The identity

The approved wordmark, with its rocket built into the final o.



Use the complete lowercase wordmark as the primary logo.

The upward rocket provides the standalone symbol for the product.

The circular mark

The final o becomes the compact brand icon.



Use for favicons, profile images and compact brand placements.

The rocket is a transparent cut-out: it takes the colour of the background.

The app icon

A white rocket on a solid purple tile.



Use the square file when the platform applies its own corner mask.

Use the rounded version for presentations and placements without a platform mask.

Colour and typography

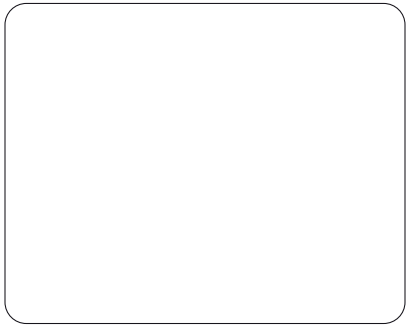
A restrained palette. Outlined logo artwork.



Brand purple
#77679A



Near black
#17151C



White
#FFFFFF



Solid black
#000000

Logo: custom outlined lettering traced from the approved concept; no font installation needed.
Inter Tight is a starting point for matching headings. Use Inter for the software UI.
Do not retype the logo: use the supplied vector master.
Hex values are the screen-colour specification. Proof print output with your printer.

Using the files

Keep the artwork consistent across every application.

01-Logos: horizontal logos, transparent versions and solid black / white versions.
02-Icons: circular rocket marks. 03-Rocket-Symbol: the rocket on its own.
04-App-and-Social: square and rounded tiles in purple and near black.
05-Web: favicons, Apple touch icon, Android icons and a web manifest.
SVG: scalable, editable paths. PDF: vector artwork. PNG: ready-to-use raster exports.
All logo letters are paths, with no external fonts or embedded raster images.
Keep clear space around the logo of at least half the height of the final o.
Suggested minimums: full logo 180 px wide; circular mark 32 px; app icon 16 px.
Use the supplied small favicon files at tiny sizes.
Do not stretch, rotate, recolour individual parts or add shadows and gradients.