



BRAND GUIDELINES

Logo Guidelines

How to use the Rocket.Chat logo correctly. A quick reference for customers, partners and sales teams.

Edition: October 2026



Our logo

The logo is the main way people recognize Rocket.Chat. It combines the **symbol**, a speech bubble, with the **wordmark**. Use the two together as the default whenever space allows.



Always use the official logo files.

Never redraw, retype or approximate the logo. If you need a file, ask your Rocket.Chat contact (see page 8).

Logo variants

Three versions cover every layout. Start with the horizontal logo and switch only when space requires it.



Horizontal

PRIMARY

The default for all materials: websites, slides, documents, partner pages and print. Use it wherever it fits.



Vertical (stacked)

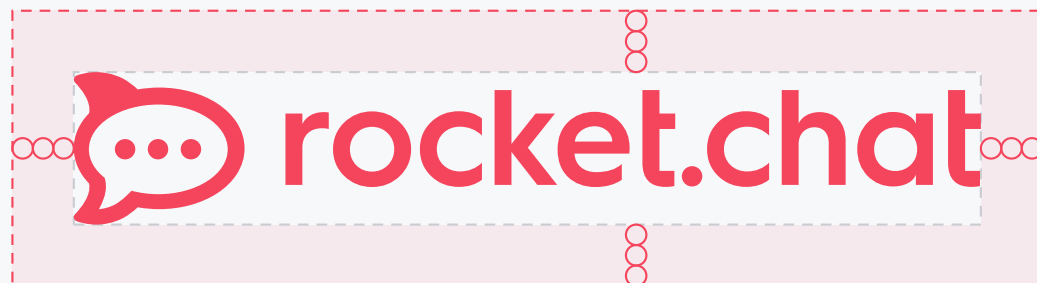
For narrow or square spaces where the horizontal logo doesn't fit but the name must still appear. Use sparingly.



Symbol only

For app icons, favicons and social media avatars, where the Rocket.Chat name is already clear from context. Never use it in place of the full logo in formal or first-impression materials.

Clear space



○ = one circle from the symbol. Clear space = 3 circles on every side.

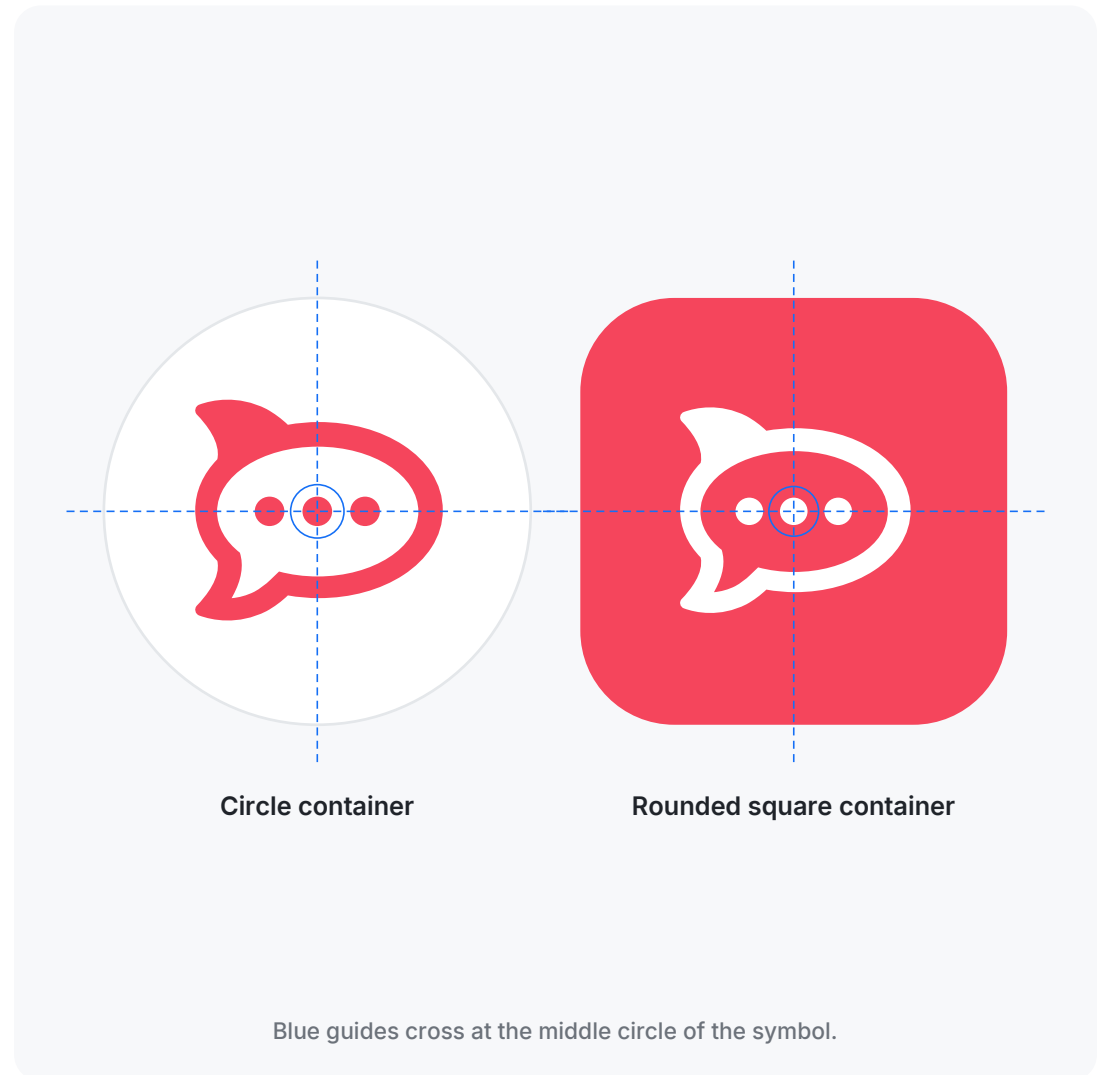
Give the logo room to breathe. Keep an empty area around it equal to **three of the circles** from the Rocket.Chat symbol.

