.

- **Icons:** Keep them clear and simple. Do not mix them with other styles.

- **Patterns:** Use them as background elements or accents, never as the main focus.

- **Fonts:** Stick to the official brand typefaces for headlines and body text to keep everything unified.

By following these rules, our communication stays clear and instantly recognizable.

There you'll find all the brand assets you need, including logos, illustrations, icons, patterns, and fonts.

rocksoft.pl