



Brand Guidelines



01 Logo

Logo

Disclaimer:
The logo was not modified during the process of brand refresh. Please refer to the original logo-manual. This guidelines cover the usage of logo within the context of refreshed brand identity.

r o c k a w a y

Black logo
Light background up to Neutral 500
Logo color: #000000

r o c k a w a y

White logo
Light background from Neutral 600 up
Logo color: #FFFFFF

r o c k a w a y

Safe space

This is the minimum safe space ensuring the logo can breathe, but it is advised to give it even more space to emphasise its essence based in letter spacing.



Not recommended usage

Not sufficient contrast, respect WCAG contrast compliance (AA)

rockaway

Avoid use on busy backgrounds

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Respect the safe zones and do not close the logotype in tight shapes

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Do not recolor the logo

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Easter egg

Logo can be stretched out in an illustrative way, such as breathe in, breathe out motion as a loading state or other meaningful non-primary usage.

rockaway



r o c k a w a y