- The clear space applies equally on all four sides.
- It applies to every variant: horizontal, vertical and symbol only.
- No text, images, borders, patterns or other logos inside this area.
- As the logo scales, the clear space scales with it.
- When in doubt, leave more space, not less.

Positioning in icons

When the symbol sits inside a circle or a square, such as an app icon, profile picture or badge, center it on the **middle circle** of the symbol, not on its outer edges. This makes it look balanced to the eye.

- Align the middle circle with the center of the container.
- Keep equal padding on all sides.
- In circles, the symbol must never touch or cross the edge.
- In rounded squares, add a little extra inner padding.



Color

The logo always appears in one color: red, white or black. Never mix two colors in the same logo.



Rocket Red

#F5455C
RGB 245 69 92



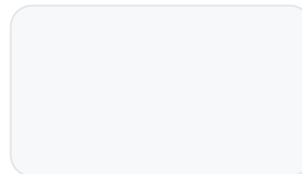
Brand Dark

#1F2329
RGB 31 35 41



Brand Gray

#6C727A
RGB 108 114 122



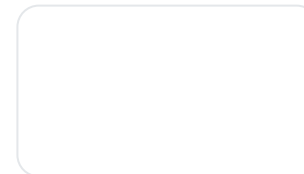
Cloud Gray

#F7F8FA
RGB 247 248 250



Link Blue

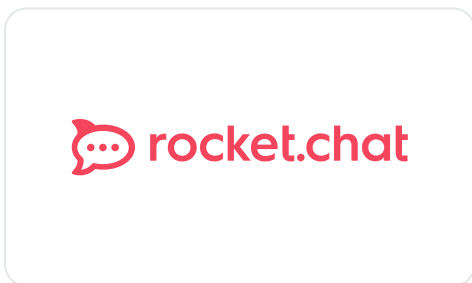
#156FF5
RGB 21 111 245



White

#FFFFFF
RGB 255 255 255

Logo color versions



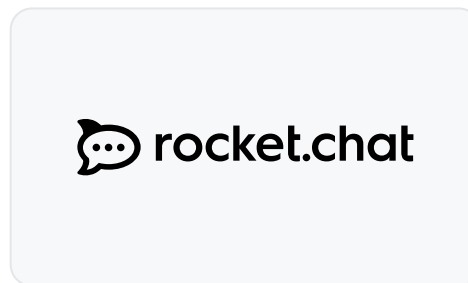
Red (default)

White or light backgrounds. The whole logo in Rocket Red.



White

Dark or colored backgrounds. The whole logo in white.



Black

Light backgrounds when color printing isn't available. The whole logo in black.



On photos or busy backgrounds

Place the logo on a solid container, or use the white or black version with strong contrast.

What not to do

Changing the logo in any way weakens the brand. These are the most common mistakes.



Don't stretch, squash or distort the logo.



Don't rotate or tilt the logo.



Don't use other colors, or two colors in one logo.



Don't add drop shadows, glows or 3D effects.



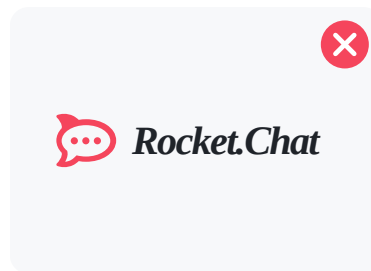
Don't add outlines or strokes.



Don't place it on busy or low-contrast backgrounds.



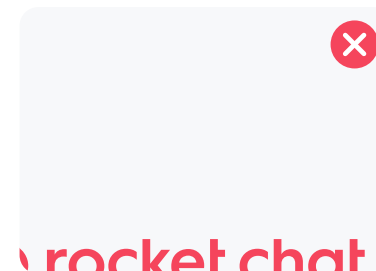
Don't rearrange or separate the symbol and wordmark.



Don't retype the name or use another typeface.



Don't use old or unofficial versions of the logo.



Don't crop the logo or let elements crowd it.

Do this every time

- ✓ Use the official logo files, unchanged.
- ✓ Keep the clear space of three circles on every side.
- ✓ Scale proportionally, always with the aspect ratio locked.
- ✓ Place the logo on clean backgrounds with good contrast.
- ✓ Choose the horizontal logo first; use the others only when needed.

Which file to use

SVG

Websites and digital use

Preferred for screens. Scales to any size without losing quality.

PNG

Slides, documents, social media

Use the versions with a transparent background.

PDF

Print

Vector format, sharp at any print size.

EPS

Professional design software

For Adobe Illustrator and similar tools.



Need the logo files or have a question?

Contact your Rocket.Chat representative or the Rocket.Chat brand team.